

AVEDA



SEASONAL BLONDES:
NEW ENLIGHTENER™
HIGH-LIFT LIGHTENER

TREND +
TECHNIQUE GUIDE



BEHOLD THE SEASONAL BLONDES

With these looks, we embrace the freshest trends in hair color alongside the undeniable truth that blonde is always in style. The shades, from delicate platinum to rich golden to deeper blondes, are both timeless and endlessly ripe for reinvention.

This guide showcases universal blondes. A celebration of the idea that anyone can be blonde—it's simply a matter of a talented artist crafting the exact tone that flatters the individual. The right blonde is as unique as a fingerprint or a snowflake.

We truly hope that the Seasonal Blondes leave you energized and enlightened.

WITH LOVE AND GRATITUDE,
SEASONAL BLONDES TEAM + AYEDA GLOBAL EDUCATION

AVEDA

REPAIR ROOTED
IN NATURE

3X

stronger hair in 1 use*

NEW
BOTANICAL REPAIR™
BOND-BUILDING
PRE-SHAMPOO TREATMENT



* Laboratory testing on tresses v. non-conditioning shampoo.



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FOLLICLE VITALITY COMPLEX

Creates the right environment
for healthy-looking hair

AVEDA



GET
SMART

BLONDE BASICS: 6 FACTS ABOUT BLONDE HAIR

1 WHAT MAKES HAIR BLONDE?

Blonde hair is caused by low melanin levels: The characteristic color is due to a low level of the pigment melanin in the hair shaft. Blondes have higher pheomelanin concentrations, which result in red and yellow colors.

2 NOT MANY "NATURAL" BLONDES:

Only about 2% of the world's population is naturally blonde. Northern and Eastern European countries have the highest proportions of naturally blonde-haired people.

3 BLONDE SCIENCE:

Some scientists believe that blonde hair evolved as a trait in northern latitudes to maximize the absorption of sunlight and vitamin D in regions with less sunlight.

4 IT CHANGES OVER TIME:

Most naturally blonde children's hair starts to darken around puberty due to an increase in eumelanin.

5 BLONDE PERCEPTIONS:

Often, blonder hair has been associated with youth and innocence.

6
**BLONDES HAVE
MORE FUN HAIR:** Natural blondes have approximately 120,000–147,000 hairs on their heads compared with dark-haired people, who have 100,000–120,000.

AVEDA



botanical
repair™

purple toning
shampoo

shampooing violet
raviveur de blond

builds bonds &
neutralizes brassiness
fortifie et neutralise
les reflets cuivrés

REPAIR WHILE
YOU BLONDE

NEW
BOTANICAL REPAIR™
PURPLE TONING SHAMPOO

Plant-powered bond-building
instantly repairs and strengthens
even the most damaged and
fragile blonde hair.

AVEDA



REPLENISH SCALP MOISTURE BARRIER +77%*

NEW
SCALP SOLUTIONS
HYDRATING SCALP & HAIR MASQUE

Take a breath while moisture recharge technology relieves discomfort from scalp dryness.

*Clinical testing on 30 women after a single use of Scalp Solutions Balancing Shampoo and Hydrating Scalp & Hair Masque.



TRENDS + TECHNIQUES



KATRINA

TAWNY BEIGE

Share: [#avedablond](#) [#tawnybeige](#) [#blondehair](#) [#beigblonde](#) [#dimensionalblonde](#) [#moneypiece](#)



"Lightening the hair around the face creates a stunning, sun-kissed effect that beautifully frames your features and brightens your complexion. This technique can enhance your natural beauty, illuminating your eyes and adding a youthful glow that can make you look instantly radiant. The contrast between the lightness and your base color adds dimension and texture, giving your hair a fuller appearance. It's a versatile and low-maintenance choice, allowing you to embrace blonde tones gradually while maintaining a fresh, effortless look."

— IAN MICHAEL BLACK
GLOBAL ARTISTIC DIRECTOR,
HAIR COLOR

TAWNY BEIGE IS A SUBTLE EARTHY TONE WITH THE PERFECT BALANCE OF SOFT BEIGE AND ASH.

