

A woman with short, textured blonde hair and large, gold-rimmed glasses is shown in profile, looking towards the left. She is wearing a dark denim jacket over a dark top. The background is a dark, textured grey.

AVEDA

EXTRAORDINARILY
NATURAL

A COLLECTION BY ANTOINETTE BEENDERS

“Be yourself;
everyone else
is already taken.”

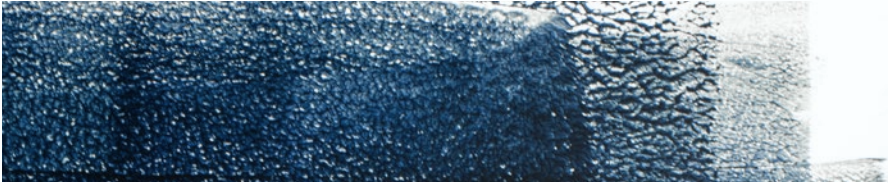
—OSCAR WILDE



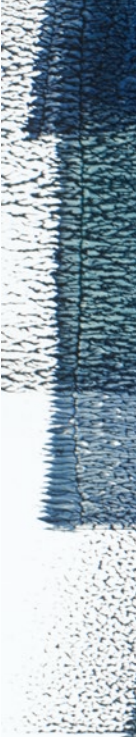


EXTRAORDINARILY NATURAL

A COLLECTION FEATURING EXTRAORDINARY
HUMANS IDENTIFYING IN THEIR OWN WAYS




The Extraordinarily Natural collection is a heartfelt celebration of freedom and possibility, concepts brought to life throughout the history of beauty and fashion. Think of any transformative cut, color, makeup, style or complete makeover: Someone strives to match how they feel on the inside with how they appear on the outside.



In the same vein, these extraordinarily natural individuals have created their “outside” and so much more. They design their own narrative and their path through this thing called life. Beauty and identity without limits. They possess—and generously share with us—the precious gift of being their true selves.

As Oscar Wilde once said: “Be yourself; everyone else is already taken.”





DEXTRA

“I’m a trans woman,
but I consider
myself non-binary.
I don’t really
like identifying
with gender
expectations.”



GEORGE

“I’m constantly changing what I look like because I feel like it can express different energies and how I want to be perceived.”





EMBRACING TRANSFORMATION

Right before our eyes, we can see this revolutionary shift, as questions of identity and the acceptance of individuality help define our most personal stories. Social media has unleashed a powerful, can't-look-away platform for self-expression and the presentation of people's deepest, truest identity.

Accepting people's differences is the new normal. A single negative vibe is washed away with a flood of love and warmth from a hundred voices of support. Physical location matters less than ever before—no matter where you are here on Mother Earth, your virtual family embraces you wholeheartedly.



GRACE

“I loved [my long hair], but I felt like I was very girly. Cutting it off gave me a lot of freedom and just made me feel more myself.”



MIRIAM

“I’m Irish and South African...I became part of the Irish punk scene. That’s informed my style and my interest in fashion.







FIONA

“Growing up, I didn’t like my [curly] hair very much...It wasn’t really a look. But I’ve definitely grown into it.”



KATEY

“I’ve been a vegetarian for about seven or eight years now... [eating meat] contributes too much to greenhouse gases.”



FINDING YOUR TRUTH

It is essential to own your story and live in your truth. Traditional notions of gender identity are melting away, as are society's efforts to define, control and contain what some do not understand. Finding your unique truth is a journey. The destination is your authentic life: honest, open, transparent, extraordinary, natural and complete in who you are meant to be. At some point along the path, self-care blossoms into soul-care.

In this collection, you will notice models wearing variations of denim, a fabric embraced for decades by all genders. Denim is for everyone. Ultimately, these looks can be seen as part of a wider movement that is taking shape, as fashion becomes increasingly untethered from gender—or indeed, any rules at all.



Grace

HAIR COLOR

FORMULA

enlightenment blinding

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

NOTE: No toner was applied to Grace's hair.

HAIR CUT

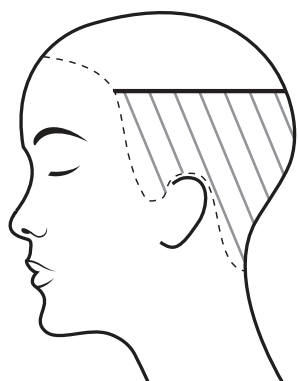
Texture: Grace's natural hair texture is 4A.

