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vIBE


2024 Trends + Techniques



In the constantly
surprising and evolving
world of beauty, 2024 is
shaping up to be a year of thrilling
transformations and trends in hair.
From the cool tones of Galactic Blue
to the moody hues of Dusty Rose Pink,
the Vibe collection spotlights the freshest
trends interpreted by Aveda Artists from
around the globe.







The 2024 trends in hair represent an exciting playground of endless possibilities. And Vibe celebrates the power of change in a collection of fresh, fun, sexy looks, embracing personalization and individual detail—so each style is as beautiful and unique as the person wearing it.

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hair color
as limitless as you

Infinite color possibilities. Expert artistry.
FOR THE LOVE OF HAIR COLOR

AVEDA



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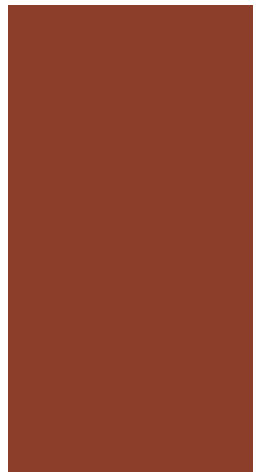
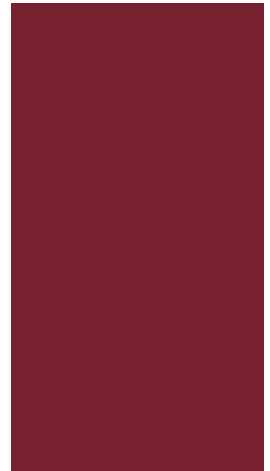


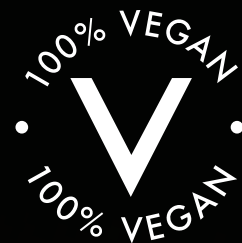
*Seasonal
Trends*



Red/ Brown Metallics

Deep reds and **browns**, enhanced by **indulgent metallics**, conjure a luxurious feeling. These rich, sensual shades hint at the pursuit of pleasure.





your hair would love some
nutrient-rich hydration

nutriplenish™

For lush, healthier-looking hair
until your next shampoo

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HAIR CARE

NEW **be curly™ advanced curl perfecting primer** controls frizz and detangles to reduce breakage. This is the product that makes your other products work better.

“I wanted to keep her hair natural because it’s beautiful. I wanted volume—lots of people with texture want to flatten it down. I wanted her hair to look full and bouncy.”

— **Kenneth Dawson**
Texture Pureessional™ and
Educator at Van Michael Salons



HAIR STYLE

Elsabet’s hair was prepped with the LCO (liquid, creme, oil) method.

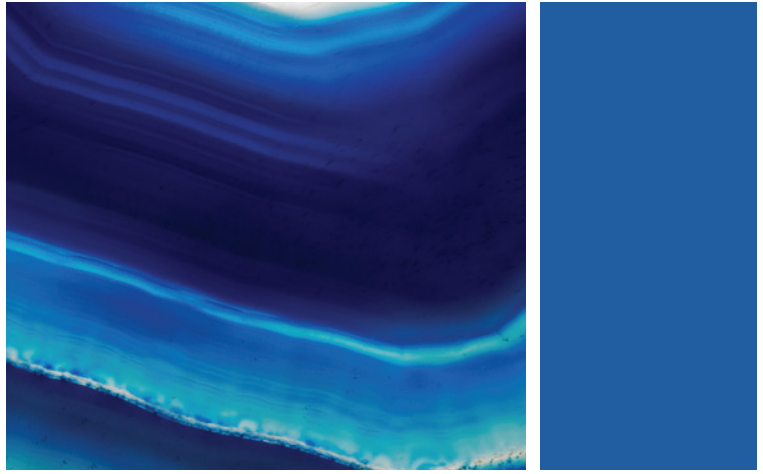
- **Liquid:** **nutriplenish™ leave-in conditioner**
- **Creme:** **nutriplenish™ daily moisturizing treatment**
- **Oil:** **nutriplenish™ multi-use hair oil**

The hair was styled by applying **invati advanced™ thickening foam** and using the **aveda mini wooden paddle brush** to refine the coils, then blow-drying with a diffuser until 100% dry. The style was finished with **air control™ light hold hair spray**.

Wealth of Color

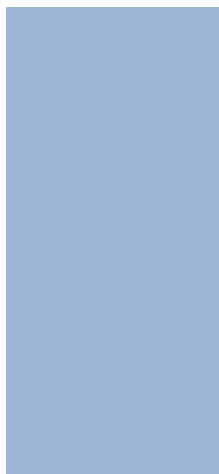
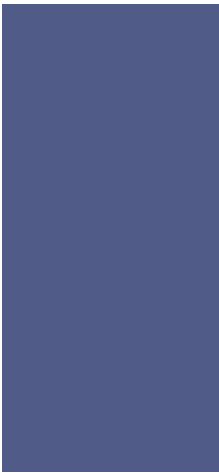
Red/Brown Metallics: these colors are as rich as a tech mogul. With multidimensional tones and placements to enhance the beautiful contours of the face, it’s no surprise this look is among the hottest trends right now.

*Laboratory testing on tresses.



Galactic Blue

Saturated blues and **cool metallic pastels** reflect a fascination with otherworldly realms like the oceans or outer space. The intensity of color positively dares you to look away.







You, Blue

If you want to go **Galactic Blue** in a way that's super chill, this is perfect for you. With placement at the mid-lengths and ends of the hair, the color looks organically placed and grows out beautifully. The free-flowing style looks thicker and fuller thanks to **invati advanced™ thickening foam**.

“Styling is more relaxed—more tousled waves that mimic natural textures. It’s that 70s feel coming back with a slightly undone look; an S bend in longer layers reminiscent of the icon Jane Birkin.”

— **Sam Bell**
Aveda United Kingdom and Ireland
Artistic Director, Hair Styling



HAIR CARE

Keep hair strong and healthy with **botanical repair™ strengthening overnight serum**—a bond-building repair and split end treatment that works while you sleep.



HAIR STYLE

Katrina's style was created by applying **invati advanced™ thickening foam**, then blow-drying and creating bends in the hair with a curling iron.



Certified



Corporation

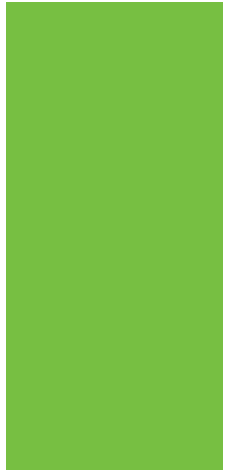
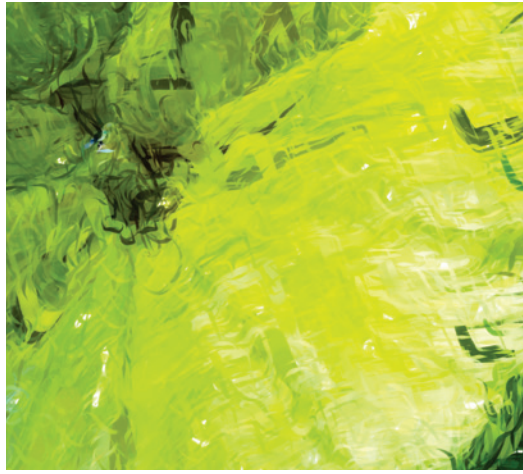
Build bonds with nature.



