

# • FULL SPECTRUM DEMI-PERMANENT™

• A | AVEDA EDUCATION •

Discover the power of **Full Spectrum Demi-Permanent™ Vegan Treatment Hair Color**, a revolutionary hair color that gives you, the artist, the freedom to create your perfect shade while caring for your clients' hair and the planet. Made with 96% naturally derived<sup>1</sup> ingredients, this fully customizable hair color system allows you to tailor each component to every client, every application, every time, giving you ultimate control of your work.

Whether you want an easy way to blend or cover grey, neutralize or enhance hair after lightening, refresh previously colored ends or infuse hair with glossy, tonal shine, **Full Spectrum Demi-Permanent's™** unique alkalizer ensures superior color deposition for vibrant results that last.

**Full Spectrum Demi-Permanent™** is eco-packaged and manufactured with 100% wind and solar power,<sup>2</sup> making it the perfect choice for your clients and the planet. Experience a custom hair color system that is as sustainable as it is beautiful.



## Features and Benefits

- Alkaline, no-lift hair color that contains all oxidative dyes.
- Formulated with proprietary TRIS ColorIntegrity™ technology that optimizes color deposition and vibrancy while avoiding keratin damage.
- **Natural series** and **natural sheer series** levels are calibrated to a traditional level system, with no dilution solution required.
- Colorless, no-lift **universal ØN** can be added to any formula to add shine and sheer out the result.
- **Color catalyst™** (developer) is available in creme and liquid forms, allowing you to choose your preferred consistency.
- Easy-mix grey coverage formulates for the type of coverage desired, not the percentage (amount) of grey.
- 5–20-minute processing time, depending desired amount of deposit.
- Always shampooed out, which means you can manipulate it as much as you like when applying.

<sup>1</sup>Full spectrum demi-permanent™ is 96% naturally derived on average, per ISO 16128 standard, from plant sources, non-petroleum mineral sources and/or water.

<sup>2</sup>Manufactured at Aveda's primary facility, which is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.

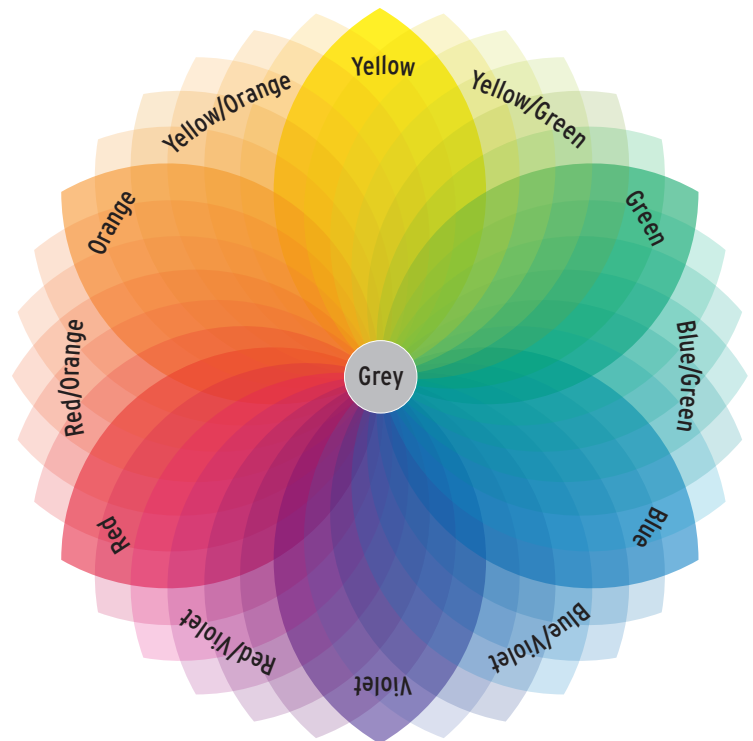
## Components



PRODUCT	natural series levels	natural sheer series levels	tones	toners	universal ØN gel
BACKGROUND	Neutral	Cool	None	None	None
INVENTORY	Levels 1–10 (1N, 3N–10N)	Levels 5–9	Six <b>light tones</b> used on levels 7–10 Seven <b>dark tones</b> used on levels 3–6	Seven pre-customized toners	Available in creme and gel forms
USE	Use for more opaque results	Use for more sheer results	Add to <b>natural series</b> or <b>natural sheer series</b> levels to create tonal results Use alone for more intense tonal results	Use to neutralize or enhance	Colorless, no-lift base Can be used alone to create shine
APPLICATION	Ideal base for: <ul style="list-style-type: none"> <li>• Grey coverage</li> <li>• Glossing</li> <li>• Color balancing</li> <li>• Shadow root</li> <li>• Color correction</li> </ul>	Ideal base for: <ul style="list-style-type: none"> <li>• Glossing</li> <li>• Toning</li> <li>• Shadow root</li> <li>• Lowlighting</li> <li>• Color balancing</li> </ul>		Formulated to neutralize or enhance specific Natural Remaining Pigments (undertone) Mix 1:1.5 with <b>color catalyst™</b> (developer)	Mix with levels alone, tones alone or levels and tones Mix 1:1 with <b>color catalyst™</b> (developer)

## Natural Remaining Pigment (Undertone)

LEVEL	DESCRIPTOR	NATURAL REMAINING PIGMENT (UNDERTONE)	COMPLEMENTARY PIGMENT (CORRECTIVE)
10	Lightest Blonde	Pale Yellow	Violet
9	Very Light Blonde	Yellow	
8	Light Blonde	Yellow/Orange	
7	Medium Blonde	Orange	Blue
6	Dark Blonde	Red/Orange	Blue/Green
5	Lightest Brown	Red	Green
4	Light Brown		
3	Medium Brown		
2	Dark Brown		
1	Black		





# Full Spectrum Demi-Permanent™ Guidelines

## Glossing guidelines

Use to enhance/intensify or even out tone and add shine using level alone, tone alone or level and tone.