Tool: Scissors

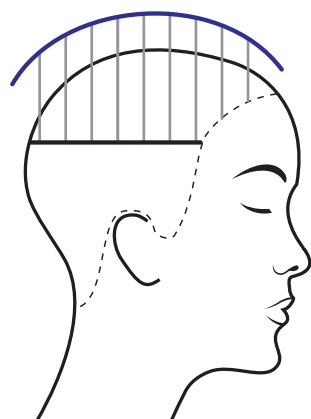
1. Section wet hair to create a horseshoe-shaped section on top of the head. **(See illustration 1.)**
2. Take a vertical subsection at the temple, and cut the hair as close as possible to your fingers. Continue taking vertical subsections and cutting until you reach the center back. **(See illustration 2.)**
3. Repeat on the other side.
4. Take a vertical subsection at the crown, pull it toward the front hairline and cut as close to your fingers as possible, following the natural shape of the head. This establishes the guideline.
5. Continue taking vertical subsections, elevating the hair straight out at a 90° angle and cutting to the guideline until the top section is complete. Blend the sides with the top following the shape of the head. **(See illustration 3.)**

HAIR STYLING + CUSTOMIZING THE CUT

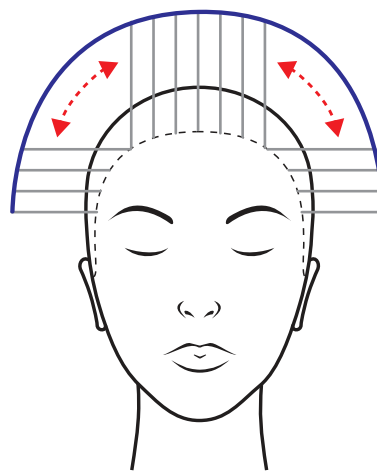
1. Apply a small amount of **nutriplenish™ curl gelée**, and massage throughout the hair.
2. Blow-dry using a Denman brush and a wrap-dry technique to smooth and flatten the hair.
3. Apply additional **nutriplenish™ curl gelée** to the front hairline, and blow-dry it forward.
4. When the hair is completely dry, use a barbering comb and a scissors-over-comb technique to blend the hairline by gently fading from the skin into the side sections.
5. Customize the top by cutting small triangles freehand into the hair to enhance the natural texture.
6. Point-cut vertically into the front hairline to break up the perimeter. **(See illustration 4.)**



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4

Dextra

HAIR COLOR

FORMULA

full spectrum demi+™

40 g **Universal ØN Creme**
40 g **Universal ØN Gel**
2 g Light Intense Ash
80 ml **10 volume color catalyst™-creme**

HAIR CUT: The Shullet (Shag + Mullet)

Texture: Dextra's natural hair texture is 2B.

Tool: Razor

SECTIONING

1. Section wet hair as follows: **(See illustration 1.)**

- Fringe section from the end of each eyebrow to the top of the head (depending on hair density)
- Left top and side vertical section from the top of the head to the top of the ear
- Right top and side vertical section from the top of the head to the top of the ear
- Back left
- Back right

2. Take a horizontal subsection parallel to the hairline in section 1, and use the razor to cut to the desired length (just below the brows). Continue until section 1 is complete.

PERIMETER

3. Take a horizontal subsection in section 2, and cut to jaw length. Continue until section 2 is complete. Repeat in section 3. **(See illustration 2.)**

4. Make sure the hair is evenly wet throughout, then comb sections 1, 2 and 3 forward, and cut a concave shape 1–2" below the length of section 1. **(See illustration 3.)**

5. Take horizontal subsections, and cut to the desired length for a one-length result in sections 4 and 5.

INTERIOR

6. Take a vertical subsection at the crown, elevate to 90° and cut to the guideline at the front hairline established in section 1. In the back, as you cut down the subsection toward the nape, when you reach the occipital area, slide-razor the subsection at a 45° angle to connect to the exterior. **(See illustration 4.)**

