



AVEDA
HAIR COLOR

Hair color created with a conscience

Aveda hair color is 96% naturally derived on average* with a protective botanical oil blend that infuses hair with condition and shine for essentially damage-free** results.


*Weighted according to sales volume, per ISO 16128 standard, from plant sources, non-petroleum mineral sources and/or water.
**Laboratory testing on tresses.



Hair Color by the Aveda North America Artistic Team



Hair Color by Van Michael Salon Team



Hair color possibilities as infinite as your creativity

A palette of customizable components. Create one-of-a-kind formulas for every guest with a palette of customizable components, including primary **pure pigments**, secondary **pure tones** and 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.

True high-performance results while caring for your hair

Full spectrum permanent™ vegan treatment hair color features a patented technology that provides incredible color deposition and vibrancy while improving the condition of hair with every service.





Hair Color by Ian Michael Black



Hair Color by Van Michael Salon Team

Hair color to feel good about

Aveda's commitment to the earth is at the core of everything we do and is ever-deepening.



Vegan



100% wind- and solar-powered manufacturing²



96% naturally derived³

Purposeful packaging with the planet in mind

Full spectrum permanent™ cartons are made with 100% post-consumer recycled (PCR) fiber, Forest Stewardship Council (FSC)-certified, and tubes are 100% recycled aluminum, which reduces CO₂ emissions and saves virgin aluminum from being produced.

¹Aveda's B Corp certification includes Aveda's corporate headquarters, Aveda products produced at its corporate headquarters and Aveda corporate-owned retail stores.

²Except **full spectrum vibrants™**. All other **aveda hair color** products are manufactured at Aveda's primary facility, which is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.

³Weighted according to sales volume, per ISO 16128 standard, from plant sources, non-petroleum mineral sources and/or water.



Hair Color by Luis Gonzalez

Color that cares more than ever

The protective botanical oil blend found in **full spectrum permanent™ vegan treatment hair color** features sustainably sourced oils for enhanced conditioning and shine.



Certified organic baobab oil comes from seeds from the “Tree of Life” as it is known in Africa.



Certified organic sacha inchi oil is rich in omega-3 oils and comes from a plant native to the Amazon forest.



Certified organic avocado oil is rich in omega-9 monosaturated fats.

Inside the tube

The high-performance ingredients inside 96% naturally derived*
full spectrum permanent™ vegan treatment hair color:



Baobob oil

Baobob oil is a component of the protective botanical oil blend that helps provide enhanced conditioning and shine.



Corn

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



Coconut

Coconut-derived viscosity builder helps create a creamy texture.

*Full spectrum permanent™ is 96% naturally derived on average, per ISO 16128 standard, from plant sources, non-petroleum mineral sources and/or water.

Green tea

Green tea extract helps create a broader spectrum of color.

The technology of green tea

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 a broader shade range.

Patented permanent technology

Full spectrum permanent™ is made with a patented technology that protects the keratin bonds deep within the cortex to help maintain the integrity of the hair while creating a faster chemical reaction that enhances penetration of the color into the hair shaft.

- **Enhances color penetration** for exceptional deposition
- **100% grey coverage** in just 30 minutes
- **Radiant shine and longevity** even on difficult reds
- **Precisely calibrated shades** for reliable color results

AVEDA

full spectrum

permanent™

vegan treatment hair color

coloration capillaire vegan traitante





Hair Color by Ian Michael Black

full spectrum permanent™ vegan treatment hair color

- Provides incredible deposition, vibrancy and protection
- Achieves up to five levels of lift
- Provides 100% grey coverage in 30 minutes
- Provides enhanced conditioning and shine
- 96% naturally derived*, vegan, Leaping Bunny-approved formulas
- Includes a full range of customizable components to create infinite shades:
 - 8 natural series shades
 - 9 natural cool series shades
 - 7 natural natural series shades
 - Intense base
 - Extra lifting creme
 - Universal ØN creme
 - Universal ØN gel
 - 7 light pure tones
 - 8 dark pure tones
 - 6 pure pigments
 - 2 pastel tones



