

# full spectrum permanent™

vegan treatment hair color  
hair color chart

AVEDA



## Full Spectrum Permanent™ Vegan Treatment Hair Color

### Incredible color deposition, vibrancy and protection

- Proprietary technology protects the keratin bonds deep within the cortex to help maintain the integrity of the hair while creating a faster chemical reaction<sup>1</sup> that enhances penetration of the color into the hair shaft.

### Full spectrum palette

- Fully customizable for unlimited shade possibilities.
- Each shade is handcrafted and precisely calibrated with a unique blend of dyes and pH adjusters for high-performance color results.

### Ultimate care for hair

- Protective botanical oil blend with certified organic baobab, sachu inchi and avocado oils, for enhanced conditioning and shine.
- Dermatologist-tested.

### Sustainably sourced

- 96% naturally derived,<sup>2</sup> vegan, Leaping Bunny-approved formulas.
- 100% recycled aluminum tubes reduce CO<sub>2</sub> emissions and save virgin aluminum from being produced.
- Cartons are made with 100% recycled fiber, Forest Stewardship Council (FSC)-certified, and are 100% recyclable.
- Manufactured with 100% wind and solar power<sup>3</sup>

## Components

**Full spectrum permanent™** is designed for ultimate customization through a simple component system of **base + tone + color catalyst™** conditioning creme developer.

HAIR COLOR FORMULA			
	+		+
BASE		TONE	COLOR CATALYST™

### FIRST, CHOOSE YOUR DESIRED BASE

**Natural series:** For natural, reflective results

**Natural cool series:** For NRP control with 60% more cool dyes than **natural series**<sup>4</sup>

**Natural natural series:** For opaque results or full grey coverage

**Intense base:** For red results, a virtually colorless base that intensifies red, copper and violet shades

**Extra lifting creme:** For blonde results, a high-lift base for on- or off-the-scalp applications

**Universal ØN creme:** A virtually colorless, ammonia-free base that enhances hair with incredible condition and shine

### NEXT, CUSTOMIZE YOUR CHOSEN BASE WITH TONE

**Pure tones:** Combinations of primary and secondary tones

**Pure pigments:** Intense primary and secondary colors that add more vibrancy to any shade

**Pastel tones:** Create tonal, high-lift blonde results when used with **extra lifting creme**

**LAST, CHOOSE THE APPROPRIATE VOLUME OF COLOR CATALYST™ TO COMPLETE YOUR HAIR COLOR FORMULA**

<sup>1</sup>Compared to **full spectrum™ protective permanent creme hair color**.

<sup>2</sup>**Full spectrum permanent™** is 96% naturally derived on average, per ISO 16128 standard, from plant sources, non-petroleum mineral sources and/or water.

<sup>3</sup>First beauty company manufacturing with 100% wind power in our primary facility. Learn more about our wind energy purchases and offsets at [aveda.com](http://aveda.com).

<sup>4</sup>Compared to **full spectrum permanent™** **vegan treatment hair color natural series**.

<sup>5</sup>Refer to grey coverage guidelines when using **20 volume color catalyst™ conditioning creme developer**.

<sup>6</sup>Do not adjust **color catalyst™ conditioning creme developer** for the addition of **pure tone** or **pure pigment**.

<sup>7</sup>When using **light** or **dark natural/natural** and **pure tone**, mix equal parts **light** or **dark natural/natural** with the chosen **pure tone** recommended for the level (e.g., for level **6N**, add 2 g **dark natural/natural** and 2 g **dark pure tone**).

## Formulation and processing guidelines: natural and intense results

1	Identify the guest's natural level.
2	Determine the guest's desired level and tone.
3	Choose the formula at the desired level.
4	Determine the appropriate volume of <b>color catalyst™ conditioning creme developer</b> based on the desired level of lift or deposit.

Mix the chosen **full spectrum permanent™** components. Process according to **color catalyst™ conditioning creme developer** strength (20–45 minutes) at room temperature. Do not use heat. Refer to the customization chart for shade-by-shade mixing instructions.

