

A woman with dark hair in a braid, wearing a brown shawl, is shown in profile from the chest up, looking towards the right. The background is a vast, hazy landscape of rolling hills and mountains under a soft, purple and pink sky at sunset or sunrise. The overall mood is serene and natural.

**AVEDA**

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

**PURE-FUME™ & LIFESTYLE  
PRODUCT GUIDE**

# BEAUTY IS AS BEAUTY DOES™

THE FIRST BEAUTY COMPANY MANUFACTURING WITH 100% CERTIFIED WIND POWER\*. OUR WIND ENERGY PURCHASE OFFSETS 100% OF THE ELECTRICITY USE BY OUR PRIMARY MANUFACTURING FACILITY IN MINNESOTA, USA. ONE OF THE LARGEST PURCHASERS OF ORGANIC INGREDIENTS IN THE PERSONAL CARE INDUSTRY. 90% OF OUR ESSENTIAL OILS AND 89% OF OUR RAW HERBAL INGREDIENTS ARE CERTIFIED ORGANIC\*\*, THAT'S 77 TONS PURCHASED ANNUALLY. 18 MILLION US DOLLARS RAISED FOR ENVIRONMENTAL AND SOCIAL CAUSES TO DATE THROUGH OUR EARTH MONTH CAMPAIGNS. SETTING INDUSTRY BENCHMARK FOR ENVIRONMENTAL PACKAGING. WE ARE A LEADER IN INTEGRATING THE HIGHEST POSSIBLE POST-CONSUMER RECYCLED [PCR] CONTENT INTO OUR PACKAGING. WITHOUT COMPROMISE. WE FULFILL OUR MISSION BY PROVIDING HIGH-PERFORMING PRODUCTS THAT ARE GOOD FOR PROFESSIONALS, OUR GUESTS AND THE EARTH. FOR MORE INFORMATION PLEASE VISIT [AVEDA.COM.AU](http://AVEDA.COM.AU)

\* Per a review of *WWD Beauty Report International* Top 100 Cosmetic Manufacturers' corporate websites in April, 2007.

The wind energy goes into a utility grid from which we draw power. [www.aveda.com.au](http://www.aveda.com.au)

\*\* based on total tonnage.

# PERSONAL BLENDS™

Choose your own signature aroma that will soothe, calm or exhilarate you. Combine with aroma and body formulas to create your very own product line.



## PURE-FUME SPIRIT™

Spray all over the body for a burst of your own Personal Blends™ aroma.

15ml ..... \$44.95

## PURE-FUME ABSOLUTE™

A burst of your own Personal Blends™ aroma, in a compact rollerball applicator.

4.4ml ..... \$29.95

## PERSONAL BLENDS™ TOTAL BODY CLEANSING FORMULA

Gentle, plant-derived cleanser for use all over.

200ml ..... \$22.95

## PERSONAL BLENDS™ HYDRATING FORMULA

Lightweight, lasting moisture with vitamin B-derived panthenol and conditioners from rice bran, jojoba and coconut.

200ml ..... \$34.95

## PERSONAL BLENDS™ MASSAGE FORMULA

Moisturising blend – with seven plant oils – delivers the perfect amount of slip.

200ml ..... \$34.95

## PERSONAL BLENDS™ AQUA THERAPY FORMULA

Turn your bath into a spa retreat – soothing dry or stressed skin with mineral-rich Dead Sea salts.

200g ..... \$34.95

# AROMAS & SINGULAR NOTES

Infuse your personal space with pure, natural aromas that create meditative, relaxing or sensual moods. Singular notes for the skin, hair, scalp and bath.

## AVEDA LOVE™ PURE-FUME ABSOLUTE™

Portable, aromatic concentrate with rollerball applicator.

7ml ..... \$39.95

## ANCIENT ATTAR™ PURE-FUME SPIRIT™ SPRAY

A deeply feminine 100% naturally-derived aroma inspired by ancient attar perfume traditions. A rich and delicate rosy note coupled with freshness of neroli in a grain-derived alcohol base.

30ml ..... \$99.95

## YATRA™ PURE-FUME SPIRIT™ SPRAY

Balance mind and body, enhance meditation and contemplation with a blend of essences—sourced from four corners of the Earth.

30ml ..... \$99.95

## PURE-FORMANCE™ AROMA SPRAY

A rich, spicy, refreshing aroma comprised of kunzea, citrus and certified organic essential oils of spearmint, vetiver and lavender.

50ml ..... \$99.95

## SINGULAR NOTES

Pure essential oils distilled or extracted from a single plant species and infused into a coconut oil base. You can safely apply them directly to skin and bath water, hair and scalp to moisturise and condition. Or use them in an aroma diffuser to enhance your world with nature's own calming, balancing and refreshing aromas.

bergamot, cinnamon-clove, eucalyptus, lavender fleurs, patchouli, peppermint, rose, sandalwood, tangerine, tea tree, vanilla, ylang ylang.

30ml ..... \$29.95–\$69.95



# AIR CARE

Infuse your personal space with pure, natural aromas that create meditative, relaxing or sensual moods.