BOTANICAL REPAIR™ PLANT-POWERED BOND-BUILDING HAIR CARE

AVEDA

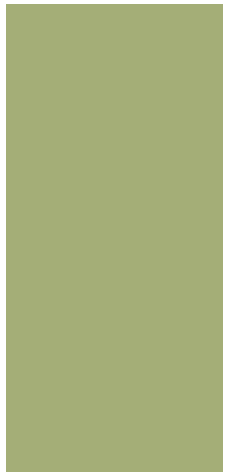




Energizing Green

Can you say “youthquake”?

Multiple **hues of green**—from understated to glow-in-the-dark—are the mark of the young and young-at-heart, embracing both optimism and environmentalism.





every time you color
get stronger hair

botanical repair™ color treatment

Stronger, softer, smoother and shinier hair
in one salon visit. 100% vegan.

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Panel Power

At Aveda, we think everyone should “go green.” If that includes your hair color, **Energizing Green** is a fun, eye-catching look with perfectly placed panels of color. An Aveda color service is enhanced with the inclusion of **botanical repair™ professional hair strengthening additive** in the formulas. Because we believe that strong is beautiful.



HAIR CARE

Use **botanical repair™ strengthening shampoo** and **conditioner** to cleanse, repair, strengthen and prevent breakage.



HAIR STYLE

Yuktha’s style was created by applying **smooth infusion™ style-prep smoother™** then blow-drying and flat ironing the hair.

“Whether you have long layers or a chin-grazing bob, you need a perfect parting to be on trend. Make sure it’s an immaculate line, super straight with no stray hairs. Top tip: Blow-dry your parting into position from wet if you want it to stay all day.”

— **Bea Carmichael**
Aveda Global Educator, Hair Styling



Dusty Rose Pink

An intriguing hue that evokes the rocky landscape of Mars, this **deeply mineralized color** is equal parts bohemian-chic and future-forward. A cosmic color, to be sure.







“The textured layers and carefree vibes have sparked a global phenomenon, making the shag the go-to choice for those seeking a look that’s not just a hair style but a lifestyle.”

— **Ricardo Dinis**
Aveda Global Artistic Director, Hair Cutting



HAIR CARE

Hair color is an investment. Protect your investment with **color control shampoo: light** and **conditioner**—plant-powered products that protect color for up to eight weeks.**



HAIR STYLE

Amy’s style was created by applying **texture tonic**, then blow-drying and using a curling iron to add texture and movement.

Pink Link

It came from the future. And the past.

Dusty Rose Pink connects the two: it’s a little space age, a little 60s hippie. It’s a gorgeous statement shade created with Aveda’s own **full spectrum vibrants™ hair color** and the expertise of a highly trained Aveda Artist.

*Laboratory testing on tresses.

**Ex vivo testing on tresses washed 24 times.



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*Ex vivo testing on tresses washed 24 times.

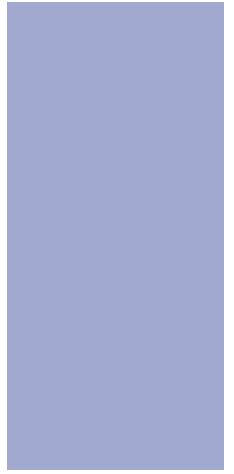
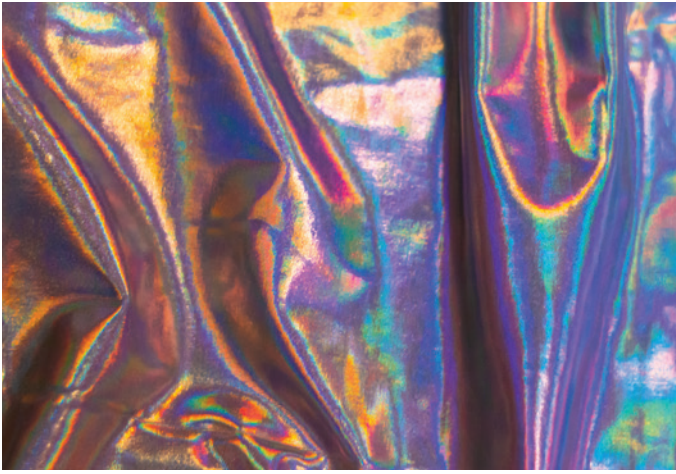
Up to 8 weeks of color protection.*
Now for every hair type.

NEW COLOR CONTROL LIGHT & RICH SYSTEMS

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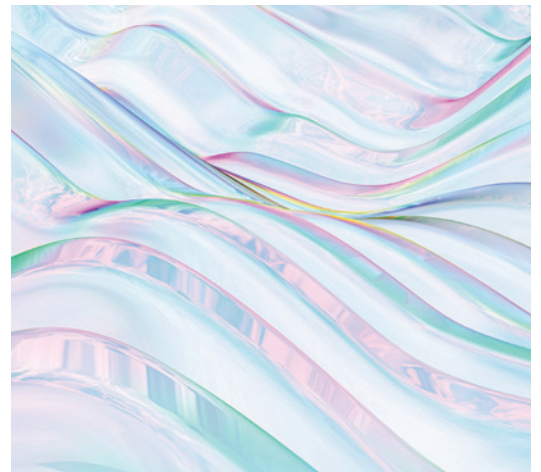
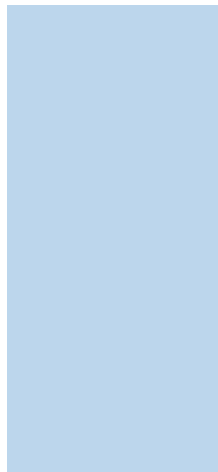
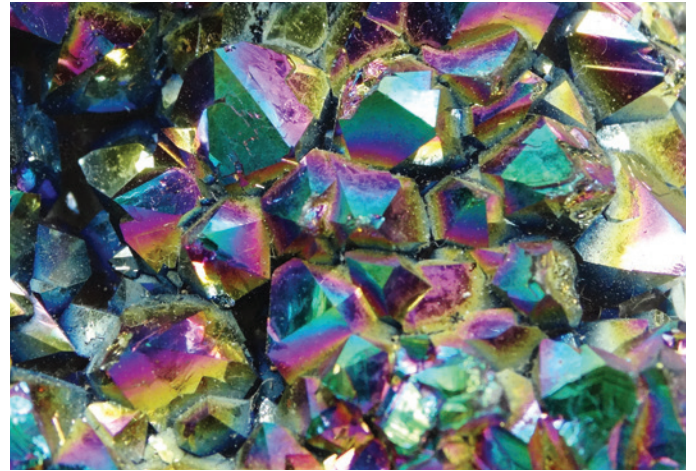
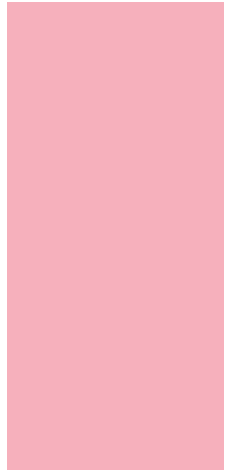
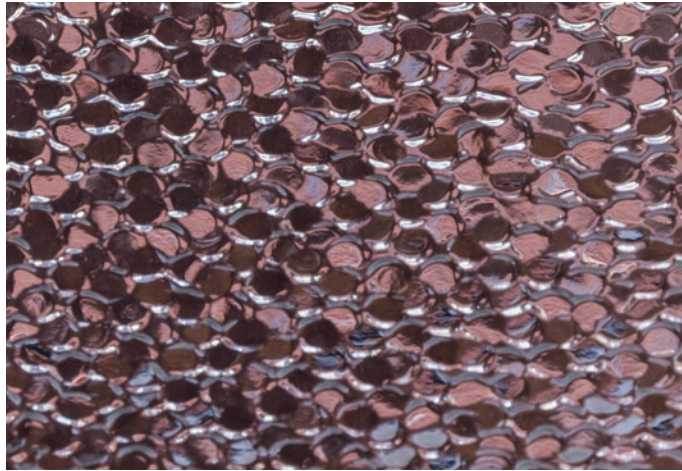
KELSEY





Digital Pastels

Taking a page—or a screen—from the virtual world, the **metallic palette of digital pastels** is a lesson in escapism. These shades morph with the light, much like the individual who wears them.