LEVEL OF LIFT	COLOR CATALYST™	PROCESSING TIME (AT ROOM TEMPERATURE)
4	40 VOLUME	45 MINUTES
3	30 VOLUME	40 MINUTES
2	20 VOLUME <sup>3</sup>	30 MINUTES
1	10 VOLUME	20 MINUTES
0–1	5 VOLUME	20 MINUTES

## Mixing guidelines: natural results

For natural results with a wide spectrum of tonal families, mix **natural series** or **natural cool series** and **pure tone** or **pure pigment** with **color catalyst™ conditioning creme developer** in a 1:1 ratio.<sup>6</sup>

					
FORMULA TYPE	NATURAL SERIES OR NATURAL COOL SERIES		PURE TONE OR PURE PIGMENT		COLOR CATALYST™ 1:1 RATIO
SOFT	40 g	+	1–4 g	+	40 ml
STANDARD	40 g	+	2–8 g	+	40 ml
STRONG	40 g	+	3–12 g	+	40 ml

## Mixing guidelines: intense results

For intense results, mix **natural series** or **natural cool series** and **pure tone** or **red pure pigment** with **color catalyst™ conditioning creme developer** in a 1:1 ratio.<sup>6</sup>

							
FORMULA TYPE	NATURAL SERIES OR NATURAL COOL SERIES		INTENSE BASE		PURE TONE OR PURE PIGMENT		COLOR CATALYST™ 1:1 RATIO
BRIGHT	20 g	+	20 g	+	4–16 g	+	40 ml
INTENSE	10 g	+	30 g	+	4–16 g	+	40 ml

## Removal guidelines

1	Rinse the hair thoroughly with comfortably warm water until the water runs clear.
2	Shampoo with <b>botanical repair™ strengthening shampoo</b> , rinse thoroughly and squeeze excess moisture from the hair.
3	Condition with <b>botanical repair™ strengthening conditioner</b> , and rinse.

## Grey coverage guidelines

Use the following guidelines to achieve the desired grey coverage result.

	NATURAL SERIES OR NATURAL COOL SERIES		NATURAL NATURAL SERIES		PURE TONE OR PURE PIGMENT		NATURAL/NATURAL PURE TONE		COLOR CATALYST™ 1:1 RATIO	PROCESSING TIME (ROOM TEMPERATURE)
NATURAL COVERAGE	40 g	+		+	0–8 g	+		+	40 ml	45 MINUTES
NATURAL COVERAGE PLUS <sup>7</sup>	40 g	+		+	0–8 g	+	2–8 g	+	40 ml	30 MINUTES
MAXIMUM COVERAGE		+	40 g	+	0–8 g	+		+	40 ml	30 MINUTES

## Mixing and processing guidelines: pure pigments

On prelightened hair, mix **pure pigments** with **5 volume color catalyst™ conditioning creme developer** in a 1:1 ratio.<sup>6</sup> Process for 10–20 minutes at room temperature. Do not use heat.

## Formulation and processing guidelines: high-lift blonde results

1	Determine the guest's desired tonal value.
2	Choose the appropriate <b>pure tone</b> , <b>pastel tone</b> or <b>pure pigment</b> to mix with <b>extra lifting creme</b> .
3	Determine the appropriate volume of <b>color catalyst™ conditioning creme developer</b> based on the desired level of lift or deposit (you can lighten up to five levels with high-lift formulas).

Mix the chosen high-lift blonde components with **color catalyst™ conditioning creme developer** in a 1:2 ratio.<sup>6</sup> Process according to **color catalyst™ conditioning creme developer** strength (30–45 minutes) at room temperature. Do not use heat.

LEVEL OF LIFT	COLOR CATALYST™	PROCESSING TIME (AT ROOM TEMPERATURE)
5	40 VOLUME	45 MINUTES
4	30 VOLUME	30 MINUTES

## Mixing guidelines: high-lift blonde results


For blonde results that achieve up to five levels of lift with refinement, mix **extra lifting creme** and **pure tone**, **pastel tone** or **pure pigment** with **30 or 40 volume color catalyst™ conditioning creme developer** in a 1:2 ratio.<sup>6</sup>

					
	EXTRA LIFTING CREME		PURE TONE, PASTEL TONE OR PURE PIGMENT		COLOR CATALYST™ 1:2 RATIO
	40 g	+	0–8 g	+	80 ml

## Botanical repair™ color treatment guidelines

Aveda recommends performing a professional **botanical repair™ color treatment** with every hair color service (except **full spectrum vibrants™**).

