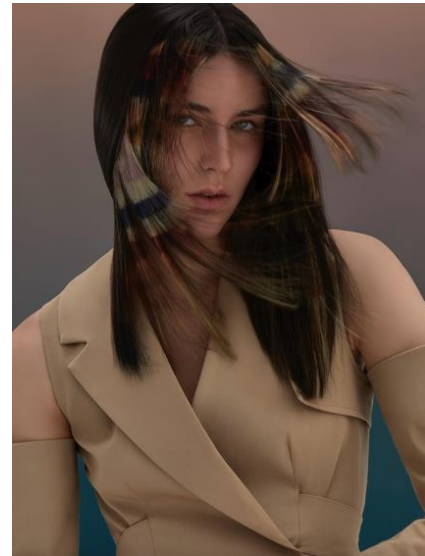
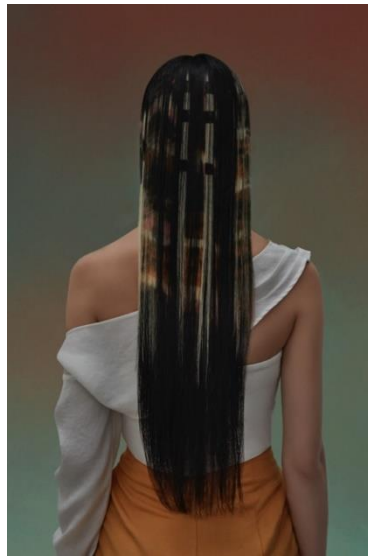
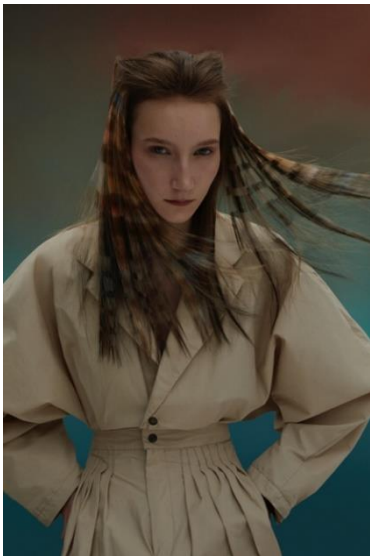


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Aveda Announces Its First-Ever, Exclusive Hair Color Collection with X-presion, Graphic Organic

Celebrating X-presion's world class artistry merged with Aveda's elite custom hair color, the Spring 2022 Collection introduces a new technique.



MINNEAPOLIS, MN (June 15, 2022)— Aveda announces its first ever guest artist collaboration with world renowned artists and IHA's International Artistic Team of the year, X-presion. Formed by three young entrepreneurs from Madrid, Marco Antonio Restrepo, Jorge Cáncer and Jose Luis Almendral, X-presion is known for developing cutting edge techniques through a mix of different artistic disciplines, material, and concepts. Their first collection for Aveda, Graphic Organic, celebrates their signature graphic style while incorporating shapes and patterns from nature.

Graphic Organic delivers an Aveda-exclusive technique designed to inspire and educate and ultimately translate to a unique color look that anyone can wear. With a mutual appreciation of artistry and shared ideals, the partnership between Aveda and X-presion formed naturally: "Our like-minded values with Aveda around balance, wellness and artistry made it an obvious match. We were excited to work on this project and now to share it with the world," the X-presion team said.

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The trio views hair like a canvas, and with Aveda's vegan, customizable hair color they were able to highlight the line's unlimited tonal customization using their own vision. "As creative thinkers, non-conformist and even rebels in hairdressing, to work with **Aveda Full Spectrum** to achieve a palette of so many colors and infinite customization was incredible," said X-presion.

The collection is inspired by naturally occurring fractals, where geometry and precision meet naturally occurring chaos and scale.

