Hair Color Systems

Leader Guide
Hair Color Systems

Acknowledgements

Development of this program …

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Getting Started

About This Guide

What’s the purpose of this guide?
This leader guide provides a master reference document to help you prepare for and deliver the *Hair Color Systems* program.

What will I find in the guide?
This leader guide is a comprehensive package that contains

- the workshop delivery sequence
- checklists of necessary materials and equipment
- presentation scripts and key points to cover, and
- instructions for managing exercises, case studies, and other instructional activities.
About This Guide

How is this guide organized?

This section, “Getting Started,” contains all of the preparation information for the Hair Color Systems program, such as learning objectives, pre-work, required materials, and room set-up.

Following this section is the “Training At A Glance” table. This table can serve as your overview reference, showing the module names, timings, and process descriptions for the entire program.

Finally, the program itself is divided into modules, each of which is comprised of one or more lessons. A module is a self-contained portion of the program, usually lasting anywhere from 20 to 90 minutes, while a lesson is a shorter (typically 5-20 minute) topic area. Each module begins with a one-page summary showing the Purpose, Time, Process, and Materials for the module. Use these summary pages to get an overview of the module that follows.
About This Guide, continued

How is the text laid out in this guide?

Every action in the program is described in this guide by a text block like this one, with a margin icon, a title line, and the actual text. The icons are designed to help catch your eye and draw quick attention to “what to do and how to do it.” For example, the icon to the left indicates that you, the instructor, say something next. The title line gives a brief description of what to do, and is followed by the actual script, instruction set, key points, etc. that are needed to complete the action.

A complete list of the margin icons used in this guide is provided on the following page.

IMPORTANT NOTE

You may also occasionally find important notes such as this one in the text of this guide. These shaded boxes provide particularly important information in an attention-getting format.
About This Guide, continued

Graphic Cues

Module Blocks
- Goal
- Time
- Overview
- Materials
- Break

Lesson Blocks
- Assessment
- Audio
- Capture
- Case Study
- Check
- Computer
- Flipchart
- Activity
- Handouts
- Game
- Highlight
- Key Points
- Lab
- Objective
- Process
- Project
- Q&A
- Role Play
- Say This
- Speaker
- Time
- Tools
- Transition
- Video
- Workbook
- wheel
- connect
- attend
- image
- inform
- practice
- extend
- refine
- perform
The Program In Perspective

**Why a Hair Color Systems program?**

To teach Aveda hair colorists the foundational principles of using Aveda Hair Color so they can successfully select the right system and formulate for beautiful hair color results.

**Learning Objectives**

After completing this program, participants will be able to:

- Connect color theory to the art of hair color
- Explain the fundamentals of Aveda Hair Color
- Formulate successfully using Aveda Hair Color systems and create beautiful hair color results

**Program Timing**

6 Hours (plus a 1-hour lunch break)

**Number of Participants**

15-20
Program Preparation

Pre-Work

- Create any flip charts in advance
- Gather required training materials and tools

Required Materials

General Materials

- Computer with DVD Player
- Projector and Screen
- Flip Chart, Stand and Markers
- PowerPoint Slides
- Pens and Markers (for each table)
- Post-it Notes (for each table)
- Participant Workbook (1 per person)
- Note Cards for Mission Activity (one word of the mission written on each card)
- 3–5 Models or Mannequin Heads for the Workshop
- Prizes for Trivia Challenge (Lip Savers, candy, etc.)
- Certificates of Completion (1 per person)

Collateral

- Full Spectrum Permanent Technical DVD (OPTIONAL)
- Full Spectrum Permanent Hair Color Chart, Swatchboard and Formulation Guide
- Full Spectrum Deep Hair Color Chart and Swatchboard
- Full Spectrum Deposit-Only Color Treatment Hair Color Chart and Swatchboard
- Color Talk Profiles (color copies, stacks for each table)
- Botanical Therapy Positioning Chart, Service Menu and Blueprint for Better Texture
### Program Preparation

- Full Spectrum Hair Color Professional Reference Guide (OPTIONAL-1 per table)
- The Art and Science of Hair Color & Texture (OPTIONAL-1 copy for reference)

**Product** (one complete set of each color category)
- Full Spectrum Permanent
- Full Spectrum Deep
- Full Spectrum Deposit-Only Color Treatment
- Enlightener Powder Lightener and Creme Booster
- Color Catalyst (5, 10, 20, 30 and 40 Volume)
- Color Treatment Activator (Creme and Liquid)
- Color Conserve Shampoo, Conditioner, Strengthening Treatment and pHinish
- Damage Remedy Shampoo, Conditioner and Intensive Restructuring Treatment
- Damage Remedy Equalizing Solution
  - Refillable Applicator Bottles
- Full Spectrum Stain Remover
- Color Viscosity Hair Color Thickener
- Hand Relief (1 per table)
- Blue Oil (1 per table)
- Botanical Therapy Hair Treatments:
  - Dry Remedy Penetrating Moisture
  - Damage Remedy Penetrating Protein
  - Refillable Spray Bottles (5)
- Aveda Candles (1 per table)

**Technical Tools:**
- Hair Color Bowls/Applicator Bottles
Program Preparation

- Hair Color Brushes
- Whisks
- Gloves
- Scales
- Tube Wringers
- Towels

Room Set-Up

- Set up the room with theater-style seating and round tables (space permitting).
- Place a flip chart and stand at the front of the room.
- Set up the computer, projector and screen at the front of the room.
- Set up the stations for the Aveda Hair Color Tour around the room:
  - **Station 1**: Full Spectrum Permanent components and formulation tools; Color Catalysts; Color Conserve Shampoo, Conditioner, and pHinish; Full Spectrum Stain Remover
  - **Station 2**: Enlightenment Blonding components and formulation tools
  - **Station 3**: Full Spectrum Deposit-Only Color Treatment components and formulation tools; Color Treatment Activators
  - **Station 4**: Botanical Therapy Hair Treatment components and collateral pieces; Damage Remedy Equalizing Solution
  - **Station 5**: Full Spectrum Deep components and formulations tools
- Place the following items on each table:
  - Participant Workbook (1 per person)
  - Color Talk Profiles (color copies, 1 stack per table)
  - Full Spectrum Hair Color Professional Reference Guide
Program Preparation

(OPTIONAL - 1 per table)
- Pens and Markers
- Post-it Notes
- Aveda Candle (1 per table)
- Blue Oil (1 per table)
- Hand Relief (1 per table)
- Set up any Shampoo/Electricity Stations

Instructor Preparation

- Read through this Facilitator Guide and review the Full Spectrum Hair Color Professional Reference Guide prior to the training.
- Make copies of all handouts and gather all required materials.
- Create the note cards for the Mission Activity.
- Set up the room following the above Room Set-Up instructions.
- Make sure any audio/visual equipment is working properly.
- Play upbeat music as learners enter the room.
Program Preparation

