

AVEDA

AVEDA
HAIR COLOR



IF A COLORIST CAN DREAM IT, AVEDA HAIR COLOR CAN CREATE IT.

Rich, radiant brunette, high-lift blonde, fade-resistant red—even vibrant purple results are achievable with Aveda Hair Color.

Full Spectrum™ Permanent is formulated to be true to tone, provide maximum grey coverage and improve the condition of damaged hair. A signature blend of protective plant oils, including certified organic sunflower, castor, jojoba, coconut and babassu, help condition hair and provide radiant shine with essentially damage-free results.

**AVEDA HAIR COLOR MAKES
TECHNICOLOR DREAMS COME TRUE.**







HAIR COLOR POSSIBILITIES AS INFINITE AS YOUR CREATIVITY A PALETTE OF CUSTOMIZABLE COMPONENTS

Create one of a kind, **customized formulas** for every guest with a palette of primary Pure Pigments, secondary Pure Tones or subtle Pastel Tones that can be combined with natural or colorless bases to **create limitless shade possibilities**. Choose from high-lift, permanent, demi- and semi-permanent options.



HAIR COLOR TO FEEL GOOD ABOUT

- **93% naturally derived***
- Cruelty-free
- Vegan
- Manufactured with **100% wind power****
- Formulated without synthetic glycols, phthalates, BHT, kathon, nitro dyes or parabans

*From plants, non-petroleum minerals or water. Learn more at [aveda.com](https://www.aveda.com).
**Through renewable energy credits and carbon offsets. Learn more at [aveda.com](https://www.aveda.com).







HAIR COLOR THAT GIVES BACK

Certified organic conditioning oils, such as the sunflower, castor, jojoba, coconut and babassu oils contained in Full Spectrum™ Permanent, help condition hair and provide radiant shine. They also **support organic farming**, which follows strict standards of agriculture that are better for the Earth.

Aveda's purchase of certified organic babassu oil, processed from nuts gathered by the women of Maranhao, Brazil, **helps them support their families and strengthen local communities**. It also helps protect the intricate ecosystem of the rainforest in the fight against climate change.



Συμπληρωματικό 2

full spectrum

CUSTOM-DEPOSIT
con
mélange

WASCH UNDIAREIN - Intended for professional use. Ce produit contient des ingrédients susceptibles de provoquer une irritation et de provoquer des réactions allergiques. Lire et suivre le mode d'emploi. Ce produit ne peut être utilisé que par des personnes âgées de moins de 16 ans. Les tatouages temporaires au « henné noir » peuvent rendre le résultat d'allergie. **Ne pas colorer les cheveux** en présence d'éruption sur la peau du visage ou si la peau présente une sensibilité, irritée ou abîmée. **Le rapport de mélange est imprimé sur l'étiquette.**



PURPOSEFUL PACKAGING

APPEALS TO ECO-AWARE GUESTS AND STYLISTS

Aveda Hair Color cartons are made with a minimum of **77% post-consumer recycled (PCR) fiber, Forest Stewardship Council™ (FSC) certified**. Caps are made with **100% recycled polypropylene, 85% PCR***.

