

AVEDA
THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

COLLECTION
TECHNIQUES

*Birds of
Paradise*

AUTUMN | WINTER | 2017

a collection inspired by nature and our
partnership with the National Audubon Society



Birds OF Paradise

No creature is quite as magical as a bird—they inspire and remind us of our connection to the Earth. This book is a celebration of their unparalleled beauty.

The colors, textures, movement and shapes of exotic birds come to life in this season's looks. Hair is smooth or tousled—or a blend of both. Color flows from one tone to another with every turn, glossy and shining with reflective light, and feathery, asymmetrical cuts show how beautiful it is to fly free.

Everything has an attitude of strength and fearlessness, with free-flowing energy, like a bird soaring overhead. With hundreds of species on the brink of extinction, it felt more timely than ever to celebrate the color birds bring to the skies and the balance they bring to our ecosystem. We hope these images stir you to see nature with new eyes, and fearlessly protect what makes it so beautiful and so powerful.

ANTOINETTE BEENDERS
GLOBAL CREATIVE DIRECTOR

We are grateful to the National Audubon Society for allowing us to use their feather imagery as a backdrop in this book. Audubon holds the highest ethical standards for bird photography and believes that respect for birds and their habitats is more important than securing the perfect shot. For more information, visit audubon.org/get-outside/audubons-guide-ethical-bird-photography.

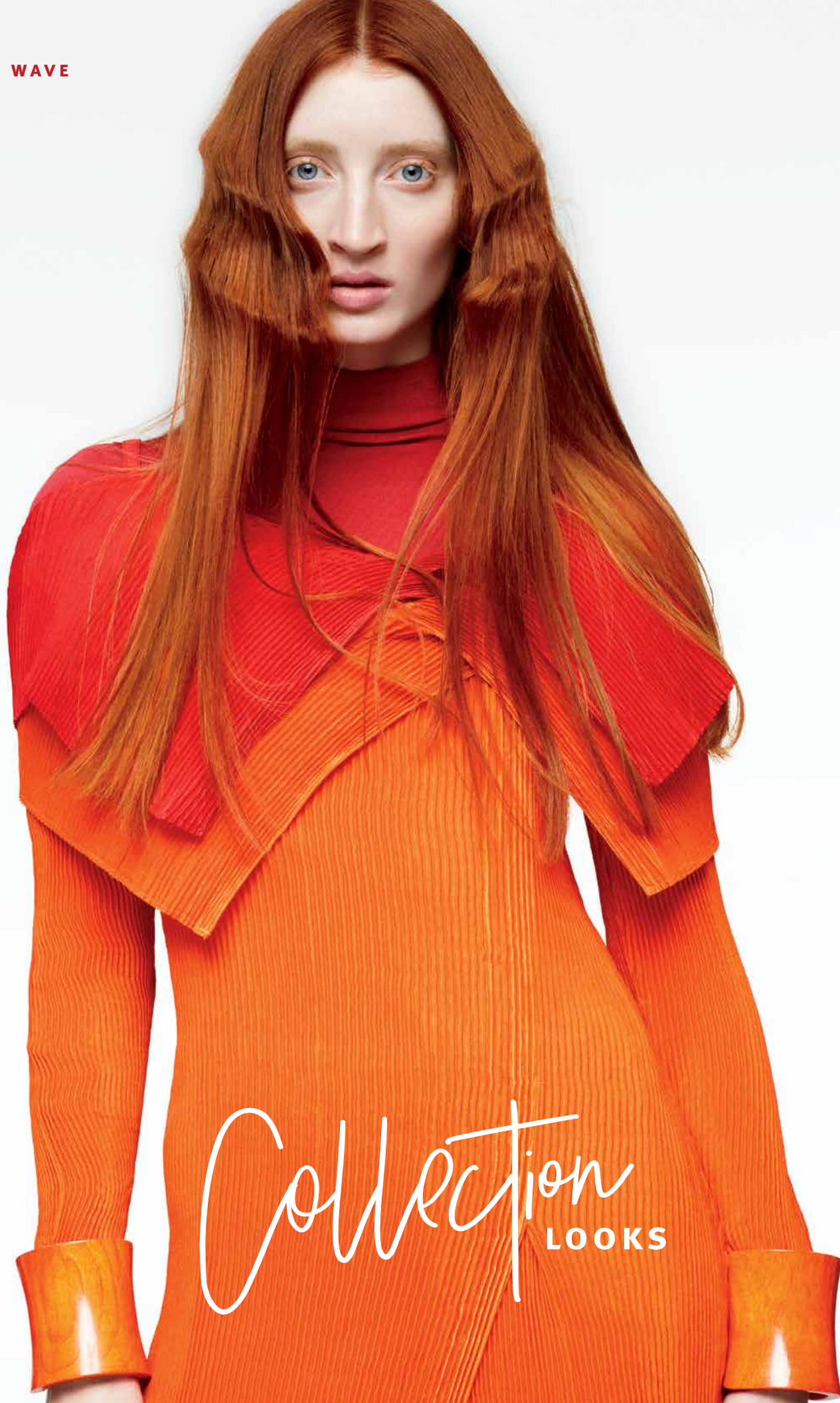
THE WARDROBE FOR THIS COLLECTION — AND EVERY COLLECTION — IS FEATHER-FREE.

