



AVEDA

details

2024 Trends + Techniques



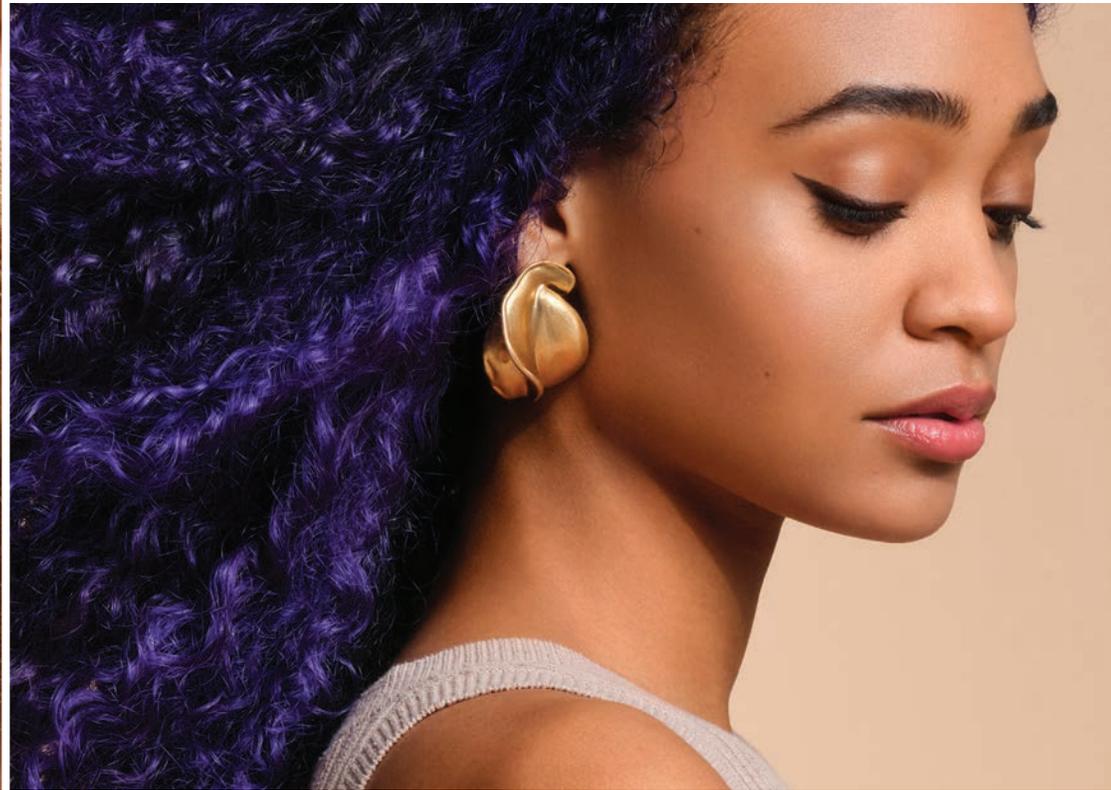
**Beauty lies beyond the perimeter of a hair cut  
and the broad strokes of a color brush.**

It's found in the internal layers  
and fine-weaves in between,  
revealed by the wave of a heat  
wand or the clamp of an iron.





**The Autumn/Winter 2024 Details collection is a celebration of the subtleties of its models and the technical intricacies each artist contributed to create the final masterpiece.** Crafted with a meticulous eye for detail and exacting hands, each hair cut, color and style stands on its own; but together, they form a masterful blend of visual artistry and technical precision that can only come from careful consideration of the other. Details represents the reciprocal relationship among hair cut, color and style, how each element requires equal intention that extends beyond formulation, placement or technique to reveal more dimension and more intricacy.



**The Details collection is a showcase of stunning aesthetics, but it's also a call to action that urges you infuse this level of attention into every aspect of the guest experience, from the initial consultation to the final flourish.**

It reminds you that small gestures can have big impacts and that magic can be found in the smallest of details.

**We invite you to find them in this collection, yourselves and your guests.**

See the inspiration behind the collection.



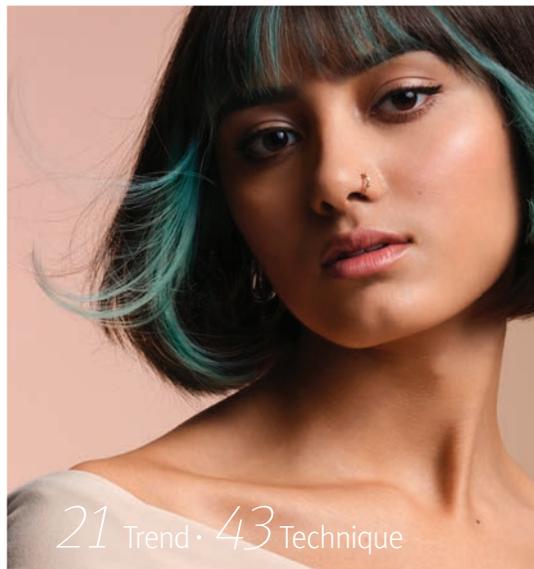
# Treatments that go the extra mile

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



# AVEDA

# Contents



31 Wellness Trends

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## Follow us

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# Contributors

We asked our Artists “What are your three favorite Aveda styling products?”



Ian Michael Black  
Global Artistic Director,  
Hair Color  
**@ianmichaelblack**



Bea Carmichael  
Global Educator,  
Hair Styling  
**@beacarmichael13**



Ricardo Dinis  
Global Artistic Director,  
Hair Cutting  
**@ricardodinis**



Janell Geason  
Executive Director,  
Global Technical Education  
and  
Global Artistic Director, Makeup  
**@jgeason**



Tiffany Quick  
North America Texture Team  
**@tiffanyquick007**

Pro Tip:  
Use as a leave-in treatment



Domenico Sansone  
United Kingdom & Ireland  
Artistic Team  
**@domenico\_butchers**



Jae Young  
Hair Director,  
La:B Salon, Korea  
**@worldofblank**



Maria Livingood  
Makeup Artist  
Juut Salonspa, Minnesota  
**@x.marialivingood**

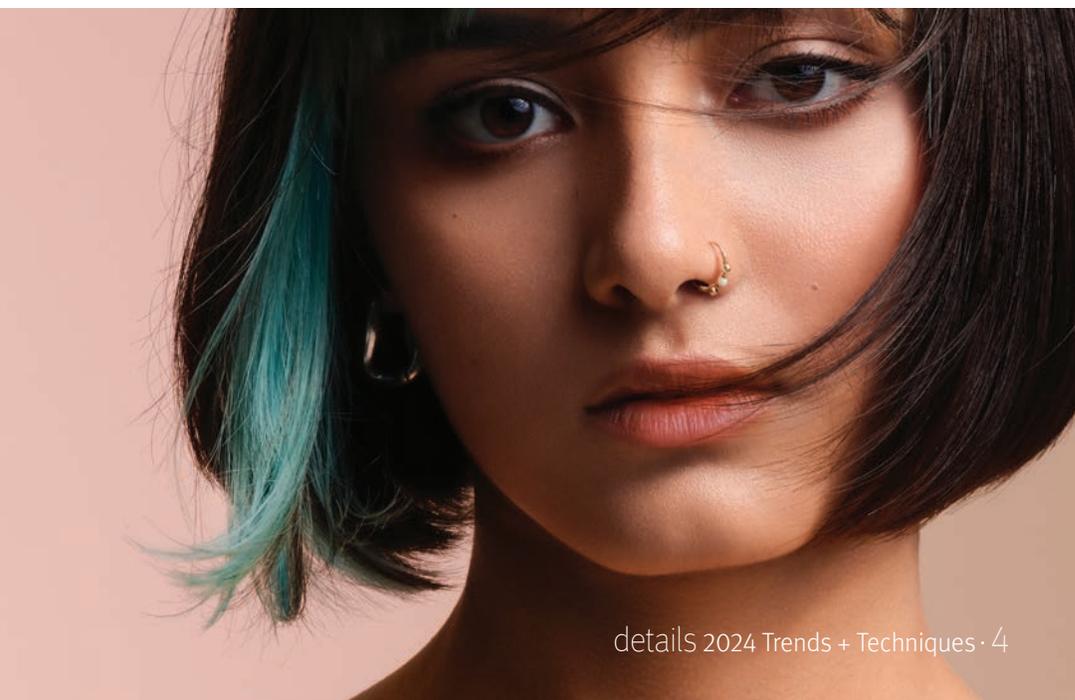
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Mary Armstrong  
Abby DeBruine  
Writers





Made just for:

*Samantha*

Color trend:

# Lacquered Crimson

Alluring and sophisticated, lacquered crimson is a rich cherry hue that commands attention. Picture the deep, luxe tones of ripe cherries at the peak of harvest, their glossy skins glistening in the sunlight. When you look closely at the details, you see how the voluminous waves in the hair showcase the the energy and passion of lacquered crimson, leaving a lasting impression.

