

AVEDA HAIR COLOR



PERMANENT
Oxidative dye
Permanent



100% WIND & SOLAR POWER¹



DEEP
Oxidative dye
Permanent



AVEDA WAS THE FIRST HAIR COLOR BRAND TO USE 100% RECYCLED CONTENT IN AN ALUMINUM HAIR COLOR TUBE.



BLONDING
Prelightener
Permanent



96% NATURALLY DERIVED²



DEMI
Oxidative dye
Demi-permanent



FORMULATED WITHOUT SYNTHETIC GLYCOLS, PHTHALATES, BHT, KATHON, NITRO DYES OR PARABENS



VIBRANT
Direct dye
Semi-permanent



100% VEGAN



Cruelty Free INTERNATIONAL

FULL SPECTRUM PERMANENT™



NATURAL SERIES



NATURAL COOL SERIES



PURE TONES



PURE PIGMENTS



COLOR CATALYST™

LEVEL OF LIFT	COLOR CATALYST™	PROCESSING TIME (ROOM TEMPERATURE)
4	40 VOLUME	45 MINUTES
3	30 VOLUME	40 MINUTES
2	20 VOLUME ³	30 MINUTES
1	10 VOLUME	20 MINUTES
0—1	5 VOLUME	20 MINUTES

¹Excluding full spectrum vibrants™

²On average, 96% naturally derived per ISO 16128 standard, based on volumes sold. From plant sources, non-petroleum mineral sources, and/or water.

³Refer to grey coverage guidelines when using 20 volume color catalyst™ conditioning creme developer.

NATURAL RESULTS



When creating a cool result, you must neutralize the NRP.

LEVEL	DESCRIPTOR	NATURAL REMAINING PIGMENT	COMPLEMENTARY PIGMENT
10	Lightest Blonde	Pale Yellow	Violet
9	Very Light Blonde	Yellow	
8	Light Blonde	Yellow/Orange	Blue/Violet
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		



UNIVERSAL ØN CREME

GREY COVERAGE



NATURAL/NATURAL PURE TONES



NATURAL NATURAL SERIES

INTENSE RED RESULTS

THREE TYPES



2, 4, 6, 8:
This is how we formulate.

4, 8, 12, 16:
This is how we make reds scream.



INTENSE BASE

HIGH-LIFT BLONDE RESULTS



EXTRA LIFTING CREME



PASTEL TONES

ENLIGHTENMENT BLONDING



ENLIGHTENER™ POWDER LIGHTENER



ENLIGHTENER™ CREME BOOSTER



ENLIGHTENER™ HIGH-LIFT LIGHTENER

FULL SPECTRUM DEMI-PERMANENT™



NATURAL
SERIES



NATURAL SHEER
SERIES



UNIVERSAL ØN
GEL



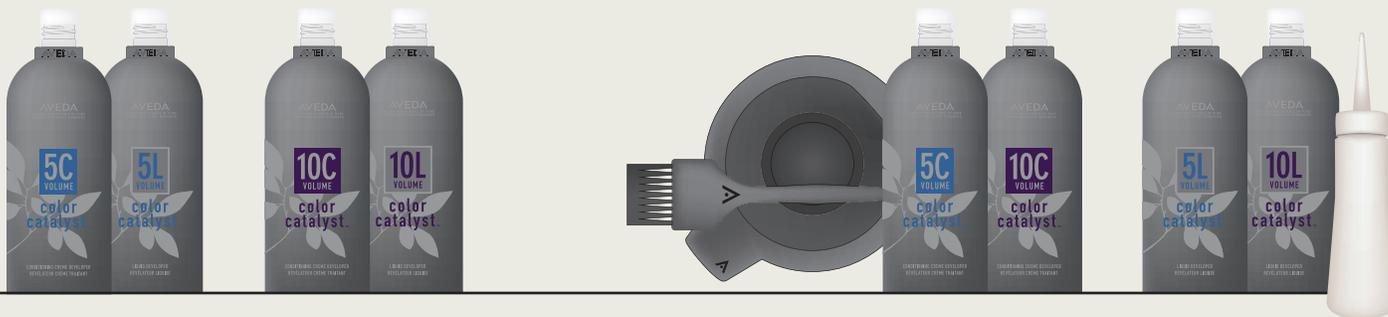
TONES



TONERS

FORMULATION
4, 8, 12, 16:
This is how we
create tonal sheen.

COLOR CATALYST™



SALON SERVICES

GLOSSING

TONING

COLOR BALANCING

GREY COVERAGE

PRECOLORATION