



thicker,  
fuller hair  
is yours

97% naturally derived \* **invati™** solutions for thinning hair

Hair by Antoinette Beenders.  
\*From plants and non-petroleum minerals.

REDUCE HAIR LOSS BY 33%\*  
97% NATURALLY DERIVED\*\*

Our **invati™** system is clinically proven to reduce hair loss due to breakage to help you keep the hair you have longer — powered by a unique blend of herbs known for their effectiveness in Ayurveda, a 5,000 year-old healing tradition from India.



Clockwise  
from top:  
turmeric flower,  
millet, turmeric  
powder, grapeseed  
powder, babassu,  
ginseng root

\*Due to breakage, in a 12-week clinical test of the invati™ system.  
\*\*From plants and non-petroleum minerals.

## discover the power OF DENSIPLEX™

Tap the wisdom of Ayurveda — the ancient healing art of India — with **densiplex™**, an invigorating blend of Ayurvedic herbs that helps power **invati™**. How does **invati** handle the concerns of thinning hair? Take a look:

CONCERN: Scalp accumulates build-up and becomes dry and tight.

SOLUTION: **invati™ exfoliating shampoo** cleanses, exfoliates and renews the scalp with wintergreen-derived salicylic acid. It's clinically proven to remove the build-up of sebum and product residue that can clog pores and affect healthy hair. It also nourishes dry, tight scalps with extracts from millet seed and milk thistle, equalizing the lipid balance.



EXFOLIATE

CONCERN: Hair becomes weak, breaks easily and loses shine.

SOLUTION: **invati™ thickening conditioner** with arginine derived from sugar beets and soy protein is clinically proven to restore strength and improve hair elasticity, reducing breakage. It is also clinically proven to thicken hair with a blend of guar, palm and rapeseed-derived ingredients. Organic kukui nut oil helps add natural shine.



THICKEN

CONCERN: Hair growth slows with age — and hair begins to look thin.

SOLUTION: **invati™ scalp revitalizer** with turmeric and ginseng helps revitalize and rehabilitate the scalp around the follicles when massaged in, creating the optimum environment for healthy hair. A blend of vitamin E ingredients is also clinically proven to help accelerate microcirculation with therapeutic massage.



ACTIVATE

# HOW **full** CAN YOUR HAIR GO?

Try these easy steps and see for yourself.

“You don’t want to weigh down fine or thinning hair.

These products and techniques give your hair just what it needs for weightless volume that lasts all day.”

-Allen Ruiz, Aveda Artistic Director, Hair Styling

## PREP FOR ALL-DAY VOLUME

- Spray **pure abundance™ style-prep™** all over your damp hair, then comb through with a wide-tooth comb to make sure it covers your hair evenly.
- **Pure abundance™** detangles your damp hair as well as boosting volume.

## STYLE FOR FULLNESS AND HOLD

- Apply **volumizing tonic™** or **phomollient™ styling foam** (your choice) to your hair and comb through.
- Blow-dry your hair with your head upside down, directing warm air at the roots. Notice the added volume from this “root lift”?

## FINISH FOR A LOOK THAT LASTS

- Want even more fullness? Section the top layers of your hair with your fingers.
- Spray **control force™ firm hold hair spray** at the roots from about 6 inches away.
- Massage in with a couple of fingers and let air-dry. Finger-style and finish as you wish, adding more **control force** as needed—for a full look that will last all day.

## ENHANCE YOUR **INVATI™** EXPERIENCE

Start your regimen off right with **invati™ treatment for thinning hair**, our professional in-salon treatment. It helps energize with the power of turmeric and ginseng, with a refreshing scalp massage that improves microcirculation. The treatment helps create a healthy scalp environment for an enhanced experience with **invati™** solutions for thinning hair, helping to reduce hair loss\* to keep the hair you have longer. **Book your treatment today.**

## PURE PARTNERS IN TURMERIC

Turmeric—known for its effectiveness in Ayurveda—is the star ingredient in **invati**. We get organic turmeric directly from the Indian company Nisarga (which means “nature” in Sanskrit). Nisarga not only grows organic Ayurvedic herbs, they work to educate farmers and convince them to switch to organic agriculture—even paying the costs that can make certification a barrier for their farmer partners. Our partnership with Nisarga is helping them to convert more farmland to organic—which is better for the Earth, the farmers—all of us.

\*Due to breakage. \*\*Data rates may apply.

100% post-consumer recycled paper. Please recycle.

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