From a fashion perspective, there is no more popular color this season. From Balmain and Gucci to McQueen and Versace, the runways are flooded with this exciting hue, offering a range of options for lovers of bold style.

**From our Aveda artists**

*(pictured from left to right):*

@lagrandeurschair,

@britt.at.fifth, @edwin9022





Makeup trend:

## Lacquered Crimson Lips

The following lacquered crimson lip shades pair well with any hair color application, including gilded blonde (*shown below*).

- **Feed My Lips™ Pure Nourish-Mint™ Lipstick** in **Goji, Jujube** and **Chili**
- **Feed My Lips™ Pure Nourish-Mint™ Liquid Color Balm** in **Maraschino**
- **Feed My Lips™ Pure Nourish-Mint™ Lip Liner** in **Pomegranate**

Style trend:

## Voluminous Waves

Rounded, voluminous waves look beautiful on every face shape and hair texture, and they're trending this season. Whether you braid and follow with a flat iron to set the wave or use a waving iron (as shown on the model), brushing through the waves after they're set is what creates a soft, voluminous, hazy wave that is not too defined.



To create these abundant waves, Bea Carmichael, Global Educator, Hair Styling, prepped damp hair with **botanical repair™ bond-building styling creme** to provide flexible hold and heat protection while she blow-dried and flat ironed the hair. Next, she sprayed subsections with **air control™ light hold hair spray** before clamping down the length of each subsection with a waving iron, clipping each wave in place to cool until all the hair was set. She removed the clips and gently combed through the top layers.

*For detailed instructions, see page 36.*



**Share:** #longlayers • #longlayershaircut • #lacqueredcrimsonhair • #crimsonhair • #cherryredhair • #wavyhair • #wavyhairstyle • #cherryredlips



Certified



Corporation



\*Ex vivo testing on tresses washed 24 times.

Up to 8 weeks of color protection.\*  
Now for every hair type.

COLOR CONTROL LIGHT & RICH SYSTEMS

AVEDA



Made just for:

*Ella*

Color trend:

# Sandstone Pink

A move away from the more traditional Millennial pink, sandstone pink is a subtle, earthy shade with warm, beige tones and a whisper of pink. Grounding and balanced, sandstone pink is a decidedly more wearable, elevated neutral with universal appeal, as it elicits a feeling of calmness and stability that attracts all genders.

Look for designers to incorporate this tone into blouses, dresses and coats, offering a delicate and charming winter wardrobe option.

## From our Aveda artists

*(pictured from left to right):*

@blended.by.trish, @flope\_\_\_\_,  
@philliprocopio





Cut trend:

# Bixie

The bixie (bowl + pixie) is not just a hair cut—it's a statement of self-possession. It's not exactly new; it was the cut of the '90s, and its versatility is experiencing a major resurgence this season. In this look, scissors were used to create a structured shape, and a razor helped detail and refine the cut. The bixie is a symbol of confidence and sass that never fails to stand out in a crowd.

Style trend:

# Versatile Style

These days, guests are looking for ways to reinvent their style, sometimes on the daily. The bixie is proof positive that you don't need long hair to style it different ways; it can be sleek and smooth, textured and flipped on the edges and even voluminous depending on the products and techniques used. Whichever look you choose, don't aim for perfection; the more natural it is, the more in-style the look becomes. Think fun, not fussy.



**1** For a sleek and smooth style, Bea Carmichael, Global Educator, Hair Styling, prepped Ella's hair with **smooth infusion™ style-prep smoother™**, performed a wrap-dry and finished with **control paste™**.

**2** For a textured style with flipped edges, Bea prepped Ella's hair with **pure abundance™ style-prep™**, rough-dried it and used a flat iron to create random bends and flips in the hair. She finished the style with **control paste™** to add hold and create more texture.

Share: #bixie · #bixiehaircut · #shorthaircut · #shorthairsyle · #pinkhair · #babypinkhair

Up to 2X the shine\*  
and 4X more hydration\*\*

Not your typical hair hydration.



\*Laboratory testing on tresses treated with Nutriplenish™ Leave-In Conditioner vs unwashed hair.  
\*\*Ex-vivo testing on tresses.

NUTRIPLENISH™ LEAVE-IN CONDITIONER

**AVEDA**



Made just for:

*Lashae*

Color trend:

# Luminous Indigo

There is a time that occurs just before twilight, when there is no longer any sunlight in the sky. This is when you might witness luminous indigo. This blend of purple and blue is a moody and mysterious shade that can be worn in subtle, understated streaks or bold, all-over color. When you dive into the details, you'll notice it's the intentional placement of iris and cobalt that makes the curls pop. Luminous indigo embodies a sense of escapism that makes it a perfect choice for a dramatic change that beckons you toward another world.

This color is proving to be a versatile and elegant choice in fashion as well, with Prada and Carolina Herrera incorporating it into trousers, dresses and capes to add a touch of depth to their collections.

## From our Aveda artists

*(pictured from left to right):*

@9box\_eden,  
@angie.mae.hair.design,  
@robyndoeshair





Style trend:

## Natural, Airy Curls

Natural, airy curls are always on trend, but this season, women with strong curly and coily hair are embracing their natural twists and 'zags more than ever. The goal is to create definition while keeping the curls light and airy and allowing movement. This trend is most certainly something to shake your head "yes" at.



Tiffany Quick, North America Texture Team, created this cascade of curls by prepping damp hair with **be curly advanced™ curl perfecting primer** and **be curly advanced™ curl enhancer cream**—the ultimate combo for natural curl definition and frizz protection. She then set the hair in finger coils and blow-dried with a diffuser. She finished the style with a few pumps of **nutriplenish™ multi-use hair oil** to provide additional moisture followed by **brilliant™ medium hold hair spray**.

*For detailed instructions, see page 40.*



**Share:** #luminousindigohair • #bluepurplehair • #periwinklehair • #curlyhair • #curlyhairstyle • #becurlyadvanced



AVEDA

be curly  
advanced™

curl enhancer cream  
defines, fights frizz & adds shine

crème de définition  
des boucles  
définit, combat les frisottis et  
apporte de la brillance.

waves & curls  
cheveux ondulés  
à bouclés

\*Ex-vivo testing on tresses vs untreated hair.

BE CURLY ADVANCED™  
CURL ENHANCER CREAM

+92% curl hydration\*

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Made just for:

*Kinzi*

Color trend:

# Gilded Blonde

Behold the gilded blonde, a combination of beige and flattened honey hues that include shades like vanilla and taupe. It's a soft, muted tone that's not as yellow as traditional golds, making it one of the most universal and desirable blondes. And the showstopping detail here—that money piece—leaves us a little breathless.

This color is also especially powerful as a base color for gender-neutral fashions.



**From our Aveda artists**

*(pictured from left to right):*

@cleliaruggieri, @gwyneth\_morales,  
@bogolubovaaaa



Cut trend:

## Butterfly Cut

The butterfly cut typically features shorter, face-framing layers with longer under-layers. This look is an evolution of the butterfly cut—it has the layers for which the cut is known but with more detail, like the softness and wispieness carefully cut into the ends. However the butterfly is personalized, there's a reason it's on trend—it's incredibly flattering and easy to style either done or undone.