*Full spectrum permanent™ is 96% naturally derived on average, per ISO 16128 standard, from plant sources, non-petroleum mineral sources and/or water.



full spectrum deep™

extra lift & deposit creme color for dark hair

- Ideal for dark hair and grey coverage
- **Natural series** shades feature a cool base tone to neutralize unwanted warm tones, achieving up to six levels of lift in 30 minutes
- Helps improve the condition of hair and provide radiant shine
- 96% naturally derived¹, vegan, Leaping Bunny-approved formulas
- Includes a full range of customizable components to create infinite shades:
 - 13 **natural series** shades
 - **Red base**
 - **Bright base**²
 - **Universal ØN creme**
 - **Universal ØN gel**
 - 10 **light pure tones**³
 - 7 **dark pure tones**³



¹Full spectrum deep™ is 96% naturally derived on average, per ISO 16128 standard, from plant sources, non-petroleum mineral sources and/or water.

²Not available in all regions.

³Not all pure tones are available in all regions.



Hair Color by Daryl Cheong, Kok Weng



Hair Color by Ian Michael Black

enlightenment blonding

- Revolutionizes on -and off-the-scalp applications to create the perfect shade of blonde, from pure gold to radiant platinum
- Formulated for use on all levels to achieve high-lift lightening and toning
- Helps improve the condition of hair* and provide radiant shine
- Includes the following components:
 - **Enlightener™ powder lightener**
 - **Enlightener™ creme booster**
 - **3 enlightener™ blonde finish protective toners**



*When blonding service is immediately followed by an **enlightener™ blonde finish protective toner** application.



full spectrum demi+™ custom-deposit treatment hair color™

- Ammonia-free color creates demi-permanent results, from translucent to opaque
- Lasts up to 24 washes
- Naturally blends up to 75% grey
- Helps improve the condition of hair and provide radiant shine
- 95% naturally derived*, vegan, Leaping Bunny-approved formulas
- Includes a full range of customizable components to create infinite shades:
 - 9 natural series shades
 - Universal ØN gel
 - 5 light tones
 - 6 dark tones



