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Aveda Announces the *Vortex* Collection by the Van Michael Salon Team

Celebrating Aveda's global artistry merged with the avant-garde approach of the Van Michael Salon Team, the collection introduces a unique approach to color and technique for 2024

MINNEAPOLIS, MN (January 1, 2024)— Aveda announces its latest artist collaboration and collection, ***Vortex***, in partnership with the Van Michael Salon Team. Emerging from the depths of swirling shadows, this avant-garde collaboration transcends the boundaries of conventional hairstyling and color, ushering in a whirlwind of intensity and creative ingenuity.



“We changed our perspective with this collection—we usually look downward at the guests in our chair, but here we focused from the bottom up to the top, and layering colors to create soft, fluid dimension,” said Ashley McCarty, Co-Director of Hair Color for the shoot and Van Michael Salons.



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Each look in the **Vortex** collection is a mastery, drawing inspiration from the hues of an unsettled sky. Evoking moody charcoal, slate grey, deep lilac, and reflective silver these dynamic patterns and powerful upward motion conjures fleeting images of lightning piercing through clouds. The result is a collection that pulsates with life, an electrifying display of hair colors and shapes that seem to possess an untamed, wild energy, effortlessly defying gravity with an air of untamed grace.



“We wanted to elevate the concept of a tornado with this collection. We loved the idea of building the color from the bottom up, similar to a cyclone shape.” said Joey Hooten, Co-Director of Hair Color for the shoot and Van Michael Salons.

Hair color is at the core of the collection. The team used a range of Aveda’s high-performing vegan products to bring the collection to life. Aveda **full spectrum permanent™**, **full spectrum vibrants™**, **full spectrum demi+™** and **enlightenment bonding** were pivotal in achieving the vivid and captivating shades that define the **Vortex** collection.

Throughout the transformation the power of Aveda products were harnessed from start to finish. The foundation was set with **botanical repair™ professional equalizing primer** and fortified with the **botanical repair™ professional hair strengthening additive**. The **botanical repair™ professional bond activator: light** ensured that every strand was treated with care.

To maintain the health and vibrancy of the hair, the collection incorporated **botanical repair™ strengthening shampoo and conditioner**, creating a harmonious balance between artistry and the science, to build bonds and help ensure the integrity and strength of the hair before and after coloring.

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The **Vortex** collection invites viewers to immerse themselves in a world of electrifying transformations and boundless creativity. A celebration of artistry and innovation, this collaboration between Aveda and the Van Michael Salon Team redefines the limits of hair artistry while paying homage to the raw, unpredictable forces of nature.

For further information and techniques related to the looks showcased in the **Vortex** collection, please reference the **TECH GUIDE**.

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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 high 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 Corporation is a certified B Corporation, meeting high verified standards of social and environmental performance, transparency, and accountability.

Aveda's primary facility manufactures products using 100% wind and solar power², and the brand pioneered the use of 100% post-consumer recycled bottles – currently, at least 85% of the brand's PET bottles and jars used in hair styling and skincare contain 100% PCR. 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.

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 \$69 million for hundreds of global and local environmental organizations, providing clean water to more than 1.5 million people and protecting thousands of local watersheds.

¹ Aveda hair products are 90% naturally derived on average per ISO 16128 standard. From plant sources, non-petroleum mineral sources and/or water.

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

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