



NATURE'S
LIGHT







LETTER FROM THE CREATIVE DIRECTOR

There is a difference between hair color that is applied and hair color that is crafted.

The most extraordinary color is never about following a formula. It is about seeing the individual sitting in your chair—their features, their movement, their personality, their lifestyle—and creating something that exists for them and no one else. That belief is the foundation of Nature's Light.

This collection celebrates the artistry of the modern colorist: Professionals who understand that luxury is not found in dramatic change, but in thoughtful customization. It is the ability to create color so personal, so nuanced and so seamlessly integrated that it feels entirely natural while looking undeniably beautiful.

Inspired by nature's endless play of light and shadow, each look in this collection is designed to enhance rather than overpower. The warmth of sunlight filtering through leaves. The soft glow of golden hour. The subtle dimension revealed only through movement. These moments became our blueprint for creating color that feels alive.

Every placement, every tone, every transition is intentional. Nothing is accidental. Nothing is generic. Because today's guest is not looking for a trend. They are looking for something uniquely their own.

Nature's Light is a celebration of bespoke color craftsmanship—the art of creating hair color that reflects the individuality of every guest while showcasing the skill, vision and expertise of the colorist behind it.

This is the peak of luxury: Color that cannot be replicated because it was designed for one person, by one artist, in one moment.

With gratitude,
LUIS GONZALEZ
CREATIVE DIRECTOR, HAIR COLOR

NATURE'S

LIGHT



TRUE LUXURY
DOESN'T
ANNOUNCE
ITSELF—IT
RADIATES
FROM WITHIN.
EBOW MLLHIN.



Behind every strand is
a colorist with the skill
and mindset of a curator,
shaping dimension and
designing color that lives
beautifully over time.
Every placement
is deliberate.



TODAY'S MOST LUXURIOUS HAIR FEELS EFFORTLESS, HEALTHY AND UNIQUELY PERSONAL: REFLECTION

This collection celebrates natural texture, fluid movement and lived-in sophistication, proving that modern style isn't about perfection—it's about enhancing what already exists with intention, confidence and artistry.

— ALLEN RUIZ
CREATIVE DIRECTOR,
HAIR CUTTING/HAIR STYLING



Glossing with Full Spectrum
Demi-Permanent™ creates
long-lasting vibrancy,
radiance and softness.

Upscale color is perfected
in the final gloss, where
tone, shine and dimension
blend together as one.





INSPIRED BY
THE BEAUTY OF
ROOT INTEGRITY,
THIS LOOK CELEBRATES
HAIR COLOR THAT FEELS
LIVED-IN,
SOPHISTICATED
AND
UNDENIABLY
AUTHENTIC.
AUTHENTIC:

By preserving Teflana's
natural depth and
illuminating her coils
with soft, radiant
dimension, we created
a color that honors her
texture while allowing
light to dance through
every movement.

– LUIS GONZALEZ
CREATIVE DIRECTOR, HAIR COLOR





Aveda Hair Color is more
than color—you get
conditioning and shine.
It's nourishing, 100% vegan
treatment hair color.



NATURE'S
LIGHT





BEHIND THE SCENES

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TECHNIQUE: ABIGAIL

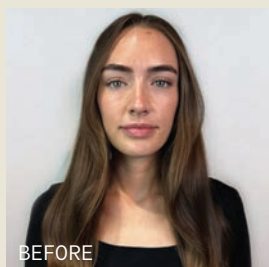


TECHNIQUE

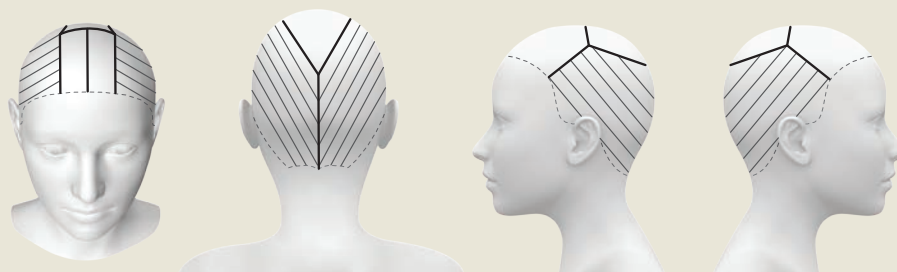


STYLING

A-Frame Highlights for Brightness and Movement at the Ends



BEFORE



FORMULAS

FORMULA A (LIGHTEN)

