



full spectrum demi-permanent™

vegan treatment hair color
hair color chart

AVEDA

Full spectrum demi-permanent™ Vegan Treatment Hair Color

Incredible color deposition, vibrancy and protection

- Proprietary TRIS ColorIntegrity™ technology intelligently targets and reacts with color molecules, bypassing keratin, creating more connections for superior color deposition and long-lasting vibrancy without compromising hair health.

Ultimate care for hair

- Makes hair up to five times shinier immediately¹ and up to three times smoother/softer.
- Plant-powered, radiance botanical oil blend, with organic moringa, tamanu and certified organic kukui, provides enhanced conditioning and shine.



Components

Natural: Nine **natural series** levels range from 1–10, excluding 2.

Natural sheer: Five **natural sheer series** levels range from 5–9, for more translucent, slightly cooler, natural results.

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

Tones: 13 **tones** formulated to be used alone or mixed with **natural series** or **natural sheer series** shades to create an infinite palette of colors.

Light Tones (Levels 7–10)	Dark Tones (Levels 3–6)
Grey (Gr)	Green (G)
Light Intense Ash (B)	Dark Intense Ash (Gr/G)
Light Ash (V/Gr)	Dark Ash (B)
Pink (P)	Dark Gold (Y/O)
Light Gold (Y/O)	Dark Copper (O/R)
Light Copper (O)	Red (R)
	Violet (V)

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 long-lasting, high-performance color results.
- Can perform a multitude of hair color services, including glossing, toning, color balancing, grey coverage and precoloration.
- Provides natural grey coverage on up to 100% grey hair when mixed with **10 volume color catalyst™** in a 1:1 ratio and processed for 20 minutes at room temperature.²

Sustainably sourced

- 96% naturally derived,³ vegan, Leaping Bunny-approved formulas.
- 100% recycled aluminum tubes reduce CO₂ 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.⁴

Toners: 10 pre-customized **toners** formulated for lightened blondes.

Yellow (Y)
Yellow/Violet (Y/V)
Violet/Yellow (V/Y)
Violet Red/Yellow (VR/Y)
Violet (V)
Orange/Yellow (O/Y)
Grey/Violet (Gr/V)
Violet/Blue (V/B)
Blue/Violet (B/V)
Blue/Blue Violet (B/BV)

Color catalyst™ conditioning creme developer and **liquid developer:** Customize tonality, intensity and coverage by choosing **5** or **10 volume color catalyst™** and a 5–20-minute processing time. Available in liquid and creme forms, providing versatile, bottle or brush application options.

¹Compared to unwashed hair.

²Laboratory testing on tresses.

³**Full spectrum demi-permanent™** is 96% naturally derived on average, per ISO 16128 standard, from plant sources, non-petroleum mineral sources and/or water.

⁴Manufactured at Aveda's primary facility, which is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.

Natural remaining pigment (NRP)

