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NEW RULES FOR UNRULY HAIR

Take Control of Frizz and Unwanted Wave with Aveda's New Smooth Infusion™ Shampoo and Conditioner

NEW YORK, NY (May 2007)—Get a smooth start on styling. Aveda™ introduces its first shampoo and conditioner duo for ultra sleek, smooth hairstyles. **Smooth Infusion™** calls upon Aveda's advanced plant technology to form a new, lightweight surface that smooths each strand of hair, thanks to a Plant Infusion Blend derived from organic aloe, maize and guar bean.

The system, which **smooths and softens hair up to 60%**, works in four ways: it **softens** hair, **restores moisture**, **infuses smoothness** and **protects surface damage from heat styling**. Signed with a fresh, citrus-floral blend of certified organic bergamot, certified organic palmarosa, Bulgarian rose and Australian sandalwood, Smooth Infusion™ is a smooth ride to silky, sleek styles—helping tame even the most unruly of hair types.

ADVANCED PLANT TECHNOLOGY, STRAIGHT UP

Aveda's researchers and botanical scientists tap into the power of plants, calling upon nature's best-kept secrets to create new formulas for visible results.

Aveda's **babassu-derived cleansing system**, made with **certified organic babassu oil** and a **guar bean-derived conditioner**, offers a luxurious lather while it softens hair and helps manage frizz and unwanted wave.

Tamanu oil, sourced from Vanuatu, is a potent moisturizing ingredient that helps to smooth and condition hair. The oil comes from the dried nut kernel of tamanu, found along the pristine beaches of the South Pacific islands.

Aveda's **Plant Infusion** is the star in Smooth Infusion™. A blend derived from **organic aloe**, **maize** and **guar bean**, it creates a smooth, lightweight surface on hair, helping smooth the surface of the cuticle where it is damaged or uneven. The result is smoother hair—and the ideal foundation for sleek, smooth hair styles.

For smooth styling from start to finish, Aveda's **hydrolyzed wheat protein complex** forms a protective barrier on the cuticle to help shield hair from surface damage caused by heat styling.

Smooth Infusion™ arrives in **May 2007**. Available in Aveda salons, spas and stores and online at aveda.com. Please visit aveda.com or call 800.328.0849 for locations or more information.

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.