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Discover

SCALP SOLUTIONS

Proactive scalp care for
healthier-looking hair.

DEFY SIGNS OF PREMATURE SCALP AGING

AVEDA



Born This Way

The edgy **Digital Pastels** trend gets an Aveda twist in this soft yet striking lavender hue. We know it's a high fashion color, but it looks like it's growing naturally from her head. The smooth, classic bob hair cut never looked fresher.

“Hair is pushed forward and styled onto the face, with subtle movement that creates effortless chic.”

— **Bea Carmichael**
Aveda Global Educator, Hair Styling



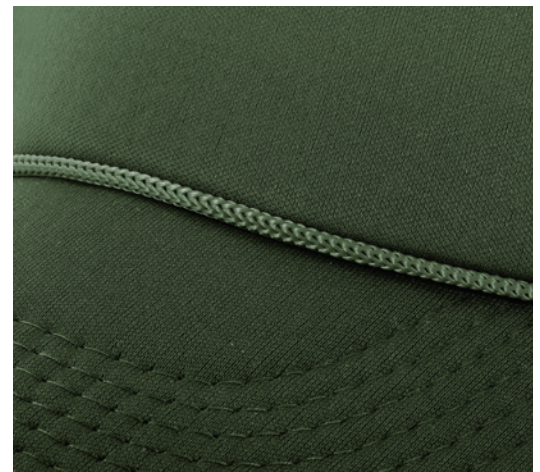
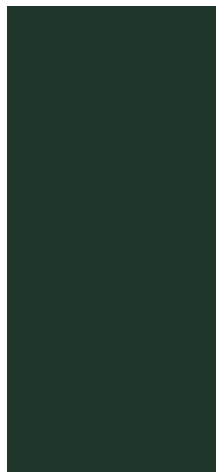
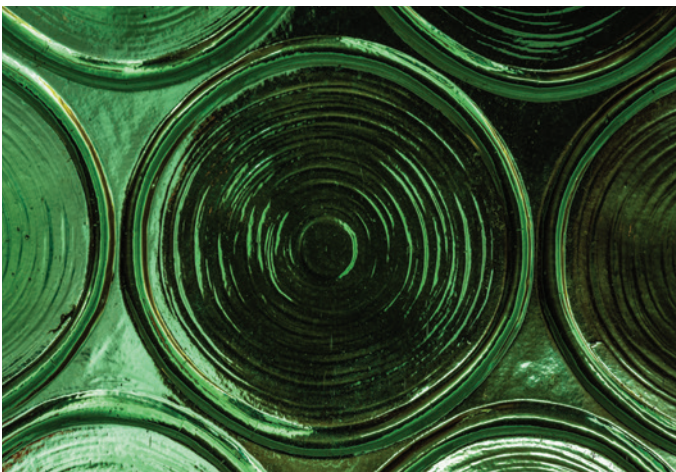
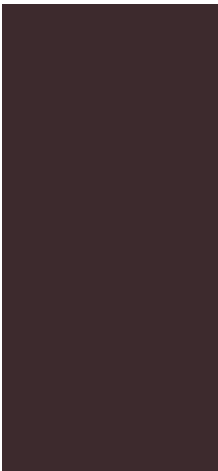
SCALP CARE

Healthy hair starts at the scalp. The **scalp solutions exfoliating scalp treatment** removes excess sebum and build-up, while **scalp solutions overnight scalp renewal serum** improves hydration and barrier strength overnight.



HAIR STYLE

Kelsey's style was created with **smooth infusion™ style-prep smoother**, then blow-dried by wrap drying and finished with a flat iron.



Deep Muted Tones

Shades traditionally considered autumn colors swerve toward the unexpected.

Classic browns and berries take on deeper tones in an embrace of the unconventional.





“I wanted to embrace Alek’s natural hair. I want more women to embrace their true beauty. I tell my guests, ‘This is what you are born with, and your natural hair is beautiful.’ ”

— **Kenneth Dawson**
Texture Pureprofessional™ and
Educator at Van Michael Salons



HAIR CARE

While you’re sleeping, it’s working: **nutriplenish™ replenishing overnight serum** increases hydration by 2x in one night.*



HAIR STYLE

Alek’s hair was prepped with the LCO (liquid, creme, oil) method.

- **Liquid:** nutriplenish™ leave-in conditioner
- **Creme:** nutriplenish™ daily moisturizing treatment
- **Oil:** nutriplenish™ multi-use hair oil

The hair was styled by applying **nutriplenish™ styling treatment foam**, then blow-drying with a diffuser until 100% dry and shaping the hair. The style was finished with **brilliant™ medium hold hair spray**.

Quiet, Please

Deep Muted Tones are understated and alluring. With hints of gold to catch the eye, this trend takes a classic brown or berry color in a new direction. Hair is protected during heat styling with products including **nutriplenish™ leave-in conditioner** and **daily moisturizing treatment**.



nutriplenish™

replenishing overnight serum

Increases hair hydration
by 2X while you sleep*

Our superfood complex:

nourishes
softens
seals in moisture

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*Laboratory testing on tresses



AVEDA
THE ART AND SCIENCE OF PURE
FLOWER AND PLANT ESSENCES

nutri
plenish™
replenishing
overnight serum
nutrient-powered hydration
sérum de nuit revitalisant
hydratation à base
de nutriments

all hair types
tous types de cheveux

“Blonde hair never goes out of fashion! This season the most-wanted tone is a luxurious champagne hue. It’s perfect for Elle’s skin tone and gives a chic, understated look that keeps this hypernatural look on-trend.”

— **Ian Michael Black**
Aveda Global Artistic Director, Hair Color

Classic Trends

Classics With a Twist

Blonde. Brunette. Red. Three looks that have stood the test of time and can be endlessly reimagined every season. These classics have modern hair color techniques and formulas, plus subtle details that create styles as fresh as a sunrise.



HAIR STYLE


Elle's look was created with **botanical repair™ bond-building styling creme**, then blow-dried by wrap drying. The style was finished with a flat iron and **nutriplenish™ multi-use hair oil**.



Tiara's look was created by applying **nutriplenish™ curl gelée** and blow-drying with a diffuser.



Jenna's style was created by applying **volumizing tonic**, then blow-drying and using a flat iron to create flat bends in the hair.



“Elsabet’s look is all about confidence. Your hair is your crown. You have to protect your crown. To retain moisture, it’s important not to do too much and overstyle it. You want to keep the hair hydrated so it can grow.”

— **Kenneth Dawson**
Texture Pureprofessional™ and
Educator at Van Michael Salons

Style Trends



ALEK



KATRINA



HAIR STYLE

Elsabet's protective braids were created using **aveda men pure-formance™ pomade** for edge control and **invati advanced™ thickening foam** for grip and structure.

