

# AVEDA



DREAM IN COLOR:  
NEW FULL SPECTRUM  
DEMI-PERMANENT™

TECHNIQUE  
GUIDE





# DREAM IN COLOR

Introducing 96% naturally derived\* **Full Spectrum Demi-Permanent™ Vegan Treatment Hair Color.** Featuring a suite of customizable components, including Natural Series and Natural Sheer Series bases, 13 tones and seven toners, **Full Spectrum Demi-Permanent™** gives you the power to create any color you and your guests can dream of. Don't pinch yourself—reach for **Full Spectrum Demi-Permanent™**, and keep dreaming in color.

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





AVEDA  
LONDON

# full spectrum demi-permanent™

vegan treatment hair color  
colorant capillaire vegan

2 applications





AVEDA  
full spectrum  
demi-permanent

7NS

CONTAINS/  
CONTIENT: 1, 2

1:1

2 applications

AVEDA  
full spectrum  
demi-permanent

vegan treatment hair color  
colorant capillaire vegan

5N

CONTAINS/  
CONTIENT: 1, 2

1:1

2 applications

AVEDA  
full spectrum  
demi-permanent

vegan treatment hair color

VIOLET

V

1:1

2 applications

AVEDA  
full spectrum  
demi-permanent

vegan treatment hair color  
colorant capillaire vegan

GREEN  
VERT

G

CONTAINS/  
CONTIENT: 1, 2

1:1

2 applications



Full Spectrum Demi-Permanent™ is formulated with proprietary TRIS ColorIntegrity™ technology. An innovative approach to the traditional alkalizer system, TRIS ColorIntegrity™ technology is engineered to intelligently target and react with color molecules, bypassing keratin, creating more connections for superior color deposition and long-lasting vibrancy without compromising hair health.



# HAIR COLOR, REVOLUTIONIZED



# FULL SPECTRUM DEMI-PERMANENT™ VEGAN TREATMENT HAIR COLOR

is fully customizable for a multitude of formulations and hair color services, including glossing, toning, color balancing, grey coverage and precoloration.

## GLOSSING

Glossing is performed when you want to add shine, level and/or tone to hair.

## TONING

Toning is performed when you want to neutralize or enhance the hair's existing tone, often after prelightening the hair.

## COLOR BALANCING

Color balancing is performed when you want to match the previously colored mid-lengths and ends of the hair to the new growth retouch color.







## GREY COVERAGE

Grey coverage is performed when you want to blend or completely cover unwanted grey hair. It's appropriate for any single-process guest who wants a low-maintenance, blended hair color.

## PRECOLORATION

Precoloration is performed when hair is three or more levels lighter than the desired level. A precolor formula is applied to the hair before the final formula to achieve the desired result.

For detailed guidelines information, refer to pages 28–29.







# CONTENTS

Elle . . . . .	2
Sarina . . . . .	6
Omot. . . . .	10
Milana . . . . .	14
Sophia . . . . .	18
Hayden . . . . .	22
Social Activation . . . . .	26
Full Spectrum Demi-Permanent™ Guidelines . . . . .	28





# ELLE

"The new Full Spectrum Demi-Permanent™ Toners give me the power to create any look a guest wants in a quick, five-minute processing time. The addition of the Blue/Violet and Blue/Blue Violet Toners in particular make creating fast, dimensional results on darker-level guests so easy. There are seven Toners, but really, the blonde toning possibilities are endless because you can intermix them."

– LUIS GONZALEZ  
NORTH AMERICA ARTISTIC  
DIRECTOR, HAIR COLOR



Styling products used:

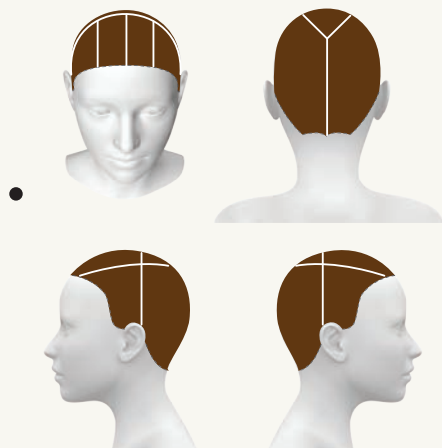
- light elements™ smoothing fluid
- air control™ light hold hair spray



