


AVEDA × **VM**
VAN MICHAEL

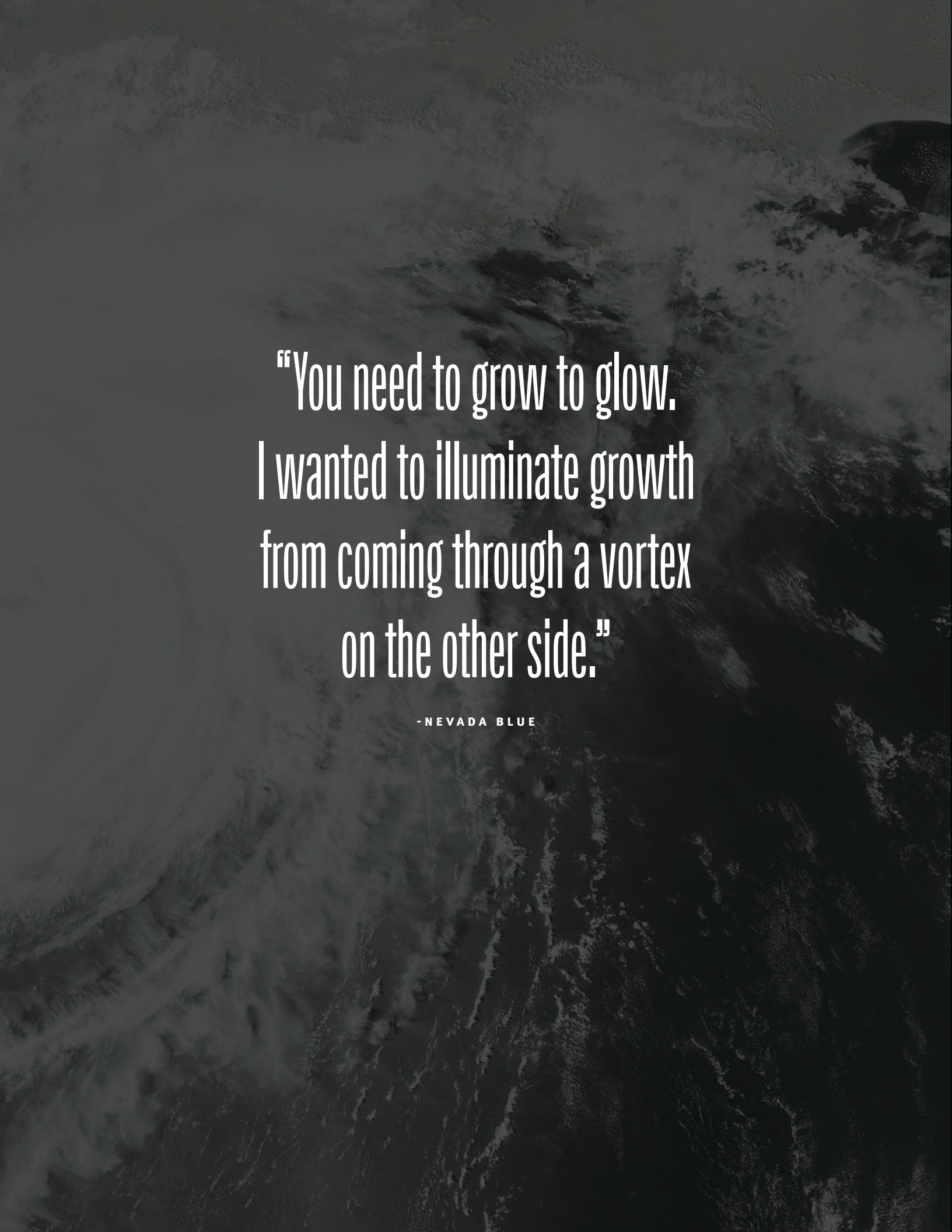
VORTEX

COLLECTION
TECHNIQUE
GUIDE





The Vortex collection—a captivating collaboration between Aveda and the avant-garde Van Michael Salon Team—emerges from swirling shadows and makes landfall in a whirlwind of intensity and creative artistry. With dynamic patterns and powerful upward motion, each look in the collection draws on the hues of an unsettled sky—moody charcoal, slate grey, deep lilac and reflective silver, evoking fleeting glimpses of lightning piercing the clouds. The hair colors and shapes appear alive with movement and wild energy, defying gravity with a sense of untamed grace. Throughout the Vortex collection, the illusion of spontaneity is harnessed with controlled energy and foundational precision to create a stormy, unforgettable allure.