Alek's sleek style showcasing her natural texture and her braided finger-wave pattern paired with long, swingy braids were also created with these products.



TIARA



ALEK



Katrina's look was created by applying **control paste™** and styling hair in a twisted/knotted braid. Finish with **air control™ light hold hair spray**.



Tiara's look was created by applying **nutriplenish™ curl gelée** and styling the hair in a banded bubble braid.

Crowns All Around

Short or long, braided or slicked back...the trend is all in the details, from precisely patterned braids to styles showcasing natural texture. One trend that never goes out of style: celebrating natural beauty and enhancing it through artistry.

ALEK

“The vibe is embracing texture and living safely and securely in her natural hair. Alek’s look is a celebration of healthy hair and pattern that is unique to her as an individual—as well as a celebration of self-confidence.”

— **Naomi Dove**
Aveda North America Artistic Director,
Textured Hair

Techniques

Alek *shown on previous page*

HAIR COLOR

Formulas | Natural level 2

full spectrum demi+™ and full spectrum deep™

Formula A

40 g 3N (full spectrum demi+™)

4 g Dark Gold

8 g botanical repair™ professional hair strengthening additive

40 ml 10 volume color catalyst™-creme

Formula B

20 g 10N (full spectrum deep™)

4 g Light Y/G

1 g Light B/Gr

4 g botanical repair™ professional hair strengthening additive

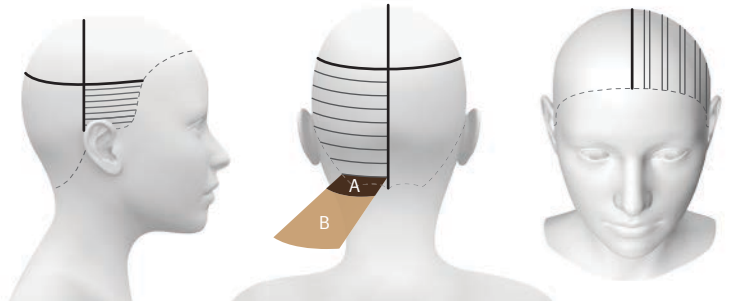
50 ml 20 volume color catalyst™-creme

- 1 Apply **botanical repair™ professional equalizing primer** throughout the hair, and comb through.
- 2 Section the hair into quadrants.
- 3 Apply **Formula A** to the new growth.
- 4 Apply **Formula B** to the mid-lengths and ends.
- 5 Process for 20 minutes.
- 6 Shampoo with **botanical repair™ strengthening shampoo**, and apply **botanical repair™ professional bond activator: rich**.
- 7 Process for 10 minutes, and rinse.



AFTER CARE

Nutriplenish™ shampoo and conditioner: deep moisture. After 8 weeks, gloss to refresh; after 16 weeks, refresh the color.



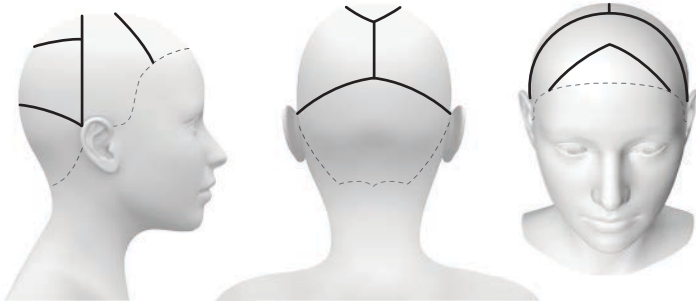
Amy

“Embracing the concept of opposites, this color can make us think of both innocence and burning passion. It is forever one of the strongest trending fashion colors. Amy’s deep, walnut-toned base is perfectly complemented with rich magenta interwoven with a delicate pastel rose hue that frames the face and bring softness and femininity to the look.”

— **Ian Michael Black**
Aveda Global Artistic Director, Hair Color

Amy continued

HAIR CUT



- 1 Section the hair as illustrated.
- 2 In the back, take a horizontal subsection above the occipital bone. Use the exterior length as a reference to cut the guideline.
- 3 Cut a square line, and elevate the remaining subsections to the guide.
- 4 At the sides, take diagonal subsections and cut a soft outline that sits around the jaw area.
- 5 Move to vertical subsections behind the ears, and lift the subsections in a concave manner, working from short to long.
- 6 Continue taking diagonal subsections and overdirecting back to the stationary guide until the sides are complete.
- 7 Use the guide to work through the remaining disconnected length in the crown section.
- 8 Behind the ear, overdirect to the previous subsection and elevate as you disconnect the length. Stop once you reach the center back.
- 9 Repeat on the opposite side.
- 10 In the top section, take a vertical subsection and cut a guideline from short to long.
- 11 Overdirect all the remaining subsections to the guide.
- 12 At the front hairline, take diagonal subsections to create a soft fringe.
- 13 Point-cut and slice for detail.
- 14 Blow-dry the hair, and refine the cut as needed.

HAIR COLOR

Formulas | Natural level 6

enlightenment blonding, full spectrum permanent™ and full spectrum vibrants™

Formula A

- 30 g enlightener™ powder lightener
- 8 g botanical repair™ professional hair strengthening additive
- 60 ml 10 volume color catalyst™-creme

Formula B

- 40 g 5NC
- 4 g Dark Gr/G
- 8 g botanical repair™ professional hair strengthening additive
- 40 ml 10 volume color catalyst™-creme

Formula C

- 20 g Universal ØN Creme
- 20 g Pure Pink
- 8 g botanical repair™ professional hair strengthening additive
- 40 ml 10 volume color catalyst™-creme

Formula D

- 20 g Clear
- 10 g Azalea

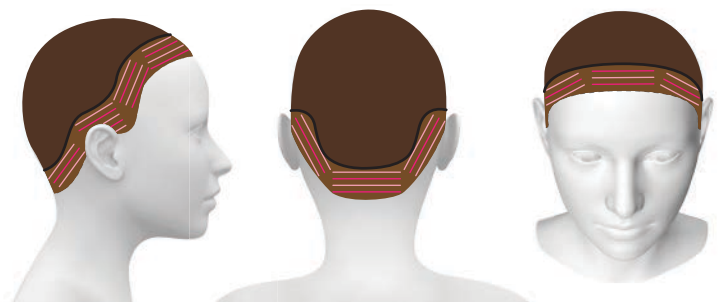


AFTER CARE

Color control shampoo: light and conditioner.

After 6 weeks, rebook to refresh the pink. After 12 weeks, redo the color.

- 1 Apply botanical repair™ professional equalizing primer throughout the hair, and comb through.
- 2 Section the perimeter as illustrated.
- 3 Take medium-density, strong-effect subsections, place foils and apply Formula A throughout the perimeter section.
- 4 Apply Formula B from scalp to ends on all the remaining hair.
- 5 Process for 20 minutes, or until Formula A has lifted the hair to pale yellow.
- 6 Shampoo with botanical repair™ strengthening shampoo, and dry the hair.
- 7 Section the perimeter again as illustrated.
- 8 Reweave the lightened pieces, place foils, and alternate applying Formula C and Formula D.
- 9 Process for 20 minutes.
- 10 Shampoo with botanical repair™ strengthening shampoo, and apply botanical repair™ professional bond activator: light.
- 11 Process for 10 minutes, and rinse.



