

invati men™ nourishing exfoliating shampoo



Daily shampoo that helps condition and strengthen hair and exfoliate and refresh the scalp by removing build-up that can clog pores



claims

Invati™ Men System Claims

- Reduces hair loss* to help keep the hair you have longer
- Four out of five men say their hair feels stronger and looks thicker**
- Instantly thickens hair and invigorates the scalp when massaged in

*Due to breakage in a clinical test of the Invati Men™ system after 12 weeks.
**In a 12-week consumer test.



functional botanicals

- Amla helps instantly thicken hair at the root
- Potent blend of plant actives help invigorate the scalp when massaged in



sourcing story

TURMERIC FROM INDIA



pure-fume™ aroma

A refreshing aroma featuring certified organic cedarwood and fir

invati men™ nourishing exfoliating shampoo



texture/form

Liquid



packaging

8.5 oz/250ml bottle made with a minimum of 75% post-consumer recycled (PCR) high-density polyethylene (HDPE) and up to 25% bioplastic*



usage and application

Massage into wet hair and scalp. Rinse. Use with Invati Men™ Scalp Revitalizer.



Q & A

Invati Men™ Nourishing Exfoliating Shampoo

Q: How is this product different from Aveda Men Pure-Formance™ Exfoliating Shampoo?

A: Invati Men™ Nourishing Exfoliating Shampoo is different from Aveda Men Pure-Formance™ Exfoliating Shampoo in the following ways:

- Different primary hair care concerns—Aveda Men Pure-Formance™ Exfoliating Shampoo is formulated for men whose primary concern is to cleanse the scalp and excess oil and product build-up. Invati Men™ Nourishing Exfoliating Shampoo is formulated for men who are concerned with thinning hair.
- Texture—Invati Men™ Nourishing Exfoliating Shampoo contains wintergreen-derived salicylic acid, a gentle exfoliant that does not affect the product's creamy texture. Aveda Men Pure-Formance™ Exfoliating Shampoo contains walnut shells and jojoba beads, which provide a more physical and sensorial exfoliation of the scalp.

Q: Will the exfoliating properties in this product harm the scalp as it exfoliates?

A: No. The key exfoliant in Invati Men™ Nourishing Exfoliating Shampoo, wintergreen-derived salicylic acid, is a gentle exfoliant that leaves the scalp clean and prepared to receive Invati Men™ Scalp Revitalizer. It is neither grainy nor abrasive.

Q: What if guests don't wash their hair every day?

A: To experience the best results, guests should use both Invati Men™ products daily, including Invati Men™ Nourishing Exfoliating Shampoo.

*Bioplastic contains up to 4% virgin petrochemical material.

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Q & A continued

Invati Men™ System

Q: How is this system different from Invati™ Solutions for Thinning Hair?

A: The Invati Men™ system is different from Invati™ Solutions for Thinning Hair in the following ways:

- Formula—Formulated specifically for men, the Invati Men™ system contains a number of potent plant actives to help address hair thinning in men.
- Product form—The serum/gel base of Invati Men™ Scalp Revitalizer absorbs quickly for a drip-free application, which is particularly helpful for male guests, who typically have shorter hair.
- System simplicity—Men tend to look for hair care products that are simple and effective. The Invati Men™ system is formulated as a once-daily, two-step system to provide male guests with a simple, efficient way to help them address thinning hair.

Q: How is this system different from other thinning hair solutions?

A: Invati Men™ is not a hair-growth system. It does not contain minoxidil or any other drug ingredients. Aveda has not conducted head-to-head performance comparisons between Invati Men™ and other thinning hair solutions. However, Aveda's consumer testing validated the following claims:

- Reduces hair loss* to help keep the hair you have longer
- Four out of five men say their hair feels stronger and looks thicker**

Q: What is the effectiveness percentage of the Invati Men™ system?

A: The clinical claim for the Invati Men™ system does not include a percentage.

*Due to breakage in a clinical test of the Invati Men™ system after 12 weeks.

**In a 12-week consumer test.

Q: Do guests need to use both products in the system to notice results?

A: Invati Men™ is formulated for use as a system; Aveda's testing was conducted on individuals using both products. To experience the best results, guests should use both products daily.

Q: When should guests begin to notice results using this system?

A: The Invati Men™ system provides an instant thickening benefit. After 12 weeks, guests should see a reduction in hair loss due to breakage.

Q: How many uses can guests expect to get from this system?

A: When used as directed and assuming an average usage amount per application, guests can expect the 250 ml Invati Men™ Nourishing Exfoliating Shampoo to last approximately four months and the 125 ml Invati Men™ Scalp Revitalizer to last approximately three months, giving guests the opportunity to experience results within their first system purchase.

Q: Can women use this system?

A: Invati Men™ is formulated for men and was tested on men; therefore, Aveda does not have consumer data to support efficacy in women.

Q: Is this system safe for use on color-treated hair?

A: All Aveda hair care products are safe for use on color-treated hair. Highlighted or bleached hair can be very porous and may absorb more tonality found in Aveda hair care products than virgin or darker shades of hair.

Q: Will there be an advanced Invati Men™ system that contains the new hero ingredients (tangerine peel and knotweed)?

A: At this time, there are no plans to create an Invati Men™ advanced line.