# TECHNIQUE: ELLE

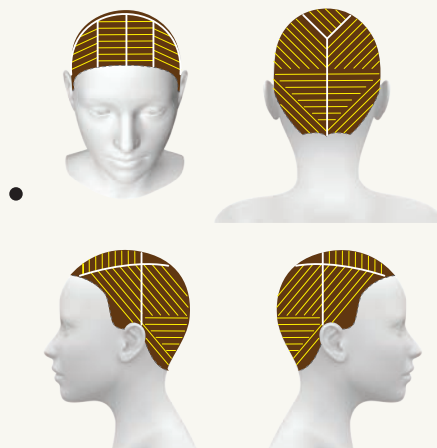
enlightenment blinding and full spectrum demi-permanent™

## 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 nape, and working up and around the head, take slices, and apply the back prelightening formula (A), leaving very little hair between foils. As you work toward the front of the head, switch to the front prelightening formula (B). When working along the hairline, take weaves, and apply the appropriate formula.

### Back Prelightening Formula (A)

30 g enlightener™ high-lift lightener  
8 g botanical repair™ professional hair strengthening additive  
60 ml 5 volume color catalyst™—creme

### Front Prelightening Formula (B)

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



#### STEP 4

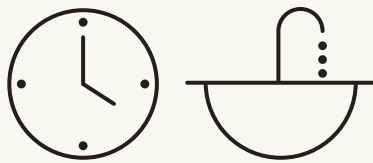


Spray the hair with **botanical repair™ professional equalizing primer**, and comb through to distribute. Apply the toning formula (C) to all the hair.

##### Toning Formula (C)

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

#### STEP 5



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.



BEFORE









# SARINA



"I love using the new Natural Sheer Series to tone prelightened hair. Its cooler base tone opens up a whole new range of color and finish options, which allows me to create beautiful, personalized results with or without the addition of tone while leaving the hair conditioned and radiantly shiny."

— IAN MICHAEL BLACK  
GLOBAL ARTISTIC DIRECTOR,  
HAIR COLOR

Styling products used:

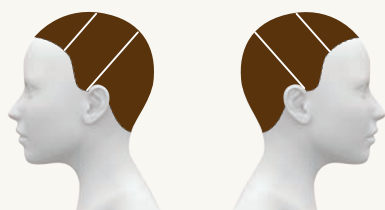
- invati ultra advanced™ thickening foam
- control force™ firm hold hair spray



# TECHNIQUE: SARINA

enlightenment blonding, full spectrum deep™ 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



In the side sections, take one weave at the hairline, and apply the prelightening formula (A). Switch to slices, and alternate applying the prelightening formula (A) and high-lift formula (B) until you reach behind the ear.

### Prelightening Formula (A)

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

### High-Lift Formula (B)

20 g 14N  
2 g Light B/B  
4 g botanical repair™ professional hair strengthening additive  
40 ml 30 volume color catalyst™-creme

## STEP 3



Beginning at the hairline in the front triangle section, take weaves, and alternate applying the prelightening formula (A) and high-lift formula (B).

### Prelightening Formula (A)

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

### High-Lift Formula (B)

20 g 14N  
2 g Light B/B  
4 g botanical repair™ professional hair strengthening additive  
40 ml 30 volume color catalyst™-creme

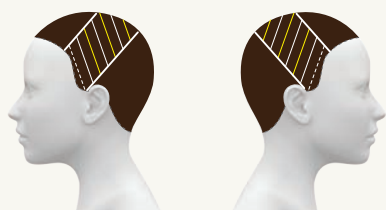
## STEP 7



Process for 20 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 glossing formula (C) to all the remaining hair.

##### Glossing Formula (C)

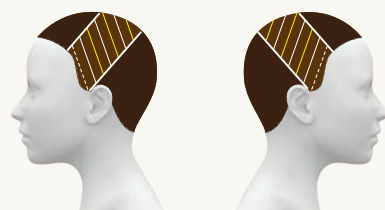
40 g 4N\*  
6 g Green  
8 g botanical repair™ professional hair strengthening additive  
40 ml 5 volume color catalyst™ liquid

#### STEP 5



Process for 20 minutes at room temperature or until the desired level of lift is achieved with prelightening formula (A). Do not use heat. Rinse, shampoo with **botanical repair™ strengthening shampoo**, making sure to remove the glossing formula (C) before removing foils, and towel-dry.