*With the exception of Full Spectrum Vibrants™

AVEDA
THE ART AND SCIENCE OF PURE
FLOWER AND PLANT ESSENCES

demi+
TM

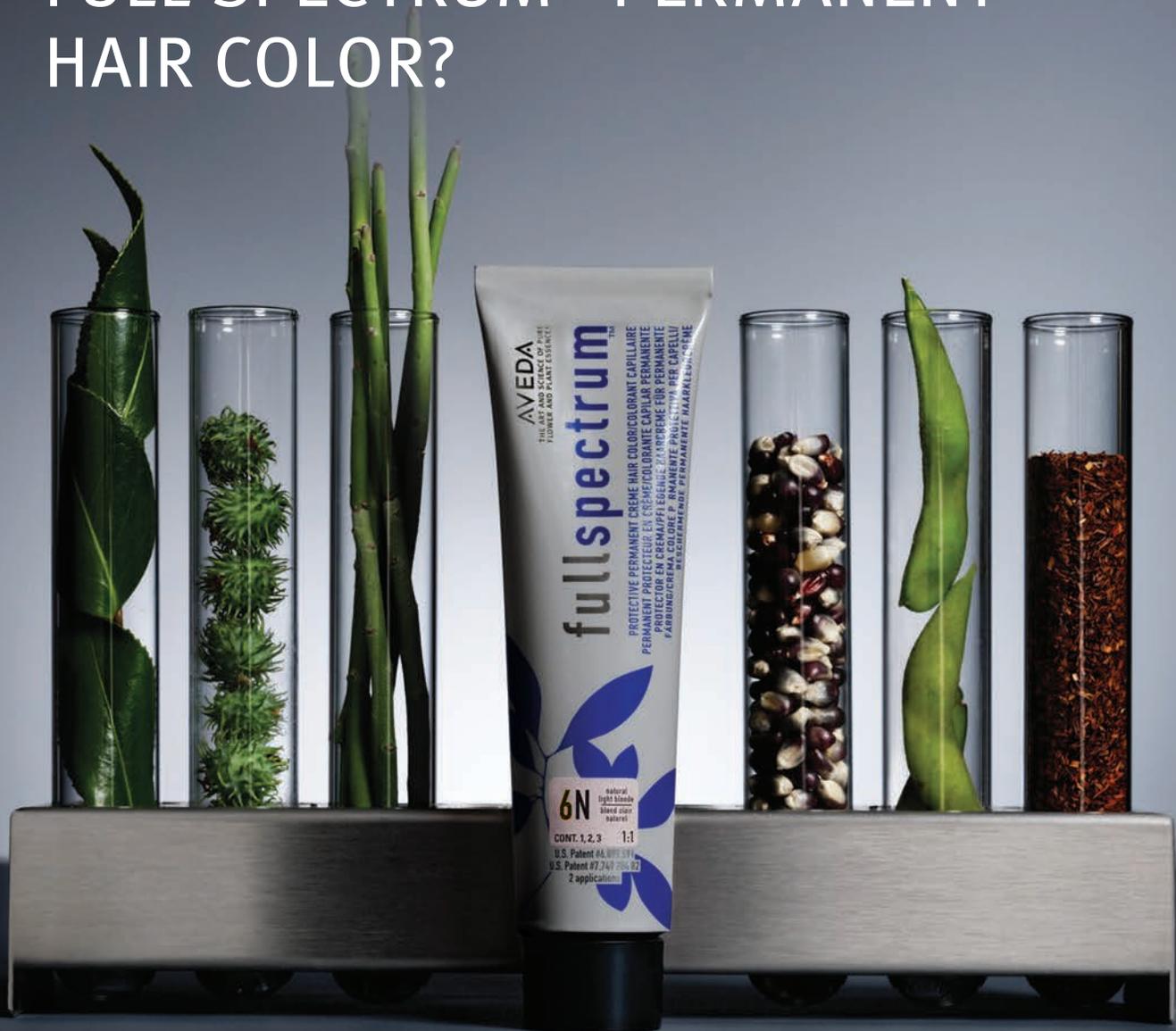
T TREATMENT HAIR COLOR™
conditioning plant oil blend featuring kukui
e d'huiles de plantes traitantes au kukui

10N natural
lightest blonde
blond ultra-
clair naturel
fullspectrumdemi+

10N natural
lightest blonde
blond ultra-
clair naturel
fullspectrumdemi+

WHAT'S IN A TUBE

OF 93% NATURALLY DERIVED*
FULL SPECTRUM™ PERMANENT
HAIR COLOR?



*From plants, non-petroleum minerals or water. Learn more at aveda.com.

The high-performance ingredients we formulate with include:

CASTOR BEANS

A blend of certified organic castor, sunflower, jojoba, coconut and babassu help condition hair and add shine.

CORN

Corn-derived surfactant makes it easy to rinse dyes from hair.

GREEN TEA

Green tea extract helps create a broader spectrum of color.

RED TEA ROOIBOS

Red tea's powerful anti-oxidant properties help protect the hair color formula.







