



AVEDA

Our next generation of
vegan hair color starts now.

FOR THE LOVE OF COLOR

NEW full spectrum permanent™
vegan treatment hair color

For the love of



limitless color

3 years of scientific research.
NEW exclusive technology.
Incredible color deposition,
vibrancy and protection.

Meet the **NEW Full Spectrum Permanent™**
Vegan Treatment Hair Color.



ENHANCES COLOR PENETRATION for exceptional deposition

PROCESSES FASTER for 100% grey coverage in just 30 minutes

RADIANT SHINE & LONGEVITY even on difficult reds

GIVES INCREDIBLE RESULTS with precisely calibrated shades

CREATES INFINITE SHADES with an expanded range

“I didn’t think full spectrum could get any better,
but the overall color deposition was richer and
more reflective! And the grey coverage was
spot on in 30 minutes.”

—JAMES COOK | Lux Salon/Spa

Expanded palette of customizable color

“I can get true full grey coverage with NN and NC in 30 minutes.
My guests now can spend less time processing, I can see more guests,
and be more productive behind the chair.”

—ALEX YOUMANS | Matthew Steele Salon

Precisely calibrated shade formulations

handcrafted with a unique blend of dyes and pH adjusters for high performance color results.



new natural cool series

60% more cool dyes* that neutralize 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 current with exceptional color deposition and longevity.

Available in 8 levels – 3N-10N



new and expanded tones

Your favorite tones in bold new packaging plus four new tones for simplified brunette and blonde formulations and a pink pure pigment.

*Compared to full spectrum permanent™
vegan treatment hair color natural series

Color that cares more than ever

The new protective botanical oil blend features sustainably sourced ingredients with **20% more weightless oils** for enhanced condition and shine.

Certified organic avocado oil is rich in omega-9 monosaturated fats. Ours comes from family farms in Africa. The avocados are hand-harvested and cold pressed.

Certified organic baobab oil comes from cold-pressed seeds from the “Tree of Life” as it is known in Africa. Our partner in West Africa has given local people a sustainable source of income.

Certified organic sacha inchi oil is rich in omega-3 oils and comes from a plant native to the Amazon forest. Our supplier works with a local partner who obtains the seeds from family farms and presses them at a factory in Peru.

“**Botanical repair™** takes green chemistry to a new level. Stronger hair has never been so manageable and soft. A complete game changer in the industry.”

—**MATTHEW WICKHAM**
Australia

Maximize your strength for **5x stronger hair** for every guest and every shade of hair

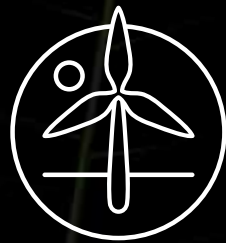
Full spectrum permanent™ **vegan treatment hair color** is specifically formulated in synergy with **botanical repair™ professional color treatment**, which:

- **Repairs** and dramatically **reduces breakage**, protecting hair during the color service.
- Helps **strengthen and repair** three key layers of hair.
- **Instantly transforms damaged hair** into strong, soft, visibly smooth and shiny hair.



More power to the planet

Our dedication to the earth is at our core and always expanding



Manufactured with 100%
SOLAR AND WIND POWER*



**NEW 100%
RECYCLED TUBES**



96% NATURALLY DERIVED**



VEGAN



CRUELTY FREE

“We don’t have to compromise on anything to achieve the color results we long for. Naturally derived, vegan, earth friendly and fully customizable Aveda **full spectrum** has it all, all while doing my part to make the earth a better place.”

—IAN MICHAEL BLACK | Global Artistic Director, Hair Color

* Product manufacturing is powered by Aveda’s solar array and/or wind energy through renewable energy credits and carbon offsets.
** From plants, non-petroleum minerals or water using ISO standard.

Discover a fresh aromatic experience

Introducing an Aveda **pure-fume™** aroma with certified organic essential oils that transforms every color service into a multi-sensory experience.



“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.”

—KATE ROSSO | Principal Perfumer



Color that boosts business

Joining Aveda is the first step to growing your business. Driving traffic to your salon is our number one priority.

Aveda refers **6 million new guests** to Aveda salons every year.

360° consumer **hair color campaigns** send new clients to you.

Social media toolkits with storytelling videos let you spread the word.

Website communications, email templates, posters, mirror talkers and referral cards **support your marketing efforts.**

Hashtags based on current trends help colorists share their craft on social media.

In-salon marketing materials support client conversions and inquiries in your salon.

Salon menu service descriptions help promote your hair color skills.

The **formulas and techniques** colorists need to recreate and customize looks for guests are provided by us.

Get an all-access pass to top tier color education

Have access to masters from around the world—from skill-boosting tips and tricks to trending guides.

24/7 online learning on Aveda PurePro™

Get insider tips from our award-winning hair color elearning program.

Live classes

Join us in-salon, in your region, and in creative capitals around the world.

Seasonal trend technique guides

Watch and learn with accompanying how-to videos.

Exclusive events

Get in on industry trade events such as Aveda Congress, Master Jam and Aveda Jam.





AVEDA

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 believe in environmental leadership and responsibility, not just in the world of beauty, but around the world.