

AVEDA

# SUMMER-PROOF YOUR HAIR

FROM SUN, SALT AND CHLORINE DAMAGE WITH SUN CARE FOR HAIR



# PRACTICE SAFE SUN

**LOVE SUMMER?** Then soak up ways to protect and restore hair exposed to sun, salt and chlorine. Did you know: UV rays, chlorinated pool water and sea water can weaken hair's protein structure, injuring cuticles so strands look dry, dull and discolored.

You don't have to be a beachgoer to encounter damage: everyday exposure can harm hair.

Aveda looks to nature for rescue. Our 16 Hour UV Defense & Recovery System—infused with botanicals—responds to summer challenges by **cleansing, restoring** and **helping to protect** the hair with plant-based formulas.

Intelligent solutions to summer challenges, each with a lightly tropical, 100% certified organic aroma of neroli, cistus and ylang ylang.

## 16 Hours of UV Defense & Recovery System



### **CLEANS** with Sun Care Hair and Body Cleanser

a color-safe formula that gently and effectively removes chlorine, salt and product build-up, while helping to maintain moisture balance.

- *Use daily or whenever hair is exposed to the sun, salt and chlorine. Follow with an Aveda conditioner or Sun Care After-Sun Hair Masque.*



### **RESTORE** with Sun Care After-Sun Hair Masque

an intensive cream masque that restores sun-exposed hair, moisturizes, and helps defend against free radicals.

- *Use weekly or whenever hair is exposed to sun, salt or chlorine. Apply evenly to damp hair. Leave on 2 to 5 minutes. Rinse.*



### **PROTECT** with Sun Care Protective Hair Veil

a lightweight, water-resistant UV defense mist that forms an invisible screen to help protect hair from sun exposure for up to 16 hours, to minimize color fade, damage and dryness.

- *Use daily or as needed whenever hair is exposed to sun.*
- *Spray evenly on dry or damp hair before and during sun exposure. Reapply after swimming.*

**SUN CARE FOR HAIR** protects and restores with powerful botanicals.



## SUMMER CHALLENGE

- 1 Chlorinated pool water discolors hair, damages and weakens strands
- 2 Salt dries and roughens hair
- 3 Sunlight creates free radicals, breaking down hair protein, injuring cuticles and fading color

## AVEDA'S SOLUTION

**Corn-derived chelator** removes minerals found in chlorinated pool water which cause hair discoloration

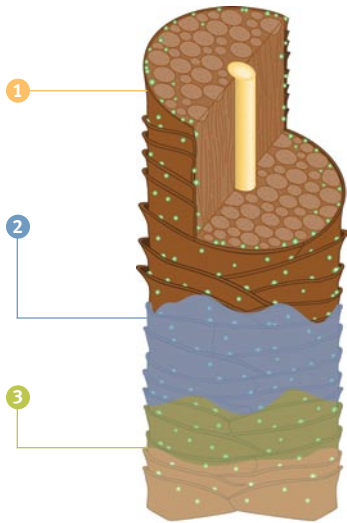
**Morikue™ protein** helps restore weakened hair

**Babassu-derived cleansing system** removes chlorine and salt

**Plant oils** moisturize and condition

Anti-oxidant blend of **green tea extract, certified organic sunflower seed oil and vitamin E** helps fight free radical activity

**UVA/UVB filters** derived from **wintergreen and cinnamon bark oils** help protect from sun damage



## YOU'RE THE EXPERT: Questions to Ask Guests

- **Are you in and out of the sun during the day?**

Guests may not know that UV exposure can weaken hair and cause color to fade. Recommend the 16 Hour UV Defense & Recovery System daily use: CLEANSE, RESTORE, PROTECT in the morning.

- **Will you be on vacation, at the beach or pool, or outdoors all day?**

Recommend they protect hair with PROTECTIVE HAIR VEIL in the morning, cleanse and moisturize hair with HAIR AND BODY CLEANSER followed by AFTER-SUN HAIR MASQUE at the end of the day.

- **Is your hair dry, dull or color-faded from being out in the sun?**

Advise your guest to use SUN CARE AFTER-SUN MASQUE several times a week.

- **Do you swim in a chlorinated pool?**

Introduce your guest to SUN CARE HAIR AND BODY CLEANSER with corn-derived chelator which removes minerals found in chlorinated pool water that cause hair discoloration.

- **Do you work out at a gym?**

All-in-one SUN CARE HAIR AND BODY CLEANSER is convenient for gym and travel.

## How are Aveda Treatment Options Different?



Sun Care  
After-Sun  
Hair Masque



Dry Remedy™  
Moisturizing  
Treatment  
Masque



Damage Remedy™  
Intensive  
Restructuring  
Treatment



Color Conserve™  
Strengthening  
Treatment

<b>Guest's Primary Concern</b>	Damage, weakness, dryness, discoloration due to exposure to sun, salt and chlorine	Dry/brittle hair, lacking moisture and natural oils	Damaged hair, porous, weakened due to chemical process, lacks protein	Hair color fadeage, weakened hair, lacks shine
<b>Desired Results</b>	<ul style="list-style-type: none"> <li>• Restores sun-exposed hair</li> <li>• Moisturizes and defends against free radical damage</li> </ul>	<ul style="list-style-type: none"> <li>• Long-lasting moisture</li> </ul>	<ul style="list-style-type: none"> <li>• Intensive damage repair</li> </ul>	<ul style="list-style-type: none"> <li>• Protects hair color</li> <li>• Increases hair's strength and shine</li> </ul>