

**if your skin feels:** oily to normal  
**and your main concern is:** breakouts and excess oil  
**your elemental nature<sup>SM</sup> is:** earth

Your nature is stable and holds firmly onto beliefs. You have an excellent long-term memory. When balanced, you are caring, dependable, calm and function best with a solid routine. When out of balance—sluggish, tired and resistant to change.



**step 1:** cleanse/tone

**Botanical Kinetics™ Purifying Gel Cleanser**  
 Oil-free cleanser helps normalise skin. Dissolves makeup and impurities. **AM PM**

**Pure Comfort™ Eye Makeup Remover**  
 Lightweight cleanser safe for contact wearers. Leaves skin clean without oily residue. **PM**

**Botanical Kinetics™ Toning Mist**  
 Mild astringent mist dissolves surface oil. Helps balance and tone. **AM**

**step 2:** treat/correct

**Botanical Kinetics™ Exfoliant**  
 Reveals smoother and clearer skin. Leaves skin smooth and supple. **PM**

**Balancing Infusion™ For Oily Skin/Acne**  
 Highly concentrated blend helps control surface oils, to help prevent blemishes. Helps dissolve congested impurities. **AM PM**

**Deep Cleansing Herbal Clay Masque**  
 Absorbs excess oil and draws impurities from the skin. Leaves skin clarified. **AM PM**

**step 3:** moisturise/protect

**Botanical Kinetics™ Hydrating Lotion\***  
 Protects from dehydration without clogging pores. Helps skin stay supple, resilient. **AM PM**

**Pure Vital™ Moisture Eye Creme**  
 Moisturises and protects delicate eye area. Softens the look of fine lines and puffiness. **AM PM**

**Dual Nature™ Day Protection SPF 15**  
 Provides broad-spectrum protection from UVA/UVB rays. Neutralises skin-aging free radicals. **AM**

\*or try Tourmaline Charged Protecting Lotion SPF 15/Oil-Free



**it's simple.**

Stress affects your skin condition—and everyone reacts differently. That's why Aveda customises your skin care—with Elemental Nature<sup>SM</sup>—for real renewal. Just three steps, twice a day. Simple. Effective. Proven.

**Step 1:** cleanse/tone

**Step 2:** treat/correct

**Step 3:** moisturise/protect

**results are immediate and lasting.**

Our Elemental Nature<sup>SM</sup> skin care restores healthy balance to skin immediately—and protects it long term using the power of plants, aroma and touch. We think it's the future of skin care. And science backs us up.

**discover your elemental nature<sup>SM</sup> today.**

Complete the questionnaire over the page to find your skin type. If you need extra help, ask an Aveda advisor.

**elemental nature<sup>SM</sup> questionnaire.**

Please circle one condition from each row that describes you today. Total each column; the highest number is your Elemental Nature<sup>SM</sup>.

∞ infinity    ☀ air    🔥 fire    💧 water    🌱 earth

<b>Today my skin feels:</b>	normal dry	dry dehydrated	sensitive irritated	oily congested	normal oily
<b>Today my complexion is:</b>	dull tired	matte sallow	flushed with broken capillaries	shiny all over	shiny in t-zone
<b>Today my skin challenges are:</b>	lack of moisture	flaky rough skin	sensitivity irritation blemishes	excess oil blackheads blemishes	oily in t-zone spot blemishes
<b>Today my energy level is:</b>	high	sporadic	moderate consistent	consistent slow	low
<b>Today my body temperature is:</b>	comfortable	cold	warm/hot	cool	moderate
<b>Today my stress response would be:</b>	nervousness	anxiety	anger	emotional	withdrawal
<b>Last night my sleep was:</b>	light/easily interrupted	short insomnia	solid – can function less than 6 hours	deep heavy	deep, heavy more than 8 hours
<b>Total:</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**AVEDA**  
 the art and science of pure flower and plant essences

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**AVEDA**  
 the art and science of pure flower and plant essences

**it's personal.**  
 elemental nature<sup>SM</sup> skin care.






**if your skin feels:** dry to normal  
**and your main concern is:** fine lines, visible signs of aging  
**your elemental nature<sup>SM</sup> is:** infinity

Your nature has an open mind and thinks quickly and often. When balanced, you are warm, outgoing, energetic and ambitious. When out of balance—nervous and unfocused.

**step 1:** cleanse/tone

 **Botanical Kinetics™ Purifying Creme Cleanser**  
 Rich creme leaves skin soft and supple. Dissolves makeup and impurities. **AM PM**


 **Pure Comfort™ Eye Makeup Remover**  
 Lightweight cleanser safe for contact wearers. Leaves skin smooth and supple. **PM**

 **Botanical Kinetics™ Skin Firming/Toning Agent**  
 Moisture-rich mist refreshes and hydrates. Helps restore skin's moisture balance. **AM**

**step 2:** treat/correct


 **Botanical Kinetics™ Exfoliant**  
 Reveals smoother and clearer skin. Increases moisture level. **PM**


 **Balancing Infusion™ For Dry Skin**  
 Highly concentrated blend helps rehydrate. Normalises natural lubricants. **AM PM**


 **Intensive Hydrating Masque**  
 Hydrates dry, stressed, over-exposed skin. Increases moisture level. **AM PM**

**step 3:** moisturise/protect

 **Botanical Kinetics™ Hydrating Lotion**  
 Relieves dryness, and protects from dehydration. Helps skin stay supple, resilient. **AM PM**