"We've always been fascinated by the visual side of math, in this case when organically appearing geometric patterns and fractals meet the eye and repeat and overlap to generate endless possibilities, scale and incredible colors. We brought this idea to our approach" **said X-presion.**

To create the looks, Aveda and X-presion worked in partnership to bring color patterns to the model's hair using an overlapping method to accomplish the effect. The team formed a large palette of custom formulas using **Aveda's high-performing vegan Full Spectrum color products** which resulted in a range of shades for truly unique and versatile looks.

The Technique

Framing all the color around the face, the hair is separated into panels for bleaching. **Aveda's Botanical Repair** was applied to the whole head to build bonds and maintain healthy looking, strong hair before being separated out into panels and lightened.

To design the graphic portion using the Trompe-l'oeil technique, X-presion used three tools: a specially designed comb created for precise and equal sections; a silicone spatula for sharper lines; and transparent foils for color layering.

Once complete the top portion is sectioned out, twisted, and braided with a piece of hemp before being colored to form an imperfect yet complimentary color effect overlaying the more defined coloring.

"The final result shows how the organic and the more graphic color blend together, fusing so you cannot see where one starts and the other ends," **said X-presion.**

The technique and layered approach creates two versatile looks for each model. When styled differently, the effect of the color changes and transforms. "The magic is that you can completely transform the look by moving the hair in a different direction," **said X-presion.** The campaign was shot on three different models and captures two distinct looks for each.

For further details and techniques on the looks featured in Aveda x X-presion's Graphic Organic Collection, please reference the **TECH GUIDE (coming July 2022)**

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CREDITS

Creative Direction + Hair Cut/Style: [X-presion](#)

Hair Color: X-presion

Models: Andrea Gutiérrez Arcas , Muriel Seiquer Pérez, Arashi Méndez Bella

Fashion Stylist: Andrea Sanchez

Makeup: David Lopez

Photographer: Javier Marquez

Fashion Film: Gus&Lo

Aveda Technical Educator: Natalia Prager

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ABOUT AVEDA

Founded in 1978 with a mission to care for the world and always opposed to animal testing, Aveda creates vegan, high-performance hair, skin and body formulas for beauty professionals and consumers, all with sustainability at heart. Aveda innovates in botanical technologies and green chemistry, combining the principles of modern science and Ayurveda, the ancient healing art of India. Aveda's hair care is 90% naturally derived¹ and features iconic aromas from pure flower and plant essences. Aveda's high-performance franchises, Invati Advanced™, Nutriplenish™ and Botanical Repair™ have won dozens of awards, and the brand was awarded the 2021 CEW Sustainability Excellence Award, which reflects the highest standards of sustainability values in the beauty industry. Aveda is Leaping Bunny approved by Cruelty Free International, the globally recognizable gold standard of approval for cruelty free products.

Aveda's primary facility manufactures products using 100% wind and solar power², and the brand pioneered the use of 100% post-consumer recycled PET bottles, currently, at least 85% of our PET bottles and jars used in hair styling and skincare contain 100% PCR³. Aveda strives to provide transparency with its products and manufacturing processes, and in 2020 the brand completed one of the largest blockchain pilots in the beauty industry to trace vanilla from the source in Madagascar to its manufacturing facility in Minnesota.

¹ Aveda hair products are 90% naturally derived on average per ISO standard. From plants, non-petroleum minerals or water.

² Product manufacturing is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.

³ 85%+ of Aveda's skincare & hair styling PET bottles & jars contain 100% Post-Consumer Recycled plastic. Aveda was the first beauty company to use 100% post-consumer recycled PET packaging.



Aveda is committed to raising awareness and funds to help provide clean water globally and help protect clean water locally through its signature annual giving campaign, Aveda Earth Month. Since 1999, Aveda has raised more than \$67 million for hundreds of global and local environmental organizations, providing clean water to more than 1.4 million people and protecting approximately 2,000 watersheds. In partnership with nonprofit charity: water, Aveda continues to provide clean water to people in need in Aveda's sourcing communities in India, Nepal and Madagascar, also protecting local watersheds where these communities live and work.

Aveda products are available in over 45 markets at Aveda stores, partner salons, specialty retailers and at aveda.com.