Style trend:

## '90s Supermodel Hair

You may not be 5'10" like Cindy Crawford, but you can totally have her hair. This season, some '90s-loving girls are embracing the trend of beautifully blown-out hair with tons of volume and bounce. This trend is perfect for women who want to look and feel as glam as a supermodel on the cover of *Mademoiselle*.



To create these glam waves, Bea Carmichael, Global Educator, Hair Styling, prepped damp hair with **pure abundance™ style-prep™** and **invati ultra advanced™ thickening foam** and blow-dried the hair with a round brush. Next, she sprayed subsections with **air control™ light hold hair spray** before curling each subsection with a large curling iron. She set each curl in a Velcro roller to cool until all the hair was set. She removed the rollers and brushed through the hair.

For detailed instructions, see page 42.

Share: #butterflycut • #layeredhaircut • #blondehair • #honeyhair • #blowoutstyles • #90sblowout



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4-STEP SYSTEM + THICKENING FOAM

Feel like you have  
11,000 more hairs\*

\*Thickens by coating hair. Based on ex-vivo testing after one use of the Invati Ultra Advanced™ 5-step system of shampoo, conditioner, serum, leave-in and foam, thickens by up to 11%. On average, people have 100,000 stands of hair on the head.

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Made just for:

*Keya*

Color trend:

# Cosmic Cyan

Edgy and electric, cosmic cyan is a mutated bright through a dark base that is not for faint of hair or heart. This look shows one version of the contrast-forward trend, which could feature flashes of coral, emerald or indigo peeking through a dark veil of black or brown. The color comes to life in the finest details of how the hair is styled. Incredibly versatile, the applications of this trend are limitless. Think festival or rave hair, with a sophisticated, forward-thinking twist.

In fashion, this color works well for all ages and genders with color-blocking, prints and patterns.

## From our Aveda artists

*(pictured from left to right):*

@styledbysarabeth, @jenoneillhair,  
@tristanfoxhair





Cut trend:

## Razor Bob

The modern bob is not just a hair cut—it's a global style statement and a symbol of confidence. From bustling city streets to the more subtle suburbs, this endlessly reinvented trend transcends cultures with its chic allure. One detail about using a razor—it allows you to personalize the cut with texture and softness.

Style trend:

## Bobs with Volume

Bobs may have a reputation for being edgy and sleek, but this season, bobs are showing up with body and bounce—and they are proving that volume doesn't need to be just at the roots. Styled with the volume focused on the ends of the hair, either tucked behind the ears or left as is, this bouncy bob draws attention to the jawline.



**1** For a bob with bounce, Bea Carmichael, Global Educator, Hair Styling, prepped damp hair with **pure abundance™ style-prep™** for weightless volume and performed a wrap-dry with a Denman brush until the roots were completely dry. She then switched to a round brush on the mid-lengths to ends.

**2** For a wavy style, Bea prepped damp hair with **be curly advanced™ curl enhancer cream** to prevent frizz and add shine and set the top of the head in loose pin curls. She then wet her hands and scrunched the water into the rest of the hair to create texture and wave, blow-dried with a diffuser and released the pin curls.

*For detailed instructions, see page 44.*

**Share:** #bobhaircut • #razorbob • #boybob • #chinlengthbob • #bobswithvolume • #aquatichair • #brighthair • #neonhair • #electrichair



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 strengthens,  
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for a smooth, glossy finish.

**BOTANICAL REPAIR™ BOND-BUILDING FLASH TREATMENT**

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Made just for:

*Lily*

Color trend:

# Misty Mocha

Different than most shades of brown, which either take on a warm or cool tone, misty mocha is a neutral color that blends several subtle shades of brown. The neutrality of misty mocha makes it a versatile color with a lot of room for dimension, including creamy, grey/beige highlights or muted, multidimensional, neutral tones.

Watch for this calm, muted neutral on the runways of this season's Fashion Weeks, as it's been described as "the autumnal update" due to the quiet luxury and earthy comfort it exudes.

## From our Aveda artists

*(pictured from left to right):*

@kellycss.official, @idream.in.color,  
@sarabarefoot.hair



Cut trend:

## Easy Hair

Some trend watchers have declared 2024 as the year of “easy hair,” and this hair cut is a prime example. Featuring long layers and a soft fringe, this cut helps boost the appearance of fullness and allows for many styling options. Bonus: its embracing of natural texture minimizes maintenance and promotes hair health.



Style trend:

## Versatile Style

An easy hair cut that allows for versatile styling is perhaps this season’s perfect trend combination. Variety is the spice of life—and styling—after all. By switching up tools and techniques, this low-maintenance cut can be styled straight or wavy, sleek or full, up or half-up. So many possibilities, so little time!



To showcase the ease and versatility of the hair cut, Jae Young, Hair Director, La:B Salon, prepped damp hair with **smooth infusion™ style-prep smoother™** and **smooth infusion™ perfect blow dry** and blow-dried the hair until it was almost dry. He then rolled the fringe toward the face in a large Velcro roller and completed the blow dry with a round brush. After removing the roller, Jae finished the style with **air control™ light hold hair spray**.

*For detailed instructions, see page 47.*

**Share:** #longlayers • #longlayershaircut • #neutralbrownhair • #mochabrownhair • #easyhair • #easyhairstyles • #lowmaintenancehair



Improves scalp hydration  
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Plant-derived, skin care-inspired hyaluronic acid  
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\*Clinical testing on 32 women, after using product 1 time.

SCALP SOLUTIONS OVERNIGHT SCALP RENEWAL SERUM

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Made just for:

*Lily*

Color trend:

# Coral Blush

Sweet, warm and welcoming, coral blush sits between rosy pink and light orange and is a perfect update to the traditional blonde. It truly is a delicate and charming color that evokes a gentle, positive power.

When it comes to fashion, the shade's soft glow offers versatility and gender inclusivity, pairing well with neutrals in a variety of pieces.

## From our Aveda artists

*(pictured from left to right):*

@lena.23\_01, @heathdoeshair,  
@creationsbyclarissa



**Share:** #peachhair · #coralhair



# Wellness Trends

Once viewed as a luxury most people couldn't afford, self-care has become a necessary good. For Aveda, a company whose name literally translates to "knowledge of the whole" and who has advocated for caring the whole person since its founding in 1978, the words "wellness trend" seem counterintuitive. But however people come to embracing caring for their entire selves, Aveda is all for it. Read on for some of this season's trending wellness practices.



## Vagus Nerve Stimulation

**#vagusnervestimulation** has been viewed more than 55 million times on TikTok. But what is the vagus nerve, and what does it do? The vagus nerve, or vagal nerves, are the primary nerves of the parasympathetic nervous system, which is responsible for several bodily functions, including heart rate, blood pressure, respiration, immune system and mood. The parasympathetic nervous system controls the body's "rest and digest" functions, whereas the sympathetic nervous system controls the body's "fight or flight" response. Stimulating the vagus nerve can help calm the body after one of those fight-or-flight responses. Deep breathing, humming or laughing can stimulate the vagus nerve.



## Dolce Far Niente

Translated from Italian, *dolce far niente* means "the sweetness of doing nothing." Globally, people are over-scheduled, over-worked and over-stressed. The good news is we've begun to take notice and take proactive steps to achieve greater work-life balance. The Italians are famous for this, engaging in the practice of doing nothing. So, clear your schedules and your minds, and say *ciao* to stress.



### Aromatic 4-7-8 Breath

Also known as the “relaxing breath,” the 4-7-8 focuses on deep breathing, which can reduce stress and anxiety, improve oxygen exchange, lower blood pressure and heart rate, reduce lactic-acid build-up and stimulate the lymphatic system to detoxify the body. When paired with essential oils, the positive effects can be even greater.

- 1 Apply a few drops or sprays of your favorite Aveda aroma to your inner wrists, and rub them together.
- 2 Place your inner wrists in front of your nose.
- 3 Inhale through your nose for a count of four.
- 4 Hold your breath for a count of seven.
- 5 Exhale through your mouth for a count of eight.
- 6 Repeat three more times for a total of four breath cycles.



