

aveda men pure-formance™ shampoo



High-performance shampoo that when used with Aveda Men Pure-Formance™ Conditioner, refreshes and revives the scalp while cleansing, conditioning and moisturizing hair



technology

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



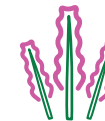
functional botanicals

- 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 featuring certified organic spearmint, vetiver and lavender



texture/form

Liquid

aveda men pure-formance™ shampoo



packaging

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



usage and application

Massage a small amount of product into wet hair and scalp. Rinse well. Follow with Aveda Men Pure-Formance™ Conditioner.

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