It creates a warm neutral result that can go from deep to delicate pale blonde, soft against the skin and perfect for the season.



Katrina's Style

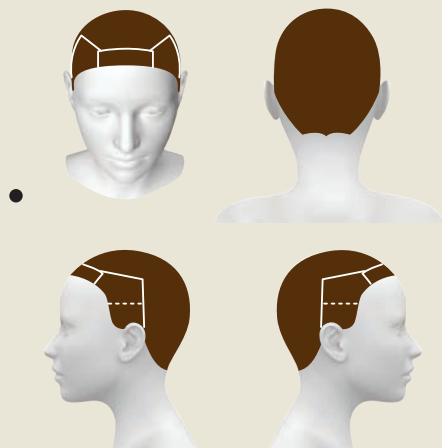
For soft, voluminous waves, begin by cleansing with botanical repair™ strengthening shampoo and conditioner. On damp hair, apply volumizing tonic™ by spraying at the roots, then invati ultra advanced™ thickening foam throughout the hair. Blow-dry with a round brush. Add soft waves all over with a curling iron and finish with air control™ light hold hair spray.



TECHNIQUE: KATRINA

enlightenment blonding and full spectrum demi-permanent™

STEP 1



Section the hair.

STEP 2

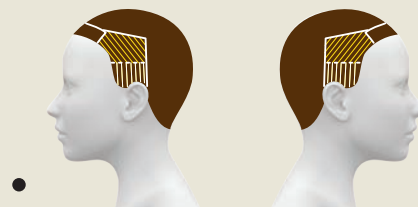


Subdivide the section into top and bottom. In the bottom section, take back-to-back slices, backcomb at the scalp and apply the prelightening formula (A) to the mid-lengths and ends. Fold into foil. With each slice as you work toward the back, pull the foil forward to the same place as the first foil placed so the root becomes more stretched.

Prelighting Formula (A)

30 g enlightener™ high-lift lightener
8 g botanical repair™ professional hair strengthening additive
50 ml 20 volume color catalyst™ creme

STEP 3



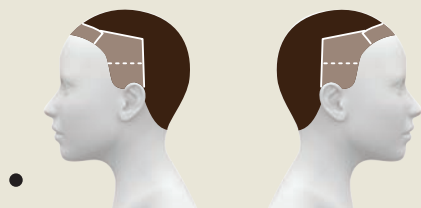
On the top half of the section, take back-to-back slices following the hairline back on a diagonal. Backcomb each slice at the scalp, apply the prelightening formula (A) and bring each foil forward to the same place as the first foil in the section, creating increasing root drag as you move from front to back.

Repeat on the other side.

Prelighting Formula (A)

30 g enlightener™ high-lift lightener
8 g botanical repair™ professional hair strengthening additive
50 ml 20 volume color catalyst™ creme

STEP 7

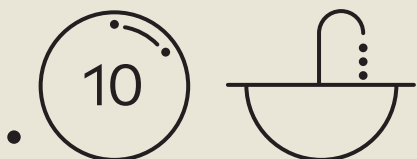


Apply the toning formula (C) through the prelightened hair.

Toning Formula (C)

35 g V/Y Toner (Violet/Yellow)
5 g V Toner (Violet)
8 g botanical repair™ professional hair strengthening additive
40 ml 10 volume color catalyst™ liquid

STEP 8



Process for 10 minutes. Rinse, shampoo with botanical repair™ strengthening shampoo, condition with botanical repair™ professional bond activator: light or rich, process for 10 minutes and rinse.

STEP 4

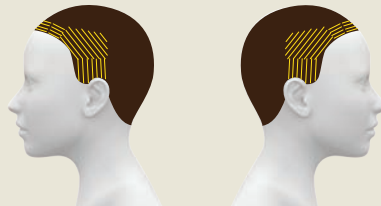


In the top front section, take highlights working from the front hairline. When applying the prelightening formula (A), feather the application toward the scalp. Pull each foil forward to the same place as the first foil in the section, creating root drag.