HIGH- PERFORMANCE TECHNOLOGY

Green tea extract acts as a secret weapon in every Full Spectrum™ Permanent, Full Spectrum Deep™ and Full Spectrum Demi+™ formula.

Instead of relying on synthetic couplers alone, **Aveda adds green tea extract** to the process, which helps provide broader shade possibilities.





AVEDA SHINE TREATMENT FOR HAIR THAT SHINES ON

In as few as five minutes*, guests can have **shiny hair** through 20 washes, with the **93% naturally derived**** Shine Treatment.

*Processing time.

**From plants, non-petroleum minerals or water. Learn more at [aveda.com](https://www.aveda.com).

FULL SPECTRUM™

PROTECTIVE PERMANENT CREME HAIR COLOR

- Contains solely oxidative dyes that develop inside the cortex to help **lock in lasting color** that stays true
- Achieves **up to five levels** of lift
- Provides **maximum** grey coverage
- Helps condition hair and provide **radiant shine**
- **93% naturally derived***
- Includes the following components:
 - 13 base shades, including **Universal ØN** (clear)
 - 11 **Pure Tones**
 - Six **Pure Pigments**
 - Two pastel tones

*From plants, non-petroleum minerals or water. Learn more at aveda.com.







FULL SPECTRUM™

PERMANENT—SELECT SERIES

HAIR COLOR, SIMPLIFIED

- Experience the high-performance results of Full Spectrum™ Permanent hair color while transitioning to our fully customizable range
- Helps condition hair and provide **radiant shine**
- **93% naturally derived***
- Includes 19 pre-formulated, top-selling shades in an array of levels and tonal families

*From plants, non-petroleum minerals or water. Learn more at aveda.com.



FULL SPECTRUM DEMI+™

CUSTOM-DEPOSIT TREATMENT HAIR COLOR™

- **Ammonia-free color** creates demi-permanent results, from translucent to opaque
- Lasts up to **20 washes**
- Helps condition hair and provide **radiant shine**
- **92% naturally derived***
- Includes the following components:
 - 10 base shades including **ØN/Clear**
 - 10 **Tones**

*From plants, non-petroleum minerals or water. Learn more at aveda.com.







ENLIGHTENMENT BLONDING

THE ENLIGHTENED WAY TO A PERFECT BLONDE

- Revolutionizes on- and off-the-scalp applications to create the perfect shade of blonde, from pure gold to radiant platinum
- For use on all levels to achieve **ultimate, high-lift lightening** and **toning**
- Helps condition hair and provides **radiant shine**
- Includes the following components:
 - **Enlightener™ Powder Lightener** and **Creme Booster**
 - Three **Enlightener™ Blonde Finish Protective Toners**



FULL SPECTRUM DEEP™

EXTRA LIFT AND DEPOSIT CREME COLOR FOR DARK HAIR

- **High-lift, conditioning** creme hair color that achieves up to six levels of lift in 30 minutes
- Ideal for dark hair and grey coverage
- Natural Series shades feature the ideal cool base tone to **neutralize unwanted warm tones** when lifting dark hair
- Helps condition hair and provide **radiant shine**
- **92% naturally derived***
- Includes the following components:
 - 13 base shades, including **Universal ØN** (clear)
 - 15 **Pure Tones** (two additional Pure Tones available in select Asia Pacific markets)

*From plants, non-petroleum minerals or water. Learn more at aveda.com.







AVEDA MEN 5-MINUTE NATURAL GREY BLENDING LOW-MAINTENANCE, NATURAL GREY BLENDING THAT LASTS FROM HAIR CUT TO HAIR CUT

- Provides up to **50% grey coverage**
- Gradually fades on tone
- Lasts up to four weeks
- Helps condition hair
- **94% naturally derived***
- Includes five pre-blended shades that **provide natural-looking, demi-permanent color in five minutes** without lift**

*From plants, non-petroleum minerals or water. Learn more at aveda.com.