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CRIMP WAVE



Collection
LOOKS

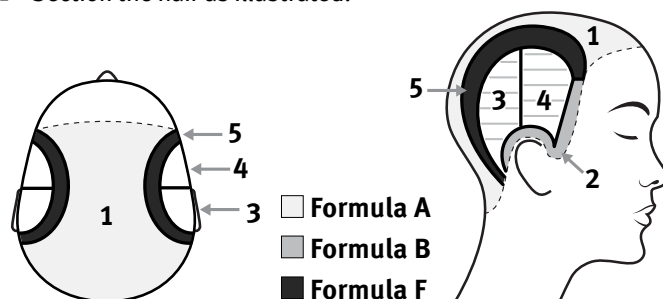
HAZEL

HAIR CUT

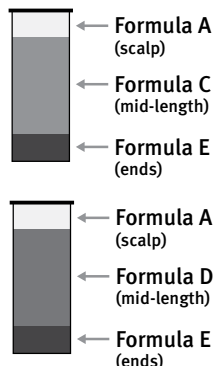
Hazel is wearing a one-length hair cut that was cut dry with a razor. This technique defines the length while keeping the ends soft.

HAIR COLOR

- 1 Section the hair as illustrated.



- 2 Beginning in the nape, apply **Formula A** to section 1 from scalp to ends.
- 3 In section 2, apply **Formula B** from scalp to ends using a color blocking technique.
- 4 In section 3, use Aveda's **eclipting™** technique, and take back-to-back, strong-effect slices, backcomb at the scalp and apply **Formula A** at the scalp and **Formula C** to the mid-lengths. Twist each slice, and apply **Formula E** to the ends. Isolate with foil.
- 5 In section 4, use Aveda's **eclipting™** technique, and take back-to-back, strong-effect slices, backcomb at the scalp and apply **Formula A** at the scalp and **Formula D** to the mid-lengths. Twist each slice, and apply **Formula E** to the ends. Isolate with foil.
- 6 In section 5, apply **Formula F** from scalp to ends using a color blocking technique.
- 7 Process 30 minutes, rinse, shampoo and blow-dry.
- 8 Apply **Formula G** to sections 3 and 4.
- 9 Process 20 minutes, rinse, shampoo and perform the appropriate **botanical therapy** hair treatment.



FORMULAS

NATURAL LEVEL 7

FULL SPECTRUM™ PERMANENT AND FULL SPECTRUM DEEP™

FORMULA A

40 g **Universal ØN**
56 g **Pure Orange**
96 ml **5 volume color catalyst™**

FORMULA B

40 g **7Natural Medium Blonde**
40 g **Intense Base**
32 g **Light Orange/Red**
112 ml **30 volume color catalyst™**

FORMULA C

80 g **12Natural Extra Light Blonde**
24 g **Light Orange/Yellow**
208 ml **30 volume color catalyst™**

FORMULA D

60 g **Pure Orange**
60 ml **10 volume color catalyst™**

FORMULA E

40 g **Extra Lifting Creme**
10 g **Pure Orange**
100 ml **40 volume color catalyst™**

FORMULA F

10 g **Extra Lifting Creme**
20 g **Pure Orange**
60 ml **30 volume color catalyst™**

FORMULA G

20 g **Pure Orange**
20 ml **5 volume color catalyst™**



HAIR STYLE

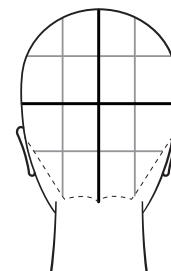
CRIMP WAVE

- 1 PREP damp hair with **pure abundance™ style-prep™**.
- 2 STYLE by applying **thickening tonic** and blow-drying the hair straight with a round brush.
- 3 Create a horseshoe-shaped section along the parietal ridge, and clip the hair below it away.
- 4 Take a 1" subsection from the front section at the corner of the eye (1), spray it with **thickening tonic** and comb through. Wrap the hair around a wooden spatula 2–3 times (2). Using a flat-iron, clamp the hair down the length of the spatula, and secure with clips (3). The tighter you clamp the iron and the longer you hold the heat, the more defined the look will be.
- 5 Continue until you have set 4–6 spatulas on both sides of the head, and allow them to cool.
- 6 Unwrap the hair from each spatula, brush through each curl with a Mason Pearson brush and refine with a comb for a smooth finish (4).
- 7 FINISH with **air control™ light hold hair spray**.



TOUSLED CURL

- 1 PREP damp hair with **brilliant™ damage control™**.
- 2 STYLE by applying **phomollient™ styling foam** and blow-drying the hair straight with an **aveda paddle brush**.
- 3 Section the hair as illustrated.
- 4 Beginning at the front hairline, take a 1" subsection, place a large wooden spatula on the base of the subsection and secure with a clip (5). Divide the subsection in two, and wrap the hair down the length of the spatula in criss-cross pattern (6). Using a flat-iron, clamp the hair down the length of the spatula (7), hold for 20 seconds and secure with clips (8). **NOTE:** Each subsection will require 2 spatulas depending on the density of the hair.
- 5 Continue until all the hair is set and cooled.
- 6 Unwrap the hair from each spatula, and gently comb through each curl with your fingers. If needed, mist curls with **shampure™ thermal dry conditioner** to keep the style calm.
- 7 FINISH with **air control™ light hold hair spray**.



TOUSLED CURL

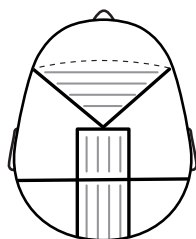




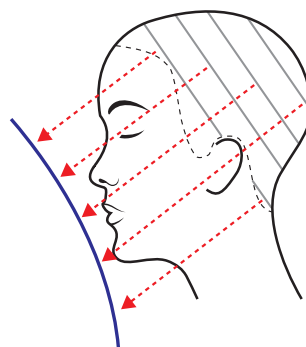
LYDIAA

HAIR CUT

- 1 Section and clip the fringe section away.
- 2 Part the hair from ear to ear, and create a center section as illustrated. Adjust the size of the section based on hair density to allow as much weight on the sides as possible.
- 3 Beginning in the crown, take a vertical subsection, pulling the hair straight out from the top of head. Use the razor to establish a length that is disconnected from the rest of the hair.
- 4 Continue taking vertical subsections, overdirecting them to the first-cut subsection until the crown is complete.
- 5 Move to the back, and beginning in the center, take vertical subsections, pulling the hair straight out from the head. Using the previously cut hair in the crown as a guide, cut from short to long.
- 6 Continue in this manner until the back is complete.
- 7 In the fringe section, take a horizontal subsection, and use the razor to establish a length just below the eyebrow.