7. Continue in this manner, pivoting around each side of the head and cutting in vertical subsections until complete.

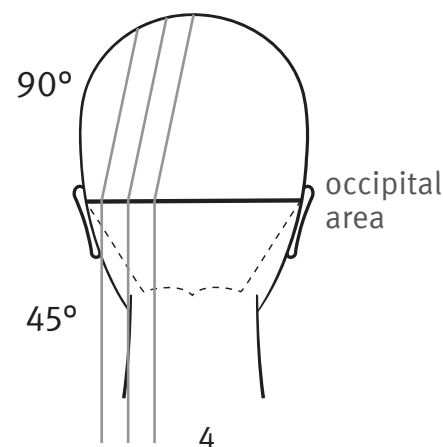
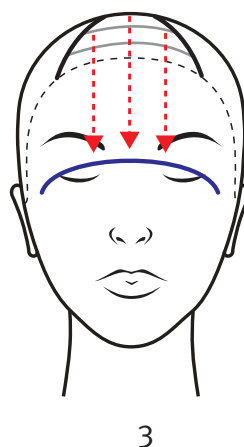
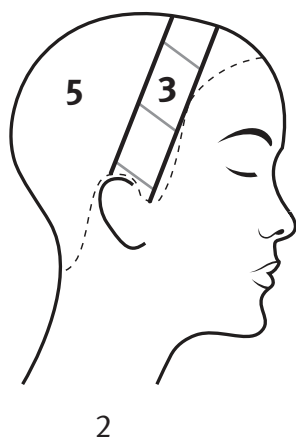
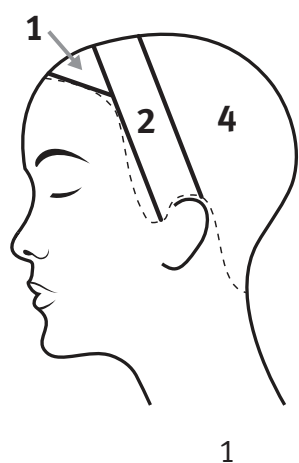
HAIR STYLING + CUSTOMIZING THE CUT

1. Dispense a few pumps of **invati advanced™ thickening foam**, and apply evenly throughout the hair.

2. Blow-dry the hair in subsections starting at the nape and using a wrap-dry technique. Continue to the top, sides and front, ensuring that you wrap-dry the top and fringe forward.

3. When the hair is completely dry, take small subsections on top of the head, twist and slide-razor throughout the ends to create additional texture. Repeat throughout the top and fringe sections.

4. For an editorial finish, straighten the ends of the hair with a flat iron, and finish with a few pumps of **brilliant™ spray-on shine**.



“In general, when the hair has been razored, the hair tapers off to a thinner peak. Scissors tend to produce a blunter or chunkier look toward the ends. Razor cuts tend to create seamless layers—excellent for hair textures 1A to 2B.”

—ANTOINETTE BEENDERS





George

HAIR COLOR

FORMULAS

full spectrum demi+™ and enlightenment blinding

NOTE: The tipping technique was used on George.

FORMULA A (pre-lighten)

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

FORMULA B (root stretch)

80 g 8N
12 g Light Ash
80 ml 10 volume color catalyst™—creme

HAIR CUT

Texture: George's natural hair texture is 1A.

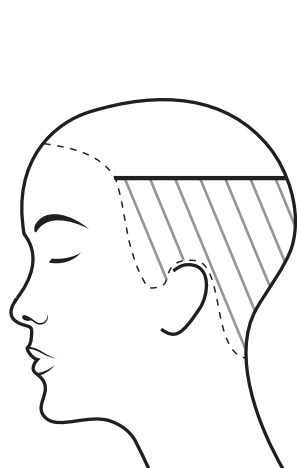
Tool: Razor

1. On wet hair, create a guideline at the temple area by taking a slight diagonal subsection, lifting the hair out at a 90° angle and cutting with the razor. **(See illustration 1.)**
2. Continue taking subsections and cutting to the guideline until you reach the center back.
3. Repeat on the other side.
4. Take horizontal cross sections at a 90° angle, and cut to connect the top to the sides. As you connect both sides, gently round out the corners. **(See illustration 2.)**

HAIR STYLING +

CUSTOMIZING THE CUT

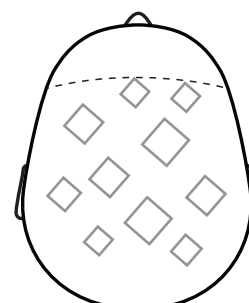
1. Apply a few spritzes of pure abundance™ style-prep.™
2. Blow-dry the hair using a wrap-dry technique and a Denman brush.
3. When the hair is completely dry, texturize the top and fringe by twist cutting random pieces with the razor. **(See illustration 3.)**
4. For an editorial finish, take a dab of control paste,™ emulsify in your hands and apply throughout the hair.