**Processing time.



FULL SPECTRUM VIBRANTS™

SEMI-PERMANENT TREATMENT HAIR COLOR

- **Intensely vibrant** color with semi-permanent results
- Helps condition hair and provide **radiant shine**
- Lasts up to **15 washes**
- **95% naturally derived***
- Includes **nine vibrant shades** that can be used alone to create intense, vibrant results or blended with Clear or Charcoal shades to create a full palette of pastel and smoky tones

*From plants, non-petroleum minerals or water. Learn more at aveda.com.





WORLD-CLASS HAIR COLOR EDUCATION

LEARN FROM MASTERS AROUND
THE WORLD

WHEN YOU WANT, WHERE YOU WANT,
HOW YOU WANT

- **Foundational techniques**
- **24/7 online** learning on Aveda PurePro™, including our award-winning hair color e-learning program
- **Live classes** available in-salon, in your region and in creative capitals around the world
- **Seasonal trend technique guides** with accompanying how-to videos
- **Exclusive events**, including Aveda Congress, Master Jam and Aveda Jam



92% naturally derived*



*From plants, non-petroleum minerals or water. Learn more at aveda.com.



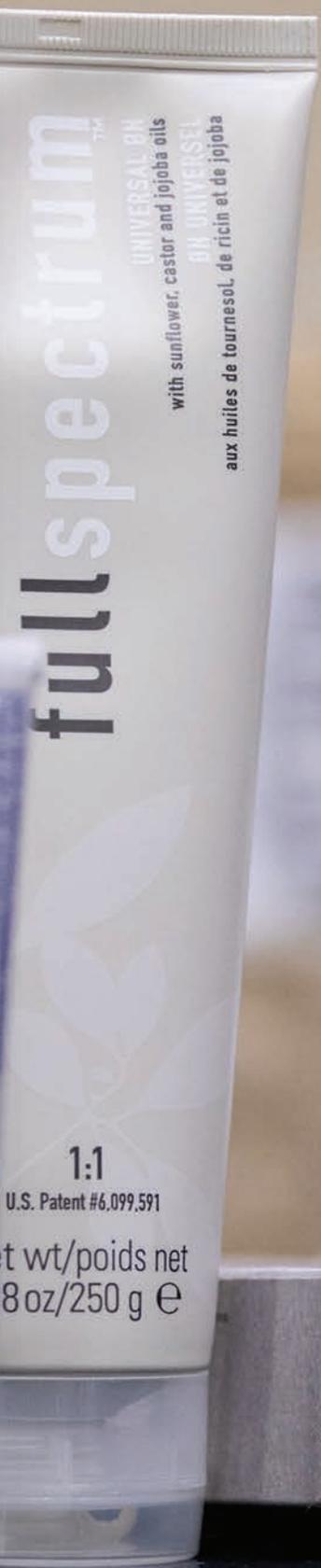
← PREV

NEXT →



LESS STOCK,
MORE RESULTS
ON AVERAGE, AVEDA HAIR COLOR
HAS 50% FEWER SKUS THAN
LEADING COMPETITORS* —
WITH INFINITE
COLOR POSSIBILITIES.

*Based on an evaluation of leading competitive brands.



fullspectrum™

UNIVERSAL 8H
with sunflower, castor and jojoba oils
UNIVERSAL 8H
aux huiles de tournesol, de ricin et de jojoba