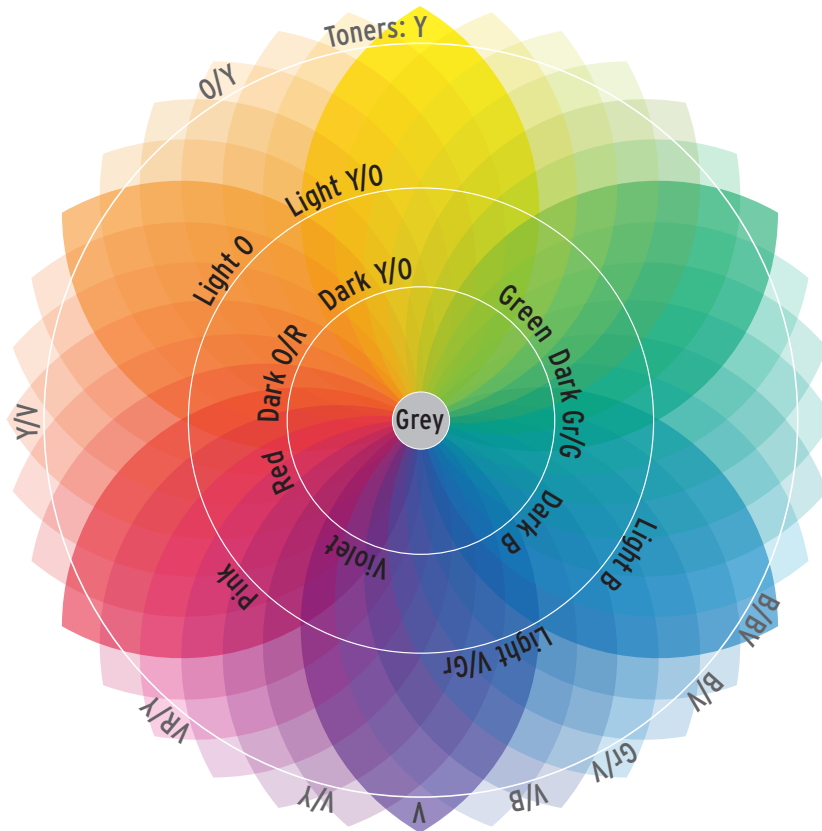
NRP is the tonal value that the hair contributes as it lightens. It is important to determine the NRP the hair will contribute at the desired level prior to applying hair color. After you identify the NRP at the desired level, determine whether you want to neutralize or enhance the NRP, and choose the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

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

Toners are calibrated to neutralize or enhance the corresponding natural remaining pigment (NRP) after lightening hair. Refer to the following chart to neutralize or enhance lifted NRP.

TONER	NATURAL REMAINING PIGMENT			
	Pale Yellow	Yellow	Yellow/Orange	Orange
Yellow (Y)				
Yellow/Violet (Y/V)				
Violet/Yellow (V/Y)				
Violet Red/Yellow (VR/Y)				
Violet (V)				
Orange/Yellow (O/Y)				
Grey/Violet (Gr/V)				
Violet/Blue (V/B)				
Blue/Violet (B/V)				
Blue/Blue Violet (B/BV)				

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	Red	Green
1	Black		



Full spectrum demi-permanent™ customization chart

LEVEL	NEUTRAL	NATURAL	NATURAL SHEER	GREEN	INTENSE ASH	ASH	GREY	PINK	GOLD	COPPER	RED	VIOLET	
TONERS	YELLOW/VIOLET	VIOLET/YELLOW			BLUE/BLUE VIOLET	BLUE/VIOLET	VIOLET/BLUE	VIOLET	GREY/VIOLET		YELLOW	ORANGE/YELLOW	VIOLET RED/YELLOW
Ø	UNIVERSAL ØN												
UNIVERSAL ØN can be used to customize all bases and tones													
LIGHT	10	10N		Not recommended for customization	40g 10N 4g Light B	40g 10N 4g Light V/Gr	40g 10N 4g Gr	40g 10N 4g P	40g 10N 4g Light Y/O	40g 10N 4g Light O	Not recommended for customization		
	9	9N	9NS		40g 9N 8g Light B	40g 9N 8g Light V/Gr	40g 9N 8g Gr	40g 9N 8g P	40g 9N 8g Light Y/O	40g 9N 8g Light O			
	8	8N	8NS		40g 8N 12g Light B	40g 8N 12g Light V/Gr	40g 8N 12g Gr	40g 8N 12g P	40g 8N 12g Light Y/O	40g 8N 12g Light O			
	7	7N	7NS		40g 7N 16g G	40g 7N 16g Light B	40g 7N 16g Light V/Gr	40g 7N 16g Gr	40g 7N 16g P	40g 7N 16g Light Y/O			40g 7N 16g Light O
	LIGHT TONES					LIGHT BLUE	LIGHT VIOLET/GREY	GREY	PINK	LIGHT YELLOW/ORANGE			LIGHT ORANGE
DARK	6	6N	6NS	40g 6N 4g G	40g 6N 4g Dark Gr/G	40g 6N 4g Dark B	40g 6N 4g Gr	40g 6N 4g P	40g 6N 4g Dark Y/O	40g 6N 4g Dark O/R	40g 6N 4g R	40g 6N 4g V	
	5	5N	5NS	40g 5N 8g G	40g 5N 8g Dark Gr/G	40g 5N 8g Dark B	40g 5N 8g Gr	40g 5N 8g P	40g 5N 8g Dark Y/O	40g 5N 8g Dark O/R	40g 5N 8g R	40g 5N 8g V	
	4	4N		40g 4N 12g G	40g 4N 12g Dark Gr/G	40g 4N 12g Dark B	Not recommended for customization			40g 4N 12g Dark Y/O	40g 4N 12g Dark O/R	40g 4N 12g R	40g 4N 12g V
	3	3N		40g 3N 16g G	40g 3N 16g Dark Gr/G	40g 3N 16g Dark B				40g 3N 16g Dark Y/O	40g 3N 16g Dark O/R	40g 3N 16g R	40g 3N 16g V
	1	1N		Not recommended for customization						Not recommended for customization			
DARK TONES				GREEN	DARK GREY/GREEN	DARK BLUE			DARK YELLOW/ORANGE	DARK ORANGE/RED	RED	VIOLET	