1	Spray the hair with up to 5 ml (30 sprays) of <b>botanical repair™ professional equalizing primer</b> , and comb through to distribute.
2	Mix <b>botanical repair™ professional hair strengthening additive</b> into the hair color formula. Use 8 g for every 40 g of hair color or 30 g (1 scoop) of <b>enlightener™ powder lightener</b> .
3	Perform the scheduled hair color service.
4	Process, rinse and shampoo with <b>botanical repair™ strengthening shampoo</b> .
5	Apply 20 g <b>botanical repair™ professional bond activator</b> to the hair, process for 10 minutes and rinse.

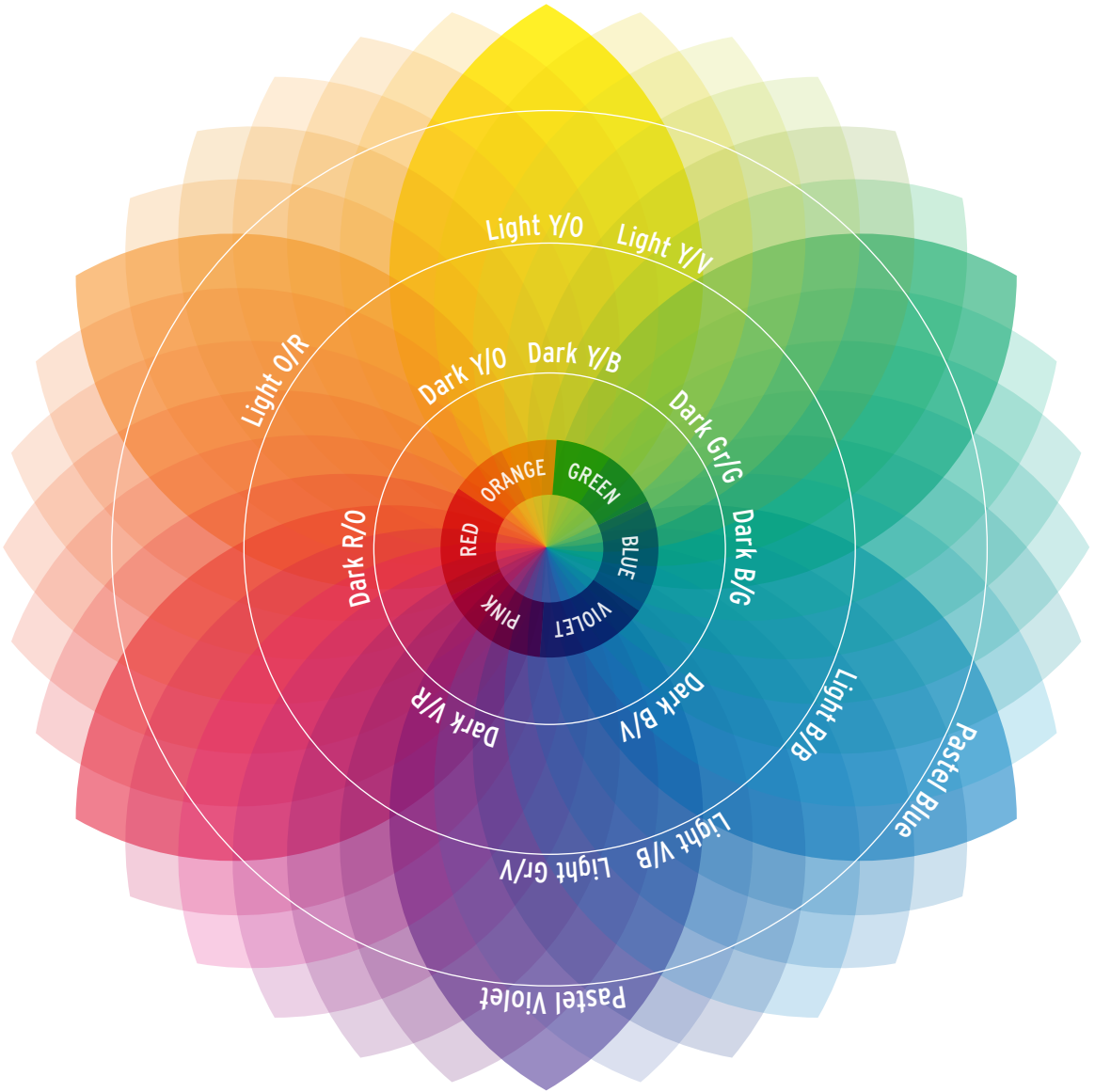
						
PRIMER		ADDITIVE		HAIR COLOR/ ENLIGHTENER™		ACTIVATOR: LIGHT OR RICH
up to 5 ml (30 sprays)	+	8 g	+	40 g/30 g (1 scoop)	+	20 g

# Natural remaining pigment (NRP)

NRP is the tonal value that the hair contributes as it lightens. It is important to determine the NRP the hair will contribute at the desired level prior to applying hair color. After you identify the NRP at the desired level, determine whether you want to neutralize or enhance the NRP, and choose the shade accordingly using the color wheel.

TONAL RESULT GUIDELINES	
TO NEUTRALIZE	Choose tones that are complementary to the NRP at the target level.
TO ENHANCE	Choose tones that are the same as the NRP at the target level.

LEVEL	DESCRIPTOR	NATURAL REMAINING PIGMENT	COMPLEMENTARY PIGMENT
10	Lightest Blonde	Pale Yellow	Violet
9	Very Light Blonde	Yellow	
8	Light Blonde	Yellow/Orange	Blue/Violet
7	Medium Blonde	Orange	Blue
6	Dark Blonde	Red/Orange	Blue/Green
5	Lightest Brown	Red	Green
4	Light Brown		
3	Medium Brown		
2	Dark Brown		
1	Black		





