

AVEDA

AVEDA  
HAIR COLOUR



# IF A COLOURIST CAN DREAM IT, AVEDA HAIR COLOUR CAN CREATE IT.

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

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 COLOUR MAKES  
TECHNICOLOUR DREAMS COME TRUE.**





# HAIR COLOUR POSSIBILITIES AS INFINITE AS YOUR CREATIVITY

## A PALETTE OF CUSTOMISABLE COMPONENTS

Create one of a kind, **customised 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 colourless bases to **create limitless shade possibilities**. Choose from high-lift, permanent, demi- and semi-permanent options.



# HAIR COLOUR 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 parabens

\*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.co.uk](https://www.aveda.co.uk).



# HAIR COLOUR 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.

# PURPOSEFUL PACKAGING

## APPEALS TO ECO-AWARE GUESTS AND STYLISTS

Aveda Hair Colour 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.™



# WHAT'S IN A TUBE

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



\*From plants, non-petroleum minerals or water. Learn more at [aveda.co.uk](http://aveda.co.uk).

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 colour.

## RED TEA ROOIBOS

Red tea's powerful anti-oxidant properties help protect the hair colour 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 up to 20 washes, with the **93% naturally derived\*\*** Shine Treatment.

\*Processing time.

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

# FULL SPECTRUM™

## PROTECTIVE PERMANENT CREME HAIR COLOUR

- Contains solely oxidative dyes that develop inside the cortex to help **lock in lasting colour** that stays true to tone
- 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.co.uk](http://aveda.co.uk).





# FULL SPECTRUM™

## PERMANENT—SELECT SERIES HAIR COLOUR, SIMPLIFIED

- Experience the high-performance results of Full Spectrum™ Permanent hair colour while transitioning to our fully customisable 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.co.uk](http://aveda.co.uk).



# FULL SPECTRUM DEMI+™

## CUSTOM-DEPOSIT TREATMENT HAIR COLOR™

- **Ammonia-free colour** 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.co.uk](http://aveda.co.uk).





# ENLIGHTENMENT BLONDING THE ENLIGHTENED WAY TO A PERFECT BLONDE

- Revolutionises 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 COLOUR FOR DARK HAIR

- **High-lift, conditioning** creme hair colour 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 **neutralise 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.co.uk](http://aveda.co.uk).





# 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 colour in five minutes\*\* without lift**

\*From plants, non-petroleum minerals or water. Learn more at [aveda.co.uk](http://aveda.co.uk).  
\*\*Processing time.



# FULL SPECTRUM VIBRANTS™

## SEMI-PERMANENT TREATMENT HAIR COLOUR

- **Intensely vibrant** colour 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.co.uk](http://aveda.co.uk).





# SUMMARY

					
<b>RANGE</b>	<b>FULL SPECTRUM™ PERMANENT</b>	<b>FULL SPECTRUM DEMI+™</b>	<b>FULL SPECTRUM DEEP™</b>	<b>FULL SPECTRUM VIBRANTS™</b>	<b>MENS GREY BLENDING</b>
	PROTECTIVE PERMANENT CREME HAIR COLOUR	CUSTOM-DEPOSIT TREATMENT HAIR COLOR™	EXTRA LIFT AND DEPOSIT CREME COLOUR FOR DARK HAIR	SEMI-PERMANENT TREATMENT HAIR COLOUR	LOW-MAINTENANCE, 5-MINUTE NATURAL GREY BLENDING
<b>BENEFIT</b>	Contains solely oxidative dyes that develop inside the cortex to help lock in lasting colour that stays true to tone, providing maximum grey coverage	Ammonia-free colour creates demi-permanent results, from translucent to opaque	High-lift, conditioning creme hair colour ideal for dark hair and grey coverage	Intensely vibrant colour with semi-permanent results	Provides up to 50% grey coverage & gradually fades on tone
<b>RESULT</b>	Helps condition hair and provide radiant shine				Helps condition hair
<b>LIFT/LONGEVITY</b>	Achieves up to five levels of lift	Lasts up to 20 washes	Achieves up to six levels of lift in 30 minutes	Lasts up to 15 washes	Lasts up to four weeks

# WORLD-CLASS HAIR COLOUR 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 colour 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



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

\*Based on an evaluation of leading competitive brands.