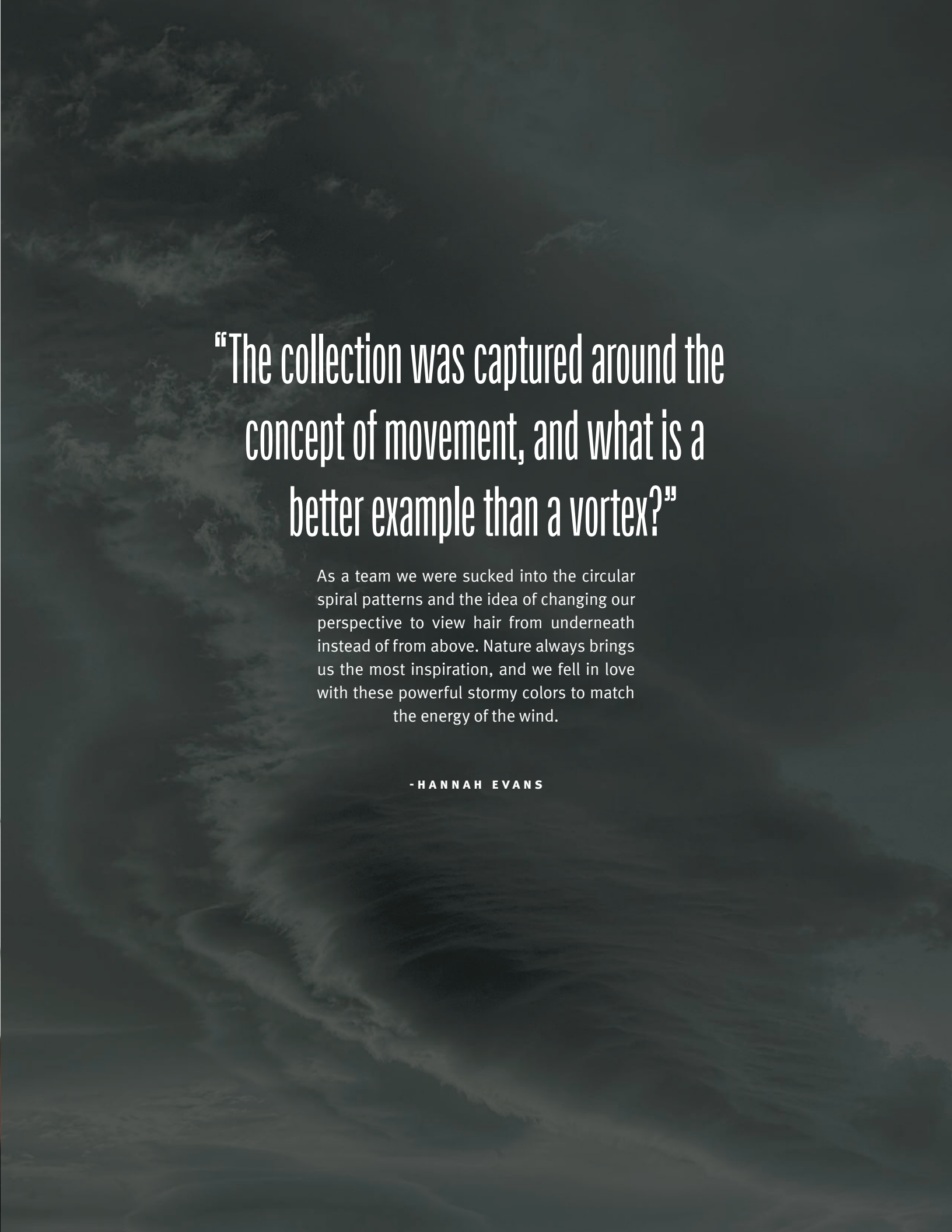


“You need to grow to glow.
I wanted to illuminate growth
from coming through a vortex
on the other side.”

- NEVADA BLUE







“The collection was captured around the
concept of movement, and what is a
better example than a vortex?”

As a team we were sucked into the circular
spiral patterns and the idea of changing our
perspective to view hair from underneath
instead of from above. Nature always brings
us the most inspiration, and we fell in love
with these powerful stormy colors to match
the energy of the wind.

- HANNAH EVANS


“We wanted to elevate the
concept of a tornado with
this collection.”

We loved the idea of building the color from the bottom up, similar to a cyclone shape. Working off the disconnected shape of this hair cut, we accentuated the long pieces by adding the majority of the depth to the perimeter. Using zigzag partings gave the color a more organic blend. This simple placement technique is an easy way to create seamless movement and dimension in the hair without the use of foils.

-JOEY HOOTEN







“This look is about layering colors to
create soft, fluid dimension.”

