

## Recently Discontinued Products

Aveda is constantly working to create better and more effective products using ingredients that sustain the environment. If you still can't find what you're looking for—call Aveda Customer Relations at 1.800.644.4831 to inquire about discontinued products.

## HAIR CARE

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### Elixir Leave-on Conditioner

To get the results you loved from Elixir, try **Smooth Infusion™ Style-Prep Smoother™** – which gives hair long-lasting smooth style without weighing it down. Style-Prep Smoother™ is a great alternative – apply on towel-dried hair to prep for smooth styling. The product defends hair against humidity for up to 12 hours!

### Cherry Almond Bark Conditioner

If your primary concern is damage, **Damage Remedy™ Intensive Restructuring Treatment** is a better alternative, which penetrates to help repair, seal and smooth even the most damaged hair. Using the power of pure plant oils and quinoa protein, it helps restore health, silkiness and shine. If your primary concern is hair color protection, **Color Conserve™ Strengthening Treatment** illuminates color with reflective shine and helps strengthen the hair while protecting from color fading.

### Deep Penetrating Hair Revitalizer

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### Scalp Remedy™ Antidandruff Tonic

Our new **Scalp Remedy™ Dandruff Solution** is an alternative, which gives superior results – it reduces flaking by up to 41% in just one week, and helps prevent reoccurrence. This leave-in daily treatment promotes a healthy scalp by relieving itching and redness.

### Styling Curessence™ Spray Detangler

For the same protection from heat and styling, try our **Brilliant™ Damage Control™**.

### Flax Aloe Spray Gel

We recommend **Flax Seed Aloe Strong Hold Sculpturing Gel** for the same results on hair. Or, for hands-free styling, try **Sap Moss™ Styling Spray**.

### Light Elements™ Finishing Solution

For medium hold, try **Confixor™ Liquid Gel**.

### Brilliant™ Forming Gel

For the same medium hold and added shine, try **Brilliant™ Retexturing Gel**.

### Light Elements™ Detailing Mist-Wax

For the same weightless definition and separation, try **Light Elements™ Defining Whip™**.

### Light Elements™ Reviving Mist

We recommend **Pure Abundance™ Hair Potion** to revive a style or create a “second day hair” look.

### Control Granules™ Hair Texturizer

For the same texture and volume results, try our thickening **Pure Abundance™ Hair Potion**.

### Sap Moss™ Shampoo

Aveda has developed a new line of moisturizing hair care products, **Dry Remedy™**, with proven results, utilizing our unique plant-based technology to replace the Sap Moss line.

### **Sap Moss™ Conditioning Detangler**

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### **Sap Moss™ Nourishing Concentrate**

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### **Sap Moss™ Styling Spray**

For hold, try Pure Abundance Firm Hold Hair Spray. For volume, try Volumizing Tonic.

## **SKIN CARE**

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### **Firming Fluid™**

For an even better visible improvement in firmness, try **Green Science™ Lifting Serum**.

### **Night Nutrients™**

For an even better results, try **Green Science™ Line Minimizer**.

### **Pure Vital™ Moisture Eye Crème**

We recommend **Green Science™ Firming Eye Crème** to minimize the appearance of fine lines, decrease puffiness, and the appearance of dark circles in the eye area.

### **Brightening Essence**

Brightening Essence will be replaced by Enbrightenment Brightening Correcting Serum—on-counter February 15, 2009.

## **BRUSHES/ACCESSORIES**

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### **Medium Ceramic Round Brush**

The Medium Ceramic Round Brush is being discontinued due to low sales. We recommend the **Large Ceramic Round Brush** to achieve similar results.

### **Aveda Reusable Organic Cotton Tote Bag**

We are pleased to be discontinuing the current Affinity Tote to offer an updated larger tote that will retail for only \$6.00. The new Affinity Tote, launching during Earth Month, will be made out of recycled cotton and PET plastic bottles—a wonderful example of Beauty is as beauty does!

## **PURE-FUME™**

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### **Olibanum (Frankincense) Oil**

Our strategy is to continue to launch functional aroma products utilizing the newest natural and organic standards. With the additions of 7 Chakra aromas and Yatra Pure-fume Spirit, we have greatly expanded on our aroma offerings. We recommend the **Chakra™ 1 Balancing Body Mist** for similar results.