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2



3

Miriam

HAIR COLOR

FORMULAS

full spectrum demi+™, full spectrum permanent™
and enlightenment blonding

FORMULA A (roots)

40 g 7N*
40 g 8N*
80 ml 10 volume color catalyst™—creme

FORMULA B (lowlights)

20 g 8N**
20 g 8NN**
6 g Light Grey/Violet
20 ml 10 volume color catalyst™—creme
20 ml 20 volume color catalyst™—creme

FORMULA C (highlights)

30 g enlightener™ powder lightener
30 ml 10 volume color catalyst™—creme
30 ml 20 volume color catalyst™—creme

FORMULA D (toner)

40 g blonde finish in gold
40 ml 10 volume color catalyst™—liquid

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

HAIR CUT

Texture: Miriam's natural hair texture is 3B.

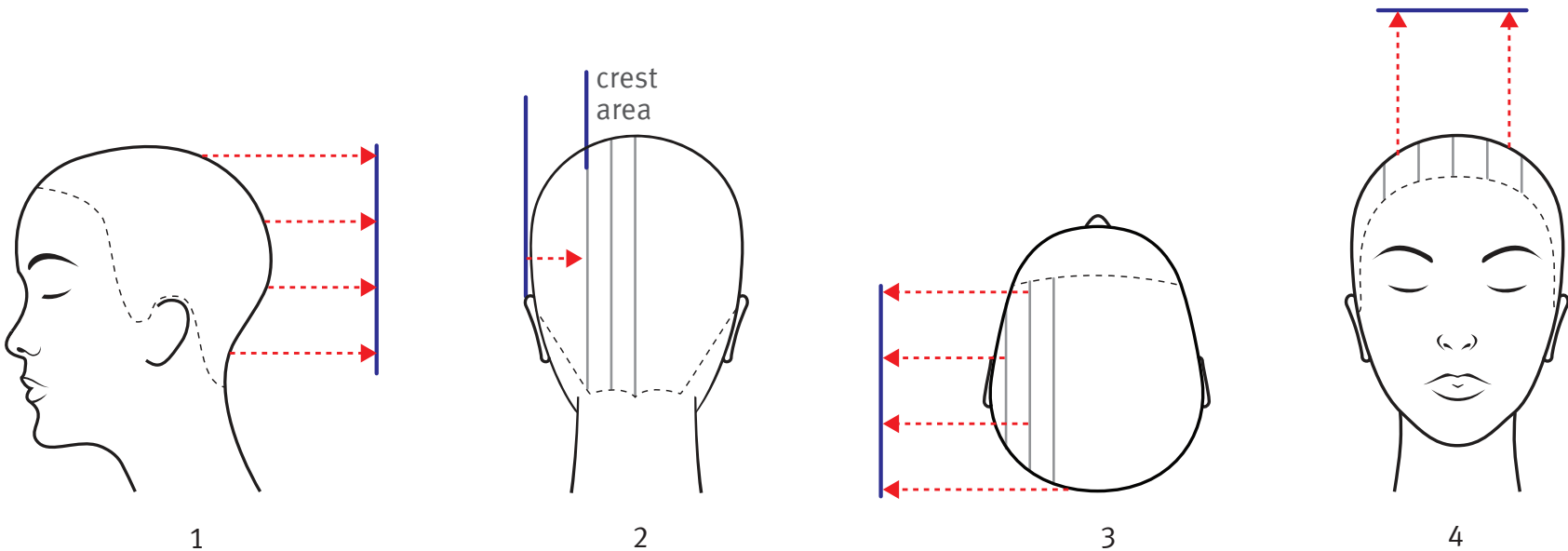
Tool: Scissors

1. Begin with wet hair. Determine the desired length on top of the crown. **NOTE:** This hair texture will shrink when dry, so keep it 1–2" longer than the desired final length to accommodate shrinkage.
2. Take a horizontal subsection on top of the crown, and cut the guideline.
3. Take a vertical subsection down the center back. Lift the hair straight out (perpendicular to the head) at a 90° angle, and cut to the guideline. (See illustration 1.)