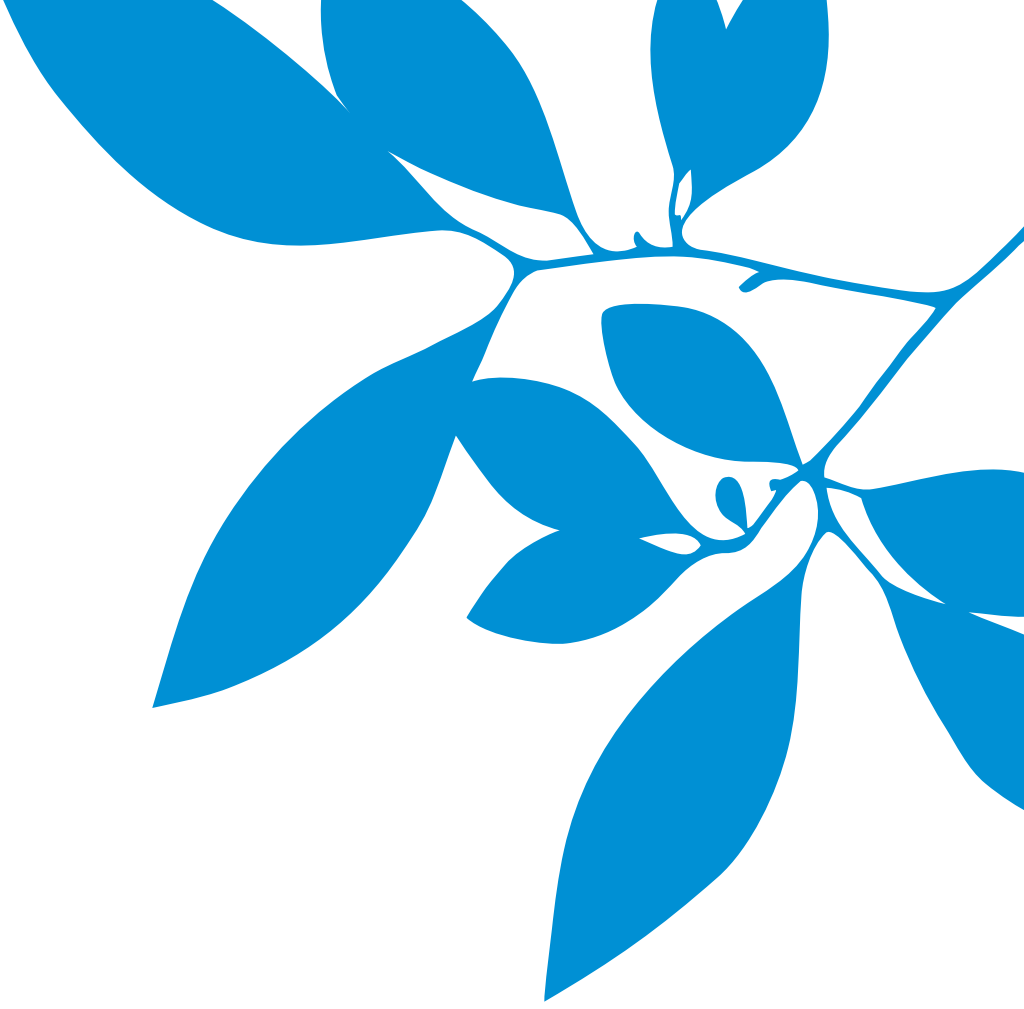
*Full spectrum demi+™ is 95% naturally derived on average, per ISO 16128 standard, from plant sources, non-petroleum mineral sources and/or water.



Hair Color by Jan Michael Black



Hair Color by Luis Gonzalez



full spectrum vibrants™

semi-permanent treatment hair color

- Creates vibrant, semi-permanent results
- Helps improve the condition of hair and provide radiant shine
- Lasts up to 15 washes
- 95% naturally derived*, vegan, Leaping Bunny-approved formulas
- Includes nine shades that can be used alone to create intense, vibrant results or mixed with **clear** to create a range of results, from sheer to pastel to vibrant or **charcoal** to create opaque, smoky results



*Full spectrum vibrants™ is 95% naturally derived on average, per ISO 16128 standard, from plant sources, non-petroleum mineral sources and/or water.

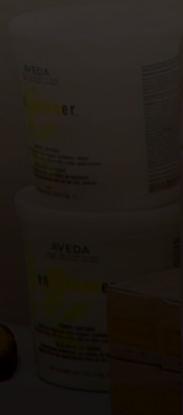
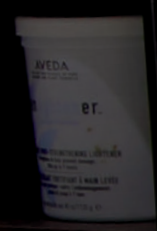
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Less stock, more results

On average, aveda hair color has 60% fewer SKUs than leading competitors—with infinite color possibilities.

VEGAN HAIR COLOR TREATMENT



Aveda x Nykaa Lifestyle Salon, Delhi, India

Boost shine— and your business

In as few as five minutes*, guests can get shiny hair through 20 washes—and you can increase your service sales—with the 98% naturally derived** **shine express remedy**.



*Processing time.

The **shine express remedy is 98% naturally derived on average, per ISO 16128 standard, from plant sources, non-petroleum mineral sources and/or water.





“Botanical repair™ is a complete game changer in the industry. Stronger hair has never been so manageable and soft.”