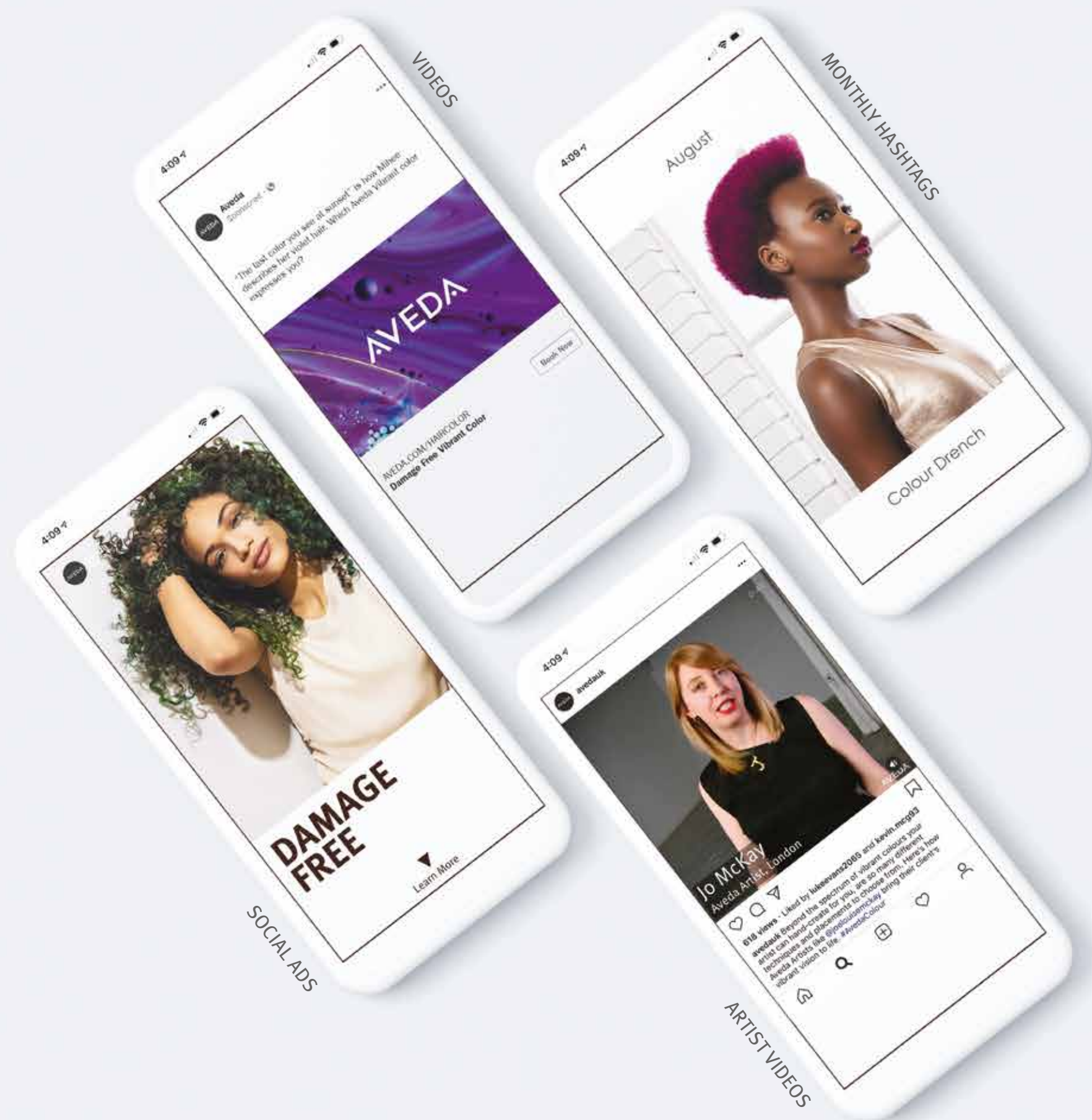


# GROW YOUR HAIR COLOUR BUSINESS WITH AVEDA

## BUSINESS DRIVING 360° CONSUMER HAIR COLOUR CAMPAIGNS

We provide consumer hair colour 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 colourists to share their craft on social channels
- Service descriptions for your salon menus and the formula and technique information colourists need to **recreate and customise the looks for their guests**





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

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

“As a colourist I need to think outside the box, Aveda provides me with completely customisable results meaning **every hair colour is beautifully unique** to me and my guest.”

—Joe Hill, Aveda UK Colour Specialist

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

—Jo McKay, London, UK

“Aveda colour offers everything we are looking for in a colour brand. **Creativity & a healthy sustainable option** for our team & guests. Our guests know how good their hair looks & feels, ensuring high retention & sales growth for the salon.”

—Nicholas Graham, Nicholas Graham Salon, Bangor Ireland

“Many of our clients are looking for healthy shiny hair and now we are able to deliver this alongside **a terrific array of exciting shades and tones** for the most daring to the colour shy.”

—Gina Conway, Gina Conway Salons and Spas

“Aveda colour represents **individuality**. With the ability to customise a colour pallet in this way, **no path is left undiscovered**.”

—Rea Crook, Gary Ingham Salons





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

**@aveda @avedaartists #avedahaircolor #avedahaircolour #avedaartist**