- 8 Using the first-cut subsection as a guide, bring down subsequent subsections until the fringe is complete.
- 9 Point-cut to refine the fringe and retain softness.
- 10 Using the fringe as a guide, take vertical subsections as illustrated, combing the hair from the top of head and sides directly forward, and cut from short to long.



- 11 Continue taking vertical subsections, overdirecting them to the first-cut subsection until there is no hair left to cut.
- 12 Rough-dry the hair, and detail the ends by twist-cutting.

“

Layers of sapphire flicker with chartreuse and cerulean blue,
like the iridescence of flared peacock feathers.

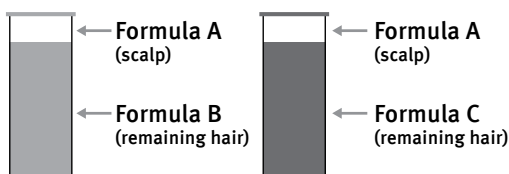
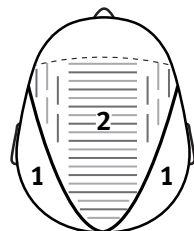
”

BRUNO ELORRIOROZ
ADVANCED ARTISTIC DIRECTOR
LIFESTYLE SALON AND SPA, LONDON



HAIR COLOR

- 1 Section the hair as illustrated.
- 2 Apply **Formula A** to section 1 from scalp to ends.
- 3 In section 2, take medium-density, medium-effect slices as illustrated, backcomb at the scalp, apply **Formula A** at the scalp and alternate applying **Formulas B and C** from mid-lengths to ends.



- 4 Apply **Formula A** to the hair in between each foil.
- 5 Process, rinse, shampoo and perform the appropriate **botanical therapy** hair treatment.

FORMULAS

NATURAL LEVEL 6

FULL SPECTRUM™ PERMANENT AND FULL SPECTRUM™ DEPOSIT-ONLY COLOR TREATMENT

FORMULA A*

80 g 4Natural Light Brown
80 ml color treatment activator—creme

FORMULA B

20 g Extra Lifting Creme
20 g Pure Green
40 ml 40 volume color catalyst™

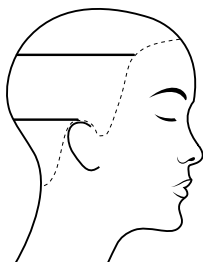
FORMULA C

20 g Extra Lifting Creme
20 g Pure Blue
40 ml 40 volume color catalyst™

*Full Spectrum™ Deposit-Only Color Treatment.

HAIR STYLE

- 1 PREP damp hair with **pure abundance™ style-prep™**
- 2 Section the hair in 3 traditional sections as illustrated.



- 3 **STYLE** by performing a round brush set. Beginning in the bottom section, take brush-sized subsections, apply **thickening tonic**, and blow-dry with a large round brush.
- 4 Repeat in the middle and top sections.
- 5 **FINISH** with **air control™ light hold hair spray** and **marassona™ pure-fume™** hair mist.









SHARMINA

HAIR CUT

NOTE: This hair cut was performed on semi-damp hair that was prepped with a small amount of **be curly™ style-prep™**. Throughout the hair cut, the hair was re-misted with **be curly™ style-prep™**.

- 1 Using zero tension, create the perimeter, making it round over most of the head and with a straight line across the nape.
- 2 Using minimal tension, create a round shape over the entire head by taking small, horizontal sections in a bricklay pattern, working from the bottom to the top. Cut the area below the parietal ridge at a 45° angle to the neckline.
NOTE: While cutting, don't cut each curl individually. Make sure to account for multiple percentages of shrinkage throughout the head. Use your fingers to loosen curls as needed. To get a better vision of the desired shape, pull sections away from the head, release and trim accordingly.
- 3 When you reach the top, take vertical subsections from the forehead to the crown, and cut in the same manner.
- 4 To lighten the interior curls, twist individual curls, place the blades of your scissors 1" from the ends and open and close them slightly, working toward the ends. Continue throughout the entire head until you achieve the desired result.
- 5 Work through entire hair cut to refine and personalize as needed.

“

We stretched her length and created airiness to bring her textured coils to life — and almost take flight.

”

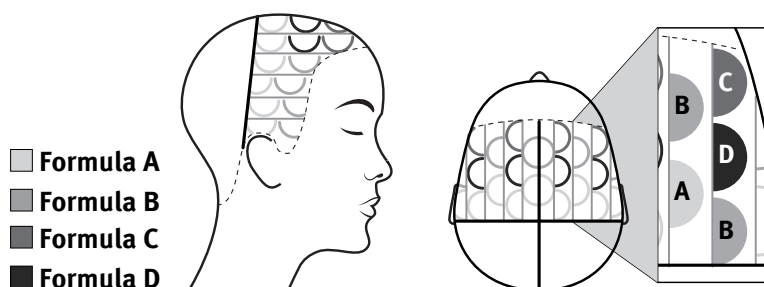
TIPPI SHORTER

ARTISTIC DIRECTOR, TEXTURED HAIR

HAIR COLOR

- 1 Section the hair into quadrants, and clip the back quadrants away.
- 2 In the front left quadrant, take semi-circle subsections, bricklaying them 1" apart.
- 3 Using an **eclipting™** technique variation*, alternate applying **Formulas A, B, C and D** to each subsection as illustrated using a balayage technique. Twist each subsection, and isolate with foil.
- 4 Repeat in the front right quadrant.
- 5 Apply **Formula E** to all the remaining hair from scalp to ends.
- 6 Process, rinse, shampoo and perform the appropriate **botanical therapy** hair treatment.