— Mathew Wickham
Aveda Australia



bond-building strengthening color express remedy:

Make hair 5x stronger

- Repairs and dramatically reduces breakage, protecting hair during the color service
- Helps strengthen and repair the three key layers of hair
- Instantly transforms damaged hair into strong, soft, visibly smooth and shiny hair



BEFORE



Seven rounds of bleach
WITHOUT bond-building
strengthening color express
remedy using botanical
repair™ professional
bond activator: rich



Seven rounds of bleach
WITH bond-building
strengthening color express
remedy using botanical
repair™ professional
bond activator: rich

Images from left to right: Before, hair treated with seven rounds of bleach, hair treated with seven rounds of bleach followed by **bond-building strengthening color express remedy** using **botanical repair™ professional bond activator: rich**.



Top tier color education

Have access to masters from around the world—
from skill-boosting tips and tricks to trending guides.

- 24/7 online learning on Aveda PureProSM
- Get insider tips from our foundational hair color e-learning program
- Live classes
- Join us in-salon, in your region, and in creative capitals around the world
- Seasonal trend technique guides
- Watch and learn with accompanying how-to videos
- Exclusive events
- Industry trade events, including Aveda Congress, Master Jam and Aveda Jam





AVEDA Posts

Keep your color on lock
Eight weeks of color protection.
100% vegan.

SHOP NOW

Hair color that's always 100% vegan

aveda Our artists are trained to create hair colors like you've never seen. The possibilities are limitless — just like you.

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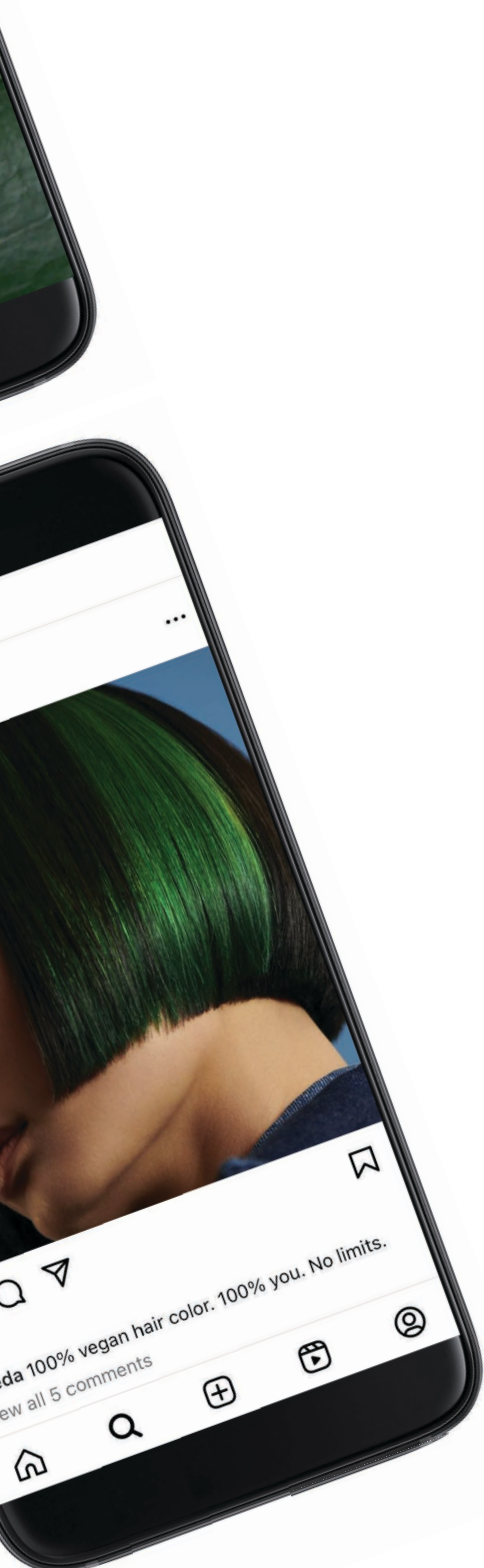
AVEDA Posts

FOR THE LOVE OF HAIR COLOR

Hair color as limitless as you

Infinite color possibilities. Expert artistry.
Always 100% vegan.