### Hara Hachi Bu

Many people in Okinawa, Japan, practice *hara hachi bu*, a concept that reminds them to stop eating when their stomachs are 80% full. This mindful way of eating highlights the difference between the phrases “I’m full” and “I’m no longer hungry.” To put *hara hachi bu* into practice, try the following simple habits:

- **Eat more slowly.** Eating faster often means eating more. Slow down to allow your body to tell you it has had enough to eat.
- **Focus on the meal only.** Avoid eating in front of a screen or multi-tasking while eating. This will help you eat more mindfully and more slowly.
- **Use small plates.** Serving food on smaller plates makes it appear like you’re enjoying a larger meal, which means you’ll eat less.



### Limpia and Spiritual Hygiene

Spiritual wellness has been trending over the past year; however, energy work has deep roots in Latin American countries, Mexico in particular. *Limpia* derives from the Spanish word *limpiar*, meaning “to clean.” The ancient Aztecs and Mayans believed that spiritual cleansing could affect physical, emotional and energetic well-being. During *limpia* sessions, a *curandera*, or healer, makes energetic adjustments to the body to cleanse it of unwanted energies and move it and the chakras back into balance.



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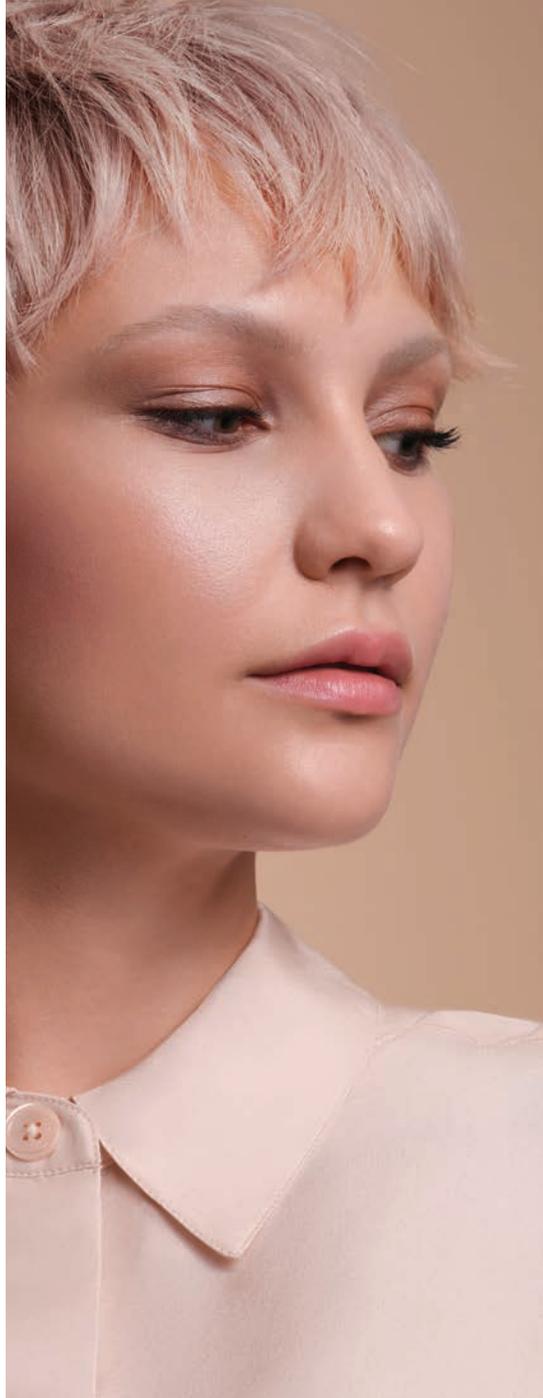
revitalizing scalp serum  
for thinning hair

sérum revitalisant  
pour le cuir chevelu  
pour cheveux clairsemés

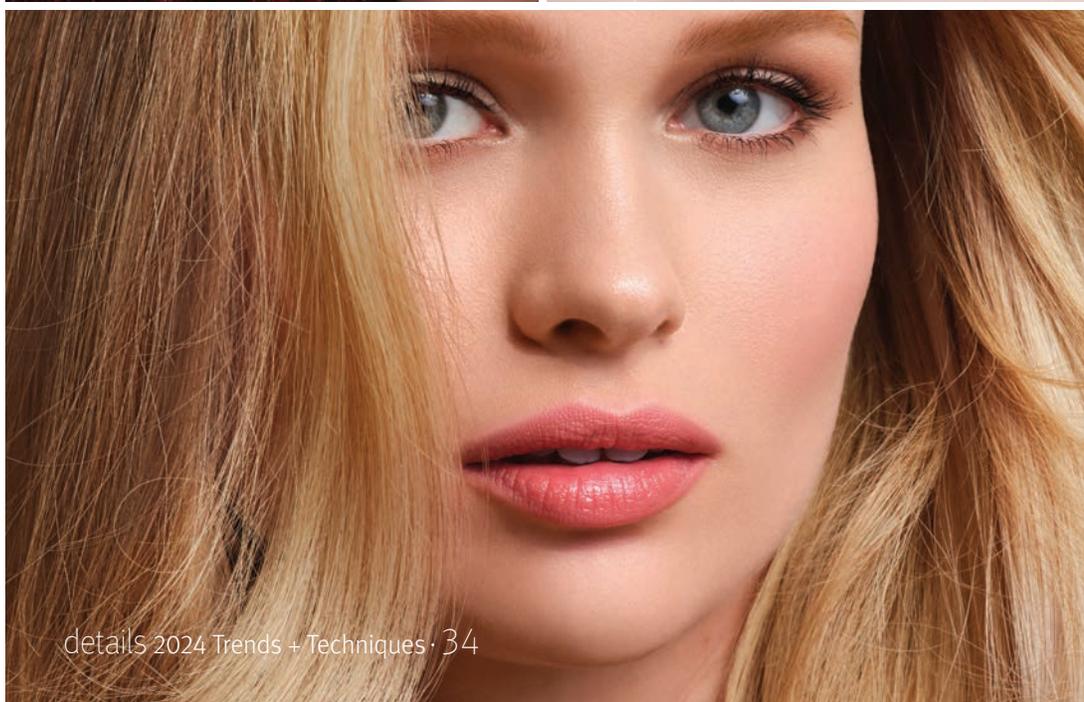
FOLLICLE VITALITY COMPLEX

Creates the right environment  
for healthy-looking hair

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# techniques





“Working with a customizable line like Aveda Hair Color allows for subtle or bold shifts in reds. Samantha wanted a one-of-a-kind red, which I formulated specifically for her, including a final application using some of our most vibrant red shades to create an eye-catching, glossy crimson.”

—Ian Michael Black  
Global Artistic Director, Hair Color



before

## Hair Color

full spectrum permanent™ and full spectrum vibrants™

Formulas | Natural Level 5

### Formula A

20 g **2NN**

20 g **3NC**

8 g botanical repair™ professional hair strengthening additive

40 ml **10 volume color catalyst™-creme**

### Formula B

30 g **Intense Base**

10 g **6N**

8 g Pure Red

8 g botanical repair™ professional hair strengthening additive

40 ml **10 volume color catalyst™-creme**

### Formula C

30 g **Intense Base**

10 g **6N**

12 g Pure Red

8 g botanical repair™ professional hair strengthening additive

40 ml **30 volume color catalyst™-creme**

### Formula D

80 g Clear

10 g Poppy

10 g Raspberry

- 1 Spray the hair with **botanical repair™ professional equalizing primer**, and comb through to distribute.
- 2 Take a center parting that extends down to the nape.
- 3 Take a triangle-shaped section that incorporates both sides of the center parting from 1" below the point of distribution, and apply **Formula A** from scalp to ends. Isolate with foil.
- 4 On both sides of the first triangle-shaped section, take another triangle-shaped section that is twice the size, and apply **Formula B** at the scalp and **Formula C** from mid-lengths to ends. Isolate with foil.
- 5 Next to each larger triangle-shaped section, take another triangle-shaped section that is the size of the first, and apply **Formula A** from scalp to ends. Isolate with foil.
- 6 Continue taking alternating large and small triangle-shaped sections and applying **Formula A** (smaller sections, scalp to ends) and **Formulas B** (larger sections, scalp) and **C** (larger sections, mid-lengths to ends), working around the head until you have one large triangle-shaped section remaining that sits on top of the head and incorporates both sides of the center parting. In this section, apply **Formula B** at the scalp and **Formula C** from mid-lengths to ends.
- 7 Along the hairline, apply **Formula A** at the scalp and **Formula B** from mid-lengths to ends. Isolate with foil.
- 8 Process for 40 minutes at room temperature. Do not use heat.