Prelightening Formula (A)

30 g enlightener™ high-lift lightener
8 g botanical repair™ professional hair strengthening additive
50 ml 20 volume color catalyst™ creme

STEP 5



Apply the glossing formula (B) through the remaining hair.

Glossing Formula (B)

40 g SNS
4 g Dark Ash
8 g botanical repair™ professional hair strengthening additive
40 ml 10 volume color catalyst™ creme

STEP 6



Process for 60 minutes or until the enlightener™ high-lift lightener has lifted to pale yellow.

Shampoo, towel-dry, spray botanical repair™ professional equalizing primer on the prelightened hair and comb through.



BEFORE





EMILY

SELENE ASH BLONDE

Share: [#avedablond](#) [#seleneashblonde](#) [#blondehair](#) [#ashblonde](#) [#bronde](#) [#calicohair](#)



"Adding light blonde panels through the sides of the hair creates a breathtaking contrast that beautifully frames the face, especially when paired with a strong fringe. The stronger blonde panels cascade softly, drawing attention to your features, while the deeper hues remain against the skin, providing a striking frame to the face. This interplay of light and dark not only adds dimension and movement but also enhances the overall structure of your look."

— IAN MICHAEL BLACK
GLOBAL ARTISTIC DIRECTOR,
HAIR COLOR

SELENE ASH BLONDE IS INSPIRED BY THE GREEK GODDESS OF THE MOON, SELENE.

This is an ethereal blonde shade with cool ash undertones. The delicate tone is light and subtle, reflecting radiance like moonlight dancing on the hair.



Emily's Style

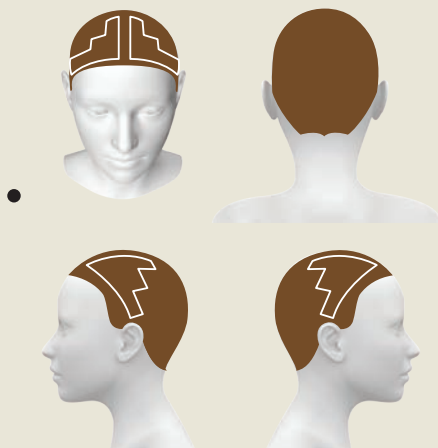
This sleek look starts with an application of **invati ultra advanced™** thickening foam all over damp hair for flexible, touchable hold. (The formula also helps reinforce fragile hair and protects from blow-drying, plus reduces frizz and leaves hair shiny.) Blow-dry with a vass brush. Flat iron the hair and complete the style with **air control™** light hold hair spray.



TECHNIQUE: EMILY

enlightenment blinding and full spectrum demi-permanent™

STEP 1



Section the hair, making sure you leave enough hair from the parting to gently veil over the section.

STEP 2



In the side section, take back-to-back slices and apply the prelightening formula (A) from scalp to ends. Lay foil between each subsection.

Repeat on the other side.

Prelighting Formula (A)

30 g enlightener™ high-lift lightener
8 g botanical repair™ professional hair strengthening additive
60 ml 20 volume color catalyst™ creme

STEP 3



Apply the root formula (B) through the root area of all the remaining hair.

Root Formula (B)

40 g 4N
8 g botanical repair™ professional hair strengthening additive
40 ml 10 volume color catalyst™ creme

STEP 7



Apply the toning formula (E) through the remaining prelightened hair.

Toning Formula (E)

10 g V Toner (Violet)
20 g Universal ØN Gel
6 g botanical repair™ professional hair strengthening additive
30 ml 5 volume color catalyst™ liquid

STEP 8



Process until the desired tone is achieved. Rinse, shampoo with botanical repair™ strengthening shampoo, condition with botanical repair™ professional bond activator: light or rich, process for 10 minutes and rinse.

STEP 4



Apply the mids/ends formula (C) to the remaining hair.

