

invati men™ scalp revitalizer



Daily, leave-in treatment that helps invigorate the scalp by increasing microcirculation and instantly thicken hair at the root, helping keep the hair you have longer*

*Reduces hair loss due to breakage in a clinical test of the Invati Men™ system after 12 weeks.



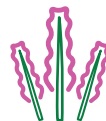
functional botanicals

- 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



texture/form

Serum/gel spray



packaging

4.2 oz/125 ml bottle made with 75% post-consumer recycled (PCR) high-density polyethylene (HDPE) and up to 25% bioplastic** and a carton made with 100% PCR fiber

**Bioplastic contains up to 4% virgin petrochemical material.



usage & application

Touch the applicator tip to the scalp, and apply a straight line on the center, left and right sides of scalp, from front to back. Massage evenly into the entire scalp. Do not rinse. Apply once daily. Use with Invati Men™ Nourishing Exfoliating Shampoo. May cause warming, tingling.

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Q & A

Invati Men™ Scalp Revitalizer

Q: When should guests apply this product, and does their hair need to be wet or dry?

A: Invati Men™ Scalp Revitalizer is the second step in the two-step system. Guests can apply it to wet or dry hair, once daily. Ideally, guests should apply it prior to any styling products to ensure it reaches the scalp.

Q: Will guests experience any sensation after applying this product to the scalp?

A: Guests may experience a warming or tingling sensation after applying Invati Men™ Scalp Revitalizer.

Q: The usage and application instructions for this product state guests should massage it into the scalp. What type of massage should guests perform?

A: Guests may perform any type of massage when applying Invati Men™ Scalp Revitalizer; the goal is to distribute the product evenly over the entire scalp. Guests should note that the product may cause warming or tingling sensation on the scalp. If they find that massaging enhances this sensation, they may want to consider using a less-vigorous technique.

Q: Does this product provide heat protection?

A: No. Invati Men™ Scalp Revitalizer is formulated to be applied to the scalp, not the hair; heat protection benefits were not considered as priority during formulation.

Q: What is the shelf life of this product?

A: Aveda formulates all hair care products to have a three-year shelf life.

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 thinning hair 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**

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

**In a 12-week consumer test.

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.

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Q & A *continued*

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.