

invati advanced™ thickening foam



Styling foam that instantly thickens hair for fuller, thicker, more voluminous hair that lasts all day



claims

Product claims

- Instantly thickens hair for thicker, fuller, more voluminous hair that lasts all day¹
- Plumps each strand, making hair thicker, fuller and more voluminous from roots to ends¹
- Provides flexible, touchable hold that will not build up or weigh down hair²
- Helps reinforce fragile thinning hair¹
- Adds shine²
- Reduces frizz and flyaways¹
- Protects hair from thermal damage from blow drying¹
- Improves manageability for easier styling²
- Free of drying alcohols
- 96% naturally derived,³ vegan, cruelty-free, silicone-free
- Free from parabens, mineral oil, petrolatum, paraffin, formaldehyde and its donors, SLS and SLES, ethanolamines, oxybenzone, benzene, retinyl palmitate, microcrystalline wax, triclosan, triclocarban, lanolin and carmine



claims continued

Sensory Claims²

- 9 out of 10 women said the product:
 - Left hair looking instantly thicker and fuller
 - Left hair looking and feeling thicker/fuller all day
 - Provided touchable hold
 - Left hair looking healthier and with visible shine
 - Reduced the appearance of frizz
 - Reduced the appearance of flyaways
 - Made hair easy to style
 - Left hair soft and smooth
 - Made hair more manageable
 - Didn't weigh hair down
 - Left hair feeling healthier



texture/form

Liquid-to-foam

¹Laboratory testing on tresses.

²US only: Consumer testing on 105 women after using the product for 2 weeks. UK: Consumer testing on 105 women after 2 weeks of product use.

³From plants, non-petroleum minerals or water, using ISO standard. Learn more at aveda.com.

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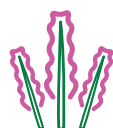
functional botanicals

- Certified organic amla instantly thickens hair from root to tip
- Blend of amla and rice protein encapsulates each strand from root to ends for an instant plumping effect with flexible, touchable hold and shine
- Powerful blend of Ayurvedic herbs, including ginseng and certified organic turmeric and amla



sourcing story

TURMERIC FROM INDIA



pure-fume™ aroma

A luxurious aroma featuring certified organic lavender, rosemary, geranium, vanilla, and other pure flower and plant essences



packaging

5 oz/150 ml bottle made with 100% post-consumer recycled (PCR) high-density polyethylene (HDPE) bottle (excluding pump)



usage and application

Do not shake bottle. Pump 3–5 times into hands, and emulsify. Distribute evenly through damp hair from roots to ends. Blow-dry and style.

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Q & A

Q: Is this product just a styling product, or is it a treatment as well?

A: Invati Advanced™ Thickening Foam is a multi-benefit styling hybrid that instantly thickens and provides flexible, touchable hold and shine. It also helps reinforce fragile, thinning hair, protects hair from thermal damage from blow drying and improves manageability for easier styling.

Q: Does a guest need to blow-dry the hair after using this product, or can the hair be air-dried?

A: For best results, we recommend blow drying the hair after applying Invati Advanced™ Thickening Foam.

Q: Does this product have heat protection?

A: Invati Advanced™ Thickening Foam protects hair from thermal damage during blow drying.

Q: Will this product create more volume and thickness the more a guest uses it?

A: Invati Advanced™ Thickening Foam provides instant benefits and will wash out with each shampoo.

Q: Can this product be layered with other products?

A: Yes. With any Aveda styling routine, a guest may layer products to achieve the desired results.

Q: Does a guest need to use the full Invati Advanced™ system with this product?

A: No. A guest does not need to use Invati Advanced™ Thickening Foam with the full Invati Advanced™ system to achieve the performance results of this product. If the guest is concerned with thinning hair or hair loss due to breakage, they would benefit from using the full Invati Advanced™ three-step system with the Thickening Foam.

Q: Can this product be used on thick hair?

A: Invati Advanced™ Thickening Foam was formulated for best results on guests with fine-to-medium hair. If a guest with thick hair is looking for additional thickness and fullness, they can use this product.

Q: What level of hold does this product offer?

A: Invati Advanced™ Thickening Foam offers flexible, medium hold.

Q: Will Phomollient™ Styling Foam be discontinued?

A: There are no plans to discontinue Phomollient™ Styling Foam at this time.

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Q & A

Q: What is the difference between Invati Advanced™ Thickening Foam and Thickening Tonic? What about other volumizing/thickening products?

A: The chart below provides a comparison of Invati Advanced™ Thickening Foam vs. Thickening Tonic and other styling products.

| | Invati Advanced™ Thickening Foam | Phomollient™ Styling Foam | Thickening Tonic | Volumizing Tonic |
|-----------------------|---|---|--|--|
| Form | Foam | Foam | Spray | Spray |
| Hold | Flexible, medium hold | Light-to-medium hold | N/A | N/A |
| Protect | <ul style="list-style-type: none"> • Thermal damage from blow drying • Helps reinforce fragile, thinning hair | N/A | Protection from heat/thermal damage up to 450° | Includes UV protection |
| Volume | Instant volume | Weightless volume and body | N/A | Adds weightless volume |
| Thicker/Fuller | Instant thickness and fullness that lasts all day | N/A | Instantly thickens from roots to ends | N/A |
| Manageability | Improves manageability for easier styling | N/A | N/A | N/A |
| Shine | Adds shine | Adds shine | N/A | Adds shine |
| Hair Type | Fine-to-medium | Fine-to-medium | Fine-to-medium | Fine-to-medium |
| Usage | Distribute evenly through damp hair from roots to ends. Blow-dry and style. | Distribute evenly through damp hair from roots to ends. Blow-dry and style. | Spray thoroughly from roots to ends. Blow-dry and style. | Spray on damp hair, focusing on roots. Blow-dry and style. |