Mids/Ends Formula (C)

40 g 5NS
8 g botanical repair™ professional hair strengthening additive
40 ml 10 volume color catalyst™ liquid

STEP 5



Process for 20 minutes or until the **enlightener™ high-lift lightener** has lifted to pale yellow. Rinse out the **full spectrum demi+™ color** first, then remove the foils and rinse the **enlightener™ high-lift lightener** from the hair.

Shampoo with **botanical repair™ strengthening shampoo**, towel-dry, spray **botanical repair™ professional equalizing primer** throughout the prelightened hair and comb through.

STEP 6



Apply the shadow root formula (D) throughout the prelightened section. Process for 5 minutes before the next step.

Shadow Root Formula (D)

40 g 6NS
4 g Light Ash
8 g botanical repair™ professional hair strengthening additive
40 ml 5 volume color catalyst™ liquid



BEFORE

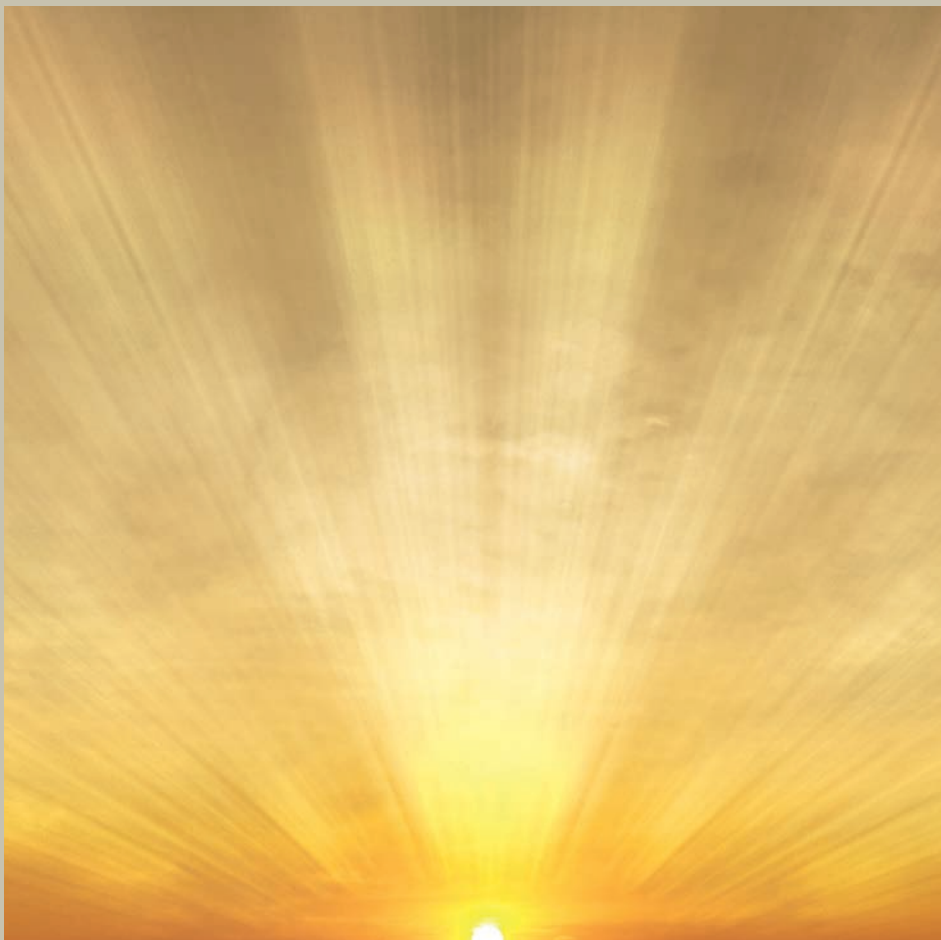




SOPHIA

SOLARA GOLD BLONDE

Share: [#avedablond](#) [#solaragoldblond](#) [#blondhair](#) [#livedinblond](#) [#blondhighlights](#)



"Light golden tones woven throughout textured curls create a mesmerizing, sunlit effect that radiates warmth and vitality. As the curls bounce and flow, these shimmering highlights catch the light, infusing your hair with a luminous glow that enhances its natural movement. This delicate interplay of color adds a soft, inviting warmth, transforming your hairstyle into a vibrant tapestry of light and depth. This lightness not only brightens your overall look but also evokes a sense of cheerfulness with every twist and turn, as these golden tones celebrate the beauty of texture and signal an effortless elegance that feels both fresh and enchanting."