The long veil of hair through the nape shows
off the violet espresso shadows
that create movement.

-ASHLEY McCARTY

APPENDIX





RAY OF LIGHT

Ray of Light

FORMULAS

full spectrum permanent™
and **full spectrum vibrants™**

FORMULA A

40 g **Extra Lifting Creme**
1 g Pure Red
40 ml **40 volume color catalyst™—creme**

FORMULA B

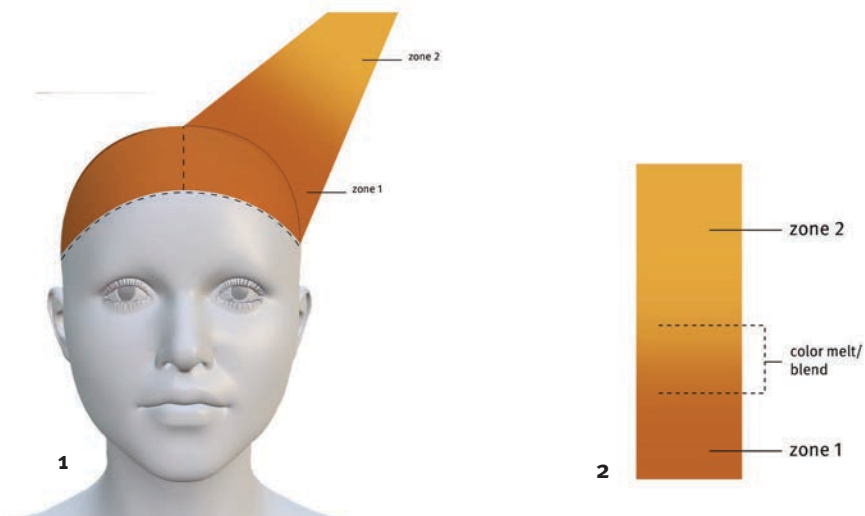
40 g **Extra Lifting Creme**
1 g Light Orange/Yellow
40 ml **40 volume color catalyst™—creme**

FORMULA C

50 g Daffodil
300 ml warm water

HAIR COLOR APPLICATION

1. Apply **Formula A** from the scalp to the first 3" of hair.
2. Apply **Formula B** from the mid-lengths to ends, saturating the color toward the roots.
3. Overlap the colors slightly and blend them together to create a third color. Melt by turning the color brush sideways and blending up (Figures 1-2).
NOTE: Always blend light colors into dark colors by using upward motions.
4. Process for 30 minutes.
5. Rinse, shampoo with **botanical repair™ strengthening shampoo** and towel-dry.
6. Working in sections, dip-dye the hair with **Formula C** until you reach the beginning of zone 2. Repeat twice on each section.
7. Continue in this manner until all the ends have been dip-dyed three times.
8. Rinse thoroughly.
9. Apply **botanical repair™ professional bond activator: light**, process 10 minutes and rinse.





STORMCHASER

Stormchaser

FORMULAS

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

FORMULA A (pre-lighten)

20 g **enlightener™ powder lightener**
2 g **botanical repair™ professional
hair strengthening additive**
25 ml **10 volume color catalyst™—creme**

FORMULA B (tonal cleanse, top section)

30 g **enlightener™ powder lightener**
30 g **enlightener™ creme booster**
3 g **botanical repair™ professional
hair strengthening additive**
120 ml hot water

FORMULA C (top)

40 g **3N**
24 g Pure Green
64 ml **10 volume color catalyst™—creme**

FORMULA D (nape)

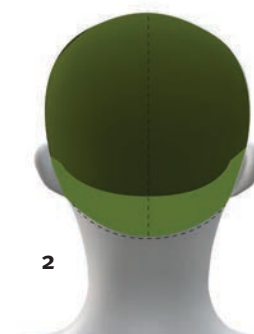
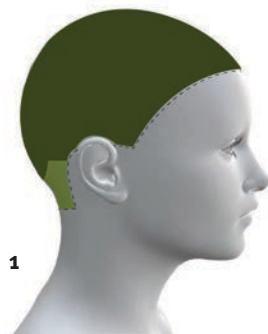
10 g **7NC**
10 g Universal ØN
10 g Pure Green
20 ml **10 volume color catalyst™—creme**

FORMULA E (all over)