*Continued on next page.*





### After Care

**Color control shampoo:** light and **color control conditioner** and **botanical repair™ intensive strengthening masque:** light weekly. After 10 weeks, refresh roots and ends.

### Hair Color *continued*

- 9 Rinse, shampoo with **botanical repair™ strengthening shampoo** and treat with **botanical repair™ professional bond activator: light**.
- 10 Process for 10 minutes, rinse and blow-dry.
- 11 Apply **Formula D** to all the hair.
- 12 Process for 20 minutes at room temperature. Do not use heat.
- 13 Rinse with cool water until the water runs clear. Do not shampoo.

### Hair Style

- 1 Prep damp hair with **botanical repair™ bond-building styling creme**, blow-dry straight and smooth and follow with a flat iron.
- 2 Beginning in the nape, take a large, horizontal section, and divide it into three subsections.
- 3 Spray both the top and underside of the middle subsection with **air control™ light hold hair spray**, and wait two seconds to allow it to set.
- 4 Beginning three fingers from the root, clamp down the length of the subsection with a waving iron, and hold for a count of 10 with each clamp.
- 5 Repeat on the right and left subsections, securing each one to the middle subsection with hair clips.
- 6 Take another large section at the back of the head, and repeat the technique, beginning slightly closer to the root than the previous three subsections and holding for the same count of 10 with each clamp to ensure you create the same level of wave.
- 7 Continue working up the back of the head until all the hair is waved, clamping each set of subsections slightly closer to the root than the previous. **NOTE:** As you work up the head, switch to **control force™ firm hold hair spray** to create more stability in the wave.
- 8 Repeat on the right and left sides of the head.
- 9 Once all the hair is set in waves, remove the hair clips, and comb through the top layers of wave with a wide-tooth comb to break up the product without disturbing the set underneath.



*“For Ella’s look, the details are like the silent whispers in the hair cut, unnoticed by the untrained eye but felt deeply in the final look. These fine distinctions enhance her quiet elegance and obvious confidence—which is always on-trend.”*

—Ricardo Dinis  
Global Artistic Director, Hair Cutting



before

## Hair Cut

### Back

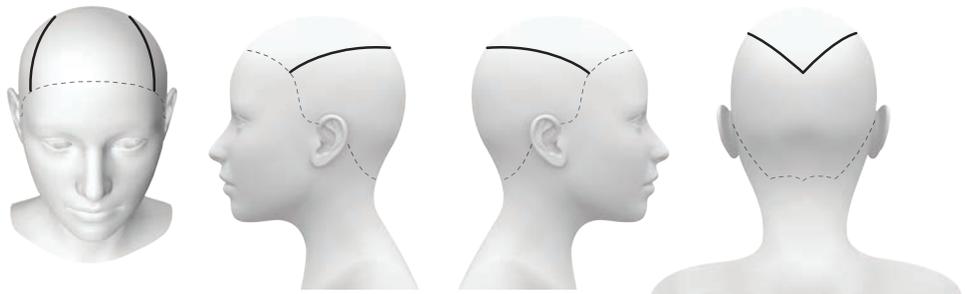
- 1 Section the hair as illustrated.
- 2 Beginning in the center back and using a graduated technique, take a vertical subsection and cut a guide.
- 3 Continue by taking diagonal subsections, following the natural shape of the head and working toward the ear. Allow for additional length through the perimeter by elevating as you work toward the hairline just behind the ear.
- 4 Repeat on the opposite side.

### Sides

- 5 Beginning on one side, take a horizontal subsection, and using the length from the previously cut subsection behind the ear as a guide, cut a square line to establish a new guide.
- 6 Continue taking horizontal subsections, elevating and overdirecting each subsection upward to retain length in the perimeter.
- 7 Beginning at the front of the same side, refine by taking diagonal subsections and cutting from short to long, working toward the ear until complete.
- 8 Repeat on the opposite side.

### Top

- 9 Take a vertical subsection through the center top, elevate to 90° and cut a guide from short to long.
- 10 Using the center section as a guide, take diagonal subsections, and cut from short to long in a concave manner, creating a disconnected top. Overdirect each subsection to the previously cut subsection.
- 11 Repeat on the opposite side.
- 12 Refine the top by taking horizontal subsections and texturizing with a razor.
- 13 Blow-dry the hair, and texturize to refine the hair cut.





*“I colored Ella a soft, beige pink because it’s a beautiful tone that suits every type of skin and really gives a glow. Everyone and anyone can wear it. It’s very uplifting.”*

—Domenico Sansone  
United Kingdom & Ireland Artistic Team



## After Care

**Botanical repair™ strengthening shampoo** and **strengthening conditioner** and **color control leave-in treatment: light**. After eight weeks, refresh roots and retone.

## Hair Color

**enlightenment blinding, full spectrum demi+™** and **full spectrum deep™**

Formulas | Natural Level 6

### Formula A

40 g **enlightener™ powder lightener**  
8 g **botanical repair™ professional hair strengthening additive**  
20 ml **20 volume color catalyst™-creme**  
20 ml **30 volume color catalyst™-creme**

### Formula B

20 g **enlightener™ powder lightener**  
20 g **enlightener™ creme booster**  
8 g **botanical repair™ professional hair strengthening additive**  
40 ml **20 volume color catalyst™-creme**

### Formula C

20 g **Universal ØN Gel**  
10 g **10N\***  
8 g **botanical repair™ professional hair strengthening additive**  
40 ml **10 volume color catalyst™-liquid**

### Formula D

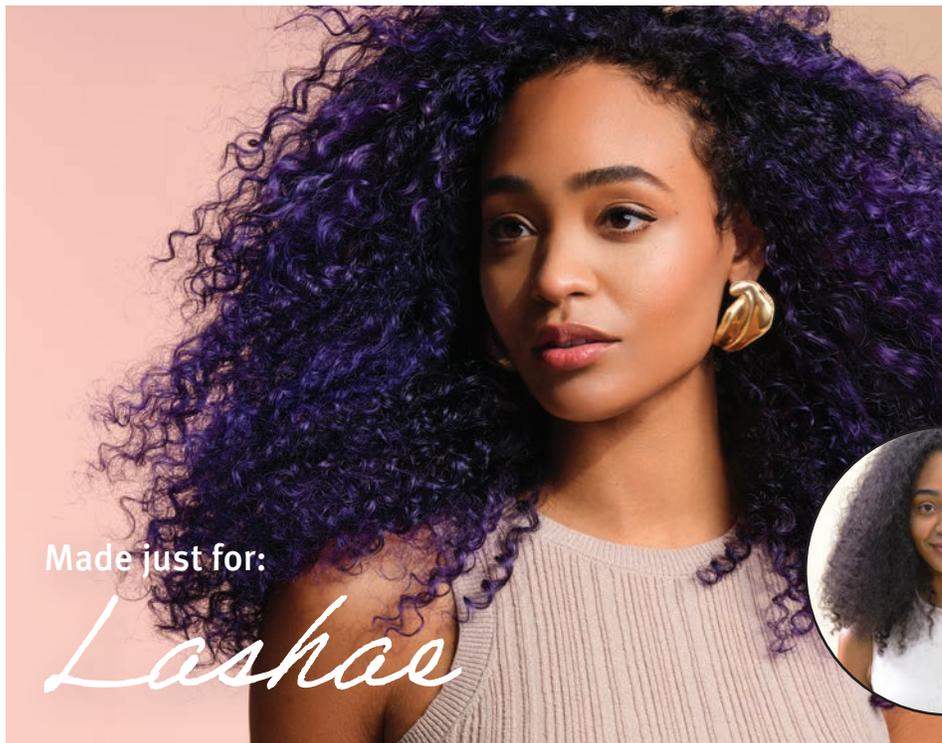
35 g **Universal ØN Gel**  
5 g **blonde finish** in beige  
2 g **Light R/V**  
8 g **botanical repair™ professional hair strengthening additive**  
40 ml **10 volume color catalyst™-liquid**

- 1 Spray the hair with **botanical repair™ professional equalizing primer**, and comb through to distribute.
- 2 Apply **Formula A** to all the hair 1" from the scalp.
- 3 Apply **Formula B** to the new growth area of all the hair.
- 4 Process until pale yellow at room temperature. Do not use heat.
- 5 Rinse, shampoo with **botanical repair™ strengthening shampoo** and towel-dry.
- 6 Apply **Formula C** to all the hair.
- 7 Process for 10–15 minutes at room temperature. Do not use heat.
- 8 Rinse, shampoo with **botanical repair™ strengthening shampoo** and towel-dry.
- 9 Apply **Formula D** to all the hair.
- 10 Process for 10 minutes at room temperature. Do not use heat.
- 11 Rinse, shampoo with **botanical repair™ strengthening shampoo** and treat with **botanical repair™ professional bond activator: light**.
- 12 Process for 10 minutes, rinse and towel-dry.