### **Camomile Sauvage Oil**

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### **Geranium Bourbon Oil**

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### **Jasmine Absolute Oil**

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**Aveda Men Pure-Fume™ Tonic**

Aveda has developed a new aroma for men—**Aveda Men Pure-Formance™ Aroma Spray**. It is the signature aroma used throughout the range of products included in the basic men's hair care collection. It is a definitively masculine, multi-dimensional aroma that evokes a sensation of northern air and deep rich forests.

**MAKEUP**

<i>Product</i>	<i>Discontinued Shade</i>	<i>Recommended Shade Alternative</i>
<b>Lip Color Concentrate</b>	Sweet Petunia	Passion Flower Nourish-Mint™ Smoothing Lip Color
	Seashell	Kantola Bean Lip Liner Layered with Crystal Mint Lip Shine
	Pink Nectar	Lychee Splash Nourish-Mint™ Smoothing Lip Color
	Purple Sage	Black Currant Nourish-Mint™ Smoothing Lip Color
	Mauve Mantra	Verona Uruku Eye-Lip Color Liner layered with Wineberry Lip Glaze
	Prim Rose	Stargrape Nourish-Mint™ Smoothing Lip Color
	Kalahari Clay	Hawthorn Berry Lip Liner layered with Cherrybud Nourish-Mint™ Smoothing Lip Color
	Rambutan	Poppy Nourish-Mint™ Smoothing Lip Color
	Kola Nut	Persimmon Nourish-Mint™ Smoothing Lip Color
	Taproot	Maple Lip Liner Layered with Sheer Moonflower Nourish-Mint™ Sheer Mineral Lip Color
	Roseapple	Passion Flower Nourish-Mint™ Smoothing Lip Color
	Zingiber	Kantola Bean Lip Liner Layered with Crystal Mint Lip Shine
	<b>Lip Color Sheer</b>	Sheer Papaya
Sheer Mocha		Sheer Moonflower Nourish-Mint™ Sheer Mineral Lip Color
Sheer Peach Mist		Sheer Mandarin Nourish-Mint™ Sheer Mineral Lip Color
Sheer Rosehip		Thyme Bud Lip Shine
Sheer Pomelo		Wineberry Lip Glaze
<b>Lip Tint</b>	Currant	Hawthorn Berry Lip Liner layered with Thyme Bud Lip Shine
<b>Lip Liner</b>	Cassia	Almandine/Sassafras Triple Accent
<b>Lip Glaze</b>	Cacao Bean	Bronze Blaze Lip Glaze
	Pomegranate Juice	Hawthorn Berry Lip Liner layered with Wineberry Lip Glaze
<b>Lip Shine</b>	Ginger Crystal	Honeysuckle Lip Shine
	Lingonberry	Hawthorn Berry Lip Liner layered with Wineberry Lip Glaze
<b>Petal Essence™ Single Eye Color</b>	Smokey Topaz	Aura Eye Petal Essence™ Single Eye Color
	Plume Poppy	Yuca Uruku Eye Accent or Spark Petal Essence™ Single Eye Color mixed with Chocolate Flower Petal Essence™ Single Eye
	Ash	Jasmine blended with Black Tulip Petal Essence™ Eye Color Duo
<b>Petal Essence™ Eye Color Duo</b>	Snowdrop/Bluette	Dahlia Petal Essence™ Single Eye Color and Indiga from Petal Essence™ Eye Color Duo layered with Jasmine from Petal Essence™ Eye Color Duo
<b>Uruku Eye Accent</b>	Tagua	Terrastone Inner Light™ Shimmer Accents
	Umber	Sunstone Inner Light™ Shimmer Accents
<b>Petal Essence™ Cheek Color</b>	Tayberry	Plum Touch Petal Face Accents
	Sumac	Tesserae Petal Essence™ Face Accents

	Filament	Tesserae Petal Essence™ Face Accents
<b>Uruku Lip Pigment</b>	Plum Orellana	Verona Uruku Eye-Lip Liner layered with Laelia Uruku Lip Pigment
	Cardamom	Verona Eye-Lip Liner layered with Sheer Cassava Uruku Lip Pigment
	Annatto	Verona Eye-Lip Liner layered with Annatto Clay Uruku Lip Pigment
	Bixa	Peony Lip Tint layered with Golden Bixa Uruku Lip Pigment
	Orellana	Orellana Sun Uruku Lip Pigment
	Sheer Ambrosia	Verona Eye-Lip Liner layered with Sheer Ambrosia Fire Uruku Lip Pigment
	Sheer Camellia	Verona Eye-Lip Liner layered with Sheer Camellia Glow Uruku Lip Pigment