# full spectrum permanent™ customization chart—warm

	LEVEL	tone	NATURAL	NATURAL WITH N/N	PINK	BEIGE	GOLD	COPPER	ORANGE	BRIGHT COPPER	INTENSE COPPER	RED	BRIGHT RED	INTENSE RED
	Ø		UNIVERSAL ØN	UNIVERSAL ØN can be used to customize all <b>bases</b> , <b>pure tones</b> and <b>pure pigments</b>										
HIGH-LIFT WARM	ELC													
		EXTRA LIFTING CREME (ELC)		40 g <b>ELC</b> 4 g Pure Pink	40 g <b>ELC</b> 4 g Light Y/V	40 g <b>ELC</b> 4 g Dark Y/B	40 g <b>ELC</b> 4 g Light Y/O	40 g <b>ELC</b> 4 g Dark Y/O	40 g <b>ELC</b> 4 g Light O/R	40 g <b>ELC</b> 4 g Dark R/O	40 g <b>ELC</b> 4 g Pure Orange		40 g <b>ELC</b> 4 g Pure Red	
LIGHT	10													
		10N	40 g <b>10N</b> 2 g Light N/N	40 g <b>10N</b> 2 g Pure Pink	40 g <b>10N</b> 2 g Light Y/V	40 g <b>10N</b> 2 g Light Y/O	40 g <b>10N</b> 2 g Light O/R		20 g <b>10N</b> 20 g <b>IB</b> 4 g Light O/R	10 g <b>10N</b> 30 g <b>IB</b> 4 g Light O/R				
	9													
		9N	40 g <b>9N</b> 4 g Light N/N	40 g <b>9N</b> 4 g Pure Pink	40 g <b>9N</b> 4 g Light Y/V	40 g <b>9N</b> 4 g Light Y/O	40 g <b>9N</b> 4 g Light O/R		20 g <b>9N</b> 20 g <b>IB</b> 8 g Light O/R	10 g <b>9N</b> 30 g <b>IB</b> 8 g Light O/R				
	8													
		8N	40 g <b>8N</b> 6 g Light N/N	40 g <b>8N</b> 6 g Pure Pink	40 g <b>8N</b> 6 g Light Y/V	40 g <b>8N</b> 6 g Light Y/O	40 g <b>8N</b> 6 g Light O/R		20 g <b>8N</b> 20 g <b>IB</b> 12 g Light O/R	10 g <b>8N</b> 30 g <b>IB</b> 12 g Light O/R				
	7													
		7N	40 g <b>7N</b> 8 g Light N/N	40 g <b>7N</b> 8 g Pure Pink	40 g <b>7N</b> 8 g Light Y/V	40 g <b>7N</b> 8 g Light Y/O	40 g <b>7N</b> 8 g Light O/R	40 g <b>7N</b> 2 g Pure Orange	20 g <b>7N</b> 20 g <b>IB</b> 16 g Light O/R	10 g <b>7N</b> 30 g <b>IB</b> 16 g Light O/R	40 g <b>7N</b> 2 g Pure Red			
LIGHT PURE TONES			LIGHT NATURAL / NATURAL		LIGHT YELLOW/VIOLET	LIGHT YELLOW/ORANGE	LIGHT ORANGE/RED		LIGHT ORANGE/RED					