4. Take alternating vertical subsections on either side in back, lifting the hair straight out and cutting to the guideline. Do not follow the shape of the head. Continue until you reach the crest area on the side at the back of the head.
5. Take vertical subsections, overdirect the hair from the ear to the back of the crest area and cut to the guideline. This establishes the side guideline. (See illustration 2.)
6. Take vertical subsections from the ear to the temple, pull the hair straight out and cut using the side guideline. Continue in this manner until the sides and back are complete. (See illustration 3.)
7. Return to the guideline established on top of the crown, and take vertical subsections on top at the front of the head. Lift the subsections at a 90° angle (again, do not follow the shape of the head so the fringe area stays heavy), and cut to the guideline. (See illustration 4.)
8. To customize the hair cut, go back into the fringe and top front and remove additional weight by cutting freehand. Do not cut the individual pieces too short to avoid root clumping.

HAIR STYLING

1. Make sure the hair is evenly damp so product is absorbed evenly throughout the hair.
2. Apply a small amount of nutriplenish™ daily moisturizing treatment throughout the hair. Apply double that amount of nutriplenish™ curl gelée, and gently pinch-dry the hair in individual sections, starting at the nape and working toward the top of the head.
3. Loosely twist out the top area forward, and pin set the curls in the fringe to help shrink the hair.
4. Air-dry the hair, or pinch-dry using a blow dryer and diffuser on high heat/low speed settings until the hair is completely dry.
5. Shake the curls, and finish with a small amount of brilliant™ humectant pomade to enhance curl definition and shine.







Fiona

HAIR COLOR

FORMULA

full spectrum demi+[™]

80 g **Universal ØN Gel**
5 g **Dark Intense Ash**
80 ml **10 volume color catalyst**[™]—**creme**

HAIR CUT

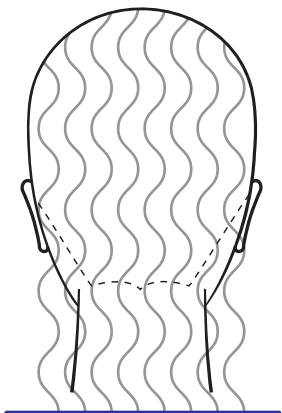
Texture: Fiona's natural hair texture is 3C.

Tool: Scissors

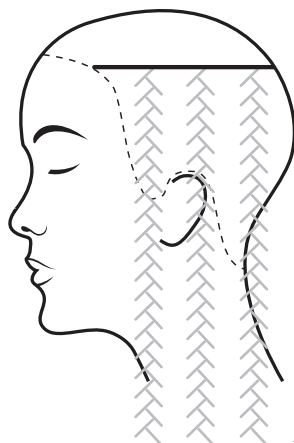
1. On wet hair, cut the perimeter freehand to the desired length using zero tension. **(See illustration 1.)**
2. Section the hair from the temple area along the parietal ridge to the back of the head, and braid the hair to keep it out of the way. **(See illustration 2.)**
3. Take a vertical subsection at the crown, elevate to a 45° angle and cut to create the guideline. **(See illustration 3.)**
4. Take the next subsection along with a piece of hair from the guideline, and cut at a 45° angle. Continue in this manner until you reach the temple at the front hairline.
5. Repeat on the opposite side, and maintain as much weight on top as possible.
6. Release the braids, and gently freehand a visible connection between the top and sides. Maintain a reasonable amount of weight in the lower part of the hair as it will shrink when dry.