4MAT Wheel
Concept: Essentials

1. Essentials When Traveling
   - Essentials When Coloring Hair
   - Sparse vs. Extravagant Hotel Room

2. Inform
   - Color Theory, Aveda Hair Color Tour, Points of Difference, Components & Formulation of Systems (Permanent, Enlightenment Blending, Deposit-Only Color Treatment, Deep)

3. Practice
   - Hands-On Practice with Models/Mannequins
   - Workbook Formulation Practice & Activities after Learning About Each System

4. Refine
   - Write Postcards to Self of Essential Learning Points
   - Debrief
   - Model/Mannequin Practice, Group Feedback

5. Connect
   - Attend
   - Perform

6. Extend
   - Hands-On Practice with Models/Mannequins

7. Practice
   - Hands-On Practice with Models/Mannequins

8. Refine
   - Write Postcards to Self of Essential Learning Points
   - Debrief
   - Model/Mannequin Practice, Group Feedback

9. Connect
   - Attend
   - Perform

10. Refine
    - Write Postcards to Self of Essential Learning Points
    - Debrief
    - Model/Mannequin Practice, Group Feedback

11. Connect
    - Attend
    - Perform
## Training At A Glance

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<th>Module</th>
<th>Description</th>
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<td>15 Minutes</td>
<td>Welcome and Introduction</td>
<td>Welcome learners to the training, lead the group through the Aveda Mission, experience a moment of wellness and share the learning objectives.</td>
</tr>
<tr>
<td>45 Minutes (including a 10-minute break)</td>
<td>The Essentials of Hair Color</td>
<td>Connect learners to the concept of essentials, review hair color theory, take a tour of the world of Aveda Hair Color and review the key points of difference that make Aveda Hair Color unique.</td>
</tr>
<tr>
<td>2 Hours and 45 Minutes (including a 1-hour lunch break)</td>
<td>Aveda Hair Color Systems</td>
<td>Learn the components of Full Spectrum Permanent, Enlightenment Blonding and Deposit-Only Color Treatment and how to formulate them for successful hair color results.</td>
</tr>
<tr>
<td>15 Minutes</td>
<td>Application &amp; The Aveda Service Cycle</td>
<td>Review key application techniques with the group and introduce and explain the Aveda Service Cycle.</td>
</tr>
<tr>
<td>2 Hours</td>
<td>Model/Mannequin Workshop</td>
<td>Formulate for a model/mannequin, apply the color, remove it with Color Conserve products, practice the Botanical Therapy hair treatments, present back to the group for feedback and coaching, write postcards that include key essentials and action items.</td>
</tr>
<tr>
<td>N/A</td>
<td>Appendix</td>
<td>Answer keys for Color Theory Pop Quiz and the Trivia Challenge.</td>
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Welcome and Introduction

Goal
The purpose and goal of this module is to welcome learners to the training and introduce the learning objectives.

Time
15 Minutes

Overview
Welcome learners to the training, lead the group through the Aveda Mission, experience a moment of wellness and share the learning objectives.

Materials Needed
- See the Required Materials list at the beginning of this guide.
Welcome and Introduction

OPTIONAL: Play the Full Spectrum Permanent Inspiration Video to open the class.

Show Slide 1: Hair Color Systems Title Slide

Say:
Welcome to Hair Color Systems! You are about to embark on a journey into the world of Aveda Hair Color that will give you the fundamentals you need to create beautiful hair color results for your guests.

IMPORTANT NOTE
Introduce yourself to the group, share your history and role with Aveda and why you love Aveda Hair Color. Have the learners briefly introduce themselves, where they are from and what they hope to get out of the class today.
Welcome and Introduction

Ask:
Does anyone know what year Aveda first launched its Full Spectrum Hair Color line?

(Listen for: 1998)

Show Slide 2: History of Aveda Hair Color

Say:
Aveda set an industry standard with the launch of Full Spectrum Hair Color back in 1998 by introducing the first-ever, naturally derived hair color. Since then, we’ve continued to evolve and add new formulas to the Full Spectrum family. Today you’re going to learn about each system and the fundamentals you need to formulate them with success.

IMPORTANT NOTE
Go over any necessary housekeeping information before you continue the training.

- Agenda
- Bathroom Locations
- Breaks
Welcome and Introduction

Say:

One thing that sets Aveda Hair Color apart from other color lines is our commitment to create hair color with a social and environmental conscience—a commitment that is inspired by our mission. Let’s do a quick activity to help us review the mission.

Show Slide 3: Mission Puzzle Activity

Run the Mission activity:

- Shuffle the mission word cards and hand one out to each learner. If you have extra cards, give learners two cards until you run out. If you don’t have enough cards, instruct learners without cards to help put the mission in the correct order.

- Instruct the learners that their goal is to work together as a group to put the mission in the correct order in less than a minute.

- Time the activity for one minute.

- If the group isn’t finished or the mission isn’t correct when time is up, reshuffle the cards and have the group try again.

- Continue until the group completes the activity in less than a minute.
Welcome and Introduction

Say:
Great job! Let’s recite the mission together.

Show Slide 4: Mission

Direct participants to PAGE 3 in the Participant Workbook.

Write Aveda Hair Color + Mission on a flip chart page.

Ask:
How does Aveda Hair Color support the mission?
(Listen for: naturally derived, cruelty-free, manufactured with wind power, better for guests and the hair, etc.)

Write the group’s answers on the flip chart.
Welcome and Introduction

Show Slide 5: Mission-aligned Points of Difference

Say:

Our guests have many choices for hair color. That’s why it’s important to share the story behind Aveda Hair Color with your guests. We want them to know our hair color is created to care for both the guest and the environment so they can feel good about choosing Aveda Hair Color.

Let’s review some key points to share with your guests that reflect our mission. There is space to write them down in your workbook:

- Up to 99% naturally derived
- Uses plant power instead of petrochemicals
- Cruelty-free (no animal testing)—you can learn more about Aveda’s animal testing policy at aveda.com
- Manufactured with 100% certified wind power
- Essentially damage-free results

Direct participants to PAGE 4 in the Participant Workbook.
Welcome and Introduction

Ask:

- How would you share this information with a guest in your own words?

(Have the learners write their answers in the workbook and then practice with a partner.)

- Would anyone like to share what they would say to a guest?

Say:

Great job everyone. Sharing these stories with your guests will educate them on the benefits of choosing Aveda Hair Color—not just for them, but also for the Earth.

Show Slide 6: Wellness

Say:

Learning is a physical act. Our bodies and brains need to be completely engaged for learning to take place. I’m going to lead you through a quick moment of wellness to prepare our minds and bodies for today’s training.
Welcome and Introduction

IMPORTANT NOTE
Lead the group through a wellness activity of your choice. Try to incorporate color or relate it to the concept of essentials. You could also ask a learner to volunteer to lead the wellness activity.

