

# aveda men pure-formance™ grooming cream

Moisture-rich cream that creates definition with a medium level of hold while conditioning, thickening, and delivering natural shine



## technology

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



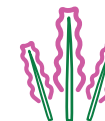
## functional botanicals

- 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

Cream

# aveda men pure-formance™ grooming cream



## packaging

4.2 fl oz/125 ml tube with a minimum of 35% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Work small amount between palms and apply evenly through damp or dry hair.

## 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: 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.