

INTERNAL

# AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

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## Aveda Launches Next Generation of Permanent Vegan Hair Color

*Aveda's Full Spectrum Permanent™ Vegan Treatment Hair Color features new exclusive technology and delivers fully customizable radiant color*

**MINNEAPOLIS, MN (January 2022)**— Aveda's next generation of permanent hair color has arrived with 96% naturally derived<sup>1</sup> **Full Spectrum Permanent™ Vegan Treatment Hair Color**. This professional hair color features a new exclusive alkalizer technology, an expanded palette of customizable color, a specially developed pure-fume™ aroma, and a new 100% recycled aluminum tube.

Following 3 years of scientific research, Aveda has developed a **proprietary alkalizer technology** that powers Full Spectrum Permanent™ Vegan Treatment Hair Color, taking hair color to a new level of performance. The new alkalizer:

- **Enhances color penetration** for exceptional deposition
- **Processes faster** for 100% grey coverage in just 30 minutes
- **Delivers radiant shine and longevity** even on difficult-to-maintain reds
- **Gives incredible results** with precisely calibrated shades
- **Creates infinite shades** with an expanded range

"We don't have to compromise on anything to achieve the color results we long for," said **Ian Michael Black, Aveda's Global Artistic Director for Hair Color**. "Naturally derived, vegan, and fully customizable; Aveda Full Spectrum has it all."

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<sup>1</sup> From plants, non-petroleum minerals or water using ISO standard



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Aveda's **Full Spectrum Permanent™ Vegan Treatment Hair Color** also offers an **expanded palette of customizable color**, with options to choose from precisely calibrated shade formulations handcrafted with a unique blend of dyes and pH adjusters for high performance color results. Colorists can create virtually any color with enhanced shades for endless color possibilities.

- **New Natural Cool Series:** featuring 60% more cool dyes<sup>2</sup> that neutralizes hair's underlying warmth while staying true to level. Available in 9 levels - 1NC, 3-10NC.
- **New Natural Natural Series:** Added opacity and coolness for 100% grey coverage in 30 minutes. Available in 7 levels – 2NN, 4-9NN.
- **Improved Natural Series:** Same tonal quality as previous full spectrum™ permanent hair color with exceptional color deposition and longevity. Available in 8 levels – 3N-10N.
- **New and Expanded Tones:** Same full range of light, dark and pure tones in bold new packaging plus four new tones for simplified brunette and blonde formulations and a pink pure pigment.

Full Spectrum Permanent™ Vegan Treatment Hair Color is formulated with a **new protective botanical oil blend** that features sustainably sourced ingredients and 20% more weightless oils<sup>3</sup> for enhanced condition and shine. The oil blend includes:

- **Certified organic avocado oil**, which is rich in omega-9 monounsaturated fats. Aveda's comes from family farms in Africa where the avocados are hand-harvested and cold pressed.
- **Certified organic baobab oil** that comes from cold-pressed seeds from the "Tree of Life" as it is known in Africa. Aveda's partner in West Africa has given local people a sustainable source of income through the harvesting of this oil.
- **Certified organic sacha inchi oil**, which is rich in omega-3 oils and comes from a plant native to the Amazon forest. Aveda's supplier works with a local partner who obtains the seeds from family farms and presses them at a factory in Peru.

For added protection and strength, Aveda's Full Spectrum Permanent™ Vegan Treatment Hair Color was formulated to work in harmony with the **Botanical Repair™ Professional Color Treatment for 5X stronger hair after just one treatment.**

Full Spectrum Permanent™ Vegan Treatment Hair Color now features an exclusive **pure-fume™ aroma** with certified organic essential oils, including clove, lime, orange and peppermint that transforms every color service into a multi-sensory experience.

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<sup>2</sup> Compared to full spectrum permanent™ vegan treatment hair color natural series

<sup>3</sup> Compared to existing full spectrum™ protective permanent creme hair color



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“These high-impact essential oils were artfully blended and balanced until we landed on the perfect aroma that delivers a fresh, vibrant experience for the guest and Artist,” explained **Kate Rosso, Aveda’s Principal Perfumer.**

### **ENVIRONMENTAL STANDARDS**

Aveda Full Spectrum Permanent™ Vegan Treatment Hair Color is 96% naturally derived<sup>1</sup> and like all Aveda products, is cruelty-free, vegan and manufactured using 100% renewable energy through solar and wind power.<sup>4</sup> This treatment color now comes in a **100% recycled aluminum tube**, with FSC certified 100% recycled fiber cartons that are 100% recyclable.

### **AVAILABILITY**

Aveda Full Spectrum Permanent™ Vegan Treatment Hair Color is available starting February 2022 in the Aveda salons.

### **CONTACT**

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### **ABOUT AVEDA**

Founded in 1978 in Minneapolis, MN, Aveda creates vegan, high-performance hair, skin and body products for beauty professionals and consumers. Aveda innovates in botanical technologies, combining the principles of modern science and Ayurveda, the ancient healing art of India, to develop performance-driven hair, skin, and body products—made with pure flower and plant essences—that are created with respect for the Earth, and a comprehensive menu of ritual-based treatments for holistic beauty.

Throughout the years, Aveda has pioneered new benchmarks of environmental responsibility in beauty. It was the first company to sign the Ceres Principles in 1989—a nonprofit organization mobilizing business leadership on climate change, water scarcity and other sustainability challenges—and the first beauty company to manufacture products with 100% wind power through renewable energy credits and carbon offsets. In June 2020, Aveda unveiled a 3.6 acre, 900kW ground-mounted solar array at its primary facility, which provides up to 50% of the annual energy demand for manufacturing, with the remainder powered by wind. This array offsets more than 1,100 metric tons of CO<sub>2</sub> annually.

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<sup>4</sup> A 900kW solar array at Aveda’s primary manufacturing facility generates up to 50% of the annual demand for energy. The remainder is covered by wind power through renewable energy and carbon offsets.

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Aveda was also the first beauty company to receive a Cradle to Cradle charter for its commitment to sustainable products, packaging and production. In 2013, Aveda was honored with the first Legacy Leaders Award from Cradle to Cradle for its pioneering role in environmental leadership. Aveda received the Sustainability Leadership Award in 2017 during the Sustainable Beauty Awards organized by Ecovia Intelligence for its leadership in packaging, green formulations, and sustainable ingredients, and was a finalist for the same award in 2020. Since 1999, Aveda's annual Earth Month campaign, held each April, has raised over \$67 million to support environmental projects around the world.

Aveda products are available in Aveda Experience Centers and more than 9,000 professional hair salons and spas in more than 45 countries and at [aveda.eu](http://aveda.eu).