Show Slide 7: Learning Objectives

- Connect color theory to the art of hair color
- Explain the fundamentals of Aveda Hair Color
- Formulate successfully using Aveda Hair Color systems and create beautiful hair color results

Direct participants to PAGE 4 in the Participant Workbook.

Say:
Today you will learn everything you need to know about Aveda’s hair color systems. After the training, you will be able to:

- Connect color theory to the art of hair color
- Explain the fundamentals of Aveda Hair Color
- Formulate successfully using Aveda Hair Color systems and create beautiful hair color results
Welcome and Introduction

Show Slide 8: Travel Journal

Ask:
- How many of you keep a journal when you travel?
- Why do you keep a journal on your travels?
(Accept any answers.)

Direct participants to PAGE 60 in the Participant Workbook.

Say:

As we journey through the Aveda Hair Color systems today, I want you to keep track of your personal “light bulb” moments in the travel journey in your workbook. This will help you remember the important information you learn today.

Any time you have a personal realization, insight or “aha!” moment, I want you to record it. Then we’ll share some of our best insights at the end of the class.

Ask:
Are there any questions before we begin?
Welcome and Introduction

Say:
Let’s begin our journey into the world of Aveda Hair Color.

Transition to The Essentials of Hair Color
The Essentials of Hair Color

Goal
The purpose and goal of this module is to connect learners to the concept of essentials and introduce them to the Aveda Hair Color systems.

Time
45 Minutes (including a 10-minute break)

Overview
Connect learners to the concept of essentials, review hair color theory, take a tour of the world of Aveda Hair Color and review the key points of difference that make Aveda Hair Color unique.

Materials Needed
- See the Required Materials list at the beginning of this guide.
The Importance of Essentials

connect

Show Slide 9: You’re Going on a Trip!

Direct participants to PAGE 5 in the Participant Workbook.

Say:

I want you to imagine that you are going on a trip to a brand new country or place you’ve never been before. You don’t know the language, the culture or how to get around. With the group at your table, I want you to brainstorm a list of things you would need to bring or do in order to make your trip a success.

As you brainstorm, write down your list in your workbooks.

(Give the groups 5 minutes to discuss.)

Write Travel Essentials on a flip chart page.
The Importance of Essentials

Ask:
What did your groups come up with?
(Write the group’s answers on the flip chart.)

Say:
Great job—now let’s say you can only take or do five of these things.

Ask:
Which five would you choose?
(Guide a group discussion and determine the top five.)

Star or circle the top five essentials on the flip chart.

Ask:
What would happen if you were missing one of these key essentials?
(Listen for: you would get lost, run into problems, not feel safe, etc.)

Attend

Direct participants to PAGE 6 in the Participant Workbook.
The Importance of Essentials

Say:

Any time we learn or do something new, it’s like embarking on a journey to a new place. There are certain essential tasks or concepts that we need to understand in order to be successful. Many of these same principles apply when learning how to formulate hair color, which is why you’re here today.

At your tables, I want you to brainstorm a list of the fundamental things you need to know in order to be a successful hair colorist, and write them down in your workbook.

(Give the groups 5 minutes to discuss.)

Write Hair Color Essentials on a flip chart page.

Ask:

What did you come up with?

(Write the group’s answers on the flip chart.)

Say:

Let’s narrow this list down to the top five like we did before.

(Guide a group discussion and determine the top five.)

Star or circle the top 5 essentials on the flip chart.

Ask:

What would happen if a hair colorist didn’t understand or practice one of these fundamentals?

(Listen for: unpredictable color results, lost clients, poor retention, inability to perform, etc.)
The Importance of Essentials

Say:

Today we will be reviewing these key fundamentals and how they relate to Aveda Hair Color. You will use them again and again, and they will serve as a foundation for your creativity as an artist.

Show Slide 10: Hotel Room Essentials

Say:

Most things in life require fundamentals to be successful. Think back to the new place you were traveling to in our earlier activity. Imagine you were looking for a hotel room and you had these two options.

Ask:

- What do these two rooms have in common?

(Listen for: door, bed, bathroom, linens, window, etc.)
The Importance of Essentials

Say:

Even though one is more basic and one is extravagant, they both have the essentials. Even the fanciest hotel room wouldn’t be successful if it didn’t have a bed.

The same holds true with hair color—you can create a basic all-over shade or get extremely creative with foils, placements and unique colors. But if an essential ingredient or action is missing, neither will be successful.

Show Slide 11: Hair Color Essentials

Say:

Today you’re going to learn how to master the key essentials of Aveda Hair Color so you can expand your creativity and grow as a hair color artist.

Our agenda until lunch will be:

- Review hair color theory
- Introduce the Aveda Hair Color categories and their components
- Learn how to formulate with Full Spectrum Permanent
Hair Color Theory Review

Inform

Show Slide 12: Color Theory Pop Quiz

Direct participants to PAGES 7-10 in the Participant Workbook.

Say:
The ultimate foundation of hair color is color theory. This is an essential you all learned in cosmetology school, so let’s take the pop quiz in your workbook to see what you remember. These won’t be graded, but do your best to complete the answers.

(Give learners 5 minutes to complete the quiz.)

Ask:
How many of you feel confident in your answers?
Hair Color Theory Review

Show Slide 13: Color Theory Review

Say:
Let’s review each section and see how you did. Take notes in your workbook and make sure your answers are correct. The first section was all about color theory.

IMPORTANT NOTE
Review the answers to the quiz in an interactive way using the Color Theory Pop Quiz Answer Key in the Appendix. Have the group throw out the correct answers and coach as needed.
Hair Color Theory Review

Show Slide 14: Hair Color Chemistry Review

Say:

The last half of the quiz covered the composition of hair and the chemistry of the hair coloring process. Let’s see how you did on these questions.

IMPORTANT NOTE

Review the answers to the quiz in an interactive way using the Color Theory Pop Quiz Answer Key in the Appendix. Have the group throw out the correct answers and coach as needed.

Ask:

Why do you think understanding hair color theory and the chemistry of hair color is essential to your success as a hair colorist?

(Listen for: create better results, more creative formulas, accurately assess guest’s natural level and their desired result, etc.)
Hair Color Theory Review

Say:

Great job on the quiz everyone! If you struggled with the quiz, I encourage you to read Appendices 1&2 in the Full Spectrum Hair Color Professional Reference Guide for additional review. You’ll find a copy of this guide at your tables.

Show Slide 15: Hair Color Categories: Temp & Semi

Direct participants to PAGE 11 in the Participant Workbook.

Say:

In the world of hair color, there are four key types of hair color and they each interact with the hair strand differently and create different hair color results. Please take notes in your workbook as I review each one.