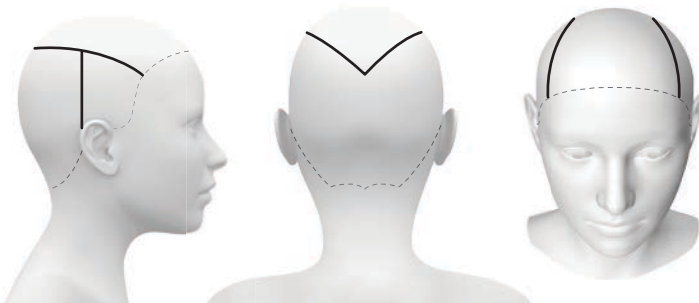


Elle

“The bob—it’s not just a hair cut; it’s a global style statement, a symbol of confidence and modern beauty. It knows no boundaries and defines beauty on a global scale.”

— **Ricardo Dinis**
Aveda Global Artistic Director, Hair Cutting

HAIR CUT



- 1 Section the top as illustrated.
- 2 Begin by cutting a square outline: At the nape, take a horizontal subsection and cut a square guideline that rests at the longest point of the neck.
- 3 Continue cutting in horizontal subsections until you reach two or three subsections above the ear. Use the points of the scissors to soften and refine the line.
- 4 Check the outline for balance on both sides, and refine as needed.

Soft graduation

- 5 At the nape, take diagonal subsections, and elevate slightly to create graduation.
- 6 Use the points of the scissors to soften the edges of the graduation as you work into the sides.
- 7 Once the diagonal subsections reach above the ear, continue elevating through the back section; lower your elevation as you reach the front hairline and connect with your previously cut square outline.

Top

- 8 In the back crown section, take a diagonal subsection and cut a guideline from short to long to create concave layering.
- 9 Continue taking diagonal subsections and overdirecting each subsection to the guideline until both sides are complete.

Concave fringe

- 10 Create the desired parting.
- 11 At the front hairline, take a diagonal subsection, and cut a guideline from short to long.
- 12 Overdirect subsections forward to the stationary guide.
- 13 Continue in this manner on both sides until complete.
- 14 Blow-dry the hair, and texturize and refine the cut as needed.

Elle continued

HAIR COLOR

Formulas | Natural level 7

full spectrum permanent™ and full spectrum demi+™

Formula A

40 g Extra Lifting Creme

2 g Pastel Violet

2 g Light V/B

8 g botanical repair™ professional hair strengthening additive

40 ml 40 volume color catalyst™-creme

Formula B

40 g VR/Y Aveda Congress 2023 limited-edition toner

8 g botanical repair™ professional hair strengthening additive

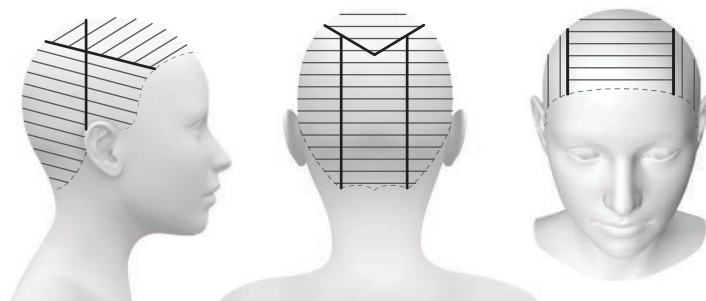
40 ml 5 volume color catalyst™-liquid

- 1 Apply **botanical repair™ professional equalizing primer** throughout the hair, and comb through.
- 2 Section the hair as illustrated.
- 3 Take medium-density, strong-effect subsections, place foils and apply **Formula A** to the entire head.
- 4 Process for 45 minutes.
- 5 Shampoo with **botanical repair™ strengthening shampoo**.
- 6 Towel-dry, apply **botanical repair™ professional equalizing primer** throughout the hair and comb through.
- 7 Apply **Formula B** all over.
- 8 Process for 5 minutes.
- 9 Shampoo with **botanical repair™ strengthening shampoo**, and apply **botanical repair™ professional bond activator: light**.
- 10 Process for 10 minutes, and rinse.



AFTER CARE

Botanical repair™ strengthening shampoo and conditioner. At 12 weeks, refresh with half-head highlights; at 24 weeks, redo the full head.



Elsabet

“This look is for the guests who want to express their unique selves through their hair. Such a dramatic change [to blonde] presented a challenge, but I was confident I could maintain the integrity of Elsabet’s hair and I think the beautiful result speaks for itself!”

— **Naomi Dove**

Aveda North America Artistic Director, Textured Hair

HAIR COLOR

Formulas | Natural level 2, previously colored hair:
level 3 mid-lengths and ends

enlightenment blinding, full spectrum permanent™ and
full spectrum demi+™

Formula A (color cleanse)

- 30 g **enlightener™ powder lightener**
- 30 ml **hair detoxifier shampoo**
- 8 g **botanical repair™ professional hair strengthening additive**
- 60 ml **10 volume color catalyst™-creme**

Formula B

- 30 g **6N (full spectrum permanent™)**
- 10 g **Intense Base**
- 8 g **botanical repair™ professional hair strengthening additive**
- 40 ml **20 volume color catalyst™-creme**

Formula C

- 20 g **Universal ØN Creme**
- 20 g **Light Ash**
- 4 g **Dark Copper**
- 8 g **botanical repair™ professional hair strengthening additive**
- 40 ml **10 volume color catalyst™-creme**

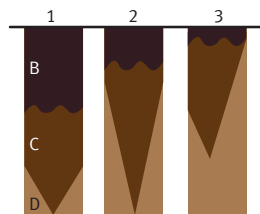
Formula D

- 20 g **blonde finish in ash**
- 4 g **botanical repair™ professional hair strengthening additive**
- 20 ml **10 volume color catalyst™-liquid**



AFTER CARE

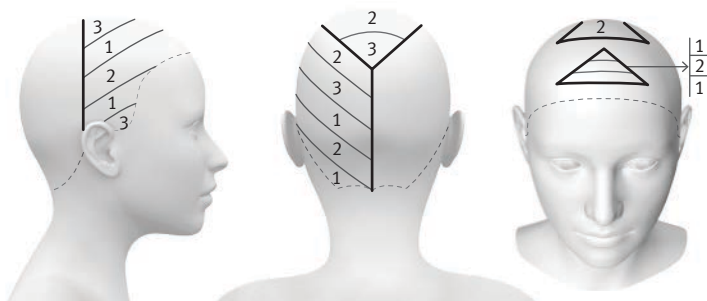
Botanical repair™ strengthening shampoo and conditioner. After 8 weeks, do a tonal refresh.



Color Cleanse Tips for Curls and Coils

- It's essential to find out the guest's hair history. In this case, the model had box dye and a very heavy styling product on her hair.
- When applying color to curls and coils, keep in mind that it can affect the curl pattern, elasticity and integrity of the hair. Always add **botanical repair™ professional strengthening additive** to the bowl.

- 1 Apply **botanical repair™ professional equalizing primer** throughout the hair, and comb through.
- 2 Apply **Formula A** throughout the mid-lengths and ends.
- 3 Process until the hair is lifted to an orange NRP.
- 4 Shampoo with **botanical repair™ strengthening shampoo**, and dry the hair.
- 5 Reapply **Formula A** to the last 4" of the hair.
- 6 Process until the ends have lifted to a yellow NRP.
- 7 Shampoo with **botanical repair™ strengthening shampoo**, and apply **botanical repair™ professional bond activator: light**.
- 8 Dry the hair, and section into quadrants.
- 9 Apply **botanical repair™ professional equalizing primer** throughout the hair, and comb through.
- 10 Apply **Formula B** on new growth (virgin hair), and apply **Formula C** to the mid-lengths (prelightened to orange NRP).
- 11 Process for 25 minutes.
- 12 Apply **Formula D** to the ends (prelightened to yellow NRP).
- 13 Process for 5 minutes.
- 14 Shampoo with **botanical repair™ strengthening shampoo**, and apply **botanical repair™ professional bond activator: rich**.
- 15 Process for 10 minutes, and rinse.