HAIR STYLING

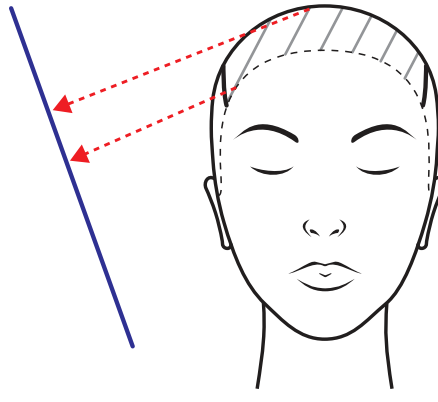
1. Apply a generous amount of **nutriplenish**[™] **daily moisturizing treatment** evenly throughout the hair. Apply double that amount of **nutriplenish**[™] **curl gelée** throughout the hair.
2. Gently twist 1/4" subsections, and air-dry or blow-dry with a diffuser.
3. When the hair is completely dry, use a small curling iron on random pieces of hair for additional texture.
4. Finish by dispensing a few drops of **nutriplenish**[™] **multi-use hair oil** and squeezing it into the ends. **(See illustration 4.)**



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4

Katey

HAIR COLOR

FORMULAS

full spectrum demi+™ and
aveda men 5-minute natural grey blending

FORMULA A

80 g **3N***
10 g **3A****
90 ml **10 volume color catalyst™—creme**

FORMULA B

40 g **3N***
40 g Dark Intense Ash
80 ml **10 volume color catalyst™—creme**

*full spectrum demi+™

**aveda men 5-minute natural grey blending

HAIR CUT

Texture: Katey's natural hair texture is 2A.

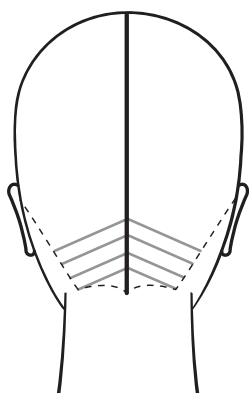
Tool: Scissors

1. Section wet hair for this one-length hair cut with a center parting at the back of the head.
2. Take a slight diagonal subsection to accommodate for the curve of the neck, and cut a guideline at the desired length with zero elevation. **(See illustration 1.)**
3. Continue taking subsections and cutting to the guideline until you reach the occipital bone.
4. Use the back perimeter and jawline as a guide to create a slight diagonal section on the side, and cut to the desired length. **(See illustration 2.)**
5. Continue taking subsections and using the side perimeter as your guide until you reach the top. **(See illustration 3.)**
6. Repeat steps 4–5 on the other side.

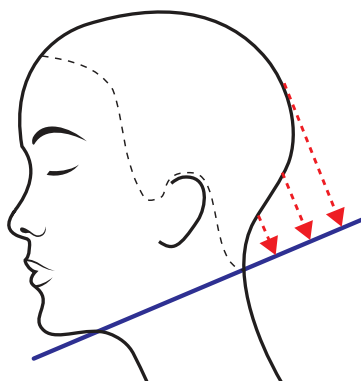
HAIR STYLING

+ CUSTOMIZING THE CUT

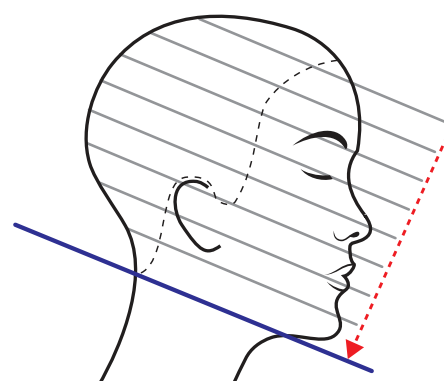
1. Apply a few spritzes of **pure abundance™ style-prep.™**
2. Blow-dry the hair using a wrap-dry technique and a Denman brush.
3. When the hair is completely dry, use a flat iron on the mid-lengths to ends.
4. To emphasize the bluntness of the cut, use a clipper without guard or a neck trimmer to touch up the outline of the cut.
5. To finish the hair cut, add additional texture by slice cutting from the mid-length to ends throughout the hair.




1



2



3



“I like to **double gloss** all our models for both collection shoots and campaign shoots as this adds the most wonderful, extra long-lasting shine, which looks fantastic in imagery.”

—ANTOINETTE BEENDERS



ANTOINETTE BEENDERS
Creative Direction + Hair Cut/Style

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Hair Color

MICHELA PEZZA
Hair Assistant

ELAD BITTON
Fashion Stylist

ADAM DE CRUZ
Makeup

DAMIAN FOXE
Photographer

CHRIS LARSON
Graphic Designer

MARY ARMSTRONG
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THE Aveda INSTITUTE IN LONDON

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AVEDA