 **Tourmaline Charged Hydrating Creme**  
 Moisture-rich cream with finely-powdered tourmaline. Hydrates skin while infusing it with visible life and radiance. **AM PM**

 **Dual Nature™ Day Protection SPF 15**  
 Provides broad-spectrum protection from UVA/UVB rays. Neutralises skin-aging free radicals. **AM**


 **Pure Vital™ Moisture Eye Creme**  
 Moisturises and protects delicate eye area. Softens the look of fine lines and puffiness. **AM PM**



**if your skin feels:** dry to normal  
**and your main concern is:** fine lines, visible signs of aging  
**your elemental nature<sup>SM</sup> is:** air

Your nature has a creative mind. You learn new information rapidly, but tend to forget things easily. When balanced, you are inventive, energetic, open to new experiences, adaptable and a great conversationalist. When out of balance—anxious, talking too fast and too much, forgetful and indecisive.

**step 1:** cleanse/tone

 **Botanical Kinetics™ Purifying Creme Cleanser**  
 Rich creme leaves skin soft and supple. Dissolves makeup and impurities. **AM PM**


 **Pure Comfort™ Eye Makeup Remover**  
 Lightweight cleanser safe for contact wearers. Leaves skin smooth and supple. **PM**

 **Botanical Kinetics™ Skin Firming/Toning Agent**  
 Moisture-rich mist refreshes and hydrates. Helps restore skin's moisture balance. **AM**


**step 2:** treat/correct


 **Botanical Kinetics™ Exfoliant**  
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 **Balancing Infusion™ For Dry Skin**  
 Highly concentrated blend helps rehydrate. Normalises natural lubricants. **AM PM**

 **Intensive Hydrating Masque**  
 Hydrates dry, stressed, over-exposed skin. Increases moisture level. **AM PM**

**step 3:** moisturise/protect

 **Botanical Kinetics™ Hydrating Lotion**  
 Relieves dryness, and protects from dehydration. Helps skin stay supple, resilient. **AM PM**

 **Tourmaline Charged Hydrating Creme**  
 Moisture-rich cream with finely-powdered tourmaline. Hydrates skin while infusing it with visible life and radiance. **AM PM**

 **Dual Nature™ Day Protection SPF 15**  
 Provides broad-spectrum protection from UVA/UVB rays. Neutralises skin-aging free radicals. **AM**


 **Pure Vital™ Moisture Eye Creme**  
 Moisturises and protects delicate eye area. Softens the look of fine lines and puffiness. **AM PM**




**if your skin feels:** sensitive  
**and your main concern is:** redness and sensitivity  
**your elemental nature<sup>SM</sup> is:** fire

Your nature has a sharp, intellectual mind. You have strong views, argue your opinions well and are very ambitious. When balanced, you are independent, self-reliant, a great leader, focused and decisive. When out of balance—short-tempered, irritable, impatient, showing frustration and angering easily.

**step 1:** cleanse/tone

 **All-Sensitive™ Cleanser**  
 Gentle aroma-free formula. Soothes surface irritation. **AM PM**

 **Pure Comfort™ Eye Makeup Remover**  
 Lightweight cleanser safe for contact wearers. Leaves skin clean without oily residue. **AM PM**

 **All-Sensitive™ Toner**  
 Alcohol-free mist hydrates and tones. Reduces irritation and evens out redness. **AM PM**


**step 2:** treat/correct


 **Botanical Kinetics™ Exfoliant**  
 Reveals smoother and clearer skin. Leaves skin smooth and supple. **AM PM**


 **Balancing Infusion™ For Sensitive Skin**  
 Moisturises, calms and soothes. **AM PM**

 **Intensive Hydrating Masque**  
 Soothes and cools skin. Helps reduce the look of redness. **AM PM**

**step 3:** moisturise/protect

 **All-Sensitive™ Moisturizer**  
 Ultra-light fluid absorbs quickly. Relieves irritating dryness. **AM PM**

 **Pure Vital™ Moisture Eye Creme**  
 Moisturises and protects delicate eye area. Softens the look of fine lines and puffiness. **AM PM**

 **Dual Nature™ Day Protection SPF 15**  
 Provides broad-spectrum protection from UVA/UVB rays. Neutralises skin-aging free radicals. **AM**




**if your skin feels:** oily to normal  
**and your main concern is:** breakouts and excess oil  
**your elemental nature<sup>SM</sup> is:** water

Your nature is very compassionate—with a great capacity for love and nurturing. You learn new information slowly but have a good memory. When balanced, you are strong, outwardly confident, thoughtful, considerate and consistent. When out of balance—needy and prone to depression.

**step 1:** cleanse/tone


 **Botanical Kinetics™ Purifying Gel Cleanser**  
 Oil-free cleanser helps normalise skin. Dissolves makeup and impurities. **AM PM**


 **Pure Comfort™ Eye Makeup Remover**  
 Lightweight cleanser safe for contact wearers. Leaves skin clean without oily residue. **PM**

 **Botanical Kinetics™ Toning Mist**  
 Mild astringent mist dissolves surface oil. Helps balance and tone. **AM**


**step 2:** treat/correct


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 **Balancing Infusion™ For Oily Skin/Acne**  
 Highly concentrated blend helps control surface oils, to help prevent blemishes. Helps dissolve congested impurities. **AM PM**

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 **Botanical Kinetics™ Hydrating Lotion\***  
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