- **Temporary Color**: Lodges in the cuticle layer only, adds depth and tone and shampooos out.
- **Semi-Permanent Color**: Penetrates just the cuticle layer, adds depth and tone and lasts for 4–6 shampoos.
Hair Color Theory Review

Show Slide 16: Hair Color Categories: Demi & Permanent

Direct participants to PAGE 12 in the Participant Workbook.

Say:

- **Demi-Permanent Color**: Slightly raises the cuticle to allow some color penetration in the cortex and the cuticle, does not alter the natural melanin, adds depth and tone and lasts 4–6 weeks.

- **Permanent Hair Color**: Raises the cuticle to allow maximum penetration, lightening the natural melanin to reveal the under color and oxidizing the color dyes solely in the cortex. It permanently lightens, darkens, changes tone or delivers maximum grey coverage. Color needs to be retouched or refreshed every 4–6 weeks.

Ask:

Does anyone know which hair color categories Aveda offers?

(Listen for: temporary (shampoos like Blue Malva, etc.), demi-permanent (Deposit-Only Color Treatment) and permanent (Full Spectrum Permanent))
Hair Color Theory Review

Say:
That’s right—and you’re going to learn how to formulate with our demi-permanent and permanent hair color systems with success by the end of today’s training.

IMPORTANT NOTE
If time allows, briefly explain how Aveda’s temporary color shampoos work to enhance different hair color tones.

Remind learners to write down any insights in their travel journals.

Say:
Now that we’ve covered the essentials of hair color theory, let’s take a trip and explore the world of Aveda Hair Color.
Aveda Hair Color Tour

Show Slide 17: Take a Tour!

Direct participants to PAGES 13-17 in the Participant Workbook.

Say:

When we travel, we usually bring back souvenirs and stamps in our passport to remind us of the places we’ve been. As you travel through the world of Aveda Hair Color and explore the systems, I want you to write down interesting facts or points of difference you want to remember in your workbook passport.

Run the Aveda Hair Color Tour activity:

- Have learners number off in fives to form groups.
- Assign one group to each station:
  - Station 1: Full Spectrum Permanent
  - Station 2: Enlightenment Blonding
  - Station 3: Full Spectrum Deposit-Only Color Treatment
  - Station 4: Botanical Therapy Hair Treatments and
Aveda Hair Color Tour

Damage Remedy Equalizing Solution

- **Station 5**: Full Spectrum Deep

- Have groups travel from station to station (spending about 5 minutes at each station), observe the system, components and tools and write down key points in their workbook passports.

- After the groups have visited every station (approximately 25 minutes), send them back to their tables.

- To recap, have the learners briefly shout out the key discoveries or “souvenirs” they wrote down at each station.

- Spend 10–15 minutes reviewing the key results that each system offers. Make sure you cover the key points in the following **Important Note**. Instruct the learners that you will reviewing certain categories in more detail later in the training.

---

**IMPORTANT NOTE: Tour Recap**

Keep the review to the key results each system delivers:

- **Permanent**: Natural, grey coverage, intense red/copper/violet, high-lift blonde and customized results with up to 5 levels of lift. Review the benefits of Color Conserve Shampoo, Conditioner, and pFinish and Full Spectrum Stain Remover and inform learners they will be featured later in the class.

- **Enlightenment Blonding**: Maximum blonde results with more than 5 levels of lift

- **Deposit-Only Color Treatment**: Demi-permanent toning, level on level deposit, grey blending, precoloration

- **Botanical Therapy**: Penetrating hair treatments that improve the condition of dry or damaged hair in just 5 minutes

  - Stress that a Botanical Therapy Hair Treatment is an **essential** part of a hair color service.
Aveda Hair Color Tour

- Encourage learners to enroll in the Color Talk Featuring Botanical Therapy class for more in-depth training on Botanical Therapy.

**Deep:** Permanent dark hair color results on levels 1–4. Inform learners that you will not be covering this system in depth during today’s training. Direct participants to enroll in a Full Spectrum Deep course to learn how to offer their dark-haired guests the most advanced and innovative hair color techniques for dark hair.

---

**Ask:**
Are there any questions about your Aveda Hair Color journey?

**Remind learners to write down any insights in their travel journals.**

---

**Say:**
Now that you’ve explored the Aveda Hair Color systems, let’s learn about the points of difference that set our hair color apart in the industry.
Points of Difference

Show Slide 18: Guests Have Many Options

Direct participants to PAGE 18 in the Participant Workbook.

Write Hair Color Options on a flip chart page.

Ask:

Guests have many options for coloring their hair today. What are their options?

(Listen for: drugstore box color, color shampoos, low-budget salon hair color like Fantastic Sam’s, high-end salon color that isn’t Aveda, henna, Sun-in, etc.)

Write the group’s answers on the flip chart.
Points of Difference

Show Slide 19: Why Aveda Hair Color?

Ask:
With all these options, why should a guest choose Aveda hair color?
(Accept any answers.)

Say:
Being a hair colorist also means being a great educator and salesperson. Knowing our points of difference will help you educate guests about the benefits of choosing Aveda Hair Color and develop loyal color guests.

Show Slide 20: Points of Difference
Points of Difference

Direct participants to PAGE 18 in the Participant Workbook.

Say:

No matter which Aveda Hair Color system you use, the points of difference are the same:

- **Naturally Derived Ingredients**: We use a signature botanical blend of sunflower, castor and jojoba oils that helps protect the hair and infuse it with amazing shine.

- **Fade-resistant Results**: Solely oxidative dyes lock in long-lasting color that stays true from service to service.

- **Customizable Components**: Unlike pre-blended formulas, each system contains individual hair color components that empower colorists to be artists and create specialized formulas for every guest.

- **Earth-friendly Packaging**: Our tubes are manufactured with 100% wind power and made from post-consumer recycled (PCR) content—right down to the cap.

- **Patented Green Tea Extract**: Instead of relying on synthetic couplers alone, we add green tea extract to the process, which creates a larger color molecule. Because the molecule is larger, it takes up more space in the hair and creates fade-resistant color with broader shade possibilities.
Points of Difference

Show Slide 21: Elevator Speeches

Direct participants to PAGE 19 in the Participant Workbook.

Say:

Let’s revisit our trip analogy again. Imagine you just got back from a trip of a lifetime, and a guest asked you to tell them about it. You’d probably give them a few highlights, based on who they are and what they are interested in. If you just rattled off everything you did, it would be overwhelming, and the guest would mentally check out.

In a similar way, you don’t need to share every point of difference about Aveda Hair Color—but you should share the ones that will have the greatest impact on your guest.

In your workbook, I want you to write down the name of one of your favorite guests. Then, based on what you know about them, write a quick elevator speech in your own words about why they should use Aveda Hair Color using the one point of difference you think would matter most to that guest.