#### STEP 6



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

##### Toning Formula (D)

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



\*full spectrum demi-permanent™

BEFORE



DREAM IN COLOR • 9







# OMOT

"The new Pink Tone is a great addition to the demi-permanent line-up. You can go bold and use it alone on prelightened hair or use it to add tonal quality on deeper levels or color balance after a permanent retouch service. It truly does provide even more customization options with demi-permanent hair color."

— NAOMI DOVE  
NORTH AMERICA ARTISTIC  
DIRECTOR, TEXTURED HAIR



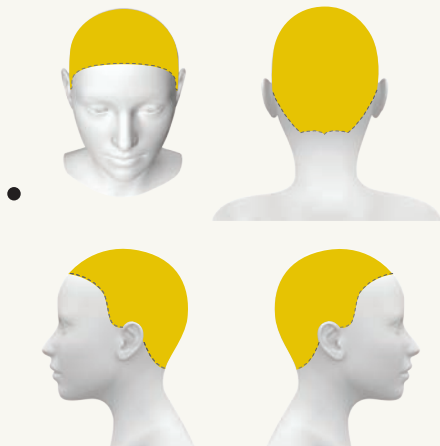
Styling products used:

- nutriplenish™ styling treatment foam
- botanical repair™ nourishing styling cream
- be curly advanced™ coil definer gel

# TECHNIQUE: OMOT

enlightenment blonding and full spectrum demi-permanent™

## STEP 1

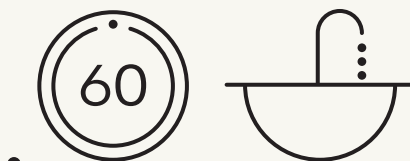


Spray the hair with **botanical repair™ professional equalizing primer**, comb through to distribute and apply the prelightening formula (A) to all the hair.

### Prelightening Formula (A)

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

## STEP 2



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

## STEP 3



Spray the hair with **botanical repair™ professional equalizing primer**, comb through to distribute and remix and apply the prelightening formula (A) to all the hair.

### Prelightening Formula (A)

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

## PINK STEP 1

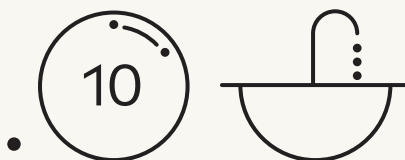


Spray the hair with **botanical repair™ professional equalizing primer**, comb through to distribute and apply the pink glossing formula (C) to all the hair.

### Pink Glossing Formula (C)

20 g Pink  
20 g Universal ØN Gel  
8 g botanical repair™ professional hair strengthening additive  
40 ml 5 volume color catalyst™ liquid

## PINK STEP 2



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



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

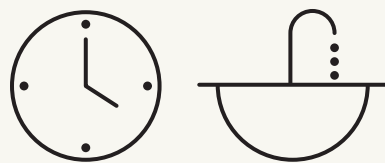
#### STEP 5



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

**Toning Formula (B)**  
40 g V Toner (Violet)  
8 g botanical repair™ professional hair strengthening additive  
60 ml 5 volume color catalyst™ liquid

#### STEP 6



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.



BEFORE









# MILANA



"I love how rich the new Full Spectrum Demi-Permanent™ Tones are. They're incredibly easy to use, with a quick processing time, making them perfect for bringing dull, lifeless hair back to life with vibrant, shiny results."

— IAN MICHAEL BLACK  
GLOBAL ARTISTIC DIRECTOR,  
HAIR COLOR

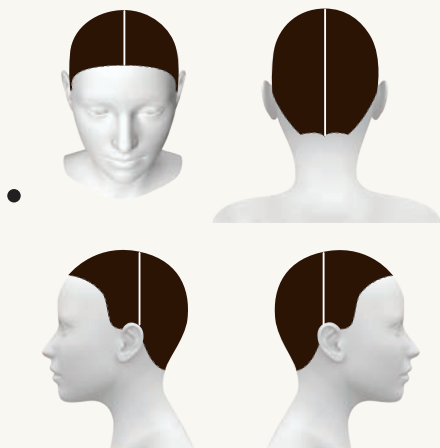
Styling products used:

- invati ultra advanced™ thickening foam
- botanical repair™ strengthening overnight serum
- control force™ firm hold hair spray

# TECHNIQUE: MILANA

full spectrum demi-permanent™

## STEP 1

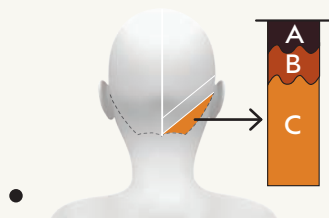


Spray the hair with **botanical repair™ professional equalizing primer**, comb through to distribute. Section the hair into quadrants, and apply the root formula (A) to the root area.

