

RESULT	PRODUCT	BENEFIT
<b>SHAMPOO &amp; CONDITIONERS</b>		
Add Shine	<b>Brilliant™</b> Shampoo and Conditioner	Softens hair and adds shine.
Aveda Men	<b>Aveda Men Pure-Formance™</b> Shampoo and Conditioner	Soothes scalp while cleansing, conditioning and moisturizing all hair types.
Balance Scalp	<b>Scalp Benefits™</b> Balancing Shampoo and Balancing Conditioner	Gently cleanses, nourishes and balances the scalp.
Create Volume	<b>Pure Abundance™</b> Volumizing Shampoo and Volumizing Clay Conditioner	Creates body and volume on fine, limp hair.
Define Curl	<b>Be Curly™</b> Shampoo and Conditioner	Enhances curl, combats frizz and boosts shine on curly or wavy hair.
	<b>Be Curly™</b> Co-Wash	Conditioning, sulfate-free wash that gently cleanses the scalp and hair, removing build-up and excess oil and moisturizing curls and coils for up to three days.
Enrich Color	<b>Blue Malva</b> Shampoo and Color Conditioner	Neutralizes brassy tones in light shades of hair.
	<b>Camomile</b> Shampoo and Color Conditioner	Enhances golden tones in light shades of hair.
	<b>Madder Root</b> Shampoo and Color Conditioner	Enhances red tones in red and brown shades of hair.
	<b>Clove</b> Shampoo and Color Conditioner	Enhances warm tones in medium brown shades of hair.
	<b>Black Malva</b> Shampoo and Color Conditioner	Enhances dark shades of hair with cool, dark tones while reducing red tones.
Protect Color	<b>Color Conserve™</b> Shampoo and Conditioner	Helps cleanse and condition color-treated hair.
Smooth/ Straighten	<b>Smooth Infusion™</b> Shampoo and Conditioner	Smooths and reduces frizz on all hair types.
Sun Care	<b>Sun Care</b> Hair and Body Cleanser and After-Sun Hair Masque	Cleanser gently removes chlorine, salt and product build-up while helping maintain moisture balance on all hair types. Masque moisturizes and revives sun-exposed hair.
Invigorating Care	<b>Rosemary Mint</b> Shampoo and Conditioner	Invigorates while leaving hair healthy looking.
Soothing Care	<b>Shampure™</b> Shampoo and Conditioner	Gently cleanses hair with a calming aroma.




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<b>SHAMPOO &amp; CONDITIONERS</b>		
Add Moisture	<b>Dry Remedy™</b> Moisturizing Shampoo and Moisturizing Conditioner	Nourishes and moisturizes dry, brittle hair, leaving it soft, supple and shiny.
Repair Damage	<b>Damage Remedy™</b> Restructuring Shampoo and Restructuring Conditioner	Helps repair and strengthen damaged and chemically treated hair.
Thinning Solutions	<b>Invati™</b> Exfoliating Shampoo and Thickening Conditioner	Helps thicken hair and removes build-up that can clog pores. Part of the Invati™ system that helps you keep the hair you have longer.*
<b>LEAVE-IN TREATMENTS</b>		
Add Moisture	<b>Dry Remedy™</b> Daily Moisturizing Oil	Instantly moisturizes dry, brittle hair by 41%,** leaving it soft and shiny.
Healthy Scalp	<b>Scalp Remedy™</b> Dandruff Solution	Gently exfoliates the scalp and reduces flaking by up to 41% in one week. Relieves itching. Helps prevent the reoccurrence of dandruff.
Protect Color	<b>Color Conserve™</b> Daily Color Protect	Daily leave-in treatment that instantly intensifies color radiance. Part of the Color Conserve™ system that helps power your color.
Repair Damage	<b>Damage Remedy™</b> Daily Hair Repair	Instantly repairs damaged hair by 26%.† Detangles and helps protect hair during heat styling.
Sun Care	<b>Sun Care</b> Protective Hair Veil	Helps protect hair from sun exposure and minimizes color damage and dryness.
Thinning Solutions	<b>Invati™</b> Scalp Revitalizer	Part of the Invati™ system that helps you keep the hair you have longer.*
<b>TREATMENTS</b>		
Add Moisture	<b>Dry Remedy™</b> Moisturizing Masque	Moisturizes and helps seal in intense hydration in dry, brittle hair, leaving it soft and shiny.
Aveda Men	<b>Aveda Men Pure-Formance™</b> Exfoliating Shampoo	Removes dull, dead skin cells, excess oil and product build-up while creating smoother, healthier-looking and feeling scalp.
Define Curl	<b>Be Curly™</b> Intensive Detangling Masque	Masque that helps detangle and moisturize curls and coils and fight frizz with every use.
Protect Color	<b>Color Conserve™</b> Strengthening Treatment	Part of the Color Conserve™ system that helps power your color.
Repair Damage	<b>Damage Remedy™</b> Intensive Restructuring Treatment	Packed with quinoa protein to help repair damaged and chemically treated hair.
Smooth/ Straighten	<b>Smooth Infusion™</b> Smoothing Masque	A deep conditioning treatment that softens hair and reduces frizzy unwanted volume by 50%.††

\*Due to breakage, in a 12-week clinical test of the Invati™ system. \*\*After 1 application of Dry Remedy™ Daily Moisturizing Oil in a clinical test. †Clinical wet combing study. ††After one use of Smooth Infusion™ Smoothing Masque in a clinical stress test.