*This eclipting™ technique variation combines one color formula with the hair's natural color in each subsection to create the eclipting™ effect.



FORMULAS

NATURAL LEVEL 3

FULL SPECTRUM™ PERMANENT AND FULL SPECTRUM DEEP™

FORMULA A

20 g **12**Natural Extra Light Blonde
2 g Light Yellow/Green
44 ml **30 volume color catalyst™**

FORMULA B

20 g **14**Natural Palest Blonde
2 g Light Yellow/Green
2 g Light Yellow/Orange**
48 ml **40 volume color catalyst™**

FORMULA C

20 g **Extra Lifting Creme**
1 g Pure Blue
40 ml **40 volume color catalyst™**

FORMULA D

10 g **Extra Lifting Creme**
8 g Light Yellow/Orange**
20 ml **40 volume color catalyst™**

FORMULA E**

20 g **4**Natural Light Brown
20 g **5**Natural Lightest Brown
2 g Dark Green/Yellow
2 g Dark Yellow/Orange
88 ml **10 volume color catalyst™**

**Full Spectrum Deep.™

HAIR STYLE

- 1 PREP damp hair with **smooth infusion™ style-prep smoother.™**
- 2 STYLE by applying **smooth infusion™ nourishing styling creme.**
- 3 Detangle the hair with an **aveda paddle brush**, and air-dry until 75% dry.
- 4 Blow-dry with a diffuser until 100% dry, gently stretching the curls for maximum length.
- 5 Beginning at the mid-lengths, wrap 1" subsections around a small curling wand until all the hair is set and cooled.
- 6 Apply **dry remedy™ daily moisturizing oil** to the hair, and separate each curl with your fingers.
- 7 Use a pick to disrupt the curls, beginning at the roots and combing through the mid-lengths.
- 8 Detail the curls with a pintail comb, and FINISH with **air control™ light hold hair spray** and **mihana™ pure-fume™ hair mist.**





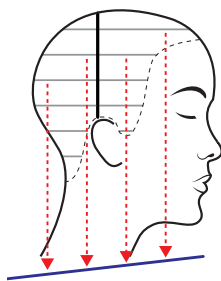
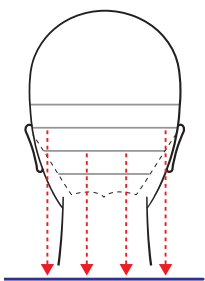




MARTA

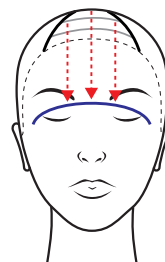
HAIR CUT

- 1 Smooth a few drops of **light elements™ smoothing fluid** through the ends of damp hair.
- 2 Beginning in the back, take horizontal subsections to create the perimeter as illustrated. Comb the hair straight down, hold the razor horizontally and cut a straight line.



- 3 Continue taking horizontal subsections until the back is complete.
- 4 Complete the sides in the same manner until the perimeter is complete. Check for balance and symmetry.

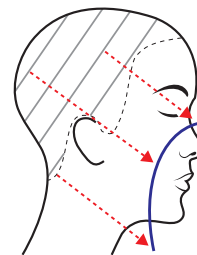
- 5 Take a triangle-shaped section at the front hairline, and then take a horizontal subsection as illustrated. Comb the subsection straight down, and using the point of the razor, cut the center of the fringe at the bridge of the nose.



- 6 Bring subsequent sections down over the first-cut subsection, and cut approximately 1" longer than the first.

- 7 Point-cut to refine the fringe and retain softness.

- 8 Using the fringe as a guide, take vertical subsections as illustrated, combing the hair from the top of head and sides directly forward, and cut from short to long.



- 9 Continue taking vertical subsections, overdirecting them to the first-cut subsection until there is no hair left to cut.

“

Blending color melting and backcombing techniques within sections created overlaying tones of shimmering plums and violets with a feathery, reflective light.

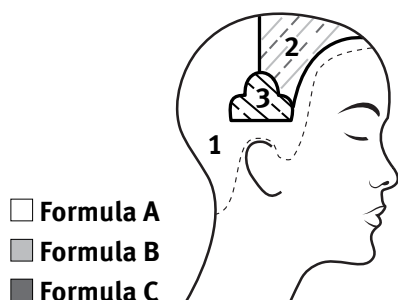
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JO MCKAY

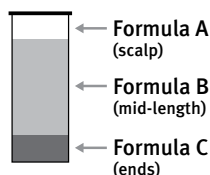
EUROPEAN TECHNICAL HAIR SPECIALIST

HAIR COLOR

- 1 Section the hair as illustrated.



- 2 Apply **Formula A** to section 1 from scalp to ends.
- 3 In section 2, take alternating slices and weaves (medium-density, medium-effect) as illustrated, and apply **Formula B** to the slices and **Formula C** to the weaves.
- 4 Apply **Formula A** in between foils.
- 5 In section 3, use Aveda's **eclipting™** technique, and take alternating slices and weaves (medium-density, medium-effect) as illustrated, backcomb at the scalp and apply **Formula A** at the scalp and **Formula B** to the mid-lengths. Twist each subsection, and apply **Formula C** to the ends.
- 6 Process, rinse, shampoo and blow-dry.
- 7 Apply **Formula D** to all the hair from scalp to ends.
- 8 Process, rinse, shampoo and perform the appropriate **botanical therapy** hair treatment.