Enlightenment Blonding

- 30 g Enlightener™ Powder Lightener
- 8 g Botanical Repair™ Professional Hair Strengthening Additive
- 60 ml 20 Volume Color Catalyst™—Creme

FORMULA B (TONE)

Full Spectrum Demi-Permanent™

- 20 g Universal ØN
- 10 g V Toner
- 10 g Y/V Toner
- 8 g Botanical Repair™ Professional Hair Strengthening Additive
- 40 ml 10 Volume Color Catalyst™—Creme

FORMULA C (LAYERED GLOSS)

Full Spectrum Demi-Permanent™

- 40 g Y/V Toner
- 8 g Botanical Repair™ Professional Hair Strengthening Additive
- 60 ml 10 Volume Color Catalyst™—Liquid

STEPS

01

Section the hair as shown.

02

Begin at the front right. Take a diagonal subsection at the hairline, backcomb at the new growth and apply **Formula A** 1" from the new growth. Use a clean, dry brush to blend the formula toward the backcombing. Isolate with foil.

03

Leave a ½" subsection of natural hair out before taking the next diagonal subsection, working toward the back. Backcomb at the new growth, apply **Formula A** 2" from the new growth, blend toward the new growth with a clean, dry brush and isolate with foil. In the next subsection, backcomb, apply **Formula A** 3" from the new growth, blend and isolate with foil.

04

Continue in this manner on the right, leaving ½" of hair out between subsections. Vary the placement of **Formula A** in the same pattern (1", 2", 3" from the new growth) until the section is complete.

05

Repeat on the left side.

06

Process, rinse, shampoo and treat the hair by applying Botanical Repair™ Professional Equalizing Primer.

07

Apply **Formula B** to all the hair.

08

Process 10–15 minutes, and rinse.

09

On wet hair, apply **Formula C** to all the hair.

10

Process, rinse, shampoo, apply Botanical Repair™ Professional Bond Activator: Light and process for 10 minutes. Rinse, towel-dry and style.



HOME CARE

Botanical Repair™ Purple Toning Shampoo and Strengthening Conditioner

STYLING

PREP: One For All Leave-In Elixir

STYLE: Miraculous Oil High-Shine Hair Concentrate, Abundant Blowout All-Over Volumizing Spray

FINISH: Tousle Texture Dry Texture Spray

LET YOUR COLOR BREATHE.



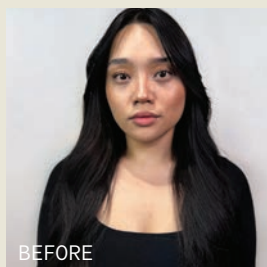


TECHNIQUE: HUNNIE

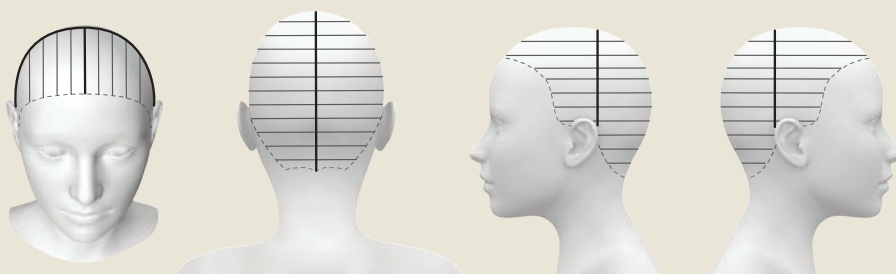


TECHNIQUE

Bleach and Tone with Full Spectrum Deep™



BEFORE



FORMULAS

FORMULA A (LIGHTEN)

Enlightenment Blonding

- 30 g Enlightener™ Powder Lightener
- 8 g Botanical Repair™ Professional Hair Strengthening Additive
- 60 ml 20 Volume Color Catalyst™—Creme

FORMULA B (TONE)*

Full Spectrum Deep™

- 40 g 10N
- 4 g Light V/Gr
- 4 g Light B/Gr
- 8 g Botanical Repair™ Professional Hair Strengthening Additive
- 40 ml 10 Volume Color Catalyst™—Creme

FORMULA C (LAYERED GLOSS)

Full Spectrum Demi-Permanent™

- 40 g Gr/V Toner
- 60 ml 10 Volume Color Catalyst™—Liquid

STEPS

01

Perform a traditional bleach-and-tone service with **Formula A**. Start the lightener application ½" away from the scalp.