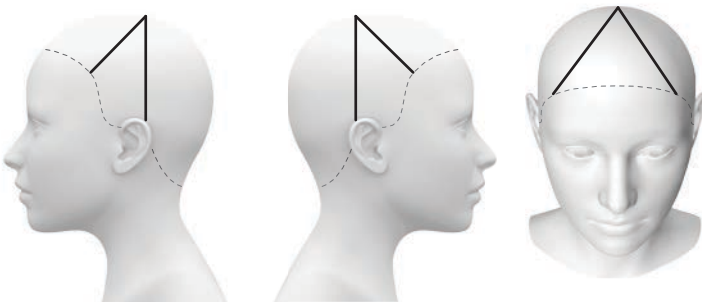


Jenna

“Welcome to the season of fringe—where every snip tells a story, and each strand adds a touch of individuality to your hair story. I love Jenna’s bold curtain fringe. It frames her face so perfectly and the soft, wispy strands whisper a bit of mystery from a bygone era.”

— **Ricardo Dinis**
Aveda Global Artistic Director, Hair Cutting

HAIR CUT



- 1 In the back, take horizontal subsections and cut a square perimeter.
- 2 Roll the subsections in your fingers as you cut to allow the ends to turn outward.
- 3 Do not elevate, and use moderate tension especially as you cut the side sections.
- 4 Continue in this manner until the perimeter is complete.

Fringe

- 5 At the center of the fringe section, take a vertical subsection, elevate to the front of the face at approximately 90 degrees and cut to establish the guideline.
- 6 Take diagonal subsections through the rest of the section, and overdirect to the guideline. Use the points of the scissors, and roll the hair around your fingers as you slide-cut outward to preserve length through the sides.
- 7 Continue in this manner until both sides are complete.
- 8 Refine the cut to customize as needed.

HAIR COLOR

Formulas | Natural level 5

full spectrum permanent™, full spectrum deep™ and full spectrum demi+™

Formula A

- 40 g 6N
- 2 g Dark O/R (full spectrum deep™)
- 8 g botanical repair™ professional hair strengthening additive
- 40 ml 20 volume color catalyst™-creme

Formula B

- 20 g 7N
- 20 g Intense Base
- 16 g Light O/R
- 8 g botanical repair™ professional hair strengthening additive
- 40 ml 20 volume color catalyst™-creme

Formula C

- 40 g Intense Base
- 12 g Light O/Y (full spectrum deep™)
- 8 g botanical repair™ professional hair strengthening additive
- 40 ml 20 volume color catalyst™-creme

Formula D

- 30 g enlightener™ powder lightener
- 8 g botanical repair™ professional hair strengthening additive
- 60 ml 10 volume color catalyst™-creme

Formula E

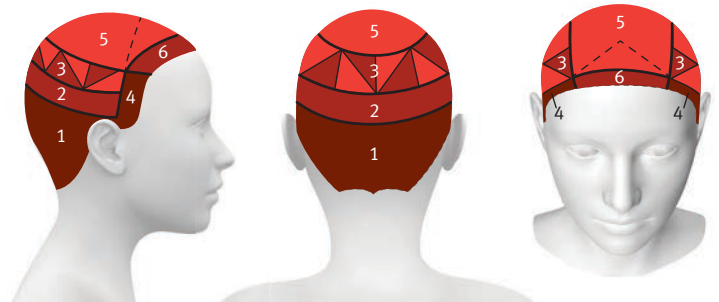
- 30 g Light Copper
- 10 g Dark Copper
- 4 g Light Ash
- 8 g botanical repair™ professional hair strengthening additive
- 40 ml 10 volume color catalyst™-liquid

- 1 Apply **botanical repair™ professional equalizing primer** throughout the hair, and comb through.
- 2 Section the hair as illustrated.
- 3 In section 1, apply **Formula A** from scalp to ends.
- 4 In section 2, apply **Formula A** to the root area and **Formula B** to the mid-lengths and ends.
- 5 In section 3, work through the sectioning as you go, alternating **Formula A** at the root area with **Formula B** on the mid-lengths and ends; and **Formula B** at the root area with **Formula C** on the mid-lengths and ends.
- 6 In section 4, apply **Formula A** at the root area and **Formula B** on the mid-lengths and ends.
- 7 In section 5, apply **Formula A** at the root area and **Formula B** on the mid-lengths and ends.
- 8 In section 6, take medium-density, strong-effect weaves, place foils and apply **Formula D**.
- 9 For the remaining hair in section 6, alternate applying **Formula A** at the root area with **Formula B** on the mid-lengths and ends; and **Formula B** at the root area with **Formula C** on the mid-lengths and ends between the foils.
- 10 Process for 30 minutes.
- 11 Shampoo with **botanical repair™ strengthening shampoo**, and towel-dry the hair.
- 12 On the prelightened hair, apply **botanical repair™ professional equalizing primer**, and comb through.
- 13 Apply **Formula E** to the prelightened pieces.
- 14 Process for 10 minutes.
- 15 Shampoo with **botanical repair™ strengthening shampoo**, and apply **botanical repair™ professional bond activator: light**.
- 16 Process for 10 minutes, and rinse.



AFTER CARE

Color control shampoo: light and conditioner.
After 4 weeks, gloss to refresh; after 8 weeks root retouch and gloss the ends.





Katrina

“Katrina has a chill, go-with-the-flow vibe that called for a cool color. I was inspired to create her Galactic Blue color based on her easygoing nature, with lived-in placements that allow for a relaxed grow-out.”

— **Luis Gonzalez**
Aveda North America Artistic Director, Hair Color

HAIR COLOR

Formulas | Natural level 2
enlightenment blonding, full spectrum permanent™
and full spectrum demi+™

Formula A

30 g **enlightener™ powder lightener**
8 g **botanical repair™ professional hair
strengthening additive**
60 ml **20 volume color catalyst™-creme**

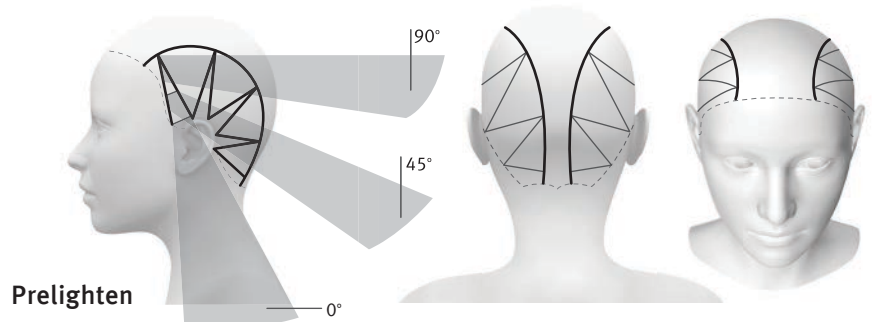
Formula B

30 g **Universal ØN Gel**
15 g Light Ash
5 g Light Intense Ash
10 g Pastel Blue
8 g **botanical repair™ professional hair
strengthening additive**
40 ml **10 volume color catalyst™-creme**

Formula C

40 g **Universal ØN Gel**
5 g Pure Blue
5 g Pastel Blue
8 g **botanical repair™ professional hair
strengthening additive**
40 ml **10 volume color catalyst™-creme**

- 1 Apply **botanical repair™ professional equalizing primer** throughout the hair, and comb through.
- 2 Section the hair as illustrated below.
- 3 To prelighten panels, take back-to-back slices, backcomb the hair at the new growth for softness and apply **Formula A**.
- 4 Process until the hair has lifted to pale yellow NRP.
- 5 Shampoo and condition with **botanical repair™ strengthening shampoo** and **conditioner**.
- 6 Dry the hair, apply **botanical repair™ professional equalizing primer** throughout the hair, and comb through.
- 7 Take slices throughout the panels, and alternate applying **Formula B** and **Formula C** as illustrated on the next page.
- 8 Process for 20 minutes.
- 9 Shampoo with **botanical repair™ strengthening shampoo**, and apply **botanical repair™ professional bond activator: light**.
- 10 Process for 10 minutes, and rinse.





