

# AVEDA

## SUMMER COLOR TREND: CANDLELIGHT BLONDE



### AVEDA'S IAN MICHAEL BLACK ON CANDLELIGHT BLONDE

The sunny days of summer are just around the corner, candlelight blonde is back!

From Claudia Schiffer in the 90's to Gigi Hadid and Doja Kat today, this warm and neutral tone is perfect for summer and featured in the newest Aveda campaign colored by [Ian Michael Black, Aveda Global Artistic Director, Hair Color](#). Ian has given us his insight on this look of the moment, and how to achieve the perfect candlelight blonde while incorporating Aveda's Botanical Repair for maximized color and hair strengthening.

### IAN MICHAEL BLACK ON THE CANDLELIGHT BLONDE TREND:

**"Candlelight blonde is one of the most wanted color shades for summer.** This season's tone is that perfect blend of a warm neutral, where expensive looking golden tones are refined to leave a look that is both dreamlike and complementary to most warmer skin tones."

**"After what seems like an eternity living with our hair color grow out, and being restricted with salon visits, we are ready to take the plunge into having something more daring and to make a statement this summer."**

“Moving away from soft baby lights and lived in balayage looks, **candlelight blonde is an all-over blonde shade that is romantic, whimsical and statement making.** Gone are the days of endlessly trying to keep our blonde color on the cooler side, this season we are embracing gentle refined warmth for a softer look.”

#### **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 lightened 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.”

#### **CONTACT**

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