## Hair Style

*For instructions, see page 11.*

\*full spectrum demi+™



“Curly and coily hair doesn’t always reflect as much light in its natural state as it does when it’s styled straight. Lashae loves wearing her hair in its natural state, so I wanted to make sure I created enough brightness against her naturally darker hair so she could really see that reflection of color.”

—Tiffany Quick  
North America Texture Team



before

## Hair Color

**enlightenment blonding** and **full spectrum vibrants™**

Formulas | Natural Level 3

### Formula A

- 30 g **enlightener™ powder lightener**
- 30 g **enlightener™ creme booster**
- 8 g **botanical repair™ professional hair strengthening additive**

60 ml **20 volume color catalyst™—creme**

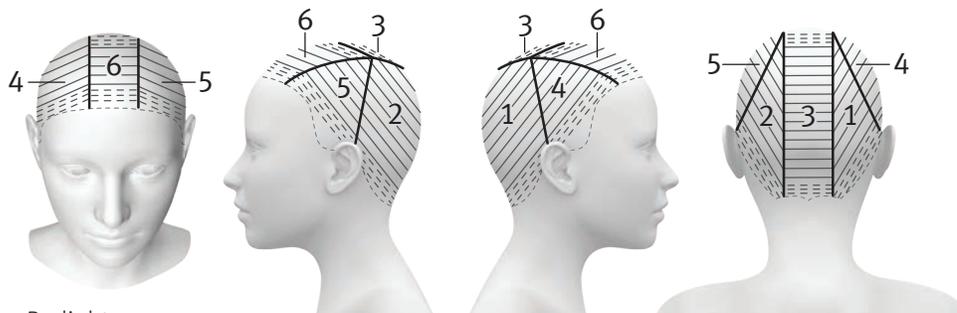
### Formula B

- 10 g Cobalt
- 10 g Charcoal
- 10 g Iris
- 10 g Clear

### Formula C

- 25 g Charcoal
- 10 g Clear
- 5 g Cobalt
- 5 g Iris

- 1 Spray the hair with **botanical repair™ professional equalizing primer**, and comb through to distribute.
- 2 Section the hair as illustrated.
- 3 Beginning in the back hairline, take light-density, fine-effect weaves, and apply **Formula A** using a babylights technique to the first 1–1½."
- 4 In sections 1 and 2, take 1" heavy-density, strong-effect slices, use a blow dryer to air-touch each slice and apply **Formula A 2"** off the scalp. Leave out one slice every three foils.
- 5 Repeat in section 3 until you reach the top of the crown, and then take ½," heavy-density, medium-effect weaves, and apply **Formula A 2"** off the scalp.
- 6 Along the front hairline, take light-density, fine-effect weaves, and apply **Formula A** using a babylights technique to the first 1–1½."
- 7 In sections 4 and 5, take ¼–½," heavy-density, strong-effect slices, use a blow dryer to air-touch each slice and apply **Formula A 2"** off the scalp. Leave out one slice every three foils.
- 8 In section 6, take light-density, fine-effect weaves, and apply **Formula A** using a babylights technique to the first ½," and then take heavy-density, strong-effect slices and apply **Formula A** to the next ½." Leave out one slice every three foils.
- 9 Complete section 6 by taking heavy-density, strong-effect slices, use a blow dryer to air-touch each slice and apply **Formula A 2"** off the scalp. Leave out one slice every three foils.
- 10 Process until pale yellow at room temperature. Do not use heat.
- 11 Rinse, shampoo with **botanical repair™ strengthening shampoo** and treat with **botanical repair™ professional bond activator: rich**.
- 12 Process for 10 minutes, rinse and blow-dry.



Prelighten

Continued on next page.



### After Care

**Be curly advanced™ shampoo, conditioner and co-wash and botanical repair™ intensive strengthening masque:** rich in place of conditioner once a month. After four months, refresh the **full spectrum vibrants™** application, depending on the wash schedule. Curly and coily guests who wear their hair in its natural state experience greater color longevity because the grow-out is less noticeable.

### Hair Color *continued*

- 13 Section the hair as illustrated.
- 14 Beginning at the bottom and working up, apply **Formulas B and C** from roots to ends as illustrated, isolating each section with foil.
- NOTE:** Do not apply color to the scalp.
- 15 Apply **Formula B** to the front and top sections.
- 16 Process for 20 minutes at room temperature. Do not use heat.
- 17 Rinse with cool water until the water runs clear. Do not shampoo.



### Hair Style

- 1 Prep damp hair with **be curly advanced™ curl perfecting primer**, and style with **be curly advanced™ curl enhancer cream**.
- 2 Set the hair in finger coils, and blow-dry with a hard diffuser until 100% dry.
- 3 Dispense 2–3 drops of **nutriplenish™ multi-use hair oil** in your hands, and scrunch it into the hair to break the cast.
- 4 Finish the style with **brilliant™ medium hold hair spray**, scrunch it into the hair and use the cool setting on the blow dryer to set it and seal the cuticle.



*“The face-framing ‘money piece’ is still on-trend, but it’s important to execute it well. For Kinzi, I leaned into the trend, blending it subtly to create a more refined effect.”*

—**Ian Michael Black**  
Global Artistic Director, Hair Color



before

## Hair Color

**enlightenment blonding and full spectrum demi+™**

Formulas | Natural Level 6

### Formula A

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

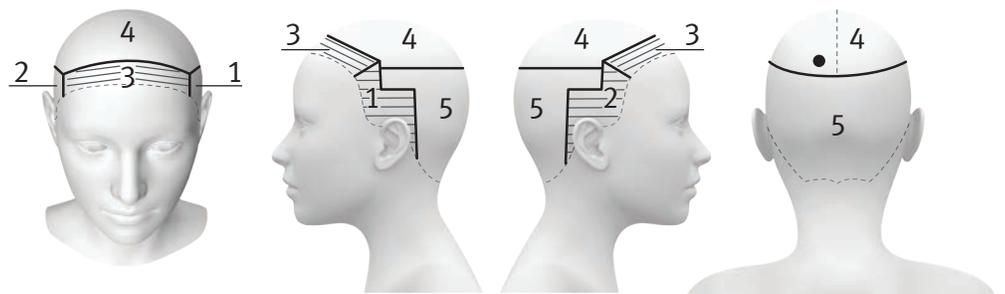
### Formula B

- 20 g **9N**
- 20 g **Universal ØN Gel**
- 2 g **Light Gold**
- 8 g **botanical repair™ professional hair strengthening additive**
- 40 ml **10 volume color catalyst™-creme**

### Formula C

- 20 g **10N**
- 20 g **Universal ØN Gel**
- 2 g **Light Ash**
- 8 g **botanical repair™ professional hair strengthening additive**
- 40 ml **5 volume color catalyst™-creme**

- 1 Spray the hair with **botanical repair™ professional equalizing primer**, and comb through to distribute.
- 2 Section the hair as illustrated.
- 3 In sections 1–3, take heavy-density, fine-effect weaves, and apply **Formula A**. Leave out one slice between each foil.
- 4 In section 4, take medium-density, medium-effect weaves, and apply **Formula A**. Leave out one slice between each foil.
- 5 Process at room temperature until the desired level of lift is achieved. Do not use heat.
- 6 Rinse, shampoo with **botanical repair™ strengthening shampoo** and towel-dry.
- 7 Resection the hair, and clip sections 1, 2 and 3 away.
- 8 In sections 4 and 5, apply **Formula B** from scalp to ends.
- 9 In sections 1–3, apply **Formula C** from scalp to ends.
- 10 Process at room temperature until the desired tone is achieved. Do not use heat.
- 11 Rinse, shampoo with **botanical repair™ strengthening shampoo** and treat with **botanical repair™ professional bond activator: light**.
- 12 Process for 10 minutes, rinse and towel-dry.