— IAN MICHAEL BLACK
GLOBAL ARTISTIC DIRECTOR,
HAIR COLOR

SOLARA GOLD BLONDE IS LUMINOUS AND REFINED. IT IS INSPIRED BY THE SUN—WARM AND ELEGANT, WITHOUT BEING TOO BOLD.

This shade is soft against the skin and easy to wear, combining hues of gold, champagne and buttery blonde with a silky sheen that reflects light throughout the strands.



Sophia's Style

A full, curly look starts by applying **nutriplenish™** leave-in conditioner generously throughout wet hair, followed by **invati ultra advanced™** thickening foam. Using the **aveda wooden mini paddle brush**, define the curls, then blow-dry with a diffuser until the hair is 70% dry. Apply **pure abundance™** volumizing hair spray from the mid-lengths to ends, then continue diffuse-drying until 95% dry. Apply **air control™** light hold hair spray at the roots to create volume, then complete diffuse-drying until the hair is 100% dry.



@suzygrifa

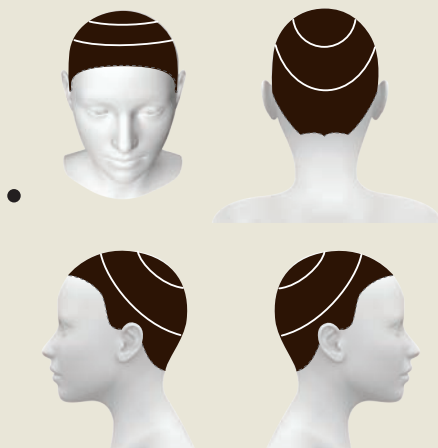


@sisnwdc

TECHNIQUE: SOPHIA

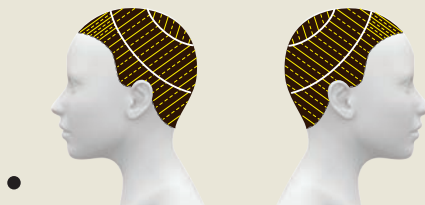
enlightenment blonding and full spectrum demi-permanent™

STEP 1



Spray the hair with **botanical repair™ professional equalizing primer**, comb through to distribute and section the hair as illustrated.

STEP 2



Beginning in the center back of the bottom circle section and working around the head, alternate taking weaves and slices, and apply the bottom circle prelightening formula (A).

NOTE: When you reach the fringe, take thicker weaves and slices, and leave less hair between each foil.

In the middle circle section, alternate taking weaves and slices, and apply the middle circle prelightening formula (B).

In the top circle section, take weaves, and apply the top circle prelightening formula (C).

Bottom Circle Prelightening Formula (A)

30 g enlightener™ high-lift lightener
8 g botanical repair™ professional hair strengthening additive
60 ml 10 volume color catalyst™
creme

Middle Circle Prelightening Formula (B)

30 g enlightener™ high-lift lightener
8 g botanical repair™ professional hair strengthening additive
30 ml 10 volume color catalyst™
creme
30 ml 20 volume color catalyst™
creme

Top Circle Prelightening Formula (C)

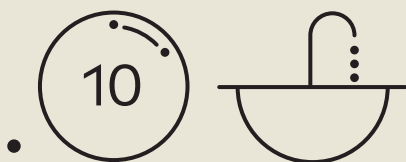
30 g enlightener™ high-lift lightener
8 g botanical repair™ professional hair strengthening additive
60 ml 20 volume color catalyst™
creme

STEP 3



Process for 45 minutes at room temperature. Do not use heat.

STEP 7



Process for 10 minutes at room temperature. Do not use heat. Rinse, shampoo with **botanical repair™ strengthening shampoo**, treat with **botanical repair™ professional bond activator: light or rich**, process for 10 minutes and rinse.

