

# thickening tonic

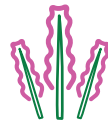


Styling spray that instantly thickens hair, providing thicker, fuller hair from roots to ends that lasts all day



## functional botanicals

- Amla, an Ayurvedic herb, helps thicken each individual hair strand making hair look and feel thicker from roots to ends
- Wheat protein helps protect hair from heat-styling damage



## pure-fume™ aroma

A refreshing, herbal aroma featuring certified organic vanilla, bergamot and clary sage



## sourcing narrative

AMLA FROM INDIA



## texture/form

Liquid spray



## packaging

- 1.4 fl oz/40 ml bottle made with 100% post-consumer recycled (PCR) polyethylene (PET)
- 3.4 fl oz/100 ml bottle made with 100% PCR PET



## usage and application

Shake well. Spray liberally all over towel-dried hair, and comb through. Style as desired.

# thickening tonic

## Q & A

**Q: What is the science behind this product?**

**A:** Thickening Tonic works on the surface of the hair to instantly thicken it by 20%. It bonds to the hair two different ways:

1. Cationic/anionic attraction (positively charged particles in the product bind to negative sites on the hair).
2. Polymers in the product form a thin layer on the hair.

Both add to the hair mass by creating a “false” cuticle layer that increases the cross-sectional area, making hair look and feel thicker.

**Q: What is the recommended hair type for this product?**

**A:** Thickening Tonic is recommended primarily for guests with thinning hair; however, it is suitable for guests of any hair type who want instantly thicker hair from roots to ends.

**Q: What is the difference between this product and Volumizing Tonic™?**

**A:** Volumizing Tonic™ creates targeted lift and weightless volume at the roots. Thickening Tonic increases the diameter of each individual hair strand to create an instant thickening effect from roots to ends.

**Q: Can this product be used in conjunction with Volumizing Tonic™?**

**A:** Yes. Guests who want to both volumize and thicken, may apply Volumizing Tonic™ at the roots and then apply Thickening Tonic from roots to ends.

**Q: What level of hold does this product provide?**

**A:** Thickening Tonic imparts a slight “roughness” to the hair, giving it a slight grip and light to medium hold that lasts all day.

**Q: Does this product require heat to maximize its thickening benefits?**

**A:** No. Thickening Tonic does not require heat, but Aveda recommends blow-drying to achieve maximum results.

# thickening tonic

Add mass to hair with this invisible plumper.

## IN THE THICK OF IT

Check out these #avedaartist-inspired techniques featuring Thickening Tonic:

### TECHNIQUE 1

To refine natural wave, apply to damp or dry hair. Blow-dry on low heat while scrunching and lifting hair with your hands.

### TECHNIQUE 2

Apply to dry hair to add bulk and messy texture. It's great for second-day hair or adding some oomph to a ponytail.

### TECHNIQUE 3

To add texture and thickness to straight, fine hair, apply to towel-dried hair, and comb through. Divide the hair into two large sections along the center parting, twist and secure each section at the nape and blow-dry with a diffuser. Release the sections, and separate the hair with your fingers.

### TECHNIQUE 4

To create volume at the roots, apply and lightly backcomb at the crown. Flip the head forward, massage scalp to loosen the backcombing and finger-style as desired.

Want more artist-inspired techniques? Follow #avedaartist for stylist demos.



## PLAYS WELL WITH

Try these ultimate BFF combos:



Create thicker hair with lift at the roots.



Instantly thicken hair while establishing healthy hair growth.



Create thicker hair with flexible, layerable hold.

# PLANT POWER

Aveda products, including Thickening Tonic, are made with functional botanicals that give them plant power:



**Amla** helps thicken each individual hair strand, making hair look and feel thicker from root to ends.



**Wheat protein** helps protect hair from heat-styling damage.



# BIG HAIR, DON'T CARE

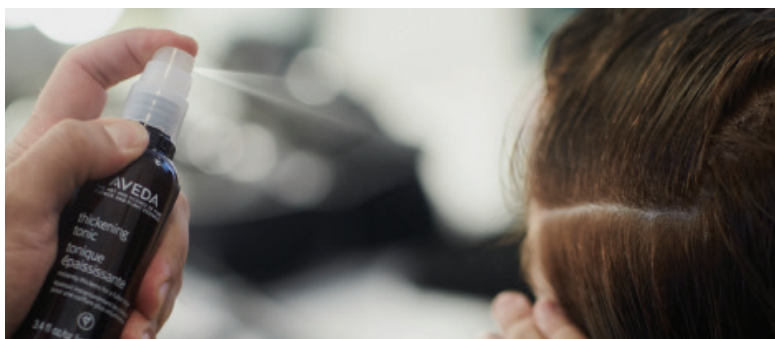
Big hair is big business. Did you know that:



32% of guests are concerned with **LACK OF VOLUME**

27% of guests are concerned with **THINNING HAIR**

So chances are, guests could benefit from a boost.



# THICK AND THIN EVENT

Host an event to show guests **Aveda is there for them through thick and thin, and teach them how they can create thicker, fuller hair styles.** Working one-on-one or demonstrating to a group, show guests two ways they can use Thickening Tonic to pump up their look. Conduct a customized consultation with each guest to recommend the products that will help them achieve their desired thicker, fuller look.

**OPTION 1:** Apply Thickening Tonic to damp hair from roots to ends. Demonstrate how to section hair for blow-drying, and explain the benefits of setting the style with the blow dryer's cool setting.

**OPTION 2:** To restyle second-day hair, section into large sections, and spray a fine mist of Thickening Tonic from roots to ends. Blow-dry with a round brush or Aveda Paddle Brush.

Refer to the Product Resource Guide for product information.