AFTER CARE

Color control shampoo: light and **conditioner** for 2 weeks after the service, then a treatment product according to hair type. Rebook a Color Refresh Gloss in 4–6 weeks and relighting every 3–6 months.



Recolor



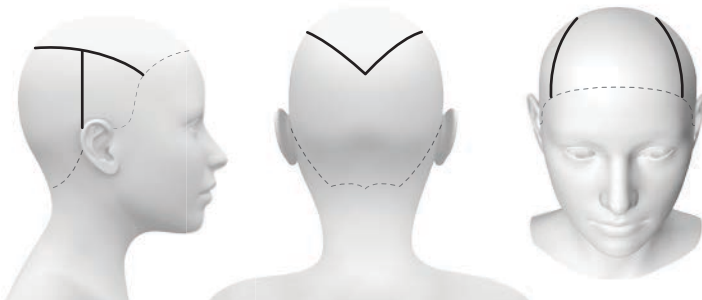
Kelsey

“Kelsey has a confident, modern, ‘it girl’ vibe and you get the feeling she is a trendsetter, always looking to the future. I took her blonde to the next level by applying a digital pastel finishing gloss, with a metallic lavender that radiates a sense of empowerment.”

— **Luis Gonzalez**

Aveda North America Artistic Director, Hair Color

HAIR CUT



- 1 Section the hair as illustrated.
- 2 In the back, take a horizontal subsection, press the hair against the skin with tension and point-cut a line.
- 3 Continue taking horizontal subsections and overdirecting back to the stationary guide until complete.
- 4 At the sides, refine the length in its natural fall.
- 5 Comb all the hair back, and slice into the subsections while wet.
- 6 At the back of the top section, take a diagonal subsection and cut a concave layer with its shorter length through the parting.
- 7 Continue taking diagonal subsections, overdirecting them back to preserve length in the front, until the top is complete.
- 8 Slice through the remaining disconnected subsections.
- 9 Blow-dry the hair.
- 10 Refine the outline and texturize as needed.

Kelsey continued

HAIR COLOR

Formulas | Natural level 7
enlightenment blinding and full spectrum permanent™

Formula A

30 g **enlightener™ powder lightener**
7 g **botanical repair™ professional hair
strengthening additive**
60 ml **20 volume color catalyst™-creme**

Formula B

40 g **blonde finish in ash**
5 g Pastel Violet
7 g **botanical repair™ professional hair
strengthening additive**
40 ml **10 volume color catalyst™-creme**

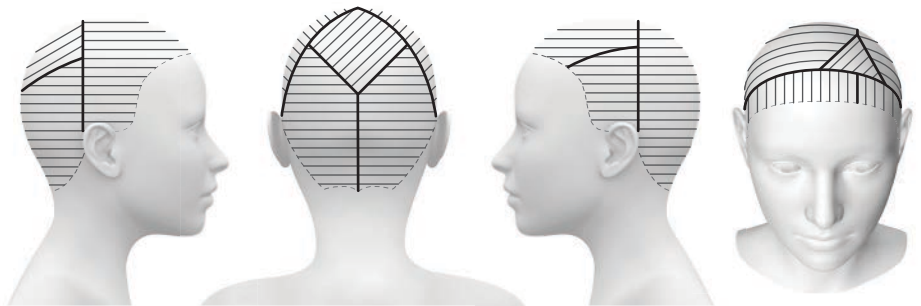


AFTER CARE

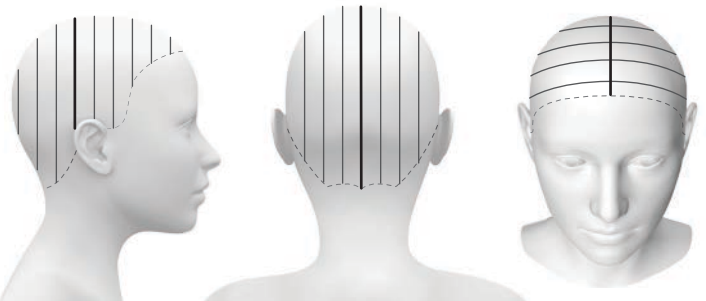
Color control shampoo: rich and conditioner
for 2 weeks after the service. Rebook a Color Refresh
Gloss in 4–6 weeks and relighting every 12 weeks.

- 1 Apply **botanical repair™ professional equalizing primer** throughout the hair, and comb through.
- 2 Prelighten the hair by taking heavy-density, fine slices and applying **Formula A** in back-to-back foils.
- 3 For any remaining ends, apply **Formula A** and wrap in foil.
- 4 Process until the hair is lifted to pale yellow NRP.
- 5 Shampoo and condition with **botanical repair™ strengthening shampoo and conditioner**.
- 6 Apply **botanical repair™ professional equalizing primer** throughout the hair, and comb through.
- 7 On damp hair, apply **Formula B** to the new growth, and process for 5 minutes.
- 8 Apply **Formula B** to the mid-lengths, and process for 5 minutes.
- 9 Apply **Formula B** to the ends, process for 5 minutes.
NOTE: This technique will ensure that the new growth is more saturated with lavender and the ends remain brighter.
- 10 Shampoo with **botanical repair™ strengthening shampoo**, and apply **botanical repair™ professional bond activator: light**.
- 11 Process for 10 minutes, and rinse.

Prelighten



Toner





Tiara

“I was inspired to create a soft yet opulent shift in color for Tiara. Playing off the movement of her curls allowed me to create consistency in her pattern while maintaining depth and structure.”

— **Naomi Dove**
Aveda North America Artistic Director, Textured Hair

HAIR COLOR

Formulas | **Natural level 4 full spectrum permanent™** and **full spectrum deep™**

Formula A

- 20 g **12N (full spectrum deep™)**
- 2 g Light B/B
- 2 g Light Y/O
- 4 g **botanical repair™ professional hair strengthening additive**
- 48 ml **20 volume color catalyst™-creme**

Formula B

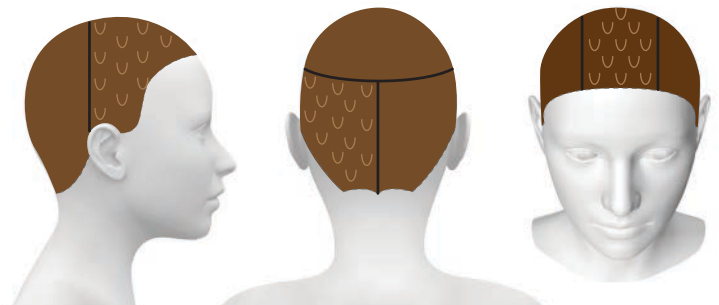
- 40 g **Universal ØN Gel**
- 4 g Light B/Gr
- 8 g **botanical repair™ professional hair strengthening additive**
- 40 ml **5 volume color catalyst™-liquid**

- 1 Apply **botanical repair™ professional equalizing primer** throughout the hair, and comb through.
- 2 Section the hair as illustrated.
- 3 Using the singles technique, apply **Formula A** throughout the head as illustrated.
NOTE: For information about the singles technique, see The Art and Science of Hair Color Reference Guide.
- 4 Apply **Formula B** on all the remaining hair from scalp to ends.
- 5 Process for 20 minutes.
- 6 Shampoo with **botanical repair™ strengthening shampoo**, and apply **botanical repair™ professional bond activator: light**.
- 7 Process for 10 minutes, and rinse.