LEARN MORE



Tools to grow your hair color business

Aveda's business-driving, 360° consumer hair color campaigns are designed to bring new guests into your salon—and our in-salon marketing materials help 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
- 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

Get inspired by our salon artists and owners

“**Aveda hair color** can achieve any result imaginable while also caring for the hair. As a leading hair colorist and blonde specialist, my top priority is the health and condition of my clients’ hair.”

— **Edward James**, Owner
Edward James Salons, London, England

“I love **aveda hair color** because there are no limits—anything is possible. And never have I ever seen such beautiful results and shine in just one color session.”

— **Jeremy Buchet**, Owner
Hairspa & Market by Jeremy, Gare, Luxembourg

“With **aveda hair color**, I am able to create any shade I want and customize my client’s color to suit her needs. And Aveda’s ethos stands for everything my brand stands for: naturally derived, cruelty-free, vegan and so many more factors.”

— **Santiago Figueroa**, Owner
Santiago Figueroa London, London, England

“As a salon changing over to **aveda hair color**, the first things we noticed were how shiny the hair looked and how conditioned the hair felt. Our guests are really loving the difference, too.”

— **Karen Thomson**, Owner
KAM Hair & Body Spa, Lossiemouth, Scotland

“When coloring curls and coils specifically, the elevated level of security I get with **aveda hair color** during every hair color process inspires creativity without compromising the integrity of these textures.”

— **Naomi Dove**
Aveda North America Artistic Director, Texture

“We love working with **aveda hair color** because of the long-lasting results, vibrancy and shine it provides. We love working with Aveda because their ethical practices marry with our values as a business.”

— **Susannah Richardson**, CEO
Butchers Salon Group, England

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

@aveda @avedaartists #avedaartist #avedacolor #avedavegancolor



@restyle.gene



@jessiewindelhair



@idream.in.color



@thelittlesanctuary



@avedaigirl



@ella_juut



@suzygrifa



@prang_ps_07



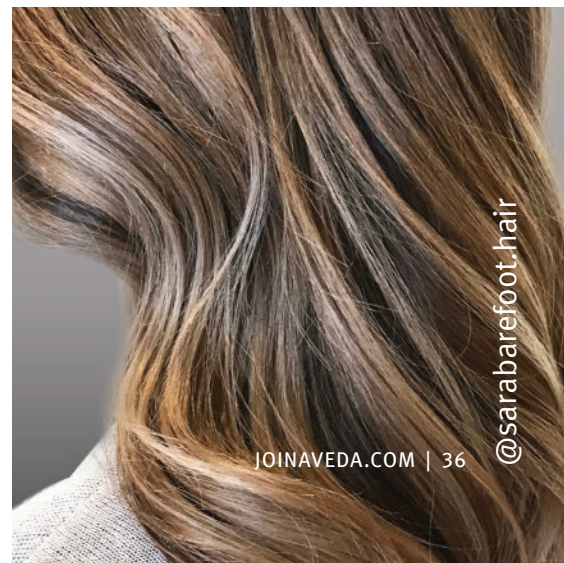
@jenoneillhair



@rhi__o



@whosly



@sarabarefoot.hair



Hair Color by Masa Honda

Why aveda hair color

Infinite color possibilities: Aveda hair color offers a full range of customizable components.

Patented technology: Full spectrum permanent™ provides exceptional deposition, 100% grey coverage, radiant shine, longevity and reliability.

Planet-minded: Aveda hair color is 96% naturally derived on average,* vegan, Leaping Bunny-approved and packaged in tubes and cartons that are designed with the planet in mind.

Inspiring and accessible education: Aveda hair color is taught by skilled artists for artists, and many education resources are just a click or tap away.

Award-winning artistry: Aveda artists around the world win both behind the chair and in front of the camera, all with aveda hair color.

Business-driving 360° consumer hair color campaigns: Aveda supports you in bringing new guests into your salon—and keeping them there.

*Weighted according to sales volume, per ISO 16128 standard, from plant sources, non-petroleum mineral sources and/or water.



AVEDA

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.