### Root Formula (A)

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

## STEP 2



Beginning at the bottom of the back right quadrant, take a 1" diagonal subsection, divide it in half and apply the upper mid-band formula (B) to the next 4" and the mids/ends formula (C) to the rest of the subsection. Repeat on the other half of the subsection.

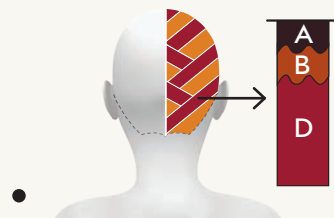
### Upper Mid-Band Formula (B)

20 g 5N  
20 g Dark Copper  
8 g botanical repair™ professional hair strengthening additive  
40 ml 10 volume color catalyst™ creme

### Mids/Ends Formula (C)

20 g Dark Copper  
20 g Light Copper  
2 g Red  
8 g botanical repair™ professional hair strengthening additive  
40 ml 10 volume color catalyst™ liquid

## STEP 3



Take another 1" subsection and repeat, using the upper mid-band formula (B) and the mids/ends formula (D). Continue in this manner, changing angle of the subsection every two subsections, until the back right quadrant is complete.

### Upper Mid-Band Formula (B)

20 g 5N  
20 g Dark Copper  
8 g botanical repair™ professional hair strengthening additive  
40 ml 10 volume color catalyst™ creme

### Mid/Ends Formula (D)

20 g Light Copper  
20 g Red  
8 g botanical repair™ professional hair strengthening additive  
40 ml 10 volume color catalyst™ liquid



#### STEP 4



Repeat in the remaining quadrants, changing the angle of the subsection every two subsections.

#### STEP 5



Apply the mid/ends formula (D) to the fringe.

##### Mid/Ends Formula (D)

20 g Light Copper  
20 g Red  
8 g botanical repair™ professional hair strengthening additive  
40 ml 10 volume color catalyst™ liquid

#### STEP 6



Process for 20 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.



BEFORE









# SOPHIA



"Hydration is essential to textured hair. New Full Spectrum Demi-Permanent™ makes the hair feel like it's received a double dose of hydration and deep conditioning without overdoing it. It has set a new standard of treating every hair, every time."

— NAOMI DOVE  
NORTH AMERICA ARTISTIC  
DIRECTOR, TEXTURED HAIR

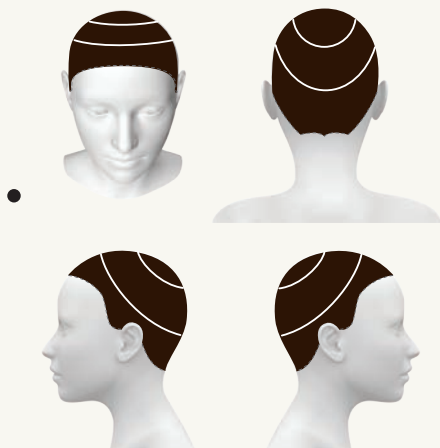
#### Styling products used:

- nutriplenish™ leave in treatment
- invati ultra advanced™ thickening foam
- botanical repair™ strengthening overnight serum
- pure abundance™ volumizing hair spray
- air control™ light hold hair spray

# TECHNIQUE: SOPHIA

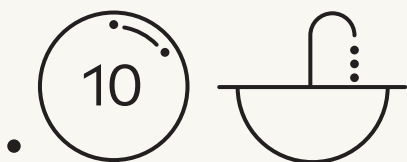
enlightenment blonding and full spectrum demi-permanent™

## STEP 1



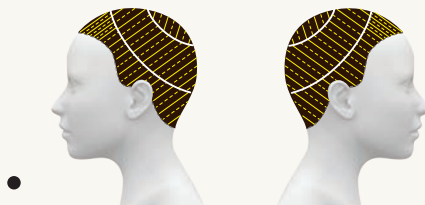
Spray the hair with **botanical repair™ professional equalizing primer**, comb through to distribute and section the hair as illustrated.