FORMULAS

NATURAL LEVEL 5

FULL SPECTRUM DEEP™

FORMULA A

40 g **Universal ØN**
20 g **Light Yellow/Orange**
60 ml **color treatment activator—creme**

FORMULA B

20 g **12Natural Extra Light Blonde**
20 g **Red Base**
12 g **Dark Red/Violet**
6 g **Light Blue/Blue**
116 ml **30 volume color catalyst™**

FORMULA C

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

FORMULA D

25 g **Light Blue/Blue**
25 g **Dark Red/Violet**
100 ml **10 volume color catalyst™**

HAIR STYLE

- 1 PREP damp hair with **pure abundance™ style-prep™**
- 2 STYLE by applying **texture tonic**, and blow-dry with a diffuser, using your fingers to gently smooth the hair.
- 3 Beginning at the bottom and working up, wrap 1" subsections around a medium curling iron, leaving every other subsection straight, until all the hair is set and cooled.
- 4 Flip the head upside-down, spray the underside of the hair with **texture tonic** and brush through the curls.
- 5 Flip the head back over, and use your fingers and a comb to apply **light elements™ defining whip™** to distribute the curls and refine the style.
- 6 FINISH with **air control™ light hold hair spray** and **alanara™ pure-fume™ hair mist**.





ROUND
GRADUATION



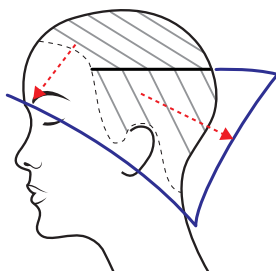


ALEXANDRA

HAIR CUT

ROUND GRADUATION

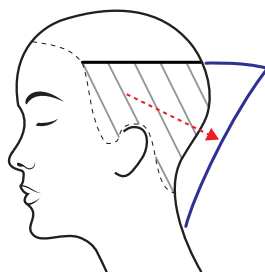
- 1 Section the hair in half along the parietal ridge, incorporating the crown and through to the other side. Clip the top section away. Subsection the bottom half vertically just behind the ear as illustrated.



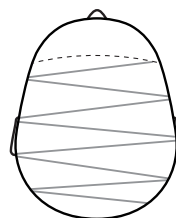
- 2 Create a guide by taking a diagonal subsection from the temple to just behind the ear.
- 3 Using the first-cut subsection as a guide, continue taking subsections through the side as illustrated. Begin with low elevation, and gradually increase it to the desired level of graduation.
- 4 Repeat on the opposite side.
- 5 Using the length through the sides as a guide, connect the back to the sides using a round graduated technique.
- 6 Take diagonal subsections that begin above the ear and end at the back hairline.
- 7 Connect the top to the sides by taking a diagonal subsection through the front hairline, and cut with low elevation.
- 8 Continue taking diagonal subsections, elevating and overdirecting each one to the previously cut subsection until the top is complete.
- 9 Twist-cut to refine the hair cut and the length at the fringe.

TOUSLED TOP-CUT

- 1 Work in diagonal subsections through the back and sides to create a shorter, flatter graduated shape as illustrated.

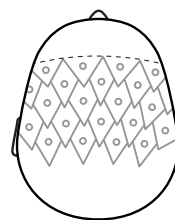


- 2 Beginning near the parietal ridge, take triangle-shaped, diagonal subsections, and cut from short to long (shorter near the point of the triangle, longer near the base). Use the length above the ear, just below the parietal ridge, as the shortest guide as illustrated.
- 3 Take the next subsection from the opposite side of the head, and cut from short to long.
- 4 Continue taking opposing triangle-shaped subsections, and cut from short to long until the top is complete.
- 5 Texturize and twist-cut with a razor and scissors to refine the hair cut.



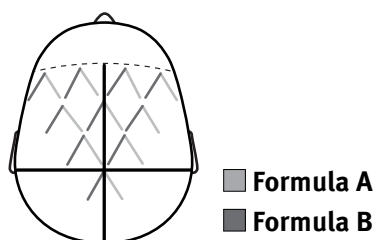
FRINGE

- 1 Beginning at the front hairline, take triangle-shaped subsections, and twist-cut to the desired length and texture as illustrated.
- 2 Continue in this manner until the fringe is complete.
- 3 Use a razor to refine the hair cut and add more texture.



HAIR COLOR

- 1 Section the hair into quadrants.



- 2 Create 4 triangle-shaped subsections along the front hairline as illustrated, followed by 3, 2 and then 1 triangle-shaped subsection.
- 3 Using an **eclipting™** technique variation,* take a slice from the side of each triangle-shaped subsection, backcomb at the scalp, apply **Formula A** using a balayage technique. Twist, and isolate with foil. Apply **Formula B** to the opposite side of each triangle-shaped subsection using the same technique.
- 4 Process, rinse and shampoo.
- 5 Apply **Formula C** to all the hair.
- 6 Process, rinse, shampoo and perform the appropriate **botanical therapy** hair treatment.

*This eclipting™ technique variation combines one color formula with the hair's natural color in each subsection to create the eclipting™ effect.