Mixing and processing guidelines

Mix the chosen **full spectrum demi-permanent™ vegan treatment hair color** components with **color catalyst™ conditioning creme developer** or **liquid developer** in a 1:1 or 1:1.5 ratio. Process at room temperature. Do not use heat. Refer to the customization chart for shade-by-shade mixing instructions.

Color catalyst™ selection guidelines

5 VOLUME

- Creates more translucent results
- Use on compromised or extremely porous hair



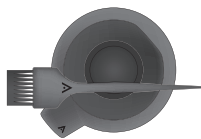
10 VOLUME

- Creates more saturated results
- Ideal for glossing or grey coverage



Creme

- Suitable for glossing, color balancing or grey coverage
- Ideal for bowl and brush applications



Liquid

- Suitable for quick applications (e.g., glossing or toning at the shampoo bowl)
- Ideal for bottle applications



Recommended mixing ratio: 1:1 or 1:1.5

Processing time: 5–20 minutes at room temperature

Glossing guidelines

FORMULA TYPE	NATURAL SERIES OR NATURAL SHEER SERIES	STONE	COLOR CATALYST™ 1:1 RATIO ¹
NATURAL	40 g	—	40 ml
NATURAL TONAL	40 g	4–16 g	40 ml
NATURAL PLUS	30 g	10 g	40 ml
NATURAL BRIGHT	20 g	20 g	40 ml
NATURAL INTENSE	10 g	30 g	40 ml
PURE TONAL	—	40 g	40 ml

Toning guidelines

TONER ²	COLOR CATALYST™ 1:1.5 RATIO	PROCESSING TIME (ROOM TEMPERATURE)
40 g	60 ml	5–20 minutes

Color balancing guidelines

FORMULA TYPE	NATURAL SERIES	NATURAL SHEER SERIES	UNIVERSAL ØN GEL	STONE	COLOR CATALYST™ 1:1 RATIO ¹	PROCESSING TIME (ROOM TEMPERATURE)
TONAL REFRESH: Lost tone	—	—	40 g	4–16 g	40 ml	10–20 minutes
LEVEL AND TONE REFRESH: Lost 1–2 levels	Desired level: 1–4	—	20 g	0–16 g	40 ml	10–20 minutes
	Desired level: 5–9	40 g	—	0–16 g	40 ml	10–20 minutes
RE-ESTABLISH: Lost three or more levels	Refer to Precoloration Guidelines.					

