

aveda men pure-formance™ grooming clay



Lightweight clay that creates texture and definition with a strong level of hold while thickening and delivering a natural, matte finish



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 the 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

Clay

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packaging

2.6 oz/75 ml tub with a carton made from 100% recycled fiber and printed with soy ink



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.