



 | AVEDA EDUCATION

#avedavegancolor

formulation guide



Andrea Bennett

@abcolorlab

Education Manager and Colorist, Aveda Germany | Munich, Germany

Formulas | enlightenment blonding and full spectrum deep™

Formula A (prelighten/teasylights)

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

Formula B

- 20 g **6N**
- 1 g Dark G/Y
- 1 g Light B/Gr
- 40 ml **10 volume color catalyst™-creme**

Formula C

- 40 g **9N**
- 7 g Light Y/G
- 1 g Light B/B
- 80 ml **20 volume color catalyst™-creme**

“The inspiration for this look was to create a dimensional, split-color effect on a hime hair cut by applying lush, uniform color through the front and ancient bronze teasylights through the long layers in the back.”





Santiago Figueroa

@santiagoo_figueroa | @santilondonaveda

Santi's London Aveda | London, England, United Kingdom

Formulas | **full spectrum deep™ full spectrum permanent™** and **full spectrum demi+™**

Formula A

30 g **14N**
4 g Light Y/V
68 ml **40 volume color**
catalyst™ creme

Formula B

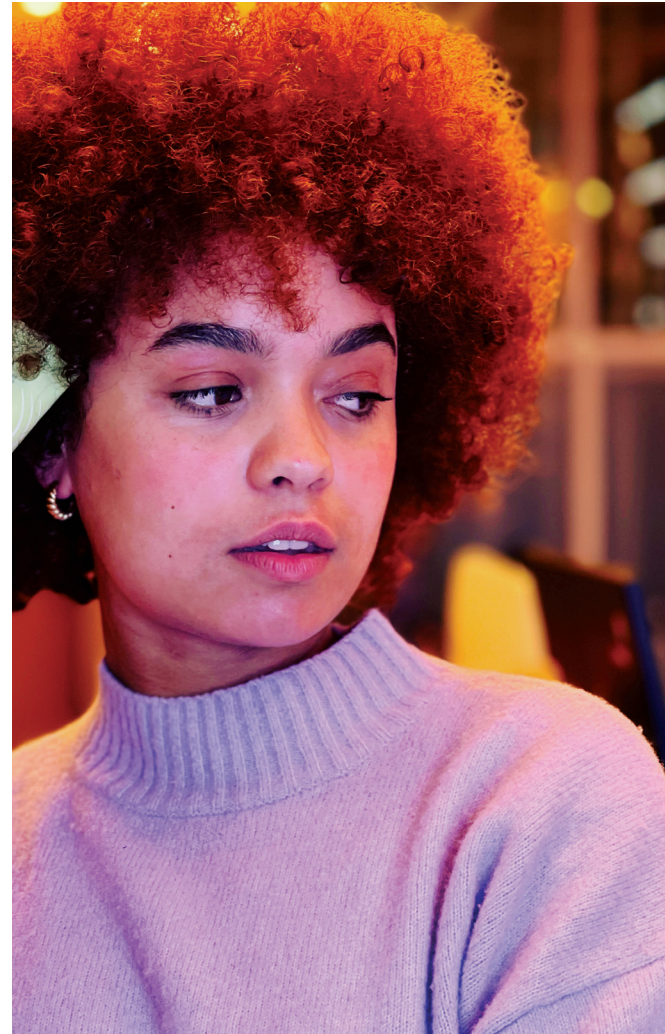
20 g **10N***
2 g Light V/B
20 ml **20 volume color**
catalyst™ creme

Formula C

30 g **9N****
30 g **10N****
5 g Light Gold
5 g Light Ash
60 ml **10 volume color**
catalyst™ liquid

“My favorite thing about Aveda Hair Color is being able to customize not just the color, but the approach, depending on my client’s needs. I wanted to preserve her natural curls and avoid damaging them as much as possible. I was able to get the high lift I needed using a high-lift base rather than Enlightener.”

*full spectrum permanent™ **full spectrum demi+™





Louise Kjar

@louisekjar

Education Manager, Aveda Nordic | Oslo, Norway

Formulas | **full spectrum deep™ enlightenment blonding** and **full spectrum vibrants™**

Formula A

- 20 g **12N**
- 20 g Red Base
- 8 g Light R/R
- 8 g **botanical repair™ professional hair strengthening additive**
- 96 ml **20 volume color catalyst™-creme**

Formula B

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

Formula C

- 20 g Poppy
- 10 g Tangerine
- 10 g Raspberry

“The inspiration behind this look is the natural-unnatural redhead—combining the most vibrant reds found in nature with the synthetic feeling of a wig.”