1:1

U.S. Patent #6,099,591

net wt/poids net
8oz/250 g e



permanent
LIGHT V/B
violet/blue
bleu violet
clair



GROW YOUR HAIR COLOR BUSINESS WITH AVEDA

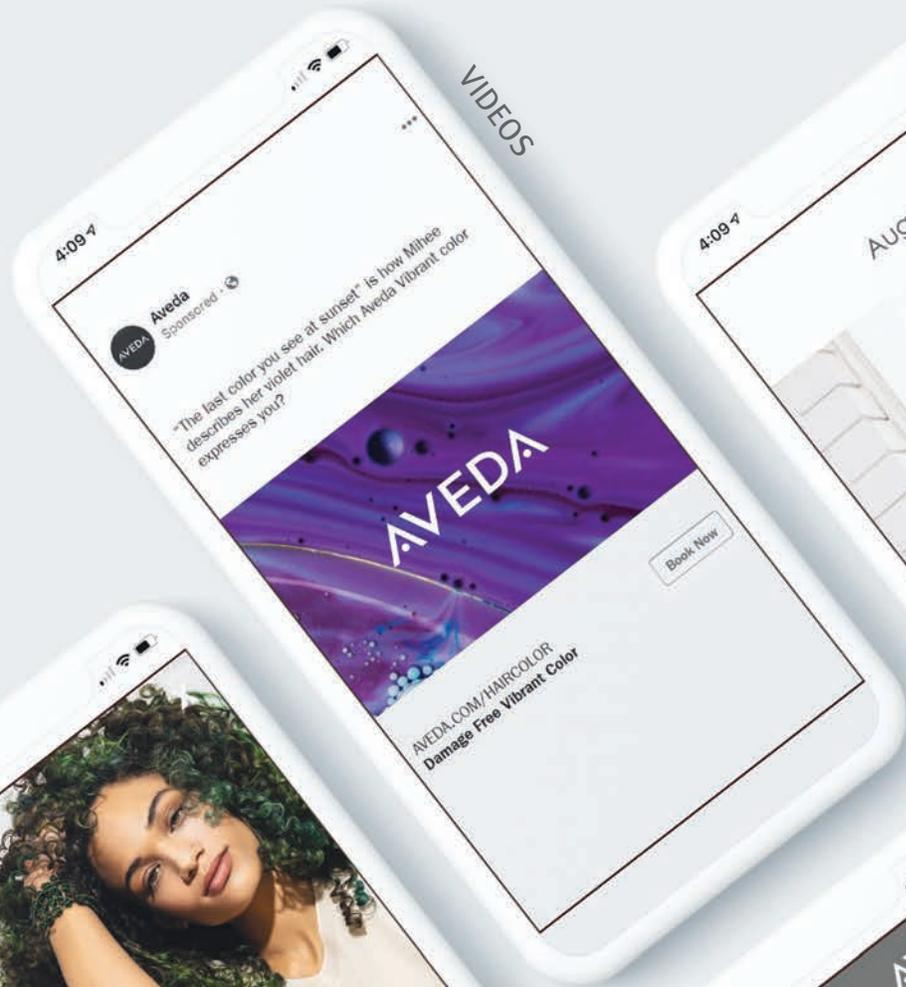
BUSINESS DRIVING 360° CONSUMER HAIR COLOR CAMPAIGNS

We provide consumer hair color campaigns designed to bring new guests into your salon—and the in-salon marketing materials to support their conversion once they're in the chair.