02

When the mid-lengths and ends have lightened to a level 9, apply lightener to the new growth.

03

Process, rinse, shampoo and treat the hair by applying Botanical Repair™ Professional Equalizing Primer.

04

Towel-dry the hair thoroughly.

05

Apply **Formula B** to the new growth first, then to the mid-lengths and ends.

06

Process, rinse and shampoo.

07

Apply **Formula C** to all the hair.

08

Process, rinse, shampoo, apply Botanical Repair™ Professional Bond Activator: Light and process for 10 minutes. Rinse, towel-dry and style.



HOME CARE

Color Conserve™ Shampoo and Conditioner

STYLING

PREP: One For All Leave-In Elixir

STYLE: Abundant Blowout All-Over Volumizing Spray

FINISH: Miraculous Oil High-Shine Hair Concentrate

COLOR,
THE WAY
NATURE
INTENDED.

*Alternate **FORMULA B** using new Full Spectrum Deep™

30 g 10N, 10 g Violet Base, 8 g V/Gr, 80 ml 10 Volume Color Catalyst™—Creme

TECHNIQUE: HANNAH

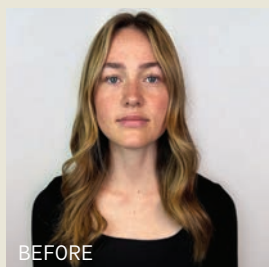
Painted Ribbons



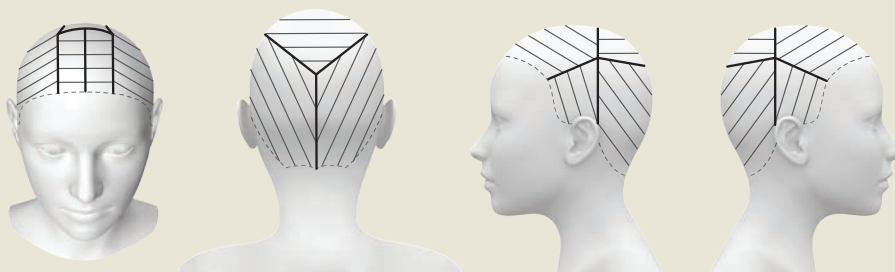
TECHNIQUE



STYLING



BEFORE



FORMULAS

FORMULA A (HAIR PAINTING)

Enlightenment Blonding

- 15 g Enlightener™ Powder Lightener
- 15 g Enlightener™ High-Lift Lightener
- 10 g Color Viscosity™ Hair Color Thickener
- 8 g Botanical Repair™ Professional Hair Strengthening Additive
- 60 ml 40 Volume Color Catalyst™-Creme

FORMULA B (TONE)

Full Spectrum Demi-Permanent™

- 20 g 9N
- 10 g Light Gold
- 10 g Light Copper
- 8 g Botanical Repair™ Professional Hair Strengthening Additive
- 40 ml 10 Volume Color Catalyst™-Liquid

FORMULA C (LAYERED GLOSS)

Full Spectrum Demi-Permanent™

- 40 g O/Y Toner
- 8 g Botanical Repair™ Professional Hair Strengthening Additive
- 60 ml 10 Volume Color Catalyst™-Liquid

STEPS

01

Section the hair as shown.

02

Begin in the nape section on the right. Take a slightly angled horizontal subsection, backcomb and apply **Formula A**. Paint only on the surface of the hair, and blend toward the new growth. Saturate the last 2–3" of the mid-lengths and ends. Isolate with balayage film.

03

Take a slightly angled horizontal subsection on the left side at the nape, apply **Formula A** in the same manner and isolate with balayage film.

04

Continue in this manner, taking subsections and alternating between the right and left sides, and applying **Formula A** until the section is complete.

05

On the right side, take a subsection at the hairline, apply **Formula A** as before and isolate with balayage film. Continue in this manner, working toward the back, until complete. Repeat on the left side.