FORMULAS

NATURAL LEVEL 5

FULL SPECTRUM™ PERMANENT AND FULL SPECTRUM DEEP™

FORMULA A

- 10 g **12**Natural Extra Light Blonde
- 10 g **10**Natural Lightest Blonde
- 2 g Light Blue/Blue
- 2 g Light Blue/Grey
- 48 ml **30 volume color catalyst™**

FORMULA B

- 10 g **14**Natural Palest Blonde
- 10 g **12**Natural Extra Light Blonde
- 3 g Light Yellow/Green
- 1 g Pure Green
- 48 ml **40 volume color catalyst™**

FORMULA C

- 40 g **Universal ØN**
- 40 ml **5 volume color catalyst™**

HAIR STYLE

ROUND GRADUATION

- 1 PREP damp hair with **brilliant™ damage control™**.
- 2 STYLE by applying **thickening tonic** from scalp to ends. Wrap-dry the sides and back with a Mason Pearson brush, and use a round brush on the top to add more interest to the bevel.
- 3 FINISH with **light elements™** smoothing fluid.



TOUSLED TOP-CUT

- 1 STYLE by applying a liberal amount of **light elements™** texturizing creme with your fingers, and work it through the hair to create the desired shape.
- 2 FINISH with **control force™** firm hold hair spray.



FRINGE

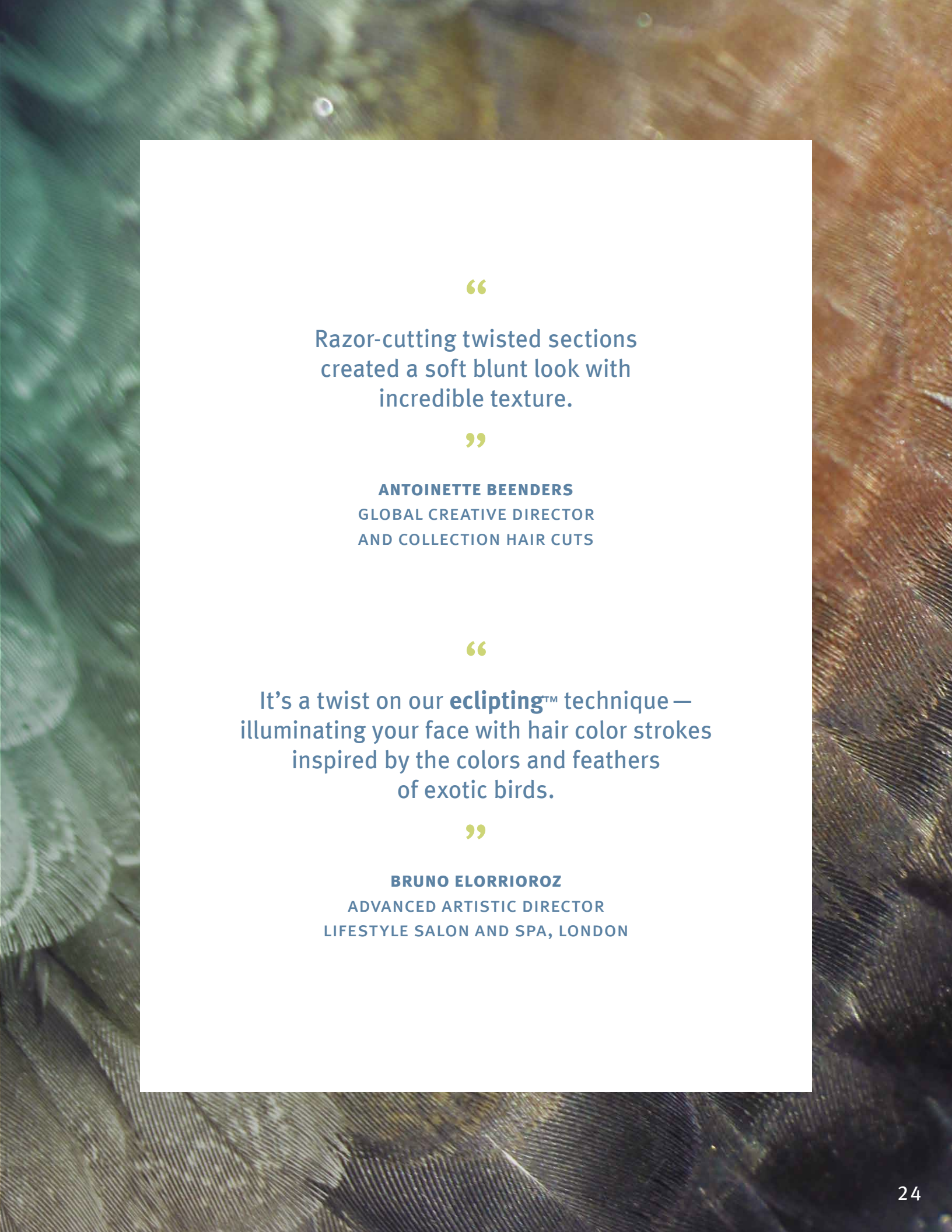
- 1 STYLE by applying **shampure™ thermal dry conditioner** to the fringe, and rough-dry.
- 2 FINISH by applying **brilliant™ spray-on shine** to the fringe with your fingers, and detail with a comb.



TOUSLED
TOP-CUT







“

Razor-cutting twisted sections
created a soft blunt look with
incredible texture.

”

ANTOINETTE BEENDERS
GLOBAL CREATIVE DIRECTOR
AND COLLECTION HAIR CUTS

“

It's a twist on our **eclipting™** technique —
illuminating your face with hair color strokes
inspired by the colors and feathers
of exotic birds.

”

BRUNO ELORRIOROZ
ADVANCED ARTISTIC DIRECTOR
LIFESTYLE SALON AND SPA, LONDON



Makeup LOOKS



PLUM GLOW

COMPLEXION

- 1 Prep the skin, and create a luminous complexion by applying **inner light™ mineral tinted moisture broad spectrum spf 15** and **inner light™ concealer** where needed. Set with **inner light™ mineral loose powder**.