# HAIR STYLING PREP STYLE FINISH



STEP	RESULT	PRODUCT	BENEFIT
<b>1</b> PREP for use on damp hair	Prepare for Styling	 <b>Brilliant™ Damage Control™</b>	Helps protect hair from thermal and UV damage. Reduces breakage from combing.
		 <b>Pure Abundance™ Style-Prep™</b>	Detangles and makes styling easier and adds lightweight, natural bulk to each strand
		 <b>Smooth Infusion™ Style-Prep Smoother™</b>	Gives long-lasting, smooth results. Helps defend hair against humidity.
		 <b>Be Curly™ Style-Prep™</b>	Defines and maintains waves and curls while moisturizing and providing all-day frizz control.
<b>2</b> STYLE for use on damp hair	Smooth/ Straighten	 <b>Brilliant™ Universal Styling Creme</b>	Defines texture and helps seal in moisture on medium to coarse hair.
		 <b>Smooth Infusion™ Nourishing Styling Creme</b>	Conditioning styling creme that moisturizes hair and helps create smooth, soft hair styles that last all day while fighting frizz, even in intense humidity.
		 <b>Smooth Infusion™ Naturally Straight</b>	Progressively straightens waves, curls and coils, further straightening hair with each use*** to maintain long-lasting, smooth, frizz-free hair styles.
		 <b>Smooth Infusion™ Glossing Straightener</b>	Smooths and straightens hair while adding lasting hold and lustrous shine. Delivers long lasting hold to maintain a straight style all day.
	Volumize/ Thicken	 <b>Volumizing Tonic™</b>	Creates lift for maximum volume and shine for fine to medium hair.
		 <b>Phomollient™ Styling Foam</b>	Creates weightless volume and body for fine to medium hair. Adds shine without build up or weight.
		 <b>Thickening Tonic</b>	Styling spray that instantly thickens hair, providing thicker, fuller hair from roots to ends that lasts all day.
	Define Curl	 <b>Be Curly™ Curl Enhancer</b>	Intensifies curls, combats frizz and boosts shine for wavy or curly hair.
		 <b>Be Curly™ Curl Controller</b>	Smooths and elongates curly hair while moisturizing and conditioning, creating touchable curls with natural movement.
	Create Hold	 <b>Aveda Men Pure-Formance™ Liquid Pomade</b>	Maintains natural movement while holding down unwanted volume and leaving hair looking natural.
		 <b>Confixor™ Liquid Gel</b>	Provides medium hold, conditions, fortifies and creates definition for fine to medium hair.
		 <b>Brilliant™ Retexturing Gel</b>	Adds medium hold while providing softness and shine for medium to coarse hair.
		 <b>Flax Seed Aloe Strong Hold Sculpturing Gel</b>	A strong hold gel that offers maximum control for medium to coarse hair.
		 <b>Aveda Men Pure-Formance™ Firm Hold Gel</b>	Delivers maximum hold, definition and shine without build-up or flaking.

STEP	RESULT	PRODUCT	BENEFIT
<b>3</b> FINISH for use on dry hair	Create Texture	 <b>Light Elements™ Texturizing Creme</b>	Creates texture with light, flexible hold.
		 <b>Pure Abundance™ Hair Potion</b>	Adds matte texture and creates abundant volume
		 <b>Light Elements™ Defining Whip™</b>	Creates texture without adding weight or stickiness.
		 <b>Aveda Men Pure-Formance™ Grooming Cream</b>	Creates pliable hold and control while conditioning and maintaining a natural look.
		 <b>Aveda Men Pure-Formance™ Pomade</b>	Creates texture and definition while delivering lasting shine.
		 <b>Control Paste™ Finishing Paste</b>	Provides a pliable, high-textured, low-sheen finish.
		 <b>Aveda Men Pure-Formance™ Grooming Clay</b>	Creates texture, definition and the appearance of thickness while delivering a matte finish.
		 <b>Light Elements™ Shaping Wax</b>	Creates weightless texture with a firm, pliable hold.
	Add Shine	 <b>Light Elements™ Smoothing Fluid</b>	Smooths, conditions and adds shine.
		 <b>Brilliant™ Spray-On Shine</b>	Provides shine, helps tame frizz and eliminates flyaways.
		 <b>Brilliant™ Emollient Finishing Gloss</b>	Conditions, smooths and adds high-gloss shine.
		 <b>Brilliant™ Humectant Pomade</b>	Moisturizes, defines, enhances and maintains curl or wave with high shine for coarse hair.
 <b>Brilliant™ Anti-Humectant Pomade</b>		Repels moisture to help prevent frizziness and flyaways and give a satiny look for coarse hair.	
Hold with Hair Spray	 <b>Air Control™ Light Hold Hair Spray</b>	Gives hair flexible hold.	
	 <b>Witch Hazel Light Hold Hair Spray</b>	Reduces static, helps eliminate flyaways and boosts shine for fine to medium hair.	
	 <b>Brilliant™ Medium Hold Hair Spray</b>	Helps protect hair from humidity while adding brilliant shine and definition.	
	 <b>Be Curly™ Curl Enhancing Hair Spray</b>	Provides weightless, all-day hold while controlling frizz and defending against humidity.	
	 <b>Firmata™ Firm Hold Hair Spray</b>	Provides control, shine and style memory.	
	 <b>Pure Abundance™ Volumizing Hair Spray</b>	Provides extra-firm, humidity-resistant hold and shine, helping hair look volumized and feel more abundant	
<b>Control Force™ Firm Hold Hair Spray</b>	Provides all-day, brushable hold with 24-hour humidity defense.		

Products are recommended for all hair types unless otherwise noted. \*\*\*After five consecutive applications of Smooth Infusion™ Naturally Straight, hair will stay straight for up to three washes.

For detailed product information, visit [Aveda PurePro™ > Education > Education Resources > Product Knowledge > Product Resource Guide](#)