(Give learners a few minutes to complete the activity.)
Points of Difference

Ask:
Would someone like to share their elevator speech with the group?

(Accept any answer and coach as needed.)

Remind learners to write down any insights in their travel journals.

Say:
So far today, we reviewed hair color theory, took a tour of Aveda Hair Color and learned what makes Aveda Hair Color unique.

Let’s take a quick break. When we come back, we’re going to learn more about each system and how to use them to create beautiful hair color results.

Take a 10-minute Break

Transition to Aveda Hair Color Systems
Goal
The purpose and goal of this module is to teach learners how to successfully use the Aveda Hair Color systems they will use most on guests—Full Spectrum Permanent, Enlightenment Blonding and Full Spectrum Deposit-Only Color Treatment.

Time
2 Hours and 45 Minutes (including a 1-hour lunch break)

Overview
Learn the components of Full Spectrum Permanent, Enlightenment Blonding and Deposit-Only Color Treatment and how to formulate them for successful hair color results.

Materials Needed
- See the Required Materials list at the beginning of this guide.
Full Spectrum Permanent & Enlightenment Blonding

Say:
On your tour, you discovered that Aveda has four unique hair color systems to help you create beautiful, customized hair color for your guests. We’re going to explore three of them in detail today. Like I mentioned earlier, Full Spectrum Deep will be covered in a separate class.

Ask:
Which of the four systems do you think you’ll use most often on guests?
(Listen for: Full Spectrum Permanent or Enlightenment Blonding)

Show Slide 22: Full Spectrum Permanent

OPTIONAL: Show Overview Chapter of Full Spectrum Permanent Technical DVD.
Full Spectrum Permanent & Enlightenment Blonding

Ask:

What are some key things you remember about Full Spectrum Permanent from your tour?

(Accept any answers.)

Show Slide 23: Full Spectrum Permanent Components

Bring the Full Spectrum Permanent components from Station 1 to the front of the room and highlight each one as you review it.

Direct participants to PAGE 20 in the Participant Workbook.

Say:

Let’s review the Full Spectrum Permanent components:

- Bases
  - Natural Series
  - Intense Base
  - Extra Lifting Creme
Full Spectrum Permanent & Enlightenment Bloning

- Universal ØN

- **Color Components**
  - Pure Tones
  - Pure Pigments
  - Pastel Tones

- **Color Catalyst**

Every formula you create will include different combinations of these components.

---

**Show Slide 24: Formulation Equations**

Formulation equations

Direct participants to PAGE 22 in the Participant Workbook.

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**Say:**

Formulating with the Full Spectrum Permanent components is easy if you follow these two key equations:

**Base + Color Catalyst = Hair Color**

OR

**Base + Color Component + Color Catalyst = Hair Color with Tone**
Full Spectrum Permanent & Enlightenment Bloning

Depending on the formula, you may mix multiple bases with multiple color components or simply mix a base with Color Catalyst to achieve your guest’s desired result—a custom look with your creativity as the limit.

IMPORTANT NOTE

Note the exception of Intense Base here—you would not use Intense Base alone with Color Catalyst. Explain they will learn about Intense Base later in the training.

Say:

Now let’s learn how to use these components to formulate for different hair color results.

Show Slide 25: The 4 Results

Ask:

What do you think are the four key results guests ask for?

(Listen for: natural, red, blonde and customized)
Full Spectrum Permanent & Enlightenment Blonding

Direct participants to PAGE 23 in the Participant Workbook.

Say:

Your guests generally desire one of four hair color results:

- **Natural Results**—This includes grey coverage and can go lighter or darker, but the end result is essentially natural (or brown) with some tone.

- **Intense Red, Copper & Violet Results**—These are your vibrant and intense red shades designed for redheads.

- **Blonde Results**—This is a huge part of your color business, as a large percentage of guests want blonde results.

- **Customized Results**—A customized look that requires additional components to help you color balance, intensify or tone any of the other results we just talked about.

Show Slide 26: Customization Mixing Chart
Full Spectrum Permanent & Enlightenment Blonding

Direct participants to PAGES 24-25 in the Participant Workbook.

Say:

A key tool to help you achieve these four results is your Full Spectrum Permanent Customization Mixing Chart. Knowing how to use this chart will help you create your formulation equations. This chart lives on the Full Spectrum Permanent Hair Color Chart, but there is a version included in your workbook. Please follow along as I give you a brief overview of the chart. The chart is also in your workbook.

If you look at the farthest column to the left, you’ll see the series of 10 Natural Series shades moving from the top to the bottom of the chart, representing a dark to light continuum from Natural Level 1 to 10. Right above 10, you’ll see Extra Lifting Creme (for your high-lift blondes) and then Universal ØN at the very top of the column, which is your colorless base.

Running horizontally through the center you’ll see the color components—Pastel Tones, Light and Dark Pure Tones and Pure Pigments—which correspond with the correct levels and tonal families.

The only component not represented on this chart is Color Catalyst, because it is added to every formula.

You’re going to have plenty of practice using this chart throughout the training, so keep it handy.

Now let’s talk about how to create the four key results using the Full Spectrum Permanent components.
Full Spectrum Permanent & Enlightenment Blonding

Show Slide 27: Natural Results

Direct participants to PAGE 26 in the Participant Workbook.

Ask:
Which components do you think you’d use to achieve natural results?
(Listen for: Natural Series and Pure Tones)

OPTIONAL: Show Chapter 2 (Rich Brunettes) of the Full Spectrum Permanent Technical DVD.

Say:
To formulate for natural results or natural results with tone, you’ll use Natural Series and Pure Tones. Let’s learn more about each component and how to use them to achieve natural results.

Pick up a Natural Series box and a Pure Tone box and remove the tubes. Highlight the size, color, measurements along the sides of the tubes and the
Full Spectrum Permanent & Enlightenment Blonding

labels on the box. Pass the tubes and boxes around the room.

Show Slide 28: Natural Series

Say:

The Natural Series shade is identified by a number indicating the level and an N representing the neutral tone. There are ten shades, ranging from 1N to 10N.

You can mix the Natural Series shades with multiple components to create a variety of hair color results from natural to intense:

- **Use it alone for natural results** (just a Natural Series shade plus Color Catalyst).

Please find the Natural column on the Customization Mixing Chart and note the measurements.

- **Mix with Pure Tones for a complete range of tonal families.**

Now look across the top of the Customization Mixing Chart and find the range of options in tonal results using the Pure Tones.
Full Spectrum Permanent & Enlightenment Blending

Show Slide 29: Pure Tones

Direct participants to PAGE 27 in the Participant Workbook.

Say:

Let’s talk about how we create tonal families using Pure Tones.

- Pure Tones are identified by two letters indicating tone—the first is the strongest (primary) tone; the second is the secondary (complementary) tone. For example, Dark R/O has a primary tone of red and a secondary tone of orange.