EYES

- 2 Prep the lids, and apply **petal essence™ eye color trio** in **gobi sands** to the creases with the **eye contour brush**. Apply the same shade along the bottom lash lines (1).
- 3 Apply **petal essence™ single eye color** in **glacial lotus** from the lash lines to the creases with the **medium eye color brush**. Apply the same shade to the inner top and bottom corners (2).
- 4 Apply **petal essence™ eye definer** in **black orchid** along the top lash lines and the outer two-thirds of the bottom lash lines, and smudge with the **eye smudger brush** (3).

LASHES & BROWS

- 5 Curl the lashes, and apply **mosscara™** in **black forest** to the top and bottom lashes (4).
- 6 Fill in the brows by applying the appropriate shade of **petal essence™ eye color trio** in **gobi sands** with the **brow/lash brush**.

CHEEKS

- 7 Contour the cheeks by applying **inner light™ mineral dual foundation** in **cream caramel** (or other appropriate shade) with the **blush brush** (5).
- 8 Highlight the bone structure by applying **petal essence™ single eye color** in **spark** (or other appropriate shade) with the **blush brush** (6).
- 9 For added luminosity, lightly tap **tulasāra™ bright concentrate** on the highlighted areas with the **blush brush**.
- 10 Apply **petal essence™ face accents** in **plum fresco** along the cheekbones with the **blush brush** (7).

LIPS

- 11 Prep the lips, and apply **nourish-mint™ smoothing lip color** in **sangria bloom** with the **medium eye color brush** (8).
- 12 For added depth and shine, apply **nourish-mint™ rehydrating lip glaze** in **mulled plum** with the **medium eye color brush**.



ROSE WATER

COMPLEXION

- 1 Prep the skin, and create a luminous complexion by applying **inner light™ mineral tinted moisture broad spectrum spf 15** and **inner light™ concealer** where needed. Set with **inner light™ mineral loose powder**.

EYES

- 2 Prep the lids, and dampen an eye shadow applicator with **color options™ eye shadow transformer**. Dip the applicator into **petal essence™ single eye color** in **safron glow**, and apply it from the lash lines fading slightly past the creases (1).
- 3 Apply **petal essence™ single eye color** in **glacial lotus** to the inner top and bottom corners with the **eye smudger brush** (2).
- 4 Apply the darkest shade of **petal essence™ eye color trio** in **copper haze** to the inner and outer creases with the **eye contour brush**. Apply the same shade along the bottom lash lines (3).
- 5 Encircle the eyes with **petal essence™ eye definer** in **black orchid**, and smudge with the **eye smudger brush** (4).

LASHES & BROWS

- 6 Curl the lashes, and apply **moss cara™** in **black forest** to the top and bottom lashes.
- 7 Fill in the brows by applying the appropriate shade of **petal essence™ eye color trio** in **copper haze** with the **brow/lash brush**.

CHEEKS

- 8 Contour the cheeks by applying **inner light™ mineral dual foundation** in **cream caramel** (or other appropriate shade) with the **blush brush** (5).
- 9 Highlight the bone structure by applying **petal essence™ single eye color** in **spark** (or the appropriate shade) with the **blush brush** (6).
- 10 For added luminosity: Lightly tap **tulasāra™ bright concentrate** on the highlighted areas with the **blush brush**.
- 11 Apply **petal essence™ face accents** in **plum fresco** along the cheekbones with the **blush brush** (7).

LIPS

- 12 Prep the lips, and apply **nourish-mint™ rehydrating lip glaze** in **rose water** with the **medium eye color brush** (8).







CARDINAL STAR

COMPLEXION

- 1 Prep the skin, and create a luminous complexion by applying **inner light™ mineral tinted moisture broad spectrum spf 15** and **inner light™ concealer** where needed. Set with **inner light™ mineral loose powder**.

EYES

- 2 Prep the lids, and apply **petal essence™ single eye color** in **mauve quartz** from the lash lines to the creases with the **eye contour brush**. Apply the same shade along the outer-thirds of the bottom lash lines (1).
- 3 Apply **petal essence™ single eye color** in **saffron glow** to the centers of the lids with the **medium eye color brush**. Apply the same shade to centers of the bottom lash lines (2).
- 4 Highlight the inner top and bottom corners by applying **petal essence™ single eye color** in **glacial lotus** (3).
- 5 Apply **petal essence™ eye color single** in **glacial lotus** to the centers of the lids near the top lash lines with the **eye smudger brush** (4).
- 6 Apply **petal essence™ eye definer** in **cacao** along the top lash lines.
- 7 For added intensity: Apply **petal essence™ single eye color** in **fjord** along the outer top lash lines with the **eye smudger brush**.

LASHES & BROWS

- 8 Curl the lashes, and apply **moss cara™** in **black forest** to the top and bottom lashes.
- 9 Fill in the brows by applying the appropriate shade of **petal essence™ eye color trio** in **gobi sands** with the **brow/lash brush**.

CHEEKS

- 10 Contour the cheeks by applying the appropriate shade of **petal essence™ eye color trio** in **gobi sands** with the **blush brush**.
- 11 Highlight the bone structure by applying **petal essence™ single eye color** in **glacial lotus** (or other appropriate shade) with the **blush brush** (5).
- 12 Apply **petal essence™ face accents** in **plum fresco** along the cheekbones with the **blush brush** (6).

LIPS

- 13 Fill in the lips with **nourish-mint™ lip definer** (7), and apply **nourish-mint™ smoothing lip color** in **poppy ember** (8).

