

AVEDA

CUSTOMIZED COLOR

CREATED WITH A CONSCIENCE

new aveda full spectrum™ permanent hair color

FULL OF CUSTOMIZATION. FULL OF CONSCIENCE.

Express your most inspiring artistic ideas with naturally derived* colors created with a conscience that you and your guests can feel good about.

- Up to 96% naturally derived* — using plant power instead of petrochemicals.
- Manufactured with 100% wind power** — Aveda was the first beauty company to manufacture with 100% wind power.
- Cruelty-free — tested on people†
- Created at Aveda's botanical laboratory on a 58-acre Certified Wildlife Habitat™ in Blaine, Minnesota.
- With certified organic conditioning oils — sunflower, castor, jojoba, coconut and babassu oils — instead of petrochemicals, to support organic farming which follows strict standards of agriculture that are better for the Earth.
- Aveda's purchase of organic babassu oil processed from nuts gathered by the women of Maranhao in Brazil helps them to support their families, strengthening local

*"The new Aveda **full spectrum**™ colors are truly like an artist's palette. As creative colorists, we have all of the tools we need to create rich, vibrant, customized color for each and every guest. Beautiful color, unlimited creative possibility—Aveda **full spectrum** is the only choice."*

DAVID ADAMS

Master Hair Colorist, Minneapolis, Minnesota

communities. It also helps protect the intricate ecosystems of the rainforest as part of the fight against climate change.

- Cartons are made from 100% recycled fiber, including 77% post-consumer recycled, Forest Stewardship Council™-certified fiber.
- 2.8 ounce tube caps are made of 100% recycled material — including plastic sourced through the national cap collection program that Aveda founded. This program has kept over a half million pounds of caps out of landfills so far — and the amount continues to rise rapidly every day.
- Formulated without nitro dyes, parabens and animal-derived ingredients.
- Non-drying with gentle, sustainable water as our solvent instead of alcohol.

"Using Aveda hair color for me is being really connected to our mission. It makes me feel better and solid as a colorist. I have a good feeling while I'm applying on my guests."

LUPE VOSS

Aveda Guest Artist, Los Angeles, California

*From plants and non-petroleum minerals. **The wind power goes into the utility grid from which we purchase electrical power. Our use of natural gas power is offset with wind energy credits.

†For more on our animal testing policy, go to [aveda.com](https://www.aveda.com).



Now you truly have the palette to create any color that exists in the universe. Personalize your colors with new **pure pigments** in pure primary and secondary colors, new **universal ØN** virtually colorless, ammonia-free base, new **intense base** for creating head-turning reds and our new completely customizable **extra lift pastel blonde** series. Powered by plants — for essentially damage-free results.



