

- ONE FOR ALL
LEAVE-IN ELIXIR

AVEDA

THE ONE FOR ALL

Your hair care routine just got simpler. This all-in-one leave-in elixir is the ultimate multitasker that does it all—giving your hair everything it craves in one simple step.

No matter your hair type or styling goal, One For All is your go-to product for perfect hair, effortlessly.

One product. All the benefits. The way it's meant to be.

Silicone-free, vegan and cruelty-free. 99% naturally derived.*



WHY WE LOVE IT

BENEFITS

- | | | | |
|--------------------------|-------------------------|---|--|
| 1. Lightweight | 9. Nourishes | 17. Improves definition | 24. Formulated for all hair types and textures |
| 2. Instantly hydrates | 10. Conditions | 18. Improves manageability | 25. Silicone-free, vegan and cruelty-free |
| 3. Hydrates for 72 hours | 11. Detangles | 19. Enhances natural movement | |
| 4. Instantly smooths | 12. Protects from heat | 20. Protects from drying effects of the sun | |
| 5. Softens | 13. Prevents split ends | 21. Evens porosity | |
| 6. Adds shine | 14. Helps seal cuticle | 22. Color-safe | |
| 7. Reduces breakage | 15. Leaves hair silky | 23. Infuses aroma | |
| 8. Helps control frizz | 16. Controls static | | |

INGREDIENTS AND PURE-FUME™ AROMA

Moringa is known for its ability to help hydrate and soften hair. Our supplier in Guatemala helps smallholder farmers expand their income sources and support their communities while protecting nature and biodiversity.

Made with a refreshing aroma featuring jasmine, rose and ylang ylang.



EXPERIENCES

Give guests the opportunity to experience One For All Leave-In Elixir for themselves by offering one of the following experiences:



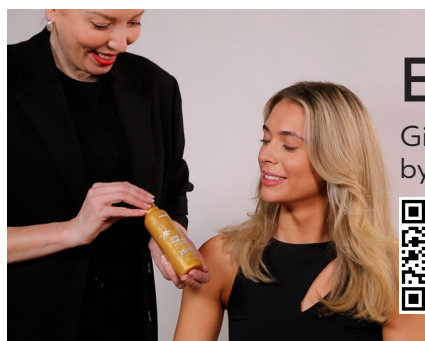
AT THE
LEARNING WALL
EXPERIENCE
(1 minute or less)



RETAIL
ELITE
EXPERIENCE
(3–5 minutes)



AT THE
CHAIR
EXPERIENCE



*Per ISO 16128 standard, from plants, non-petroleum minerals and/or water.

CONSULTATION TIPS

To ensure you recommend the appropriate Aveda leave-in product, ask the following consultation questions, and refer to the Aveda leave-in products comparison chart below:

- "Tell me about your hair."
- "What treatment products are you currently using to care for your hair?"
- "What is your primary hair concern?"
- "What is your secondary hair concern?"

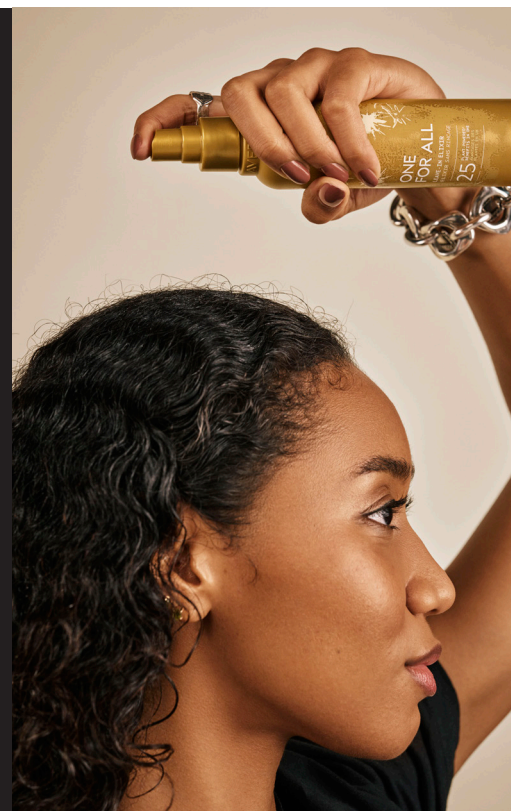
UNIVERSAL		TARGETED/PRESCRIPTIVE						
One For All Leave-In Elixir	Botanical Repair™ Strengthening Leave-In Treatment	Damage Remedy™ Daily Hair Repair	Nutriplenish™ Leave-In Conditioner	Nutriplenish™ Daily Moisturizing Treatment	Invati Ultra Advanced™ Fortifying Leave-In Treatment	Color Control Leave-In Treatment: Light	Color Control Leave-In Treatment: Rich	Cherry Almond Softening Leave-In Conditioner
								