FORMULA TYPE	NATURAL SERIES OR NATURAL SHEER SERIES	TONE	COLOR CATALYST™ 1:1 RATIO*
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

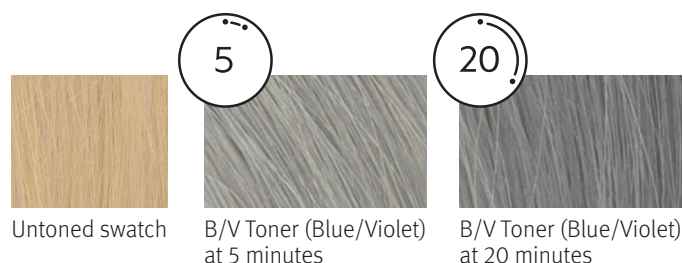
## Color catalyst™ (developer) selection guidelines

5 or 10 VOLUME—CREME	5 or 10 VOLUME—LIQUID
MIX: 1:1.5	
 <p>Ideal for bowl and brush applications</p>	 <p>Ideal for bottle applications</p>

## Toning guidelines

Use to neutralize or enhance, typically after prelightening hair.

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



## Color balancing guidelines

Use to refresh faded color through the mid-shaft and ends when applying a permanent color to the regrowth. First, choose the base (**natural series** or **natural sheer series** if you need to reestablish level, **universal ØN gel** if you just need to refresh tone). Then add the amount of **tone** required for the level (e.g., for levels 5 and 9, use 8 g **tone**).

FORMULA TYPE	NATURAL SERIES	NATURAL SHEER SERIES	UNIVERSAL ØN GEL	TONE	COLOR CATALYST™ 1:1 RATIO*	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	—	20 g	40 ml	10–20 MINUTES
	Desired level: 5–9	—	40 g	—	40 ml	10–20 MINUTES
RE-ESTABLISH: Lost three or more levels	Refer to Precoloration Guidelines on the Full Spectrum Demi-Permanent™ Hair Color Chart.					

## Grey coverage guidelines

Use for a no-lift, deposit-only solution for covering grey hair. There is no need to take into account the percentage of grey hair. Formulate for the type of coverage you desire, from sheer to opaque.

COVERAGE TYPE		NATURAL SERIES	NATURAL SHEER SERIES	TONE	10 VOLUME COLOR CATALYST™ 1:1 RATIO	PROCESSING TIME (ROOM TEMPERATURE)
MORE SHEER	SHEER (LEVELS 5–9)	—	40 g	0–16 g	40 ml	10 MINUTES
↕	BLEND	40 g	—	0–16 g	40 ml	10 MINUTES
MORE OPAQUE	COVER	40 g	—	0–16 g	40 ml	20 MINUTES

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

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

# Top Competitor Favorite Formulas Conversion Chart

All **full spectrum demi-permanent™** formulas were mixed in a 1:1 ratio with **10 volume color catalyst™** **conditioning creme developer** and processed for 20 minutes at 37° C (scalp temperature) on naturally white hair.

TOP COMPETITOR	FULL SPECTRUM DEMI-PERMANENT™	TOP COMPETITOR	FULL SPECTRUM DEMI-PERMANENT™
			
<b>010GI</b>	40 g <b>10N</b> 2 g Light Gold	<b>09T</b>	30 g <b>10N</b> 10 g <b>9N</b> 5 g B/V Toner (Blue/Violet)
			
<b>09GI</b>	30 g <b>10N</b> 10 g Y Toner (Yellow)	<b>09N</b>	30 g <b>10N</b> 10 g <b>9N</b> 3 g Grey
			
<b>08GI</b>	20 g <b>10N</b> 20 g <b>9N</b> 6 g Light Gold	<b>07NA</b>	30 g <b>9NS</b> 5 g Light Intense Ash 5 g Green
			
<b>010VV</b>	15 g V Toner (Violet) 15 g V/B Toner (Violet/Blue) 10 g <b>Universal ØN</b>	<b>06NA</b>	30 g <b>9N</b> 6 g Light Intense Ash 5 g Green
			
<b>09V</b>	30 g <b>10N</b> 10 g V/B Toner (Violet/Blue)	<b>05G</b>	40 g <b>6N</b> 6 g Dark Gold 1 g Green
			
<b>09VV</b>	35 g VR/Y Toner (Violet Red/Yellow) 5 g Light Ash	<b>09NB</b>	30 g <b>10N</b> 5 g <b>9N</b> 5 g Y Toner (Yellow)
			
<b>06RR</b>	20 g <b>Universal ØN</b> 10 g Red 5 g Violet	<b>07NB</b>	40 g <b>8N</b> 4 g Light Gold
			
<b>09AA</b>	30 g <b>Universal ØN</b> 8 g Light Gold 2 g Light Copper	<b>06NB</b>	40 g <b>6N</b> 4 g Dark Gold
			
<b>09P</b>	30 g <b>10N</b> 8 g B/BV Toner (Blue/Blue Violet) 5 g V/B Toner (Violet/Blue)	<b>04NB</b>	40 g <b>4N</b> 12 g Dark Gold