DARK	6													
		6N	40 g <b>6N</b> 2 g Dark N/N	40 g <b>6N</b> 2 g Pure Pink	40 g <b>6N</b> 2 g Dark Y/B	40 g <b>6N</b> 2 g Dark Y/O	40 g <b>6N</b> 2 g Dark R/O	40 g <b>6N</b> 2 g Pure Orange	20 g <b>6N</b> 20 g <b>IB</b> 4 g Dark R/O	10 g <b>6N</b> 30 g <b>IB</b> 4 g Dark R/O	40 g <b>6N</b> 2 g Pure Red	20 g <b>6N</b> 20 g <b>IB</b> 4 g Pure Red	10 g <b>6N</b> 30 g <b>IB</b> 4 g Pure Red	
	5													
		5N	40 g <b>5N</b> 4 g Dark N/N	40 g <b>5N</b> 4 g Pure Pink	40 g <b>5N</b> 4 g Dark Y/B	40 g <b>5N</b> 4 g Dark Y/O	40 g <b>5N</b> 4 g Dark R/O	40 g <b>5N</b> 4 g Pure Orange	20 g <b>5N</b> 20 g <b>IB</b> 8 g Dark R/O	10 g <b>5N</b> 30 g <b>IB</b> 8 g Dark R/O	40 g <b>5N</b> 4 g Pure Red	20 g <b>5N</b> 20 g <b>IB</b> 8 g Pure Red	10 g <b>5N</b> 30 g <b>IB</b> 8 g Pure Red	
	4													
		4N	40 g <b>4N</b> 6 g Dark N/N	40 g <b>4N</b> 6 g Pure Pink	40 g <b>4N</b> 6 g Dark Y/B	40 g <b>4N</b> 6 g Dark Y/O	40 g <b>4N</b> 6 g Dark R/O	40 g <b>4N</b> 6 g Pure Orange	20 g <b>4N</b> 20 g <b>IB</b> 12 g Dark R/O	10 g <b>4N</b> 30 g <b>IB</b> 12 g Dark R/O	40 g <b>4N</b> 6 g Pure Red	20 g <b>4N</b> 20 g <b>IB</b> 12 g Pure Red	10 g <b>4N</b> 30 g <b>IB</b> 12 g Pure Red	
	3													
		3N	40 g <b>3N</b> 8 g Dark N/N	40 g <b>3N</b> 8 g Pure Pink	40 g <b>3N</b> 8 g Dark Y/B	40 g <b>3N</b> 8 g Dark Y/O	40 g <b>3N</b> 8 g Dark R/O	40 g <b>3N</b> 8 g Pure Orange	20 g <b>3N</b> 20 g <b>IB</b> 16 g Dark R/O	10 g <b>3N</b> 30 g <b>IB</b> 16 g Dark R/O	40 g <b>3N</b> 8 g Pure Red	20 g <b>3N</b> 20 g <b>IB</b> 16 g Pure Red	10 g <b>3N</b> 30 g <b>IB</b> 16 g Pure Red	
DARK PURE TONES AND PURE PIGMENTS			DARK NATURAL / NATURAL	PURE PINK	DARK YELLOW/BLUE	DARK YELLOW/ORANGE	DARK RED/ORANGE	PURE ORANGE	DARK RED/ORANGE		PURE RED			