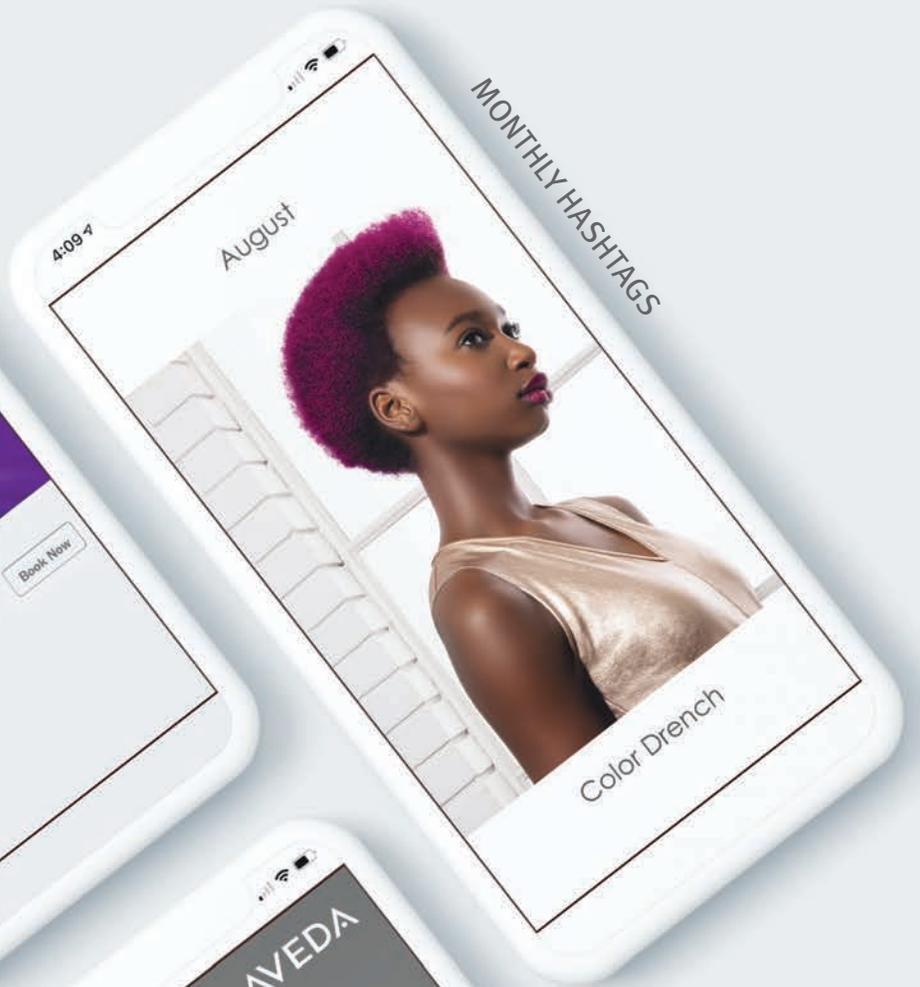
- Social media toolkits, including **storytelling videos**
- Website communications, email templates, posters, mirror talkers and referral cards to **support your marketing efforts**
- **Monthly hashtags based on current trends** for colorists to share their craft on social channels
- Service descriptions for your salon menus and the formula and technique information colorists need to **recreate and customize the looks for their guests**