06

In the front section, take a subsection at the hairline, apply **Formula A** by painting the surface of the hair and saturating the last 2–3" of the mid-lengths and ends. Isolate with balayage film. Continue in this manner, working toward the crown, until complete.

07

Process, rinse, shampoo and treat the hair by applying Botanical Repair™ Professional Equalizing Primer.

08

Blow-dry the hair.

09

Apply **Formula B** to all the hair.

10

Process, rinse and shampoo.

11

On wet hair, apply **Formula C** to all the hair.

12

Process, rinse, shampoo, apply Botanical Repair™ Professional Bond Activator: Light and process for 10 minutes. Rinse, towel-dry and style.



HOME CARE

Color Control: Light Shampoo and Conditioner

STYLING

PREP: One For All Leave-In Elixir

STYLE: Miraculous Oil High-Shine Hair Concentrate, Abundant Blowout All-Over Volumizing Spray

FINISH: Tousle Texture Dry Texture Spray



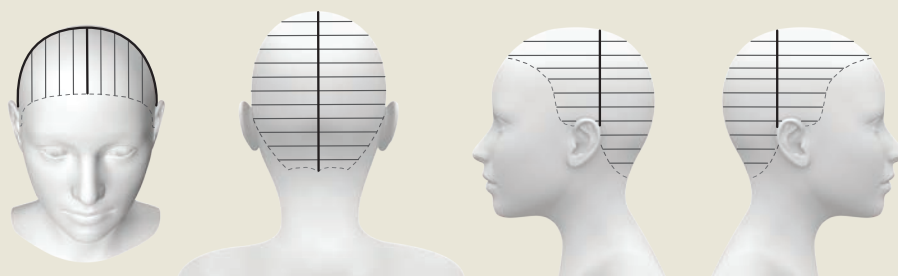
BORN FROM
LIGHT.
GUIDED BY
NATURE.
WALNBE.



EMBRACE
EFFORTLESSNESS.
ELEGANCE.

TECHNIQUE: CHLOE

Lightened with Natural Base Preserved + Lifted Ends



FORMULAS

FORMULA A (LIGHTEN)

Full Spectrum Permanent™

- 40 g Extra Lifting Creme
- 4 g Pastel Violet
- 4 g Light Y/V
- 8 g Botanical Repair™ Professional Hair Strengthening Additive
- 60 ml 40 Volume Color Catalyst™—Creme

FORMULA B (SHADOW ROOT)

Full Spectrum Demi-Permanent™

- 20 g 8NS
- 20 g Y/V Toner
- 8 g Botanical Repair™ Professional Hair Strengthening Additive
- 40 ml 10 Volume Color Catalyst™—Liquid

FORMULA C (LAYERED GLOSS)

Full Spectrum Demi-Permanent™

- 20 g Y/V Toner
- 20 g Y Toner
- 8 g Botanical Repair™ Professional Hair Strengthening Additive
- 60 ml 10 Volume Color Catalyst™—Liquid

STEPS

01

Section the hair as shown.

02

Begin in the nape section on the right. Take a horizontal subsection, and apply **Formula A** 1" from the new growth. Isolate with foil.

03

Take a horizontal subsection in the nape section on the left. Apply **Formula A** 1" from the new growth and isolate with foil.

04

Take the next subsection on the right, and apply **Formula A** 3/4" from the new growth. Repeat on the left.

05

Take the next subsection on the right, and apply **Formula A** 1/2" from the new growth. Repeat on the left.

06

Continue in this manner, alternating between the right and left sides and varying the placement of **Formula A** in the same pattern (1", 3/4", 1/2" from the new growth) until the section is complete.

07

At the front right side, begin at the hairline, take horizontal subsections, apply **Formula A** and isolate with foil. Vary the placement of **Formula A** in the same pattern as before (1", 3/4", 1/2" from the new growth) until complete. Repeat on the left.

08

In the fringe section, take subsections and apply **Formula A** in the same manner until complete.

09

Process, rinse, shampoo and treat the hair by applying Botanical Repair™ Professional Equalizing Primer.

10

Apply **Formula B** to the new growth.

11

Process 5 minutes.

12

Apply **Formula C** to all the hair.

13

Process, rinse, shampoo, apply Botanical Repair™ Professional Bond Activator: Light and process for 10 minutes. Rinse, towel-dry and style.