AFTER CARE

Nutriplenish™ shampoo and conditioner: light moisture. Do a clear gloss every 8 weeks.





Yuktha

“This deep ebony base is perfectly complemented by gem-like accents that run through it to bring it to life. With emerald and moss green interwoven throughout the strategically placed color blocked sections, it is the perfect way of showing off your favorite trend color and creating mystery while grounding your look with a deep, indulgent base color.”

— **Ian Michael Black**
Aveda Global Artistic Director, Hair Color

HAIR COLOR

Formulas | **Natural level 2 enlightenment blonding** and **full spectrum vibrants™**

Formula A

- 30 g **enlightener™ powder lightener**
- 8 g **botanical repair™ professional hair strengthening additive**
- 60 ml **20 volume color catalyst™ creme**

Formula B

- 10 g Emerald
- 10 g Cobalt
- 30 g Lagoon

Formula C

- 20 g Charcoal
- 20 g Emerald
- 30 g Clear

- 1 Section the hair as illustrated.
- 2 In sectioned panels, take back-to-back slices and apply **Formula A** from roots to ends, sandwiching the slices between foils.
- 3 Process until the hair has lifted to yellow NRP.
- 4 Shampoo with **botanical repair™ strengthening shampoo**, and dry the hair.
- 5 In the prelightened sections, alternate applying **Formula B** and **Formula C** from roots to ends as illustrated.
- 6 Process for 20 minutes.
- 7 Rinse well, and apply **botanical repair™ professional bond activator: light**.
- 8 Process for 10 minutes, and rinse.



AFTER CARE

Botanical repair™ strengthening shampoo and **conditioner**; rebook to gloss and refresh the green every 10 weeks.





Certified



Corporation

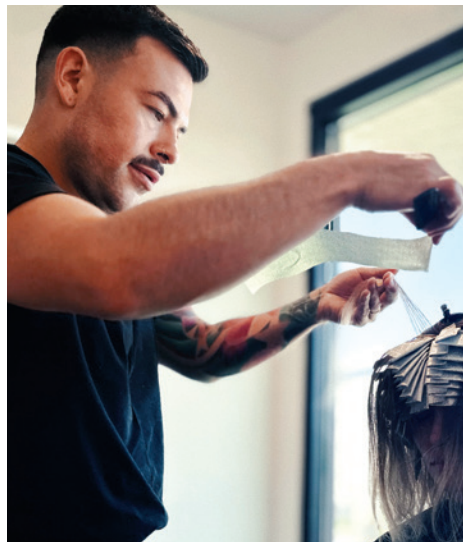
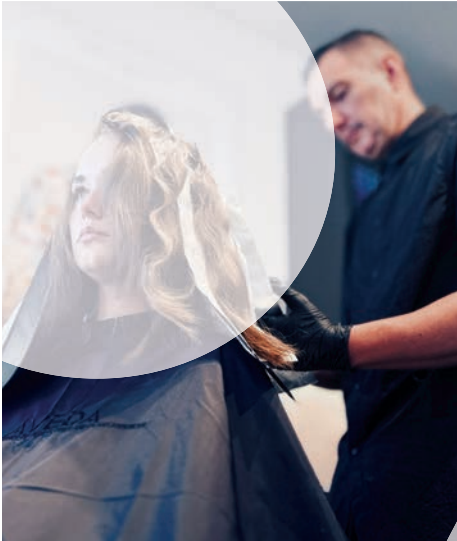
BOTANICAL REPAIR™

A macro green blend

of avocado, green tea seed and sacha inchi oils
helps to smooth hair and prevent breakage.

VEGAN BOND-BUILDING FOR STRONGER HAIR

AVEDA



Credits



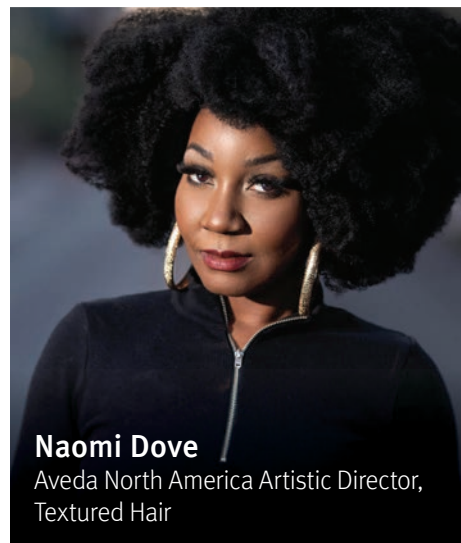
Janell Geason

Global Executive Director, Aveda
Technical Education and Aveda Global
Artistic Director, Makeup



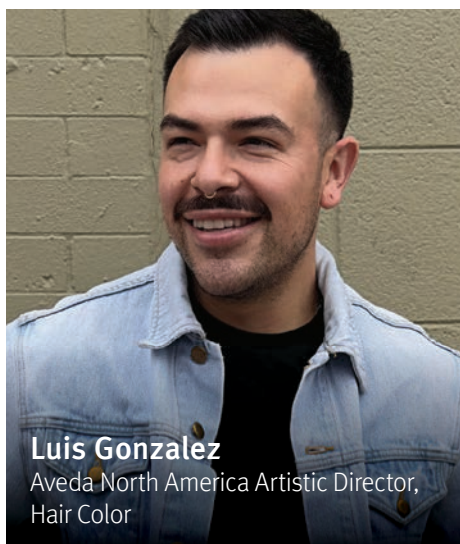
Ian Michael Black

Aveda Global Artistic Director,
Hair Color



Naomi Dove

Aveda North America Artistic Director,
Textured Hair



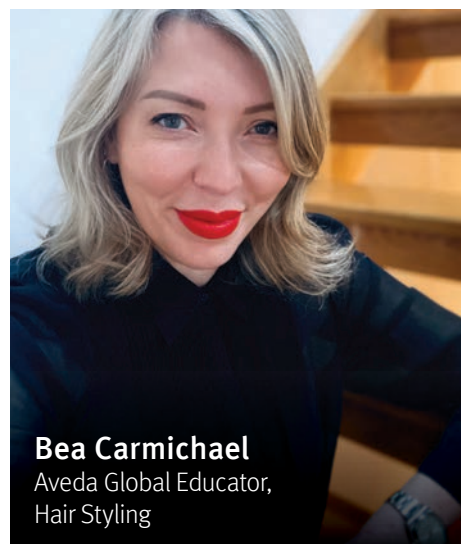
Luis Gonzalez

Aveda North America Artistic Director,
Hair Color



Ricardo Dinis

Aveda Global Artistic Director,
Hair Cutting



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Aveda Global Educator,
Hair Styling



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Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.