- They are divided into two categories:
  - Light (for Levels 7-10)
  - Dark (for Levels 3-6)

- Pure Tones combine with the Natural Series to create the tonal families that are shown on the Customization Mixing Chart from the far left to where the Intense Series begins.
Run the Natural Results Formulation activity:

- Select 4 volunteers and assign each learner a different tonal family:
  - Gold
  - Ash
  - Intense Ash
  - Copper
- Have the learners find the correct formulas for Level 8 on the Customization Mixing Chart and read them out loud to the rest of the group.

Ask:

- What was the same about the formulas?
  (Listen for: the measurements, the level)
- What was different?
  (Listen for: the Pure Tone color)

Say:

That is correct—the measurements are the same, but the only difference is the Pure Tones you select to achieve a gold, ash, intense ash or copper result.

You can use a simple rhyme to help you remember the Pure Tone measurements at each level:

“2, 4, 6, 8, this is how we formulate.”

If you look at levels 7-10 on your chart, you’ll see that the measurements follow the rhyme. Levels 3-6 repeat the same. The only difference is if you’re using Light or Dark Pure Tone.

Remember that you will always use 40 g of Natural Series when formulating for natural results.
Show Slide 30: Formulation: Natural

Direct participants to PAGE 28 in the Participant Workbook.

Say:
So let’s review our formula for natural results:

40 g Natural Series +
2–8 g Color Component (optional) +
40 ml Color Catalyst (1:1 ratio) =
Natural Results

Ask:
Does anyone remember why the color component is optional?
(Listen for: you can create natural results without tone with just Natural Series and Color Catalyst)

Ask:
Any questions about formulating for natural results?
Full Spectrum Permanent & Enlightenment Blonding

Say:
You will also use the Natural Series to help guests cover their grey.

Show Slide 31: Grey Coverage

Direct participants to PAGE 28 in the Participant Workbook.

Ask:
- How many of you have guests with grey hair?
- What percentage of your guests do you think need grey coverage?

Say:
Covering grey is a big part of what you do every day as a colorist. The Natural Series on your Customization Mixing Chart will give you the best grey coverage results.

Your Hair Color Chart includes a chart that shows the guidelines for grey coverage. Please fill in the blanks in your workbook with the guidelines as we review them.
Full Spectrum Permanent & Enlightenment Bloning

Show Slide 32: Grey Coverage Guidelines

Say:

There are two standard ways to formulate when covering grey:

- **For natural grey coverage:**
  - Natural Series shade
  - 20 volume Color Catalyst for 45 Minutes

- **For maximum grey coverage:**
  - Natural Series shade
  - Light or Dark Natural/Natural Pure Tone (Use Light N/N on levels 7-10, Dark N/N on levels 3-6)
  - 20 volume Color Catalyst for 30 Minutes

The Natural/Natural Pure Tones provide the extra muscle required to cover more resistant grey hair. They contain more brown pigment, require less processing and provide more opaque coverage.

To add tone to your grey coverage, you can add Pure Tones to the above formulas to further customize your results.
Full Spectrum Permanent & Enlightenment Bloning

Show Slide 33: Grey Application Tips

- Take small subsections (1/4 inch)
- Saturate the hair thoroughly
- Start on resistant areas

Direct participants to PAGE 28 in the Participant Workbook.

Say:

While formulation is important for your grey-haired guests, the application is what leads to great results.

Application Tips:

- Take subsections no greater than 1/4 inch
- Be generous with the product, and apply to both sides of the subsection
- Start with the most resistant areas first, and reapply at the end of the application

For the best grey coverage results, you will always want to use Full Spectrum Permanent, but you can use other systems to achieve grey blending, which we’ll review later in the training.

Ask:

Any questions about grey coverage?
Full Spectrum Permanent & Enlightenment Bloning

Show Slide 34: Meet Sally

Direct participants to PAGE 29 in the Participant Workbook.

Say:

Let’s practice formulating for natural results with a guest scenario. Please follow along in your workbooks.

Our first guest is Sally, who is a natural Level 6 with grey. She wants to be a Level 4 and cover her grey.

Ask:

- Using your Customization Mixing Chart, what components would you use to cover her grey? (Listen for: Natural Series and Color Catalyst)
- What volume of Color Catalyst? (Listen for: 20 volume)
- How long would you process?
Full Spectrum Permanent & Enlightenment Blonding

(Listen for: 45 minutes)

- Which components would you use if she had resistant grey hair and wanted a golden tonal result?
  (Listen for: Natural Series, Dark N/N, Dark Y/O and Color Catalyst)

- What volume of Color Catalyst?
  (Listen for: 20 volume)

- How long would you process?
  (Listen for: 30 minutes)

- What would be the benefit of using Dark N/N in this case?
  (Listen for: will give a better result on her resistant grey hair)

**IMPORTANT NOTE**

Be sure to review the correct measurements for the scenario formulas to further emphasize proper formulation.

**Say:**

Now let’s say Sally wants to go lighter and move from a 6 to an 8 and still cover her grey, which is very coarse and resistant. Using your tools, determine Sally’s formula, and write it down in your workbook.

**Ask:**

What formula did you come up with?

(Listen for: 40 g 8N, 6 g Light N/N and 20 volume Color Catalyst.)
Full Spectrum Permanent & Enlightenment Bloning

Say:
Great—now let’s talk about creating intense red, copper and violet results.

inform

Show Slide 35: Intense Red, Copper & Violet Results

Ask:
Think back to the systems tour we did earlier. Which components would you use to create intense red, copper and violet results?

(Listen for: Intense Base, Natural Series, Pure Tones and Pure Pigments)

Say:
Now we’re going to look at the right hand side of your Customization Mixing Chart, which is where you’ll find the Intense Series formulations. On your chart, find the formula for a Level 8 Intense Copper result.
Full Spectrum Permanent & Enlightenment Blonding

Ask:

- Could someone please read the formula out loud?
- How is this formula different from the Natural Series formulas?

(Listen for: addition of Intense Base, 10 g of Natural, 30 g of Intense, higher Pure Tone/Pure Pigment measurements)

OPTIONAL: Show Chapter 3 (Bold Reds) of the Full Spectrum Permanent Technical DVD.

Show Slide 36: Intense Base

- Creates intense, vibrant red, copper & violet shades
- Never used alone
- Not ideal for grey coverage

Direct participants to PAGE 30 in the Participant Workbook.

Say:

Adding Intense Base to your Natural Series creates the right brightness for that level of red. Let’s learn more about Intense Base and how to use it to achieve intense reds, coppers and violets.
Full Spectrum Permanent & Enlightenment Blonding

Pick up a box of Intense Base and remove the tube. Highlight the size, color, measurements along the side of the tube and the label on the box. Pass the tube and box around the room.