¹Formulas may also be mixed with **color catalyst™** in a 1:1.5 ratio.

²Toners may be mixed with any **full spectrum demi-permanent™** component, including **natural series**, **natural sheer series** and **tones**.

³Formulas may be mixed with **color catalyst™** in a 1:1 or 1:1.5 ratio.

Grey coverage guidelines

COVERAGE TYPE	NATURAL SERIES	NATURAL SHEER SERIES	STONE	10 VOLUME COLOR CATALYST™ 1:1 RATIO	PROCESSING TIME (ROOM TEMPERATURE)
SHEER (levels 5–9)	—	40 g	0–16 g	40 ml	10 minutes
BLEND	40 g	—	0–16 g	40 ml	10 minutes
COVER	40 g	—	0–16 g	40 ml	20 minutes

Precoloration guidelines

1	Identify the level and tone of the previously colored hair.																				
2	Determine the desired level and tone.																				
3	Choose the precoloration shade based on the desired level and tone.																				
	<table border="1"> <thead> <tr> <th></th> <th>DESIRED TONE</th> <th>PRECOLORATION SHADES</th> </tr> </thead> <tbody> <tr> <td rowspan="3">DESIRED LEVEL: 7–9</td> <td>Copper</td> <td>Light Copper (O)</td> </tr> <tr> <td>Gold Neutral</td> <td>Light Gold (Y/O)</td> </tr> <tr> <td>Ash</td> <td>Light Gold (Y/O)</td> </tr> <tr> <td rowspan="5">DESIRED LEVEL: 3–6</td> <td rowspan="3">Violet Red Copper</td> <td>Violet (V)</td> </tr> <tr> <td>Red (R)</td> </tr> <tr> <td>Dark Copper (O/R)</td> </tr> <tr> <td rowspan="2">Gold Neutral</td> <td>Dark Gold (Y/O)</td> </tr> <tr> <td>Light Gold (Y/O)</td> </tr> <tr> <td>Ash</td> <td>Light Gold (Y/O)</td> </tr> </tbody> </table>		DESIRED TONE	PRECOLORATION SHADES	DESIRED LEVEL: 7–9	Copper	Light Copper (O)	Gold Neutral	Light Gold (Y/O)	Ash	Light Gold (Y/O)	DESIRED LEVEL: 3–6	Violet Red Copper	Violet (V)	Red (R)	Dark Copper (O/R)	Gold Neutral	Dark Gold (Y/O)	Light Gold (Y/O)	Ash	Light Gold (Y/O)
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		Gold Neutral	Dark Gold (Y/O)																		
Light Gold (Y/O)																					
Ash	Light Gold (Y/O)																				
4	Spray the hair evenly with botanical repair™ professional equalizing primer .																				
5	Mix the precoloration formula with 10 volume color catalyst™ conditioning creme developer in 1:1 ratio, and apply.																				
6	Process for 10–20 minutes at room temperature. Do not use heat.																				
7	Rinse, shampoo and condition.																				
8	Recolor the hair with the desired full spectrum permanent™ or full spectrum demi-permanent™ hair color formula.																				

Removal guidelines

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

Shine refresh treatment guidelines

SHINE REFRESH TREATMENT

UNIVERSAL ØN GEL	5 VOLUME COLOR CATALYST™–LIQUID ³	PROCESSING TIME (ROOM TEMPERATURE)
40 g	40 ml	5 minutes

SHINE AND TONE REFRESH TREATMENT

UNIVERSAL ØN GEL	STONE	5 VOLUME COLOR CATALYST™–LIQUID ³	PROCESSING TIME (ROOM TEMPERATURE)
20 g	20 g	40 ml	10–20 minutes

Bond-building and strengthening color treatment guidelines

Aveda recommends performing a professional **bond-building and strengthening color treatment** with every hair color service (except **full spectrum vibrants™**).

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



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

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.