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SWEET BY NATURE, WILD AT HEART

It's a new day for Cherry Almond.

Once upon a time, Aveda made a beloved Cherry Almond conditioner. Now, with Cherry Almond Softening Shampoo and Conditioner, the aroma is back and better than ever. Here's why:

- Cherry and almond don't actually create the sweetly irresistible aroma—it's a blend of 38 pure flower and plant essences. (The aromas of cherries and almonds are too faint to use in products.)
- Many other cherry almond scents are synthetic. Aveda's is 100% naturally derived*.

Cherry Almond Softening Shampoo and Conditioner were created especially for guests with long hair who want their hair to be touchably soft, bouncy and sweet-smelling. This duo helps guests nourish their hair and restore shine from roots to ends—with a delicious aroma that's distinctly Aveda.

*From plants, non-petroleum minerals and water. Learn more at aveda.com

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KEY INGREDIENTS

- Cherry blossom extract and sweet almond oil blend help to nourish the hair. Featuring omega-9 and omega-6 fats, almond oil is a rich emollient that helps condition the hair and scalp.
- Babassu and organic coconut oil provide gentle, weightless cleansing.
- Shea butter helps deeply condition to restore softness and shine.

THE AVEDA WAY



- The shampoo is 98% naturally derived*, while the conditioner is 99% naturally derived*.
- The cherry almond aroma is 100% naturally derived.*



The shampoo bottle is 100% post-consumer recycled (PCR) HDPE, and the conditioner tube is 59% PCR HDPE, with 41% bioplastic.**



Our cherry almond aroma is made from 38 pure flower and plant essences, including tonka bean, certified organic orange and ylang ylang.



Cherry Almond Softening Shampoo and Conditioner are vegan, cruelty-free and tested on people. We do not test on animals and never ask others to do so on our behalf.



As with all of our products, Cherry Almond Softening Shampoo and Conditioner are manufactured with 100% wind power*** through renewable energy credits and carbon offsets.

FREE FROM

- ✓ Synthetic fragrance
- ✓ Synthetic color
- ✓ Mineral oil
- ✓ Silicones
- ✓ Parabens
- ✓ Phthalates
- ✓ Animal byproducts

What's the Deal with Silicones?

Many guests know that synthetic silicones can build up, and they want silicone-free hair care. Cherry Almond Softening Shampoo and Conditioner are perfect for guests who want a silicone-free option.

For detailed product information, visit [avedapurepro.com](https://www.avedapurepro.com), select the **Resources** tab and search for the **Cherry Almond Product Resource Guide**, or [TAP HERE for shampoo](#) and [TAP HERE for conditioner](#).

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THE BUSINESS OF CHERRY ALMOND

The new Cherry Almond duo is not just for guests who loved the original conditioner. The heritage aroma will appeal to those who loved the product, and Cherry Almond Softening Shampoo and Conditioner are the perfect pair for a new, younger Aveda enthusiast. With a great entry-level price, fresh, playful aroma and bright packaging, this launch is designed to attract new guests.



U.S. women (18–25) love fragrances with a burst of juicy fruits on top: Aveda’s blend of 38 flower and plant essences was touted as “the ‘best’ smell of any product”***

Many cherry almond aromas are synthetic. Did you know? Natural cherry or almond extracts cannot be used in aromas. Aveda’s Master Pure-Fumer™ recreated the aroma of cherries and almonds from 38 pure flower and plant essences to keep the aroma 100% naturally derived.***



73% of Millennials have long hair, shoulder length or longer†—and they want it to be soft as they love to touch it and for it to be touched.†† Cherry Almond Softening Shampoo and Conditioner deliver softening benefits for soft, touchable hair.



*IFF Choice Model, October 2013 N = 4000W **Aveda Cherry Almond Social Listening Oct. 5, 2017 Netbase

***From plants, non-petroleum minerals or water. Learn more at Aveda.com. †Millennial Deep Dive from 2013, Global Hair Care Tracker 1/15/16

††Project Rapunzel Qualitative Psychographic Statements

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ROTATION THERAPY

Encourage guests who are already using an Aveda shampoo and conditioner to incorporate Cherry Almond Softening Shampoo and Conditioner into their routine for hair care rotation therapy. These cost-effective products make them the perfect supplement to any hair care routine.