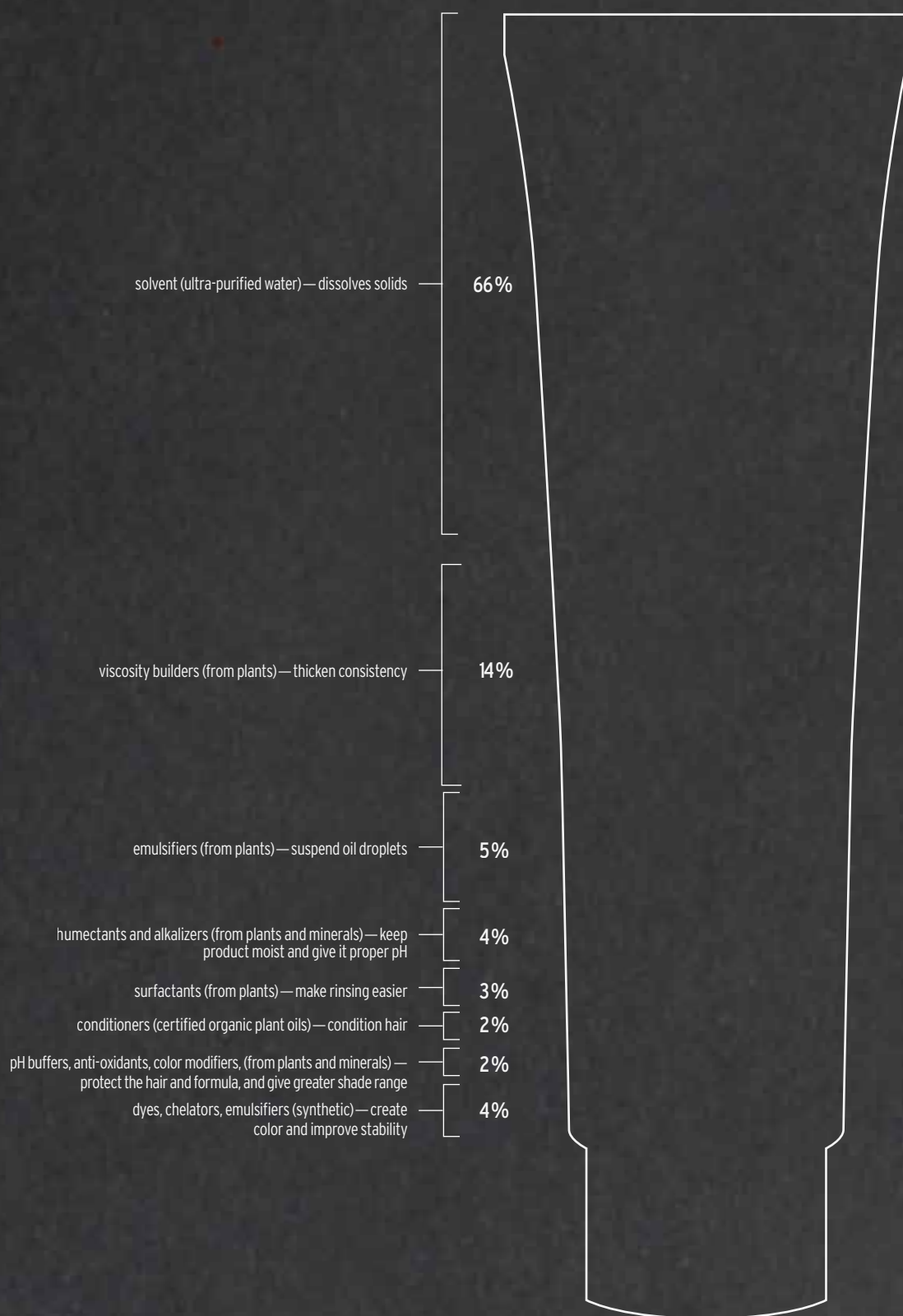
CREDITS: Color: Ian Michael Black, Cut: Ricardo Dinis, Styling: Allen Ruiz, Makeup: Stephen Dimmick
CREATED WITH: Top: 1/2 blue **pure pigment**, with 1/2 **universal ØN**. Middle: yellow **pure pigment**. Nape: orange **pure pigment**

WHAT'S IN YOUR HAIR COLOR?

ASK YOUR GUESTS IF THEY CARE WHAT GOES ON THEIR HEADS.
FULL SPECTRUM™ IS UP TO 96% NATURALLY DERIVED.*

*From plants and non-petroleum minerals.





WHAT'S IN A TUBE OF FULL SPECTRUM™

Numbers are rounded to the nearest percent.

CASTOR BEANS

Organic castor oil and organic sunflower, jojoba, coconut and babassu oils condition hair and add shine.

CORN

Corn-derived surfactant makes it easy to rinse dyes from hair.

GREEN TEA

Patented green tea extract creates a broader spectrum of color.

RED TEA ROOIBOS

Patented red tea's powerful anti-oxidant properties help protect the hair color formula.



BREAK OUT OF PRISM

*“Bold, rich **pure pigments** will allow you to create a vibrant POP in your permanent hair color.”*

JO MCKAY

Aveda Technical Hair Specialist, Europe

New **pure pigments** offer pure primary and secondary colors that let you break out with stunning hues for clients who want to turn heads. You can also mix **pure pigments** with the **natural series** to get that perfect tonal balance (for instance, you can cool a shade by adding a little blue **pure pigment**).