After Care  
**Botanical repair™ strengthening shampoo** and **strengthening conditioner** and **color control leave-in treatment: light**. After 12 weeks, refresh highlights, and retone.

## Hair Style

- 1 Prep damp hair with **pure abundance™ style-prep™** and follow with **invati ultra advanced™ thickening foam** for maximum volume and thickness.
- 2 Blow-dry the hair with a round brush, using a rock-and-roll technique to curl the hair until it is 100% dry.
- 3 Beginning in the nape, taking horizontal subsections, spray both the top and underside of the subsection with **air control™ light hold hair spray**, and wait two seconds to allow it to set.
- 4 Using a large curling iron, roll the subsection from roots to ends, and hold for a count of 10.
- 5 Release the curl, and secure it around a large Velcro roller to hold the curl in place and support it as it cools.
- 6 Continue working up the head in a bricklay pattern until all the hair in the back section is curled and secured in Velcro rollers.
- 7 Take a horseshoe-shaped section from recession point to recession point that incorporates the back bricklaid section, and clip it away.
- 8 Complete the side sections in the same manner as the back section, working in horizontal subsections and placing the Velcro rollers on base for maximum root lift, until you reach the top horseshoe-shaped section.
- 9 Complete the top horseshoe-shaped section in the same manner as the side sections, rolling all subsections away from the face, except for the front subsection along the hairline, which should be rolled toward the face.
- 10 Once all the curls are 100% cool, remove the Velcro rollers, gently twisting the hair as you remove each one.
- 11 Brush through the hair with a flat brush.



Made just for:  
*Keya*



before

*“This is a look that can make quite a strong statement with the right hair cut. It can be worn many different ways. With the hair off the face, the color is quite impactful; and with the hair pushed forward or worn down, the look is softer. As the hair moves, you see more or less. It’s the best of both worlds—bold and understated.”*

—Domenico Sansone  
United Kingdom & Ireland Artistic Team

## Hair Cut

- 1 Section the hair as illustrated.
- 2 Beginning at the nape, take a diagonal subsection, and use the razor to cut a guide.
- 3 Continue taking diagonal subsections, elevating slightly as you work up the back section.
- 4 As you reach the sides, overdirect subsections to preserve length and weight through the front.
- 5 Once you reach the top, take horizontal subsections, and lower the elevation to preserve length until complete.
- 6 Check both sides for balance.
- 7 **OPTIONAL:** Create a fringe suitable for the guest.
- 8 Blow-dry the hair, and texturize to refine the hair cut.

## Hair Color

**enlightenment blinding, full spectrum deep™** and **full spectrum vibrants™**

Formulas | Natural Level 4

### Formula A

- 40 g **enlightener™ powder lightener**
- 8 g **botanical repair™ professional hair strengthening additive**
- 20 ml **20 volume color catalyst™-creme**
- 20 ml **30 volume color catalyst™-creme**

### Formula B

- 40 g **Universal ØN Gel**
- 8 g Dark G/Gr
- 8 g **botanical repair™ professional hair strengthening additive**
- 40 ml **10 volume color catalyst™-creme**

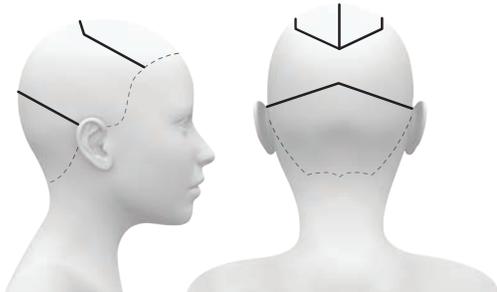
### Formula C

- 40 g Clear
- 10 g Lagoon

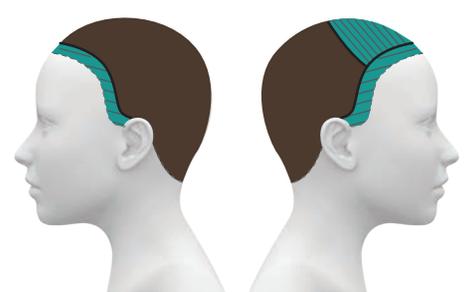
- 1 Spray the hair with **botanical repair™ professional equalizing primer**, and comb through to distribute.
- 2 Section the hair as illustrated.
- 3 Take back-to-back, heavy-density slices, and apply **Formula A**.
- 4 Apply **Formula B** to all the remaining hair at the scalp.
- 5 Process until the slices are pale yellow at room temperature. Do not use heat.
- 6 Rinse, shampoo with **botanical repair™ strengthening shampoo** and treat with **botanical repair™ professional bond activator: light**.
- 7 Apply **Formula C** to all prelightened hair.
- 8 Process for 20 minutes at room temperature. Do not use heat.
- 9 Rinse with cool water until the water runs clear. Do not shampoo.



Hair Cut



Hair Color





### After Care

**Color control shampoo:** light and **color control conditioner** and **botanical repair™ intensive strengthening masque:** light weekly. After eight weeks, refresh the **enlightener™** application, and refresh the **full spectrum vibrants™** application when needed.

“The key to creating Keya’s bouncy bob is two-fold: using two different tools—transitioning from a Denman brush to a round brush to bring out the detail in the hair cut—and using **pure abundance™ style-prep™** to create a more natural bounce in the hair than perhaps **phomollient™ styling foam** or **volumizing tonic.**”

—Bea Carmichael  
Global Educator, Hair Styling

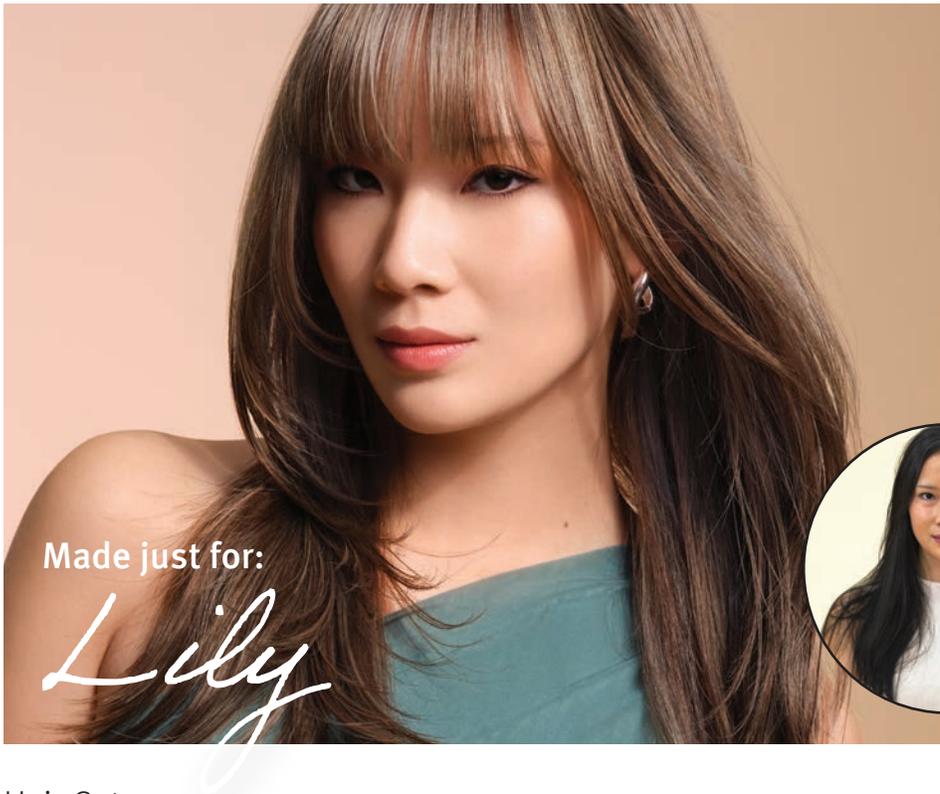
### Hair Style

#### Bouncy Bob *previous page*

- 1 Prep damp hair generously with **pure abundance™ style-prep™** focusing the application at the roots.
- 2 Beginning in the nape, wrap-dry the hair with a Denman brush, lifting the hair at the roots.  
**NOTE:** Perform the blow-dry with the hair saturated to manipulate the hair into the desired direction and shape.
- 3 Once the roots are 100% dry, switch to a round brush on the mid-lengths to ends to create bounce and a bevel on the ends.