10 g Daffodil
20 g Emerald
10 g Clear

HAIR COLOR APPLICATION

1. Apply **botanical repair™ professional equalizing primer**.
2. Section the hair as illustrated (Figures 1-2).
3. In the halo section at the nape, apply **Formula A** in foils and pre-lighten to level 9.
4. In the top section, apply **Formula B** from scalp to ends and lift to level 7.
5. Process to the desired levels, then shampoo twice with **botanical repair™ strengthening shampoo**.
6. Towel-dry the hair, and apply **botanical repair™ professional equalizing primer**.
7. In the top section, place clips to isolate the shorter, disconnected pieces. Smooth any flyaways with **brilliant™ anti-humectant pomade** to ensure clean sections.
8. In the nape section, make sure there are longer pieces of hair at the occipital bone for the veil. This will create the outline around the halo (nape section). Combine this section with the shorter, disconnected pieces.
9. Secure the nape section to keep it isolated while applying color to the top section.
10. Apply **Formula C** to all the hair in the top section.
11. Apply **Formula D** to all the hair in the nape section.
12. Process for 20 minutes at room temperature.
13. Rinse and shampoo with **botanical repair™ strengthening shampoo**.
14. Towel-dry, then blow-dry until the hair is 90% dry.
15. Apply **Formula E** to all the hair.
16. Process for 20 minutes at room temperature, then rinse with cool water.
17. Apply **botanical repair™ strengthening conditioner** and rinse.



T
A
L
W
I
N
D
S



Tailwinds

FORMULAS

enlightenment blonding
and **full spectrum permanent™**

FORMULA A

30 g **enlightener™ powder lightener**
30 g **enlightenment™ creme booster**
60 ml **20 volume color catalyst™—creme**

FORMULA B

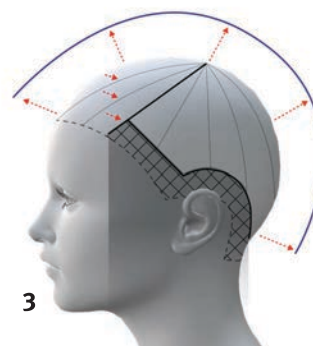
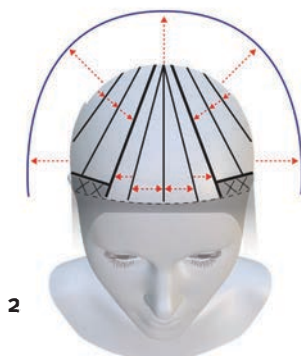
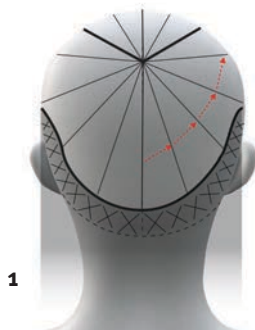
40 g **Extra Lifting Creme**
4 g Dark Blue/Green
80 ml **10 volume color catalyst™—creme**

FORMULA C

40 g **Extra Lifting Creme**
0.5 g Pastel Blue
0.5 g Grey
80 ml **10 volume color catalyst™—creme**

HAIR CUT & HAIR STYLING

1. At the front, create a triangular section for the fringe from the corner of the eyes to the crown.
2. Create a 1½" section around the head, from the recession over the ear to the nape on the other side. Braid the hair to keep it out of the way. (Fig. 1)
3. Clip the rest of the hair out of the way.
4. In the top triangle section, take a ¼" subsection at the crown and cut to the desired length to establish the guideline. (Fig. 2)
5. Continue taking subsections and cutting, working forward from the crown and following the shape of the head. Point-cut your lines.
6. Continue in this manner, pivoting from the center crown until complete.
7. Check balance and shape.
8. In the middle section, take a ¼" subsection and cut to the guideline established in the crown.
9. Continue taking subsections and cutting, working toward the nape and following the shape of the head, until the occipital bone. Do not taper. (Fig. 3)
10. Pivot from the crown and work around the head until complete.
11. Cross-check the shape for balance.
12. Apply **nutriplenish™ styling treatment foam**.
13. Blow-dry the hair, leaving the perimeter braided.
14. Once dry, texturize and slice through the shape, and loosen the fringe.
15. Release the braided outline section (it should be dried with texture from the braid). Retain the length and slice through to soften as needed.
16. Apply a small amount of **light elements™ texturizing cream**, and finish with **air control™ light hold hair spray**.