Say:

Some key things to remember about Intense Base are:

- It is never used alone—it’s always combined with Natural Base and a Pure Tone and/or Pure Pigment
- Not ideal for grey coverage

We also have a rhyme to help you remember the Pure Tone/Pure Pigment measurements for intense red results:

“4, 8, 12, 16, this is how our reds will scream.”

Just like the Natural Series, you’ll notice that the Intense Series follows the rhyme at both the lighter and darker levels.

Show Slide 37: Formulation: Intense

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Direct participants to PAGE 31 in the Participant Workbook.
Full Spectrum Permanent & Enlightenment Blonding

Say:
So let’s review our formula for intense red, copper and violet results:

30 g Intense Base +
10 g Natural Series +
4-16 g Color Component +
40 ml Color Catalyst (1:1 ratio) =

Intense Red, Copper & Violet Results

Remember that Intense Base is never used alone and not recommended for grey coverage. It is important to use the recommended levels of Pure Tone/Pure Pigment to achieve an accurate level.

Ask:
Are there any questions about formulating for intense results?

practice

Say:
Let’s practice an intense scenario.
Full Spectrum Permanent & Enlightenment Bloning

Show Slide 38: Meet Rachel

Direct participants to PAGE 31 in the Participant Workbook.

Say:

Your guest’s name is Rachel and she is a natural Level 5 who wants to be a Level 7 Intense Copper.

Using your Customization Mixing Chart, write down the formula you would choose in your workbook, including the measurements.

(Give the learners a few minutes to complete the activity.)

Ask:

What formula did you create?

Listen for: 10 g 7N, 30 g Intense Base, 16 g Light O/R, 40 ml of Color Catalyst

Say:

Great job everyone! Now let’s learn how to create brilliant blondes.
Full Spectrum Permanent & Enlightenment Blonding

inform

Show Slide 39: Blonde Results

Ask:

- How many of you have guests who are not natural blondes but trust you to make them one?
- Which components would you use to achieve high-lift blonde results?

(Listen for: Extra Lifting Creme and Pastel Tones)

OPTIONAL: Show Chapter 4 (Brilliant Blondes) of the Full Spectrum Permanent Technical DVD.

Say:

To formulate for high-lift blonde results, you’ll use Extra Lifting Creme and Pastel Tones. Let’s learn more about each component and how to use them to achieve blonde results.
Full Spectrum Permanent & Enlightenment Blonding

Pick up an Extra Lifting Creme box and a Pastel Tone box and remove the tubes. Highlight the size, color, measurements along the sides of the tubes and the labels on the box. Pass the tubes and boxes around the room.

Direct participants to PAGE 32 in the Participant Workbook.

Show Slide 40: Extra Lifting Creme

Say:

Every high-lift blonde begins with Extra Lifting Creme as the base:

- Creates a diverse range of high-lift blondes with up to 5 levels of lift
- Can be used alone for soft, creamy, natural blonde results (just Extra Lifting Cream plus Color Catalyst)
- Is used exclusively with Pastel Tones to add tonal quality to your blonde formulas
- Can be used to blend small percentages of grey (up to 25%)
IMPORTANT NOTE

Remind the learners that Aveda does not recommend mixing Extra Lifting Creme with other color components in the Full Spectrum Permanent line. However, it is safe to intermix the entire system. A strand test is always recommended to preview results.

Show Slide 41: Pastel Tones

Say:

Now let’s talk about Pastel Tones.

- Three shades available—Blue, Violet and Yellow/Orange
- Used to create customized blonde shades with up to 5 levels of lift.
- Used exclusively with Extra Lifting Creme

Just like Extra Lifting Creme, it is not recommended to intermix Pastel Tones with other bases or color components. They are formulated to be used exclusively with each other to create customized blonde tones.
Full Spectrum Permanent & Enlightenment Bloning

Show Slide 42: Formulation Tips for Blondes

Direct participants to PAGE 33 in the Participant Workbook.

Say:

Your standard blonde formulation is shown at the top of your Customization Mixing Chart above Level 10.

There are some key differences when formulating blondes:

- Always use 30 or 40 Volume of Color Catalyst
- Mix Color Catalyst in a 1:2 ratio

For best results, use Extra Lifting Creme on level 6 or higher and no more than 25% grey. You can achieve grey blending due to the high level of lift and minimal deposit of this base. Adding Yellow/Orange Pastel Tone to the formula is ideal for blending grey. Processing time may vary, but follow these guidelines:

<table>
<thead>
<tr>
<th>Level of Lift</th>
<th>Color Catalyst</th>
<th>Processing Time (No Heat)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>40 volume</td>
<td>45 minutes</td>
</tr>
</tbody>
</table>
Full Spectrum Permanent & Enlightenment Blonding

4  30 volume  30 minutes

Show Slide 43: Formulation: High-Lift Blonde

Direct participants to PAGE 33 in the Participant Workbook.

Say:
Let’s review our high-lift blonde formula:

40 g Extra Lifting Creme +
2-8 g Pastel Tone (optional) +
80 ml Color Catalyst (1:2 ratio) =

Blonde Results

Ask:
Why are the Pastel Tones optional?

(Listen for: you can use just Extra Lifting Creme and Color Catalyst to create a soft, natural blonde shade)
Full Spectrum Permanent & Enlightenment Blonding

Say:

You can adjust your level of Pure Tone to vary the intensity of your formula:

**For a stronger tone**, use 8 g of Pastel Tone

**For a softer tone**, use 2 g of Pastel Tone.

Ask:

Now imagine you have a guest who wants a permanent blonde shade with more than five levels of lift. Which components would you use?

(Listen for: Enlightener Powder Lightener and Creme Booster)

Show Slide 44: Enlightenment Blonding

Bring the Enlightenment Blonding components from Station 2 to the front of the room and highlight each one as you review it.

Direct participants to PAGE 34 in the Participant Workbook.
Full Spectrum Permanent & Enlightenment Blonding

Say:
We just learned how to create high-lift blondes with Full Spectrum Permanent—now you’re going to learn how to create blondes with maximum lift.

With Aveda’s Enlightenment Blonding system, you can achieve ultimate blonding beyond five levels of lift with two key products—Enlightener Powder Lightener and Creme Booster.

Ask:
What do you remember from your tour about Enlightener Powder Lightener and Creme Booster?

(Accept any answers.)

Say:
Let’s recap the key features and benefits of both products.