STEP 4

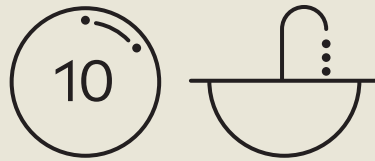


Apply the color balancing formula (D) to all the remaining previously colored hair.

Color Balancing Formula (D)

40 g 6NS
3 g Green
8 g botanical repair™ professional hair strengthening additive
40 ml 10 volume color catalyst™ creme

STEP 5



Process for 10 minutes at room temperature. Do not use heat. Rinse, shampoo with botanical repair™ strengthening shampoo, making sure to remove the color balancing formula (D) before removing foils, and towel-dry.

STEP 6



Spray the hair with botanical repair™ professional equalizing primer, and comb through to distribute. Apply the shadow root formula (E) to the roots and the toning formula (F) from mid-lengths to ends.

Shadow Root Formula (E)

20 g 6NS
20 g Y Toner (Yellow)
8 g botanical repair™ professional hair strengthening additive
40 ml 10 volume color catalyst™ creme

Toning Formula (F)

20 g Y Toner (Yellow)
8 g botanical repair™ professional hair strengthening additive
30 ml 10 volume color catalyst™ creme



BEFORE





HAYDEN

VANILLA BEIGE BLONDE

Share: [#avedablond](#) [#vanillabeigeblond](#) [#blondhair](#) [#coolblond](#) [#vanillablond](#)



"An all-over light vanilla blonde transforms your hair into a radiant halo with a soft, ethereal glow. This creamy hue is alive with warmth and brightness, reminiscent of sunny mornings and gentle summer days. Each strand shimmers with a delicate luminosity, creating an airy feel that enhances your natural beauty."

— IAN MICHAEL BLACK
GLOBAL ARTISTIC DIRECTOR,
HAIR COLOR

VANILLA BEIGE BLONDE IS A LIGHT, BRIGHT HAIR COLOR WITH WARM, CREAMY UNDERTONES REMINISCENT OF VANILLA ICE CREAM.

This shade mixes golden with subtle ash tones, creating a bright yet subtle hue of the most delicate beige. It's a versatile color that can add gentle warmth to a variety of skin tones in a look that feels fresh and airy.



Hayden's Style

For an edgy, modern bob, begin by cleansing with botanical repair™ strengthening shampoo and conditioner. Apply botanical repair™ strengthening leave-in treatment and invati ultra advanced™ thickening foam. Blow-dry with an aveda wooden paddle brush. Finish with a small amount of botanical repair™ strengthening overnight serum and air control™ light hold hair spray.



@virginia.morrison

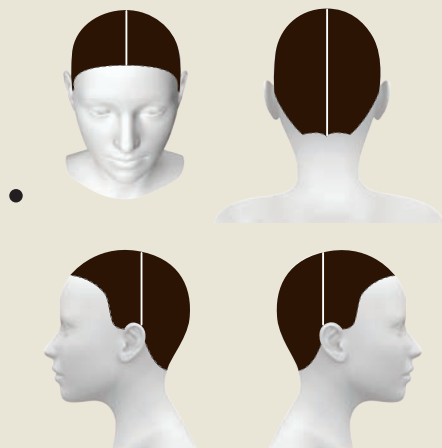


@hairby_tray_aveda

TECHNIQUE: HAYDEN

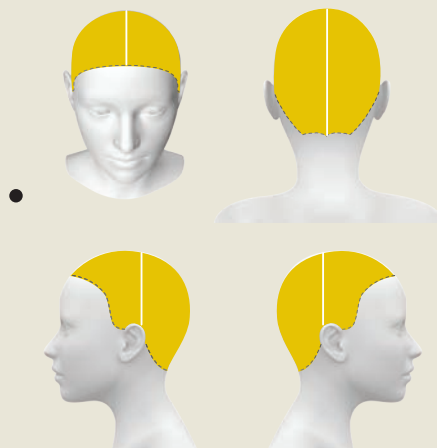
enlightenment blonding and full spectrum demi-permanent™

STEP 1



Spray the hair with **botanical repair™ professional equalizing primer**, comb through to distribute and section the hair into quadrants.