#### Aqua Wave *shown above*

- 1 Apply **be curly advanced™ curl enhancer cream** to damp hair.
- 2 Set the top half of the head in loose pin curls.
- 3 Spray your hands with water, and scrunch it into the mid-lengths and ends of the hair not set in pin curls to create texture and wave.
- 4 Blow-dry with a hard diffuser until the hair is 100% dry.
- 5 Release the pin curls.



*“Lily’s color is neither too warm nor too cool, and it’s the most optimized brown shade for Asian hair. I created this color specifically for Lily, who is coloring her hair for the first time, to highlight her most attractive features.”*

—Jae Young

Hair Director, La:B Salon, Korea



before

## Hair Cut

### Sides and back

- 1 Section the hair as illustrated.
- 2 Beginning on the right side, take a vertical subsection, elevate it straight up and cut a guide.
- 3 Continue taking vertical subsections, working toward the back. Overdirect the subsections at the top to create concave square layers, making the bottom gradually longer.
- 4 Continue in this manner until the section is complete.
- 5 Repeat on the opposite side.
- 6 Check both sides for balance.
- 7 In the back, take a vertical subsection, elevate it straight up and cut.

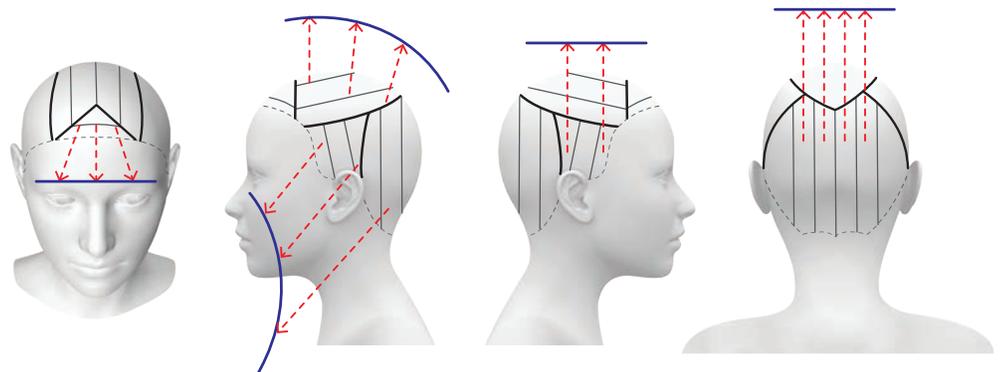
- 8 Continue taking vertical subsections, overdirecting each subsection to the previously cut subsection until the back is complete.
- 9 Comb the hair down to its natural fall, and cut it to a blunt line with a round shape.

### Top

- 10 In the back crown section, take a vertical subsection, elevate it straight up and cut a guide.
- 11 Continue taking vertical subsections and cutting round layers, following the shape of the head, until the top section is complete.

### Square-line fringe

- 12 Create the desired triangular parting.
- 13 Blunt-cut the fringe to a square line with the length between the eyes and eyebrows.
- 14 Take a vertical subsection from the top to the side of the face, overdirect it to the front and cut.
- 15 Continue in this manner to create graduation around the face and along the jawline.
- 16 Repeat on the opposite side.
- 17 Blow-dry the hair, and texturize to refine the hair cut.





After Care  
**Botanical repair™ strengthening shampoo** and **strengthening conditioner** and **color control leave-in treatment: light**. After 12 weeks, refresh highlights and retone.

## Hair Color

**enlightenment blonding and full spectrum deep™**

Formulas | Natural Level 2

### Formula A

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

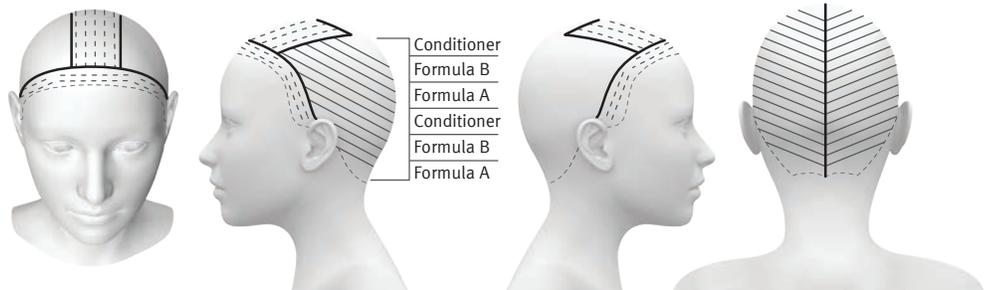
### Formula B

- 40 g **12N**
- 4 g Light V/Gr
- 8 g **botanical repair™ professional hair strengthening additive**
- 88 ml **20 volume color catalyst™-creme**

### Formula C

- 40 g **9N**
- 40 g Light V/Gr
- 32 g **botanical repair™ professional hair strengthening additive**
- 160 ml **5 volume color catalyst™-liquid**

- 1 Spray the hair with **botanical repair™ professional equalizing primer**, and comb through to distribute.
- 2 Section the hair as illustrated.
- 3 Beginning in the nape and working up to the top of the head, take heavy-density, medium-effect slices, and alternate applying **Formulas A** and **B**. Leave out one slice every two foils, and apply **botanical repair™ strengthening conditioner**.
- 4 Repeat on the right and left sides of the head.
- 5 Along the front hairline, take light-density, medium-effect weaves, and apply **Formula A**.
- 6 In the top section, take light-density, medium-effect weaves, and alternate applying **Formulas A** and **B**. Leave out one slice every two foils, and apply **botanical repair™ strengthening conditioner**.
- 7 Process until pale yellow at room temperature. Do not use heat.
- 8 Rinse, shampoo with **botanical repair™ strengthening shampoo** and towel-dry.
- 9 Apply **Formula C** to all the hair.
- 10 Process for 20 minutes at room temperature. Do not use heat.
- 11 Rinse, shampoo with **botanical repair™ strengthening shampoo** and treat with **botanical repair™ professional bond activator: light**.
- 12 Process for 10 minutes, rinse and towel-dry.



## Hair Style

- 1 Prep damp hair with **smooth infusion™ style-prep smoother™** and style with **smooth infusion™ perfect blow dry**.
- 2 Blow-dry the hair with your fingers until 80% dry.
- 3 Roll the fringe toward the face in a large Velcro roller.
- 4 Blow-dry the hair with a round brush until 100% dry, twisting each section at the ends to create a loose wave.
- 5 Remove the roller, and blow-dry the fringe with a small round brush to refine.
- 6 Finish with **air control™ light hold hair spray**.



Hair Color: Coral Blush

**full spectrum deep™** and  
**full spectrum demi+™**

Formulas | Natural Level 2

### Formula A (roots)

- 20 g **9N\***
- 20 g **Universal ØN Gel**
- 8 g **botanical repair™ professional hair strengthening additive**
- 40 ml **10 volume color catalyst™-creme**

### Formula B (mid-lengths to ends)

- 100 g **Universal ØN Cream**
- 5 g Light O/Y
- 2.5 g Light R/R
- 2.5 g Light R/V
- 220 ml **10 volume color catalyst™-creme**

\*full spectrum demi+™



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