

# AVEDA

## THE COLOR OF 2025: MOCHA MOUSSE



### MOCHA MOUSSE: AVEDA'S ANTOINETTE BEENDERS + IAN MICHAEL BLACK ON HAIR COLOR

Mocha Mousse is having its moment. Inspired by the timeless sophistication of chocolate hues seen on icons like Halle Berry in the early 2000s to the modern glam of Zendaya and Lily Collins, this rich, dimensional shade perfectly complements the Pantone Color of the Year. Aveda's Global Artistic Director, Hair Color, Ian Michael Black, shares his expert insights on creating the ultimate Mocha Mousse—balancing warm and cool undertones to flatter every complexion.

This trending look is featured in Aveda's latest campaign, *Details*, showcasing how to achieve luminous, long-lasting mocha tones while infusing hair with strength and resilience through Aveda's Botanical Repair system. The result? Luxurious, glossy locks that turn heads and stand the test of time.

### ANTOINETTE BEENDERS, AVEDA SVP GLOBAL PROFESSIONAL ARTISTRY ON MOCHA MOUSSE:

"Inspired by the 2025 Pantone Color of the Year, Mocha Mousse captures connection, comfort, and harmony in a rich, velvety hue."

"This color blends timeless elegance with contemporary sophistication, answering the global desire for warmth and comfort. It's a versatile choice for those seeking a refined yet approachable style."



**IAN MICHAEL BLACK, AVEDA GLOBAL ARTISTIC DIRECTOR, HAIR COLOR ON MOCHA MOUSSE:**

“Mocha Mousse is the perfect shade to be translated to hair color. Soft with a hint of warmth that is beautifully flattering to most skin tones.”

“This versatile hue can be tailored to reflect individual style, whether as a perfect base for subtle highlights or as an all-over expression of the shade.”

“Rich and nurturing, this shade will be the definite go to color for 2025.”

**HOW TO SPEAK TO YOUR STYLIST TO CREATE THIS SHADE:**

“To help get the right shade when you visit your stylist, I would first advise a consultation for any big change. This will allow you and your stylist time to discuss how this color will work for you, find the perfect tone, and understand what the upkeep will be.”

“Making sure you are booked in with the right amount of time to perform the service will ensure that you end up with the perfect color. It will also allow time to do the service with minimal damage to the hair.”

**HOW TO INCORPORATE AVEDA BOTANICAL REPAIR:**

“With today’s technology, hair can be colored while keeping it in great shape. With additives that can be added to lighteners, like Aveda’s Botanical Repair, you can feel confident you will leave with your hair looking and feeling shiny, strong, and beautiful.”

“It is also important to understand how best to care for your new color and keep that condition until your next visit. Along with a line of professional-only Botanical Repair products, there is a range that you can purchase and use at home, so you never need to worry about your hair condition between visits. The Botanical Repair Strengthening Overnight Serum is a fantastic product to add to an evening routine – it builds bonds, repairs all three layers of hair, and reduces the appearance of split ends by 84%, all while you sleep!”

“The Botanical Repair bond strengthening and multiplying products have the same key naturally-derived ingredients in them so you can continue doing the great work that your stylist to keep your hair healthy.”

**For more information, please contact Marie Wauters: [mwauters@be.clinique.com](mailto:mwauters@be.clinique.com)**