STEP 2



Beginning at the bottom of the back right quadrant, take back-to-back slices, and apply the mids/ends prelightening formula (A), leaving out 1" at the root area. Repeat in the remaining quadrants.

Mids/Ends Prelightening Formula (A)

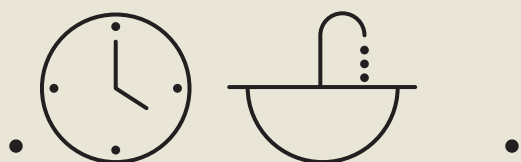
30 g enlightener™ high-lift lightener
8 g botanical repair™ professional hair strengthening additive
60 ml 10 volume color catalyst™ creme

STEP 3



Process for 60 minutes at room temperature. Do not use heat. Rinse, shampoo with **botanical repair™ strengthening shampoo** and dry.

STEP 7



Process at room temperature until the desired tone is achieved. Do not use heat. Rinse, shampoo with **botanical repair™ strengthening shampoo**, treat with **botanical repair™ professional bond activator: light or rich**, process for 10 minutes and rinse.

STEP 4



Spray the hair with **botanical repair™ professional equalizing primer**, and comb through to distribute. Apply the prelightening formula (B) to the roots. Leave for 15 minutes. Apply the prelightening formula (B) from mid-lengths to ends.

Prelightening Formula (B)

30 g enlightener™ high-lift lightener
8 g botanical repair™ professional hair strengthening additive
60 ml 20 volume color catalyst™ creme

STEP 5



Process for 45 minutes at room temperature. Do not use heat. Rinse, shampoo with **botanical repair™ strengthening shampoo** and towel-dry.

STEP 6



Spray the hair with **botanical repair™ professional equalizing primer**, and comb through to distribute. Apply the toning formula (C) to all the hair.

Toning Formula (C)

20 g V Toner (Violet)
20 g V/Y Toner (Violet/Yellow)
8 g botanical repair™ professional hair strengthening additive
60 ml 5 volume color catalyst™ liquid



BEFORE



ALTERNATIVE FORMULAS FOR BLONDING



SMOKEY BLONDE

full spectrum demi-permanent™

20 g 10N
20 g Universal ØN
4 g Grey
2 g Light Ash
8 g botanical repair™ professional
hair strengthening additive
40 ml color catalyst™



IVORY BLONDE

full spectrum demi-permanent™

30 g Universal ØN
10 g V Toner (Violet)
4 g Light Intense Ash
8 g botanical repair™ professional
hair strengthening additive
40 ml color catalyst™



AUREATE BLONDE

full spectrum demi-permanent™

30 g Y toner (Yellow)
10 g Light Gold
8 g botanical repair™ professional
hair strengthening additive
40 ml color catalyst™



WARM HONEY BLONDE

full spectrum demi-permanent™

20 g Y Toner (Yellow)
 10 g Light Copper
 10 g Light Gold
 8 g botanical repair™ professional
 hair strengthening additive
 40 ml color catalyst™



MUSHROOM BLONDE

full spectrum demi-permanent™

40 g 9NS
 3 g Light Ash
 3 g Light Intense Ash
 3 g Grey
 8 g botanical repair™ professional
 hair strengthening additive
 40 ml color catalyst™



OATMEAL BLONDE

full spectrum demi-permanent™

20 g 9NS
 20 g V/Y Toner (Violet/Yellow)
 8 g botanical repair™ professional
 hair strengthening additive
 40 ml color catalyst™



*Ex-vivo testing on tresses vs untreated hair.

BE CURLY ADVANCED™
CURL ENHANCER CREAM
+92% curl hydration*

AVEDA



BLONDE MAINTENANCE



HOW TO CARE FOR BLONDE HAIR

Once you have achieved the perfect shade of blonde, it's important to protect your investment! Between color appointments, you can maintain the appearance and health of your hair with the appropriate routine.

