

## FOR IMMEDIATE RELEASE

### AVEDA INTRODUCES Smooth Infusion™ Style-Prep Smoother™

Aveda's new **Smooth Infusion Style-Prep Smoother** preps hair for long-lasting, smooth, sleek styling. Already a favorite among leading editorial stylists working backstage at New York Fashion Week Fall/Winter '08, the innovative formula is a hybrid between a high performance leave-in treatment and a styling product.

#### PERFORMANCE:

- Defends against humidity for up to 12 hours
- Infuses smoothness by creating a sleek new surface on hair that helps reduce frizz and fly-aways
- Helps shorten styling time and make styling easier
- Protects hair from heat damage with a hydrolyzed wheat protein complex

#### HERO INGREDIENTS:

- **Certified organic tapioca starch**—helps defend against humidity. Sustainably-sourced from Thailand, the root of the Tapioca plant is wet-milled; the starch is then extracted with water and dried.
- **Plant Infusion**—a proprietary blend of **certified organic aloe, maize and guar bean** forms a smooth, new surface on each strand of hair. This breakthrough blend targets areas where the hair cuticle has been damaged—those that are rough, dry or uneven.
- **Hydrolyzed wheat protein complex**—forms a protective barrier on the cuticle to help protect hair from heat styling.
- **Sandalwood from Australia**—the base note in the aroma blend. Aveda's partnership with Western Australian Aboriginal Peoples assures responsible sourcing and harvesting practices—and provides a sustainable economic base that helps protect their indigenous culture. As partners of Aveda, the Mardu peoples receive fair market payment for their sandalwood in a business where all parties benefit.
- **Certified organic Bulgarian rose extract**—another essential element in the aroma blend. Sourced from the Enio Bonchev distillery located deep in Bulgaria's Balkan Mountains, this certified organic lavender essential oil can be fully traced right to its soil. The fields have been farmed organically since 2002, its plants are GMO-free and the fields are tended without the use of synthetic fertilizers, pesticides or irradiation.

#### AROMA

A fresh, spicy citrus-floral blend of **certified organic bergamot, certified organic palmarosa, certified organic Bulgarian rose and Australian sandalwood** essential oils.

#### APPLICATION

Shampoo and Condition hair with Smooth Infusion Shampoo and Conditioner. Apply small amount of Style-Prep Smoother to towel-dried hair. Blow-dry and style as usual.

## SMOOTH, SMOOTHER, SMOOTHEST

<b>1. Cleanse &amp; 2. Condition</b>	<b>3. Pre-Style</b> (damp hair, before blow dry)	<b>4. Finish</b> (dry hair)
Smooth Infusion Shampoo & Conditioner	Smooth Infusion Style-Prep Smoother	Light Elements Smoothing Fluid

### PACKAGING

100% post-consumer recycled PET (polyethylene terephthalate), material used for soda bottles.

### MANUFACTURING

Manufactured with 100% wind power. Aveda's funding of new wind energy sources generates enough wind energy to offset 100% of the electricity use by our primary manufacturing facility in Minnesota, USA.

### SUGGESTED RETAIL PRICE

\$24.00, 100ml

### LAUNCH

January 2008

*Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty but around the world.*