

aveda men pure-formance™ conditioner



High-performance conditioner that refreshes and protects the scalp while adding healthy shine and conditioning the hair without weighing it down



technology

Features the Aveda Men exclusive phyto-active blend developed by world-renowned clinical aromaologist, Pierre Franchomme, that soothes and relieves the scalp



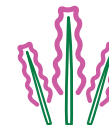
functional botanicals

- Seaweed helps act as a protective barrier for skin and scalp
- Tamanu oil has been used for centuries in the South Pacific to soothe dry or irritated skin
- Plai oil has been used for centuries to help relieve skin irritation
- Licorice root is an ancient Chinese remedy believed to soothe and calm



sourcing story

LAVENDER FROM BULGARIA



pure-fume™ aroma

A rich, spicy, refreshing aroma comprised of kunzea and certified organic lemon, spearmint, vetiver and lavender essential oils



texture/form

Liquid lotion

aveda men pure-formance™ conditioner



packaging*

10 fl oz/300 ml bottle with a minimum of 95% post consumer recycled (PCR) high-density polyethylene (HDPE)

* Received gold-level Cradle to Cradle (C2C) certification from the Environmental Protection and Encouragement Agency (EPEA). C2C certification allows companies to tangibly and credibly measure achievement in environmentally intelligent product design based on eliminating the concept of waste.



usage and application

Work conditioner into cleansed hair and scalp. Rinse well.



Q & A

Q: What makes this product specific to men?

A: Men's scalps are thicker than women's and on average can produce twice the level of oil. This can make men's scalps more prone to sensitivity, dryness, redness and irritation. The Aveda Men products were developed to address these men-specific challenges.

Q: Can women use this product?

A: Of course. Although the Aveda Men products are formulated to meet the distinct hair care needs of men, women can use and benefit from these products as well. In fact, Aveda is confident that many women will love the Aveda Men aroma and the performance of many of the products.

Q: If a male guest is currently using other Aveda products, how should a stylist transition him to Aveda Men?

A: Although all of Aveda's products are wonderful, the Aveda Men products have been tailored to meet his distinct hair care needs. When you are consulting with a male guest who may already be using other Aveda products, make a point to introduce him to the Aveda Men products, concentrating on their unique positioning and benefits and the incredible results they are proven to deliver.

Q: Why does the Aveda Men packaging look different than existing Aveda products?

A: The package design objective was to create a new brand identity for Aveda Men, differentiating it from not only other Aveda products, but also other men's brands currently on the market.

Q: What is kunzea?

A: Kunzea is an essential oil produced through steam distillation of the leaf, twig and branches of the Kunzea ambigua (tick bush). Aveda sources its Kunzea essential oil from Tasmania in Australia.