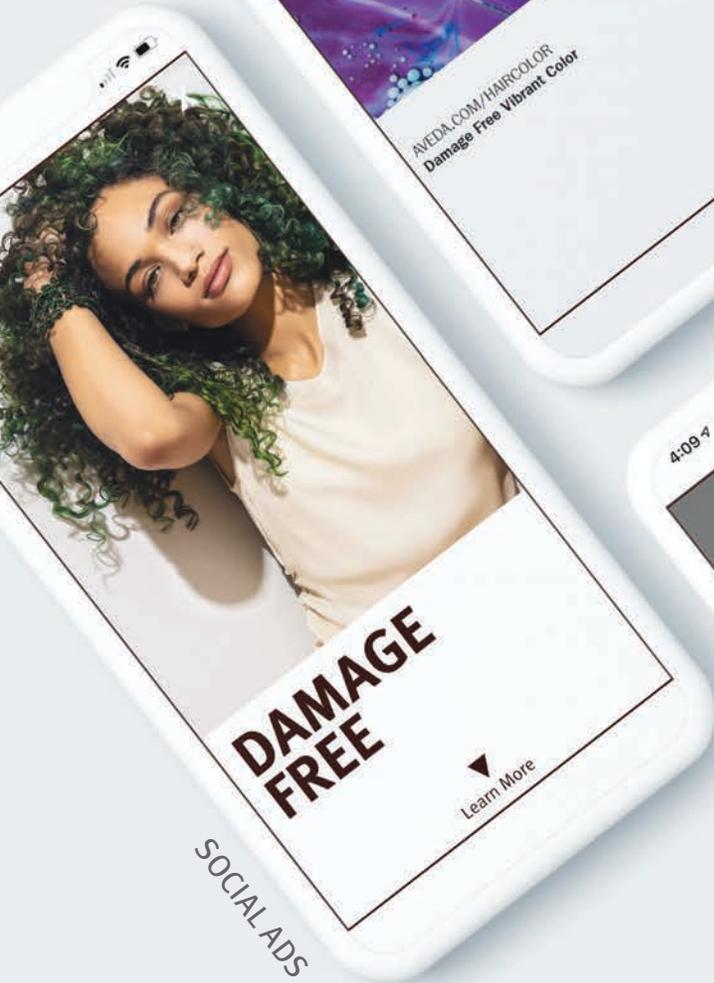
VIDEOS



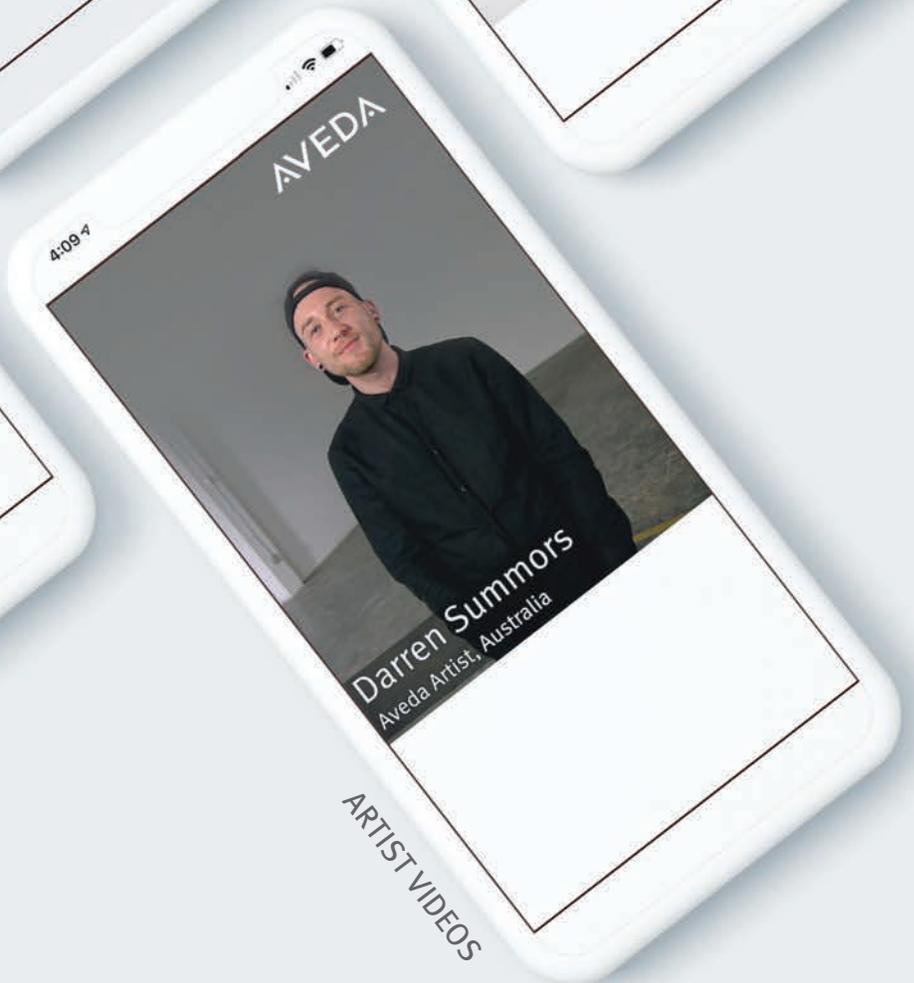
MONTHLY HASHTAGS



SOCIAL ADS



ARTIST VIDEOS





“THE SCIENCE BEHIND IT LETS ME
PUSH LIMITS
WITHOUT
COMPROMISING”

—Sarah Naslund, Escape, an Aveda Lifestyle Salon, Boston, MA

“**I can control the result**, the amount and saturation of pigment.”

—Diaz, New York, NY

“The color results are unique and individual with **many visual dimensions**.”

—Jo McKay, London, UK

“Using Aveda color is when I discovered **my passion for color**.”

—Shirley Hagel, Parlor Hair Salon, New York, NY

“**The beautiful light reflection from Aveda color** is an important point of difference.”

—Natalie Gurley, Van Michael Salon, Atlanta, GA

“Using Aveda hair color for me is staying **really connected to our mission**. It makes me feel better and solid as a colorist.”

—Lupe Voss, Aveda North America Artistic Director, Hair Color



Be inspired by our amazing Aveda artists by following Aveda on social media.

@aveda @avedaartists #avedahaircolor #avedahaircolour #avedaartist