TARGETING YOUNGER GUESTS

YOU'VE HEARD A LOT ABOUT MILLENNIALS AND GENERATION Z*. WHY SHOULD YOU LISTEN?

Millennials make up one-quarter of the U.S. population:

Millennials span a broad age range, falling between the ages of 23 and 40 in 2017.

Millennials are a diverse generation: They represent a more diverse population than their older counterparts, reflecting growing populations of black, Asian and Hispanic individuals.

As Millennials cut costs elsewhere, beauty is an inexpensive splurge:

The oldest Millennials turned 40 in 2017, entering their peak earning years. But they are also indebted, and the burden of student loans can limit the cash they have to splurge. In other words, Millennial women save money by skipping cable TV, but they might balance that decision by treating themselves to a premium beauty product.

Women ages 22–39 spend more on personal care: Millennial women spend more on beauty products now than the same group did two years ago.

Millennials are more likely to use natural or higher-end brands:

They prioritize buying products with natural ingredients and ethical claims such as cruelty-free, environmentally friendly and ethically sourced.

*Information in this section courtesy of The Millennial Beauty Consumer U.S., February 2017, Mintel Group

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HOW TO TALK ABOUT CHERRY ALMOND

RETAIL AREA

You have such beautiful hair—I think you are going to love the new Cherry Almond Softening Shampoo and Conditioner. It has a beautiful, sweet-smelling aroma and will leave your hair touchably soft and very shiny without weighing it down. The ingredients include cherry blossom extract and sweet almond oil, which help nourish your hair. Let me put a little of the conditioner on the back of your hand so you can experience the texture and aroma.

SERVICE PROVIDERS

Today, I'm going to use our new Cherry Almond Softening Shampoo and Conditioner for your Stress-Relieving Shampoo Ritual. It has a beautiful, sweet aroma and will make your hair incredibly soft and shiny without weighing it down. The ingredients include cherry blossom extract and sweet almond oil, which help nourish your hair. I'd love for you to close your eyes, relax and enjoy the experience.



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INSTANT CHERRY ALMOND SOFTENING CONDITIONER EXPERIENCE

SUPPLIES

- Cherry Almond Softening Conditioner

DO

- Introduce Cherry Almond Softening Conditioner to the guest.
- Apply a small amount of the conditioner to the back of the guest's hand.
- Ask the guest to smell the aroma and feel the texture of the product.



ELITE CHERRY ALMOND SOFTENING SHAMPOO AND CONDITIONER EXPERIENCE

SUPPLIES

- Cherry Almond Softening Shampoo
- Cherry Almond Softening Conditioner

DO

- Introduce Cherry Almond Softening Shampoo and Conditioner to the guest.
- Show how well the shampoo lathers at the sink by applying a small amount of shampoo to your wet hands; rinse and towel-dry. Next, apply a small amount of Cherry Almond Softening Conditioner to the back of your guest's hand.
- Ask the guest to smell the aroma and feel the texture of the product.

USING CHERRY ALMOND IN-SALON

As part of the guest experience, use Cherry Almond Softening Shampoo and Conditioner in the Stress-Relieving Shampoo Ritual for guests who don't have a specific hair care concern.

- The Stress-Relieving Shampoo Ritual is a 3–5-minute ritual that features relaxing massage movements covering the scalp and neck and provides guests the opportunity to experience the Aveda Hair Care system that meets their needs.
- Elevate your service during the shampoo ritual. Visit [avedapurepro.com](https://www.avedapurepro.com), select the **Resources** tab and search for the **Stress-Relieving Shampoo Ritual video**, or [TAP HERE](#).



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HAIR CARE TIPS TO SHARE WITH GUESTS WHO HAVE LONG HAIR



Avoid using a towel to vigorously dry the hair—this causes friction and can make the hair tangled and frizzy. Instead, use the towel to squeeze moisture from the hair.

Before combing through the hair, apply Damage Remedy™ Daily Hair Repair. It instantly repairs hair and protects it from heat styling. It also helps detangle the hair. Using a prep product provides extra protection when combing, allowing the comb to glide easily through the hair.



When detangling wet hair, use a wide-tooth comb. Begin combing at the ends, then the mid-lengths and finally the hair closest to the scalp. Do not rip through the hair, but gently comb through to avoid breakage. If you begin at the scalp, you might create more tangles.