

invati advanced™ scalp revitalizer



Daily leave-in treatment that reduces hair loss* to help keep the hair you have longer and provide thicker, fuller, healthier-looking hair



technology

Invati Advanced™ Solutions for Thinning Hair is a 98% naturally derived** system formulated to help keep the hair you have longer, reducing hair loss by 53%* and instantly thickening hair when applied once daily



functional botanicals

- Invigorating formula featuring tangerine peel and Japanese knotweed penetrates the surface to help support the hair's natural keratin
- Powerful blend of Ayurvedic herbs, including ginseng and certified organic turmeric, and Aveda's patented energy ferment invigorate the scalp when massaged in
- Certified organic amla instantly thickens hair



sourcing narrative

TURMERIC FROM INDIA



pure-fume™ aroma

A luxurious aroma featuring certified organic lavender, rosemary and geranium



texture/form

Sprayable serum

*Due to breakage from brushing, after using the Invati Advanced™ system for 12 weeks.
**From plants, non-petroleum minerals or water. Learn more at aveda.com.

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packaging

5 fl oz/150 ml bottle and targeted sprayer made with 100% post-consumer recycled (PCR) polyethylene (PET) and a carton made with a minimum of 90% PRC fiber



usage & application

Apply once daily. Lift hair in sections to spray directly onto scalp. Spray 16 times, evenly covering head. Hair may be damp or dry. Gently massage in. Do not rinse. Use with the Invati Advanced™ system.

Q & A

Invati Advanced™ Scalp Revitalizer

Q: How is Invati Advanced™ Scalp Revitalizer different from Invati™ Scalp Revitalizer?

A: Invati Advanced™ Scalp Revitalizer has a slightly thicker texture that, while still sprayable, helps ease application and massage. The formula contains tangerine peel and Japanese knotweed extracts that penetrate the surface to help support hair's natural keratin. Finally, the recommended once-daily application is more considerate of women's busy lifestyles and hair care routines.

Q: How does Invati Advanced™ Scalp Revitalizer perform compared to Invati™ Scalp Revitalizer?

A: Invati Advanced™ Scalp Revitalizer is formulated to provide an easier application and massage. The formula is slightly thicker, resulting a less drippy application that is more easily spread on the scalp. The improved formula only requires a once daily application, which will help guests adhere to the system, resulting in guests with thicker, fuller, healthier-looking hair.

Q: Why did the formula change?

A: The Invati Advanced™ Scalp Revitalizer texture was updated to be slightly thicker to help ease application and massage. Invati Advanced™ Scalp Revitalizer uses the same thickeners as Invati™ Scalp Revitalizer, but at higher levels to provide the thicker texture. New botanical actives were also added.

Q: Why did the application change to once a day? Should Invati Advanced™ Scalp Revitalizer be applied in the morning or evening? Wet or dry?

A: Invati Advanced™ Scalp Revitalizer is formulated for once-daily use. It may be applied in the morning or evening, whatever best fits the guest's hair care routine. It may be applied to a wet or dry scalp as long as it's massaged into the scalp after application.

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Q & A *continued*

Q: Can Invati Advanced™ Scalp Revitalizer be used with the Aveda Paddle Brush or Pramāsana™ Exfoliating Scalp Brush?

A: Aveda does not recommend using the Aveda Paddle Brush or Pramāsana™ Exfoliating Scalp Brush alone with Invati Advanced™ Scalp Revitalizer due to the potential for irritation. The Pramāsana™ Exfoliating Scalp Brush can be used, but only in conjunction with the Invati Advanced™ system. If a guest is actively using Invati Advanced™ system and would like to add an additional step to their Invati Advanced™ home care routine, it is acceptable to integrate the Pramāsana™ Exfoliating Brush and Purifying Scalp Cleanser into it. Both products are used in the professional Invati Advanced™ Treatment for Thinning Hair service.

The recommended Invati Advanced™ + Pramāsana™ home care routine is:

1. Gently massage dry scalp with the Pramāsana™ Exfoliating Scalp Brush.
2. Cleanse scalp with Pramāsana™ Purifying Scalp Cleanser. Rinse.
3. Shampoo and condition hair with Invati Advanced™ Exfoliating Shampoo and Thickening Conditioner.
4. Towel-dry hair. Lift hair in sections, and spray 16 sprays of Invati Advanced™ Scalp Revitalizer, evenly covering scalp. Gently massage in. Do not rinse.
5. Style hair as desired.

Aveda recommends guests use Invati Advanced™ Scalp Revitalizer once daily to experience optimum results. These guests should not use Pramāsana™ Protective Scalp Concentrate, as it may interfere with the results of Invati Advanced™ Scalp Revitalizer.

Invati Advanced™ System

Q: How do I know whether the Invati Advanced™ system is appropriate for a guest?

A: The Invati Advanced™ system does not address medical conditions like alopecia; however, if a guest is experiencing hair loss due to post-pregnancy breakage or breakage from aging or wearing scalp-pulling hair styles like tight ponytails, braids or extensions, Invati Advanced™ is an appropriate system to recommend.

Q: What happens if a guest stops using the Invati Advanced™ system?

A: Guests will continue to experience the benefits of Invati Advanced™ as long as they use the system.