### EUPHORIC™ PLANT PURE-FUME™ AROMA CANDLE & REFILL

An uplifting aroma of rose and jasmine, blended with pure beeswax, sweet almond oil and carnauba wax, nestled in a glass container.

Candle ..... \$29.95  
Refill..... \$19.95

### EUPHORIC™ AROMA DIFFUSER OIL

Highly-concentrated, pure flower and plant essences blended in a vegetable oil base to create an uplifting aroma.

30ml..... \$39.95

### RAINFOREST™ PLANT PURE-FUME™ AROMA CANDLE & REFILL

A relaxing aroma of peppermint and clove, blended with pure beeswax, sweet almond oil and carnauba wax, nestled in a glass container.

Candle ..... \$29.95  
Refill..... \$19.95

### RAINFOREST™ AROMA DIFFUSER OIL

Highly-concentrated, pure flower and plant essences blended in a vegetable oil base to create a relaxing aroma.

30ml..... \$39.95

### SHAMPURE™ SOY WAX CANDLE & REFILL

Made with soy and plant wax and an aroma-therapeutic blend of 25 pure flower and plant essences – to calm and inspire the senses.

Candle ..... \$49.95  
Refill..... \$34.95

### CARIBBEAN THERAPY™ SOY WAX CANDLE & REFILL

Made with soy and plant wax with aromas of amyris, vetiver, bay and lime – transporting the senses and creating an island sanctuary at home.

Candle ..... \$49.95  
Refill..... \$34.95

# CHAKRAS™

Lightly moisturising aroma body sprays that have been carefully formulated with authentic ayurvedic essential oil blends, to balance the body and mind.



### CHAKRA 1 – GROUNDED

Olibanum, certified organic patchouli and vetiver.

### CHAKRA 2 – NOURISHED

Sandalwood, certified organic orange and geranium.

### CHAKRA 3 – INTENTION

Certified organic lavender, fir balsam and lemon.

### CHAKRA 4 – HARMONY

Sandalwood, certified organic mandarin and palmarosa.

### CHAKRA 5 – EXPRESSIVE

Certified organic grapefruit, rosemary and ylang ylang.

### CHAKRA 6 – INSIGHT

Certified organic petit grain, orange and geranium.

### CHAKRA 7 – WISDOM

Olibanum, angelica root and elemi.

per chakra 100ml.....\$49.95

# LIFESTYLE



Take time to nurture yourself – let Aveda inspire you – to rediscover ease, presence and repose.

**100% CERTIFIED ORGANIC LOOSE LEAF COMFORTING TEA**

100% organic calming flavourful tea that promotes a sense of well-being and tastes delicious. The caffeine-free herbal blend includes certified organic licorice root and peppermint.

Try it hot or on ice.

140g ..... \$39.95

**100% CERTIFIED ORGANIC COMFORTING TEA BAGS**

Our signature comforting tea flavour, in convenient tea bags: 100% certified organic blend, no caffeine, sugar or added flavours. Calms your senses, promoting a sense of well-being.

20 bags ..... \$29.95

**PEPPYMINT™**

Freshens breath with cooling essential oils -not artificial flavours or unnecessary colourants. Combines peppermint, anise and other flower and plant essences for a potent, long-lasting burst of flavour.

6ml ..... \$14.95

**FILL-ABLES™ TRAVEL KIT**

Travel with the Earth in mind. When you refill travel bottles with your favourite haircare and skincare products, you help to reduce CO2 emissions. Less packaging means cleaner air.

*Hand-washable abaca fibre bag  
4 x 50ml empty bottles  
1 x 30ml empty jar  
1 x spray pump  
1 x label sheet*

..... \$19.95

**REUSABLE TOTE-BAG**

Aveda provides a better solution to the paper versus plastic bag dilemma - neither, choose to re-use! Created from a lightweight material with 80% recycled cotton and 20% recycled PET, this sturdy tote-bag holds up to 4 litre bottles.

..... \$9.95

# AVEDA POINTS OF DIFFERENCE

1. 90% of the tonnage of essential oils we purchase for use in manufacturing our products is certified organic or biodynamic. 89% of our raw herbal materials are also certified organic.
2. complete traceability of certified organic ingredients, from the raw source to our finished products.
3. shampoo bottles made with a minimum of 80% post-consumer recycled content, are made from recycled milk bottles, and can be recycled after use.
4. over 14 million dollars raised to date for environmental causes through its annual Earth Month campaigns.
5. no petrochemicals where possible.
6. the first beauty company to manufacture with 100% wind power. Aveda's funding generates enough wind energy to offset 100% of the electricity used by its primary manufacturing facility, distribution centre and corporate offices in Minnesota, USA.
7. no animal testing.
8. the first beauty company in the world to receive a Cradle to Cradle (C2C) sustainability endorsement, with seven Aveda products achieving Gold Level C2C certification. The C2C endorsement recognises Aveda not just for its products, but also for the company's overall commitment to ingredients, materials and processes to create a positive environmental footprint.

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.

to gain a deeper understanding of our products or to find your nearest Aveda Experience Centre, salon or spa call 1300 300 054 or visit [www.aveda.com.au](http://www.aveda.com.au)