



enlightenment

blonding hair color chart

AVEDA



An enlightened way to a perfect blonde

Discover the many shades of healthy-looking blonde that you can create and refine with **enlightenment blonding**. Featuring a comprehensive range of products, **enlightenment blonding** emulates the sun's natural lightening to achieve virtually any shade of blonde, from the purest gold to radiant platinum, while conditioning hair and infusing it with shine.

Components



PRODUCT	enlightener™ high-lift lightener	enlightener™ powder lightener	enlightener™ creme booster
FEATURES & BENEFITS	<ul style="list-style-type: none"> • Dust-free formula • Achieves up to nine levels of lift in 45 minutes* • Formulated with anti-brass technology that reduces unwanted warmth during lifting • Contains a blend of weightless oils—certified organic sunflower, castor, jojoba and kukui—that provide conditioning and shine • Made with an aroma featuring rose, lemon and peppermint 	<ul style="list-style-type: none"> • Low-dust formula • Contains a blend of weightless oils—certified organic sunflower, castor and jojoba—that provide conditioning and shine • Made with an aroma featuring rose, lemon and peppermint 	<ul style="list-style-type: none"> • Protective, boosting creme • Mixed exclusively with enlightener™ powder lightener • Features a smooth consistency for easy application • Contains soothing blue camomile and cooling menthol, for a more comfortable guest experience
WHEN TO USE	Use for both on-the-scalp and off-the-scalp applications.	Use for both on-the-scalp** and off-the-scalp applications.	Use with enlightener™ powder lightener for on-the-scalp applications.
TYPE OF SERVICE	All-over blonde, highlight and freehand services when faster or greater lift is desired.	All-over blonde, highlight and freehand services.	On-the-scalp, all-over blonde services.

*When mixed with **30 volume color catalyst™** in a 1:2 ratio.

Always use **enlightener™ creme booster with **enlightener™ powder lightener** for on-the-scalp applications.



Enlightener™ high-lift lightener, powder lightener and creme booster

Formulation guidelines

1	Identify the guest's natural level.
2	Identify the required stage of enlightenment to support the desired result (see the decolorization chart).
3	Determine the appropriate volume of color catalyst™ conditioning creme developer based on the desired level of lift.

Color catalyst™ conditioning creme developer selection guidelines

OFF-THE-SCALP APPLICATIONS

Use **5, 10, 20, 30** or **40 volume color catalyst™ conditioning creme developer**, depending on the desired level of lift.



ON-THE-SCALP APPLICATIONS

Use **5, 10** or **20 volume color catalyst™ conditioning creme developer**. With **enlightener™ powder lightener**, use **enlightener™ creme booster**.



Enlightener™ high-lift lightener mixing and processing guidelines

FORMULA TYPE	ENLIGHTENER™ HIGH-LIFT LIGHTENER	BOTANICAL REPAIR™ PROFESSIONAL HAIR STRENGTHENING ADDITIVE	CUSTOMIZE WITH	COLOR CATALYST™	PROCESSING TIME (ROOM TEMPERATURE)
OFF-THE-SCALP	30 g	8 g	2–20 ml color viscosity™ hair color thickener	60 ml Do not decrease. Mix in 1:2 ratio.	Up to 60 minutes IMPORTANT: Do not use heat.
ON-THE-SCALP ¹	30 g	8 g	—	60 ml	Up to 60 minutes IMPORTANT: Do not use heat or cover hair.
FREEHAND	30 g	8 g	30 g universal ØN creme OR 2–20 ml color viscosity™ hair color thickener	30–60 ml	Up to 60 minutes IMPORTANT: Do not use heat.



Enlightener™ powder lightener mixing and processing guidelines

FORMULA TYPE	ENLIGHTENER™ POWDER LIGHTENER	BOTANICAL REPAIR™ PROFESSIONAL HAIR STRENGTHENING ADDITIVE	ENLIGHTENER™ CREME BOOSTER	COLOR CATALYST™	PROCESSING TIME (ROOM TEMPERATURE)
OFF-THE-SCALP	30 g	8 g	—	60 ml	Up to 60 minutes
ON-THE-SCALP ¹	30 g	8 g	30 g	60 ml	
FREEHAND	30 g	8 g	30 g OR CUSTOMIZE WITH 30 g universal ØN creme OR 2–20 ml color viscosity™ hair color thickener	30–60 ml	

Color cleansing guidelines

When a guest with color-treated hair wants a lighter shade, the previous hair color must be removed, as hair color does not lift hair color.

1	Formulation and mixing: Identify the level of the previously colored hair. Determine the guest's desired level and tone. Use the following chart to determine the appropriate formula, and apply. If no change has occurred within 10 minutes, rinse the hair, mix the next strongest formula and apply. Enlightener™ high-lift lightener and powder lightener will work effectively for up to one hour.			
	REMOVE TONE	LIGHTEN 1 LEVEL	LIGHTEN 2 LEVELS	LIGHTEN 3 LEVELS
	30 g (1 scoop) enlightener™ high-lift lightener or enlightener™ powder lightener			
	1 oz/30 ml hair detoxifier shampoo or shampure™ nurturing shampoo			
2	8 g botanical repair™ professional hair strengthening additive			
	1 oz/30 ml hot water	1 oz/30 ml 10 volume color catalyst™	1 oz/30 ml 20 volume color catalyst™	1 oz/30 ml 30 volume color catalyst™
	Application and processing: Section dry, unwashed hair into quadrants. Begin the application in the darkest area. Apply the formula quickly, and saturate the hair thoroughly. Process at room temperature. Do not use heat. Observe the lightening, and perform frequent strand tests until the desired level of lift or removal of tone is achieved.			
	Removal: Rinse the hair thoroughly, shampoo with botanical repair™ strengthening shampoo , rinse and towel-dry. Spray the hair with up to 5 ml of botanical repair™ professional equalizing primer , and comb through to distribute.			
4	Recolor: Apply the desired full spectrum™ hair color formula. ² Note: For best results, perform a strand test prior to application.			

¹For on-the-scalp applications, mix with **5, 10** or **20 volume color catalyst™**

²Refer to the Full Spectrum Vibrants™ Hair Color Chart for recommendations on recoloring with **full spectrum vibrants™**

³Toners may be mixed with any **full spectrum demi-permanent™** component, including **natural series, natural sheer series** and **tones**.

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. or Proceed to step 4.
4	To refine color: Towel-dry the hair, and perform the mixing and processing guidelines for full spectrum demi-permanent™ toners .

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



Full spectrum demi-permanent™ toners

Toning guidelines

TONER ³	COLOR CATALYST™ 1:1.5 RATIO	PROCESSING TIME (ROOM TEMPERATURE)
40 g	60 ml	5–20 minutes

DECOLORIZATION CHART

NATURAL LEVEL	STAGE OF ENLIGHTENMENT
10 LIGHTEST BLONDE	PALE YELLOW
9 VERY LIGHT BLONDE	YELLOW
8 LIGHT BLONDE	YELLOW/ORANGE
7 MEDIUM BLONDE	ORANGE
6 DARK BLONDE	RED/ORANGE
5 LIGHTEST BROWN	RED
4 LIGHT BROWN	RED
3 MEDIUM BROWN	BROWN
2 DARK BROWN	BROWN
1 BLACK	BLACK

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)				

³Toners may be mixed with any **full spectrum demi-permanent™** component, including **natural series**, **natural sheer series** and **tones**.

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.