HOME CARE

Botanical Repair™ Strengthening Shampoo and Conditioner

STYLING

PREP: One For All Leave-In Elixir

STYLE: Miraculous Oil High-Shine Hair Concentrate

FINISH: Tousle Texture Dry Texture Spray

TECHNIQUE: TEFLANA

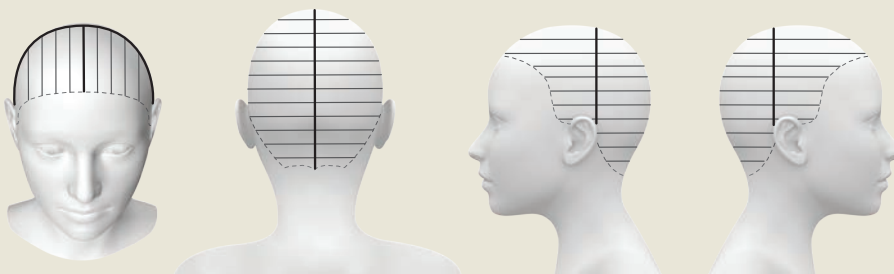
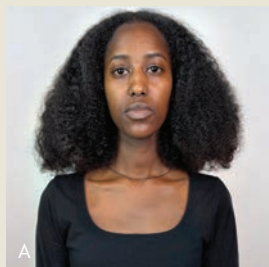
Root Integrity Placement



TECHNIQUE



STYLING



FORMULAS

FORMULA A (LIGHTEN + TONE)*

Full Spectrum Deep™

- 40 g 14N
- 4 g Dark Gr/G
- 4 g Light V/Gr
- 8 g Botanical Repair™ Professional Hair Strengthening Additive
- 60 ml 20 Volume Color Catalyst™—Creme

FORMULA B (LAYERED GLOSS)

Full Spectrum Demi-Permanent™

- 40 g B/V Toner
- 8 g Botanical Repair™ Professional Hair Strengthening Additive
- 60 ml 10 Volume Color Catalyst™—Liquid

STEPS

- 01 Section the hair as shown.
- 02 Begin in the nape section on the right. Take a horizontal subsection, and apply **Formula A** 1" from the new growth. Isolate with foil.
- 03 Take a horizontal subsection in the nape section on the left. Apply **Formula A** 1" from the new growth and isolate with foil.
- 04 Take the next subsection on the right, apply **Formula A** ¾" from the new growth. Repeat on the left.
- 05 Take the next subsection on the right, apply **Formula A** ½" from the new growth. Repeat on the left.
- 06 Continue in this manner, alternating between the right and left and varying the placement of **Formula A** in the same pattern (1", ¾", ½") from the new growth until complete.
- 07 In the front section, take horizontal subsections, apply **Formula A** and isolate with foil. Vary the placement of **Formula A** in the same pattern (1", ¾", ½" from the new growth) until complete.
- 08 Process, rinse, shampoo and treat the hair by applying Botanical Repair™ Professional Equalizing Primer.
- 09 Apply **Formula B** to all the hair.
- 10 Process, rinse, shampoo, apply Botanical Repair™ Professional Bond Activator: Rich and process for 10 minutes. Rinse, towel-dry and style.



HOME CARE

Color Conserve™ Shampoo and Conditioner



STYLING (SMOOTH)

PREP: One For All Leave-In Elixir
STYLE: Botanical Repair™ Bond-Building Styling Creme**
FINISH: Air Control™ Light Hold Hair Spray



STYLING (NATURAL)

PREP: One For All Leave-In Elixir
STYLE: Be Curly Advanced™ Coil Definer Gel, Be Curly Advanced™ Curl Enhancer Cream
FINISH: Miraculous Oil High-Shine Hair Concentrate

*Alternate **FORMULA A** using new **Full Spectrum Deep™**

30 g 14N, 5 g Green Base, 5 g Blue Base, 4 g Dark Gr/G, 4 g Light V/Gr, 80 ml 20 Volume Color Catalyst™—Creme

**Use Light Elements™ Smoothing Fluid (if available) instead of Botanical Repair™ Bond-Building Styling Creme if desired.



SOFTNESS
IS
STRENGTH.



CREDITS

CBEDITS

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