CREDITS: Color: Ian Michael Black, Cut: Ricardo Dinis, Styling: Allen Ruiz, Makeup: Stephen Dimmick
CREATED WITH: red **pure pigment**



Pure pigments give you the **full spectrum** of primary and secondary colors.



ESSENTIALLY DAMAGE-FREE From top, clockwise: castor beans, sunflower seeds, coconut, babassu nuts and jojoba leaves — from the plants that provide our conditioning oils for essentially damage-free results. Our fade-resistant color formulas include naturally derived ingredients and UV filters.



*"We have everything we need to achieve any red we've always wanted, with the brightness, the intensity and the vibrancy every colorist has been waiting for! The new red **pure pigment** mixed with a base expands the range of reds you can create for hair—and I am so happy to have a true violet."*

BRUNO ELORRIOROZ

Advanced Technical Director for Aveda Institute, London

Fully customizable **full spectrum™** with **pure pigments** makes every head of hair your canvas. Create a masterpiece of color — and a whole new paradigm shift.

ARTISTRY

CREATED WITH: Top: red **pure pigment**. 2nd stripe: blue **pure pigment**. 3rd stripe: violet **pure pigment**. Bottom stripe: 20 g **universal 0N**, 1 g violet **pure pigment**. Nape (underneath): red **pure pigment**

CREDITS: Color: Ian Michael Black, Cut: Ricardo Dinis, Styling: Allen Ruiz, Makeup: Janell Geason



MORE VIBRANT REDS & TRUER VIOLETS THAN EVER

NEW SOLELY OXIDATIVE DYES DEVELOP INSIDE THE CORTICAL FIBER
FOR LONG-LASTING COLOR THAT STAYS TRUE.



"I can grow my colour business with a specialized Aveda colour palette that I can customize for my clients. The new improvements expand my ability to express new colour, try new techniques – and inspire my team."

NANCY RAO
Aveda Guest Artist, Australia



CREATED WITH: 30 g intense base for each section plus, Top: 10 g 6N, 4 g Dark R/O pure tone. Center: 10 g 8N, 12 g Light O/R pure tone. Nape: 10 g 5N, 8 g Dark V/R pure tone

CREDITS: Color: Bruno Elorrioroz, Cut: Ricardo Dinis, Styling: Allen Ruiz, Makeup: Janell Geason

WE DARE YOU

"Taking customizable color to the next level with our beautiful blondes — we now have products to mix and customize, to provide our guests with unique, creative and beautiful results. Create soft pastels rich in tone. Make it a soft formula, a standard formula or a strong formula. This is the power of Aveda Blondes."

LUPE VOSS
Aveda Guest Artist, Los Angeles, California

CREDITS: Color: Bruno Elorrioroz, Cut: Antoinette Beenders, Styling: Allen Ruiz, Makeup: Stephen Dimmick
CREATED WITH: 40 g extra lifting creme, 8 g pastel violet, Highlights: 40 g universal ØN, 1 g violet pure pigment



Now you can create the perfect blonde shade with extra lifting creme alone or with any of our 3 pastel tones.

“We can really lift hair, keep the condition, keep the shine, and yet create a really clean platinum finish to the hair just by using extra lifting creme on the hair—which I think is really unique.”

IAN MICHAEL BLACK

Aveda North American Artistic Director for Hair Color



CREDITS: Color: Bruno Elorriroz, Cut: Ricardo Dinis, Styling: Allen Ruiz, Makeup: Stephen Dimmick
CREATED WITH: 40 g extra lifting creme, 2 g pastel blue, 2 g pastel violet. Highlights: extra lifting creme



IRRESISTIBLE COLORS THAT RESIST FADING

OUR NEW PERMANENT COLORS ARE 28% MORE FADE-RESISTANT*
THAN BEFORE. OUR **NATURAL SERIES** ALSO
GIVES IMPROVED GREY COVERAGE OVER ALL SHADES.

*On average.

CREDITS: Color: Ian Michael Black, Cut: Ricardo Dinis, Styling: Allen Ruiz, Makeup: Janell Geason
CREATED WITH: base color: 5N and 5 volume color catalyst.™--- Slice 1: 7N Slice 2: 3N both with 20 volume color catalyst.



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.