THUNDER STRUCK

Thunderstruck

FORMULAS

full spectrum permanent™
and **full spectrum demi+™**

FORMULA A (root shade)

20 g **9N**
20 g Universal ØN Gel
12 g Light Ash
8 g **botanical repair™ professional hair
strengthening additive**
40 ml **10 volume color catalyst™—creme**

FORMULA B

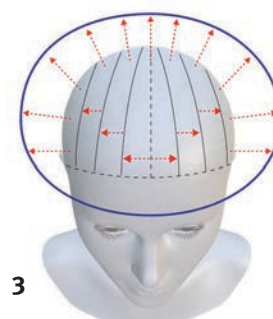
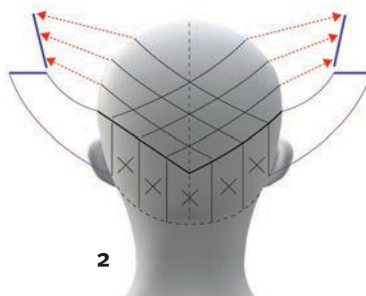
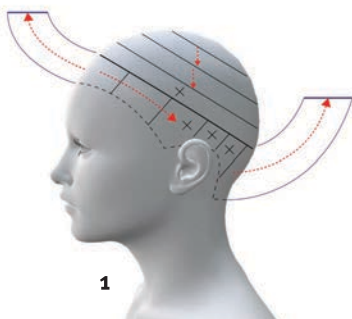
40 g **Extra Lifting Creme**
4 g Pastel Violet
8 g **botanical repair™ professional hair
strengthening additive**
80 ml **20 volume color catalyst™—creme**

FORMULA C (veil)

30 g Light Ash
10 g Grey
5 g Dark Intense Ash
15 g Universal ØN Gel
8 g **botanical repair™ professional hair
strengthening additive**
60 ml **10 volume color catalyst™—creme**

HAIR CUT

1. Pre-section the hair from about 1" to 1.5" from the front hairline above the ears back to the occipital.
2. To create concave layer underneath: In the center back, take a ¼" to ½" vertical subsection, and cut from inside out, short to long. (Fig. 1.)
3. Continue taking vertical subsections, pulling the hair straight out and cutting until you reach the ear on each side. This causes the shape to gradually become shorter while following the head shape.
4. To maintain length in the front, overdirect the back sections on both sides to the top of the ear. This will create a veil effect in the front and underneath. (Fig. 2) NOTE: Don't be alarmed if you can see through the hair. You do not want a hole in the hair; however, you do want to see through the hair.
5. To create top round graduation section: At the front hairline (fringe section), take a round ¼" to ½" horizontal subsection from front to back. Hold the subsection at its natural elevation, using the head as a guide, and cut to create graduation around the same length as the shortest layer from underneath. (Fig. 3)
6. Take the next side subsection and cut, continuing in this manner until the side section is complete.
7. Repeat on the opposite side. The shape is established and creates the guide for texturizing.
8. In the graduated shape on top, take vertical subsections and use texturizing shears to cut subsequent lines, elevating slightly and using the head shape so you continue creating a round interval graduation shape, until you reach the top. This creates a bowl shape on top of the veil. NOTE: Because you are using texturizing shears, you will not have a weight line or scissor marks separating the two shapes.





FORMULAS
enlightenment blinding,
full spectrum permanent™
and full spectrum vibrants™

FORMULA A (pre-lighten to level 9)
30 g enlightener™ powder lightener
30 g enlightenment™ creme booster
60 ml 20 volume color catalyst™—creme

FORMULA B
80 g Cobalt
20 g Charcoal
120 ml hot water

FORMULA C
20 g 3N
20 g Pure Blue
40 ml 10 volume color catalyst™—creme

FORMULAS
full spectrum permanent™
and full spectrum vibrants™

FORMULA A (base)
20 g 1NC
40 ml 10 volume color catalyst™ —creme

FORMULA B
70 g Emerald
10 g Charcoal





FORMULAS
full spectrum permanent™
and full spectrum vibrants™

FORMULA A (base)
40 g **1NC**
40 ml **10 volume color catalyst™** — creme

FORMULA B
70 g Poppy
10 g Charcoal
1 g Cobalt

CREDITS

CREATIVE DIRECTORS

Antoinette Beenders
Hannah Ruth Evans

CO-DIRECTORS, HAIR COLOR

Joey Hooten
Ashley McCarty

HAIR COLOR

Michael Cassidy

HAIR CUT

Daniel Holzberger
Jerffrey Goldenstein
Brandon Darragh

TEXTURE DIRECTOR & STYLE

Kenneth Dawson

TEXTURE DIRECTOR & HAIR COLOR

Nevada Blue

HAIR STYLING

Christy Hubbard
Ginger Rowland

MAKEUP

Peter Phung

WARDROBE STYLIST

Claire Neviasier

PHOTOGRAPHER

Lauren Krysti

PHOTO ASSISTANTS

Harvy Moon
Greg Schaal

PRODUCTION MANAGER

Jay Pollard

GRAPHIC DESIGNER

Chris Larson

WRITER

Mary Armstrong



AVEDA × **VM**
VAN MICHAEL