Sharlin Lu

@hgallery_sharlin

H Gallery Hair | Taipei, Taiwan

Formulas | enlightenment blinding, full spectrum demi+™ and full spectrum permanent™

Formula A (prelighten)

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

Formula B

10 g Grey
10 g **Universal ØN Gel**
20 ml **10 volume color
catalyst™-liquid**

Formula C

10 g **Universal ØN Gel**
3 g Grey
13 ml **10 volume color
catalyst™-liquid**

Formula D

10 g Grey
10 ml **10 volume color
catalyst™-liquid**

Formula E

10 g **Universal ØN Creme**
2 g Pure Pink
24 ml **10 volume color
catalyst™-creme**

Formula F

10 g Pure Pink
10 g **Universal ØN Creme**
40 ml **10 volume color
catalyst™-creme**



“This look is inspired by the personalities of the models from Antoinette Beenders’ Extraordinarily Natural collection. I wanted to use natural, floral shades with varying levels of pink and grey tones to emphasize the duality of femininity—the gentle and the firm.”



Vera Ramasute

@newyorkaveda

New York New York Hair Studio | Chiang Mai, Thailand

Formulas | enlightenment blinding and full spectrum permanent™

Formula A (prelighten)

30 g **enlightener™ powder lightener**
60 ml **20 volume color catalyst™-creme**

Formula B (tone)

20 g Pure Pink
20 g **Universal ØN Creme**
40 ml **10 volume color catalyst™-creme**

Formula C

40 g **9N**
4 g Light Gr/V
40 ml **10 volume color catalyst™-creme**



“What am I most excited for in the coming year?
Coming to Aveda Congress 2023, of course!”



Shelby Sharp

@shelbys.sharp.styles

Salon Madeleine | Melbourne, Florida, United States

Formulas | **enlightenment blonding, full spectrum demi+™**
and **full spectrum vibrants™**

Formula A (prelighten)

20 g **enlightener™ powder lightener**
40 ml **20 volume color catalyst™-creme**

Formula B (base)

50 g **6N**
2 g Dark Ash
50 ml **10 volume color catalyst™-creme**

Formula C

20 g Azalea

“I love how customizable Aveda Hair Color is. I’m able to create the perfect color for each client, whether it’s a match to their natural root, a deep, blood-red brown or hot pink! It lets me be completely creative as an artist.”





Kim-André Stenberg

@hairby_thekim

Auster Lambertseter | Oslo, Norway

Formulas | **enlightenment blinding** and **full spectrum demi+**™

Formula A (prelighten)

60 g **enlightener™ powder lightener**
90 ml **20 volume color catalyst™ creme**

Formula B (tone)

30 g **8N**
30 g **9N**
10 g Light Ash
5 g Light Intense Ash
60 ml **5 volume color catalyst™ liquid**

“This year, I am most excited to get my degree, finish my apprentice period and start working toward opening my own salon. As for Aveda, I’m so excited to see what that comes—new formulas, new products or new rituals. Everything just gives me butterflies.”





Eden Tsai

@9box_eden

9Box Hair Salon | Hsinchu, Taiwan

Formulas | enlightenment blinding, full spectrum permanent™ and full spectrum deep™

Formula A (prelighten)

50 g **enlightener™
powder lightener**
100 ml **20 volume color
catalyst™-creme**

Formula B (base)

50 g **9N***
10 g Light B/Gr
5 g Light N/N*
130 ml **10 volume color
catalyst™-creme**

Formula C (highlights)

15 g **Universal ØN Creme**
3 g Pure Blue
15 ml **10 volume color
catalyst™-creme**

Formula D (highlights)

15 g **Universal ØN Creme**
2 g Pure Green
15 ml **10 volume color
catalyst™-creme**

Formula E (highlights)

15 g **Universal ØN Creme**
3 g Pure Yellow
15 ml **10 volume color
catalyst™-creme**

“In the coming year, I’m looking forward to experimenting more with grey hair, creating more colors and possibilities.”

*full spectrum permanent™





Jamie Verbryke

@allure_taob

Allure The Art of Beauty | Maumee, Ohio, United States

Formulas | enlightenment blinding, full spectrum permanent™ and full spectrum vibrants™

Formula A (highlights)

20 g **enlightener™**
powder lightener
40 ml **10 volume color**
catalyst™-creme

Formula B

20 g **4N**
6 g Dark B/V
20 ml **20 volume color**
catalyst™-creme

Formula C

20 g Cobalt
20 g Lagoon

Formula D

10 g Cobalt
10 g Clear

Formula E

10 g Lagoon
10 g Clear

“My favorite thing about Aveda Hair Color is that it is just as safe and gentle on the hair as it is on the environment. I also love the aroma.”





Robyn Verreaa

@robyndoeshair

Safari Spa & Salon | Red Deer, Alberta, Canada

Formulas | **enlightenment blonding** and **full spectrum demi+**[™]

Formula A (prelighten)

30 g **enlightener**[™] powder lightener
30 g **enlightener**[™] creme booster
60 ml **20 volume color catalyst**[™]—creme

Formula B (tone)

40 g Light Ash
40 ml **10 volume color catalyst**[™]—liquid

“Within the next year, I’m looking forward to being a Pureprofessional[™] and continuing to educate and inspire other Aveda artists about Aveda and everything Aveda stands for.”



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.



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