Appendix

PATCH TEST GUIDELINES

After the consultation, perform a patch test using your selected formula.

WHO A preliminary patch test should be made before each application on every guest.

WHEN 48 hours before the service

! WARNING Hair colorants can cause severe allergic reactions. Always read and follow instructions. Hair colorants are not intended for use on persons under the age of 16. Temporary “black henna” tattoos may increase the risk of allergy.

HOW Patch Test Instructions for **full spectrum™** hair color:

- 1 Using either soap and water or alcohol, clean a small area of skin behind the ear or on the inner surface of the forearm. Let area dry.
- 2 With an absorbent cotton tipped applicator, apply a small quantity of hair dye, as prepared for use, to the area and allow it to dry.
- 3 Do not cover or disturb for 48 hours.
- 4 Examine test area 24 and 48 hours later. If no reaction has occurred, proceed at once with hair coloring. The test should be carried out before each application.
- 5 The hair dye should never be used for dyeing eyebrows or eyelashes; to do so may cause blindness.

DO NOT USE HAIR COLOR IF ANY OF THESE DANGER SIGNS APPEAR: burning, itching, swelling, eruption or irritation. Abnormal signs such as these in or around the test area may indicate hypersensitivity or allergy, and the product tested should not be used.

In addition, do not color hair if:

- 1 There is a rash on face or sensitive, irritated and damaged scalp.
- 2 Client has ever experienced any reaction after coloring hair.
- 3 Client has experienced a reaction to a temporary “black henna” tattoo in the past.

HAIR COLOR DENSITY & EFFECT

Density: the number of foils in a section

(Light = 30% highlighted, 1/2" partings; Medium = 50% highlighted, 1/4–1/2" partings; Heavy = 70% highlighted, 1/8–1/4" partings)

Effect: the amount of hair colored in a sliced or weaved subsection

(Fine Weaves = 10–12; Medium Weaves = 6–8; Strong Weaves = 2–3;

Fine Slices = 1 slice before leaving hair out; Medium Slices = 2 back-to-back slices before leaving hair out; Strong Slices = 3 back-to-back slices before leaving hair out)

Refer to page 99 of *The Art and Science of Hair Color & Texture Technique Guide* for detailed descriptions of these techniques.



PROCESSING, RINSING & BOTANICAL THERAPY GUIDELINES

- 1 Process hair color according to guidelines.
- 2 Rinse hair thoroughly with comfortably hot water to remove color.
- 3 Shampoo with **color conserve™ shampoo**, apply **color conserve™ pHinish™** and rinse again with cool water.
- 4 Towel-dry hair well to prepare for the appropriate **botanical therapy hair treatment**, which is applied based on the condition of the hair. For dry hair, perform the moisture treatment using **dry remedy™ penetrating moisture**. For damaged hair, perform the repair treatment using **damage remedy™ penetrating protein**.
- 5 Process at room temperature for 5 minutes and rinse. **YOU DO NOT NEED TO SHAMPOO OR CONDITION THE HAIR.**
- 6 Style as desired.



RARE BEAUTY

Birds are the inspiration for this collection not only because of their pure, natural beauty, but to raise awareness about the simple actions we can all take to counteract the alarming decline in their habitat. Today, 314 bird species in North America are at risk of extinction by the end of the century, with climate change as the single greatest threat to their existence.

NATURE'S ALLIES

Birds don't just make our world beautiful, they keep it in balance. They disperse seeds to grow plants that we need for food and medicine, protect farmers' fields from being destroyed by insects, scavenge to maintain the sanitation of our landscape, and serve as a gauge for the health of ecosystems—contributions that come full circle.

BIRDS OF A FEATHER

Aveda has long partnered with Audubon Minnesota to protect clean water and improve the health of freshwater ecosystems threatened by climate change. Clean water is especially important where we're headquartered in Minnesota, as nearly half of all migratory birds in North America depend on the Mississippi Flyway that bisects the state. We donate \$4 (U.S.) from every purchase of **aveda love™ composition oil** to the National Audubon Society for projects that fight climate change, while local Earth Month campaigns and special events conducted by our network and employees raise funds to support wildlife restoration and environmental awareness throughout the year. We love birds and curbing climate change is a responsibility we all share!

LEARN MORE AT [AUDUBON.ORG](https://www.audubon.org) AND SPREAD THE WORD!



FLOCK TOGETHER. TAKE ACTION!

Populate your backyard with native trees, flowering plants, bird baths and feeders to serve as year-round sources of food, clean water and shelter.

Take reusable bags to the grocery store instead of throwing away plastic ones—these often end up in oceans, killing seabirds who mistake them for jellyfish or squid.

Purchase shade-grown coffee from plantations that support much higher numbers of bird species than deforested coffee plantations.

Join the U.S. Lights Out movement to decrease the number of birds killed in collisions with glass-fronted buildings brightly illuminated at night.

Birds of Paradise
AUTUMN WINTER 2017

ANTOINETTE BEENDERS
GLOBAL CREATIVE DIRECTOR
AND COLLECTION HAIR CUTS

ALLEN RUIZ
ARTISTIC DIRECTOR, HAIR STYLING

TIPPI SHORTER
ARTISTIC DIRECTOR, TEXTURED HAIR

BRUNO ELORRIOROZ
ADVANCED ARTISTIC DIRECTOR
LIFESTYLE SALON AND SPA, LONDON

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JANELL GEASON
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ANNA CONTE
MENTOR PUREFESSIONAL™, MAKEUP

LISA WHALLEY
DESIGNER

ABBY DEBRUINE
WRITER





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.

HORST RECHELBACHER
Founder

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