## STEP 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 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

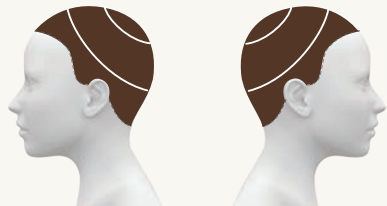
## STEP 3



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



#### STEP 4

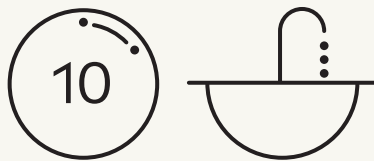


Apply the color balancing formula (D) to all the remaining previously colored hair.

##### Color Balancing Formula (D)

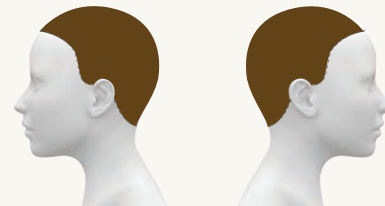
40 g 6NS  
3 g Green  
8 g botanical repair™ professional hair strengthening additive  
40 ml 10 volume color catalyst™ creme

#### 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

"The amount of lift Enlightener™ High-Lift Lightener can achieve and the speed at which it performs is mesmerizing. When we used it on Hayden's hair, the lift we achieved was so clean, we fell in love with the natural blonde tone it created. Not only did it lift beautifully, it also helped control her warm Natural Remaining Pigment."

– LUIS GONZALEZ  
NORTH AMERICA ARTISTIC  
DIRECTOR, HAIR COLOR

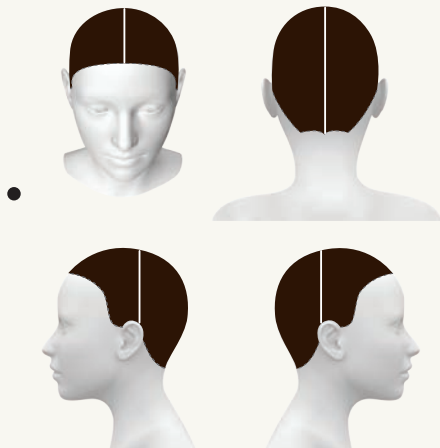
Styling products used:

- botanical repair™ strengthening overnight serum
- air control™ light hold hair spray

# TECHNIQUE: HAYDEN

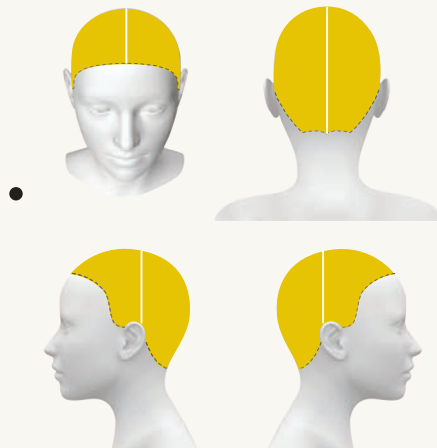
enlightenment blonding and full spectrum demi-permanent™

## STEP 1



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

## STEP 2

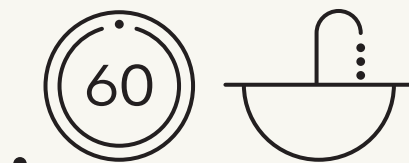


Beginning at the bottom of the back right quadrant, take back-to-back slices, and apply the mids/ends prelightening formula (A), leaving out 1" at the root area. Repeat in the remaining quadrants.

### Mids/Ends Prelightening Formula (A)

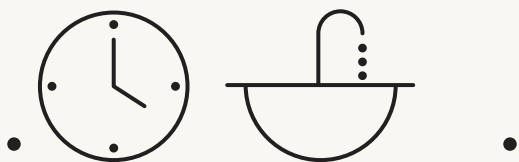
30 g enlightener™ high-lift lightener  
8 g botanical repair™ professional hair strengthening additive  
60 ml 10 volume color catalyst™ creme

## 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










# SHOW US YOUR BEST #DREAMIN AVEDACOLOR!

Post your most striking before-and-after color transformations using new **Full Spectrum Demi-Permanent™ Hair Color**, and share your customized formulas. We're excited to see what you create! Select transformations will be shared on @avedaartists.