HOME CARE

Daily (or whenever you shampoo).

Use the following:

- **botanical repair™**
 - bond-building pre-shampoo treatment
 - strengthening shampoo
 - strengthening conditioner
 - strengthening leave-in treatment

Weekly. Once a week, use the following:

- **botanical repair™ purple toning shampoo** (instead of strengthening shampoo)
- **botanical repair™ intensive strengthening masque: light or rich** (instead of strengthening conditioner)

SALON CARE

Did you know that Aveda offers in-salon treatments for ongoing professional hair care? An Aveda Professional Treatment is customized to the specific needs of your hair and scalp. Services highly recommended for blonde guests:

- **Repair and strength.** Life can take a toll on the hair, and this service repairs and strengthens for your best possible hair.
- **Shine/shine and tone.** The perfect solution anytime your hair becomes dull or lacks shine.

Other Aveda Professional Treatments can address:

- **Nutrition and hydration.** Deeply hydrates and moisturizes dull, dry hair.
- **Volume and thickening.** Boosts volume and treats thinning hair, including instant thickening benefits.
- **Scalp nourishment.** Addresses key scalp concerns, helps defend against the visible signs of premature scalp aging and provides shinier, healthier hair.



A 15-minute refresh treatment is an express, targeted service designed to elevate an existing appointment, and a 75-minute restorative treatment include scalp care, head/scalp massage and hair finishing.



Treatments that go the extra mile

Ask your stylist about adding a hair strengthening or scalp renewal treatment to your service.



AVEDA



WELLNESS CORNER



THE GOLDEN HOUR

In photography, the Golden Hour is the period just after sunrise or just before sunset when the light is infused with red and gold tones. The Golden Hour is a wonderful time for meditation as well.

To begin, enjoy the uplifting aroma of **beautifying composition oil™** by dispensing a few drops on your inner wrists, then emulsifying and massaging into your hands and cuticles. Then try this basic meditation from Mindful.org:

Take a seat. Find place to sit that feels calm and quiet to you.

Set a time limit. If you're just beginning, it can help to choose a short time, such as five or 10 minutes.

Notice your body. You can sit in a chair with your feet on the floor, you can sit loosely cross-legged, you can kneel—all are fine. Just make sure you are stable and in a position you can stay in for a while.

Feel your breath. Follow the sensation of your breath as it goes in and as it goes out.

Notice when your mind has wandered. Inevitably, your attention will leave the breath and wander to other places. When you get around to noticing that your mind has wandered—in a few seconds, a minute, five minutes—simply return your attention to the breath.

Be kind to your wandering mind. Don't judge yourself or obsess over the content of the thoughts you find yourself lost in. Just come back.

Close with kindness. When you're ready, gently lift your gaze (if your eyes are closed, open them). Take a moment and notice any sounds in the environment. Notice how your body feels right now. Notice your thoughts and emotions.

DRY ON THE RISE

Many people around the world are going alcohol-free or choosing to drink less. One researcher told Newsweek magazine: "This is particularly true in Japan and North America, but the moderation trend is also prevalent in other markets across Europe, Asia and Australasia."

If you plan to reduce or eliminate alcohol, allow the power of aroma to help you set an intention by dispensing a few sprays of **chakra™ 3 balancing pure-fume™ mist**. Chakra 3 (the solar plexus chakra, between the navel and the base of the sternum) is the center of motivation where we set our intentions and desires. Essences of certified organic lavender, fir balsam and lemon leave one feeling well-balanced. When the power chakra is balanced, one achieves goals, is self-confident and has strong motivation and direction.



Cutting back on alcohol has many benefits and may include:

- Weight loss
- Liver damage repair
- Improved immune system function
- Improved blood sugar regulation
- Better sleep
- Better mood, including less anxiety and stress
- Increased energy
- Healthier relationships
- Better brain function, memory and cognition
- Reduced risk of heart disease, stroke and cancer