# full spectrum permanent™ customization chart—cool

	LEVEL	tone	NATURAL COOL	OPAQUE NATURAL	MATTE	GREEN	BLUE	INTENSE ASH	ASH	VIOLET	VIOLET/RED	BRIGHT VIOLET/RED	INTENSE VIOLET/RED					
	Ø		UNIVERSAL ØN	UNIVERSAL ØN can be used to customize all bases, pure tones and pure pigments														
HIGH-LIFT COOL	ELC																	
		40 g <b>ELC</b> 4 g Light Gr/V	40 g <b>ELC</b> 4 g Dark Gr/G	40 g <b>ELC</b> 4 g Pure Green	40 g <b>ELC</b> 4 g Pastel Blue	40 g <b>ELC</b> 4 g Pure Blue	40 g <b>ELC</b> 4 g Light B/B	40 g <b>ELC</b> 4 g Dark B/G	40 g <b>ELC</b> 4 g Light V/B	40 g <b>ELC</b> 4 g Dark B/V	40 g <b>ELC</b> 4 g Pastel Violet	40 g <b>ELC</b> 4 g Pure Violet	40 g <b>ELC</b> 4 g Dark V/R					
LIGHT	10																	
		10NC		40 g <b>10NC</b> 2 g Light Gr/V			40 g <b>10NC</b> 2 g Light B/B		40 g <b>10NC</b> 2 g Light V/B									
	9																	
		9NC	9NN	40 g <b>9NC</b> 4 g Light Gr/V					40 g <b>9NC</b> 4 g Light B/B						40 g <b>9NC</b> 4 g Light V/B			
	8																	
		8NC	8NN	40 g <b>8NC</b> 6 g Light Gr/V					40 g <b>8NC</b> 6 g Light B/B						40 g <b>8NC</b> 6 g Light V/B			
	7																	
		7NC	7NN	40 g <b>7NC</b> 8 g Light Gr/V														
PASTEL TONES AND LIGHT PURE TONES				LIGHT GREY/VIOLET		PASTEL BLUE	LIGHT BLUE/BLUE	LIGHT VIOLET/BLUE	PASTEL VIOLET									
DARK	6																	
		6NC	6NN	40 g <b>6NC</b> 2 g Dark Gr/G									40 g <b>6NC</b> 2 g Pure Green	40 g <b>6NC</b> 2 g Pure Blue	40 g <b>6NC</b> 2 g Dark B/G	40 g <b>6NC</b> 2 g Dark B/V	40 g <b>6NC</b> 2 g Pure Violet	40 g <b>6NC</b> 2 g Dark V/R
	5																	
		5NC	5NN	40 g <b>5NC</b> 4 g Dark Gr/G									40 g <b>5NC</b> 4 g Pure Green	40 g <b>5NC</b> 4 g Pure Blue	40 g <b>5NC</b> 4 g Dark B/G	40 g <b>5NC</b> 4 g Dark B/V	40 g <b>5NC</b> 4 g Pure Violet	40 g <b>5NC</b> 4 g Dark V/R
	4																	
		4NC	4NN	40 g <b>4NC</b> 6 g Dark Gr/G									40 g <b>4NC</b> 6 g Pure Green	40 g <b>4NC</b> 6 g Pure Blue	40 g <b>4NC</b> 6 g Dark B/G	40 g <b>4NC</b> 6 g Dark B/V	40 g <b>4NC</b> 6 g Pure Violet	40 g <b>4NC</b> 6 g Dark V/R
	3																	
		3NC		40 g <b>3NC</b> 8 g Dark Gr/G									40 g <b>3NC</b> 8 g Pure Green	40 g <b>3NC</b> 8 g Pure Blue	40 g <b>3NC</b> 8 g Dark B/G	40 g <b>3NC</b> 8 g Dark B/V	40 g <b>3NC</b> 8 g Pure Violet	40 g <b>3NC</b> 8 g Dark V/R
	2																	
		2NN																
	1																	
DARK PURE TONES AND PURE PIGMENTS					DARK GREY/GREEN	PURE GREEN	PURE BLUE	DARK BLUE/ GREEN	DARK BLUE/VIOLET	PURE VIOLET	DARK VIOLET/RED							

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.

### Questions?

Call the Aveda Technical Hotline at 1.888.HAIR.SØS (424.7707) USA.