Hashtags to include: #dreaminavedacolor, #avedaartist, #avedademi

## FOLLOW US

 @aveda @avedaartists  @aveda  @aveda

# FULL SPECTRUM DEMI-PERMANENT™ GUIDELINES

## Glossing guidelines

FORMULA TYPE	NATURAL SERIES OR NATURAL SHEER SERIES	STONE	COLOR CATALYST™ 1:1 RATIO¹
NATURAL	40 g	—	40 ml
NATURAL TONAL	40 g	4–16 g	40 ml
NATURAL PLUS	30 g	10 g	40 ml
NATURAL BRIGHT	20 g	20 g	40 ml
NATURAL INTENSE	10 g	30 g	40 ml
PURE TONAL	—	40 g	40 ml

## Toning guidelines

TONER²	COLOR CATALYST™ 1:1.5 RATIO	PROCESSING TIME (ROOM TEMPERATURE)
40 g	60 ml	5–20 minutes

## Shine refresh treatment guidelines

### SHINE REFRESH TREATMENT

UNIVERSAL ØN GEL	5 VOLUME COLOR CATALYST™–LIQUID³	PROCESSING TIME (ROOM TEMPERATURE)
40 g	40 ml	5 minutes

### SHINE AND TONE REFRESH TREATMENT

UNIVERSAL ØN GEL	STONE	5 VOLUME COLOR CATALYST™–LIQUID³	PROCESSING TIME (ROOM TEMPERATURE)
20 g	20 g	40 ml	10–20 minutes

## Color balancing guidelines

FORMULA TYPE	NATURAL SERIES	NATURAL SHEER SERIES	UNIVERSAL ØN GEL	STONE	COLOR CATALYST™ 1:1 RATIO¹	PROCESSING TIME (ROOM TEMPERATURE)
TONAL REFRESH: Lost tone	—	—	40 g	4–16 g	40 ml	10–20 minutes
LEVEL AND TONE REFRESH: Lost 1–2 levels	Desired level: 1–4	20 g	—	0–16 g	40 ml	10–20 minutes
	Desired level: 5–9	—	40 g	—	0–16 g	40 ml
RE-ESTABLISH: Lost three or more levels	Refer to Precoloration Guidelines.					

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

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

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



## Grey coverage guidelines

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

## Precoloration guidelines

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

# CREDITS

**IAN MICHAEL BLACK**  
GLOBAL ARTISTIC DIRECTOR,  
HAIR COLOR  
@ianmichaelblack

**RICARDO DINIS**  
GLOBAL ARTISTIC DIRECTOR,  
HAIR CUTTING  
@ricardodinis

**JANELL GEASON**  
EXECUTIVE DIRECTOR,  
GLOBAL TECHNICAL EDUCATION  
@jgeason

**ALLEN RUIZ**  
GLOBAL ARTISTIC DIRECTOR,  
HAIR STYLING  
@allenruizstyle

**NAOMI DOVE**  
NORTH AMERICA ARTISTIC  
DIRECTOR, TEXTURED HAIR  
@avedaitgirl

**LUIS GONZALEZ**  
NORTH AMERICA ARTISTIC  
DIRECTOR, HAIR COLOR  
@luisgonzalezhaircolor

**VANESSA WHITMARSH**  
NORTH AMERICA ARTISTIC TEAM,  
HAIR STYLING  
@vwhitmarshhair

**ANDREA HOLTON**  
MAKEUP ARTIST  
@dresvita

**CLAIRE TEDDI GRANT**  
WARDROBE STYLIST  
@claireteddi

**DALLAS CURRIE**  
DIRECTOR OF PHOTOGRAPHY  
@dallascurie

**JEFFREY PEARSON**  
PHOTOGRAPHER  
@jeffpearsonfoto

**CHELSE LOPEZ**  
VIDEOGRAPHER  
@chelsielopezproduction

**TEDDY MCFARLANE**  
VIDEO EDITOR

**LISA WHALLEY**  
GRAPHIC DESIGNER

**ABBY DEBRUINE**  
WRITER









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.