HAIR TYPE, TEXTURE, CONCERN								
Formulated for all hair types and textures	Formulated for damaged hair	Formulated for damaged hair	Formulated for dry hair	Formulated for dry to very dry hair; ideal for 2A-4C, medium-to-thick hair	Formulated for thinning hair	Formulated for all textures of fine-to-medium, color-treated hair	Formulated for all textures of medium-to-thick, color-treated hair	Formulated for all hair types and textures, especially long hair
RESULT								
Care, protect, perfect	Repair damage	Repair damage	Add moisture/hydrate	Add moisture/hydrate	Thinning solutions	Protect color	Protect color	Soften
NUMERICAL CLAIM								
Provides 25 plant-powered benefits ¹	93% said their hair looked and felt repaired ²	Reduces breakage by 90% in one week ³	Provides 4x ⁴ more hydration that lasts 72 hours	Provides 4x ⁴ more hydration that lasts 72 hours	Reduces hair loss by 77% ⁵	Helps protect color for up to 12 weeks ⁶	Helps protect color for up to 12 weeks ⁶	Provides 12 instant benefits

USAGE AND APPLICATION TIPS

Usage and application for One For All Leave-In Elixir is straightforward: Shake well, apply to damp hair and comb through. Do not rinse.

Use and share the following tips with guests to ensure best results:

- **On fine hair:** Apply minimal product from mid-lengths to ends, and comb through. Avoid applying at the root, which can create heaviness or oiliness in that area. Hair should feel lightly saturated, not greasy.
- **On thick or frizzy hair:** Apply liberally until the hair starts to feel softer and smoother.
- **On dry hair:** Apply liberally. Hair should look and feel more hydrated.
- **On damaged hair or hair with breakage or tangles:** Apply to the damaged areas first, and leave on for two minutes to allow the product to react with hair. Comb through with a wide-tooth comb or Aveda Paddle Brush, working from the ends up. Hair should exhibit more elasticity and feel more fortified.
- **On curly or coily hair:** Apply in manageable sections to ensure even distribution, and let the product rest on the hair for two minutes to react with each strand before combing through each section.



Refer to the Product Resource Guide for product information.

¹Lightweight; instantly hydrates; hydrates for 72 hours; instantly smooths; softens; adds shine; reduces breakage; helps control frizz; nourishes; conditions; detangles; protects from heat; prevents split ends; helps seal cuticle; leaves hair silky; controls static; improves definition; improves manageability; enhances natural movement; protects from drying effects of the sun; evens porosity; color-safe; infuses aroma; formulated for all hair types and textures; silicone-free, vegan and cruelty-free. ²Based on a consumer study after four weeks of using Botanical Repair™ Strengthening Leave-In Treatment. ³When used daily, in a repeat grooming study vs. non conditioning shampoo. ⁴Laboratory testing on tresses vs. untreated hair. ⁵Reduction in hair loss due to breakage, from repeat grooming test on tresses after use of Invati Ultra Advanced™ four-step system of shampoo, conditioner, serum and leave-in. ⁶Ex vivo testing on hair washed with non-conditioning shampoo and leave-in treatment 36 times versus untreated hair.