Show Slide 45: Enlightener Powder Lightener

- A low-dust powder lightener for use on all levels
- Used for both on- and off-the-scalp applications
- Can be used alone or mixed with Enlightenment Creme Booster for additional lift

Say:
- A low-dust powder lightener for use on all levels
- Used for both on- and off-the-scalp applications
Full Spectrum Permanent & Enlightenment Blonding

- Creates maximum lift while infusing the hair with healthy, brilliant shine
- Sunflower, castor and jojoba oils protect the hair during processing
- Contains a refreshing Pure-Fume aroma, including peppermint, lemon and rose absolute
- Can be used alone or mixed with Enlightener Creme Booster for additional lift

Show Slide 46: Enlightener Creme Booster

Say:
- Mixed exclusively with Enlightener Powder Lightener to achieve ultimate lift
- Delivers ultimate lift and brightness for on- and off-the-scalp applications
- Accelerates the decolorization process by 15 minutes
- Contains soothing blue chamomile and menthol to prevent the scalp from irritation
- Infuses the hair with incredible condition and shine
Full Spectrum Permanent & Enlightenment Blonding

Show Slide 47: 2 Primary Uses

Say:

You will use these products for two primary reasons:

- Ultimate blonding for more than 5 levels of lift
- Hair color cleansing or prelightening hair

Show Slide 48: Tips for Maximum Blonding

Direct participants to PAGE 35 in the Participant Workbook.
Full Spectrum Permanent & Enlightenment Blonding

Say:
When formulating for maximum blonde results, your formula will depend on if you are doing an on- or off-the-scalp application. Here are some initial general guidelines to follow:

- Always mix in a 1:2 ratio with Color Catalyst
- Use 10, 20, 30 or 40 volume Color Catalyst for off-the-scalp applications depending on your guest’s desired level of lift
- Use 20 volume Color Catalyst for on-the-scalp applications (which is gentler on the scalp)

Show Slide 49: Formulation: Off-the-Scalp

Direct participants to PAGE 35 in the Participant Workbook.

Say:
When prelightening the hair with an off-the-scalp application, you can use just Enlightener Powder Lightener for standard lift or use it with Creme Booster for additional lift.

- Just Enlightener Powder Lightener Formula:
  1 level scoop of Enlightener Powder Lightener +
Full Spectrum Permanent & Enlightenment Blonding

60 ml Color Catalyst (10–40 volume, 1:2 ratio)

- Enlightenment Powder Lightener + Creme Booster Formula:
  1 level scoop of Enlightenment Powder Lightener +
  30 g Creme Booster +
  60 ml Color Catalyst (10–40 volume, 1:2 ratio)

Show Slide 50: Formulation: On-the-Scalp

Direct participants to PAGE 36 in the Participant Workbook.

Say:

For an on-the-scalp application, you need a special formula that protects the scalp. You will always use Enlightenment Creme Booster and 20 volume Color Catalyst for these applications because they are gentler on the scalp and help protect it during processing.

Your formula for on-the-scalp blonding is:
Full Spectrum Permanent & Enlightenment Blending

1 level scoop of Enlightener Powder Lightener +
30 g Creme Booster +
60 ml Color Catalyst (20 volume, 1:2 ratio)

Show Slide 51: Hair Color Cleansing

Enlightener Powder Lightener is also Aveda’s hair color removal system. If a guest has previous hair color, this is the product you will use to lighten the level and remove the tone.

We won’t go into detail about this today, but the hair color cleansing guidelines are located in your Hair Color Chart. I encourage you to attend our Hair Color Solutions class, which will teach you a variety of corrective color techniques, including hair color cleansing.

Ask:
Are there any questions about formulating for blonde results?
Full Spectrum Permanent & Enlightenment Blonding

Say:

We just learned how to formulate for natural, intense red/copper/violet and blonde results. Before we talk about customization, we need to talk about Color Catalyst—a critical component in every hair color formula that determines the level of lift and processing time.

inform

Show Slide 52: Color Catalyst

Say:

No hair color formula is complete without your developer—and Aveda’s is called Color Catalyst.

Pass the 5 bottles of Color Catalyst around the room.

Direct participants to PAGE 37 in the Participant Workbook.
Full Spectrum Permanent & Enlightenment Bloning

Say:

Here are some key things to know:

- A conditioning developer with an uplifting, lavender Pure-Fume aroma
- 5 different volumes depending on the level of lift desired:
  - 40 Volume: 4 Levels of Lift
  - 30 Volume: 3 Levels of Lift
  - 20 Volume: 2 Levels of Lift
  - 10 Volume: 1 Level of Lift
  - 5 Volume: 0-1 Level of Lift
- Added to every Full Spectrum Permanent formula for precise hair color results
- Mix Color Catalyst in a 1:1 ratio with every base except Extra Lifting Creme, which is a 1:2 ratio.
- The amount of time you process your hair color is based on the Color Catalyst volume you used. You can find all this information on your Hair Color Chart.

Show Slide 53: Where Do I Begin?
Full Spectrum Permanent & Enlightenment Blonding

Say:
So where do you start with these endless formula possibilities? We’re going to learn how to use the Customization Mixing Chart to map out formulas for your guests.

Ask:
- Raise your hand if you’ve ever gotten lost. Now think about a specific time that you were lost—what type of emotions did you feel?
  (Accept any answers.)
- How many of you are feeling this way about formulating hair color right now?

Say:
With so many formulation possibilities, it is easy to feel lost. The best thing to do is find your starting point—like a “You Are Here” sticker on the map at the mall. Aveda has four simple formulation steps that will help you find where you are and get you where you need to go using the Customization Mixing Chart as your roadmap.

Please follow along in your workbook and fill in the blanks as we review the four formulation steps.

Direct participants to PAGE 38 in the Participant Workbook.
Full Spectrum Permanent & Enlightenment Blonding

Show Slide 54: 4 Steps to Formulation

Say:

- **Step 1: Identify the guest’s natural level.** (Where am I?)
  Find your guest’s natural level on the Customization Mixing Chart on the far left column. You can use the Natural Series swatches on the swatchboard to help you. This is your “You Are Here” starting point.

- **Step 2: Determine the guest’s desired level and tone.** (Where do I want to go?)
  Then find the guest’s desired level and tone on the chart, again using the tonal swatches on the swatchboard for reference.

- **Step 3: Choose the formula at the desired level.** (What is my plan?)
  Select the formula that represents the guest’s end result and determine your plan—will you use the standard formula, customize further or adjust the vibrancy? This is a critical time to consider the guest’s NRP and determine if you want to enhance or neutralize it. Use the NRP chart on the Hair Color Chart to help you—you will also find the NRP chart in your workbook.

- **Step 4: Determine the volume and amount of Color Catalyst.** (How will I get there?)
Full Spectrum Permanent & Enlightenment Blonding

Based on the levels of lift you need to achieve your end result, select your Color Catalyst volume and use the correct amount based on the ratio.

And now you’ve arrived at your formula. It’s that easy.

**Ask:**

Any questions about how to formulate?

**Say:**

Now that you know how to formulate for the majority of your guests from natural to intense to beautiful blondes—let’s talk about how to take these formulas to the next level and create customized results.

**Show Slide 55: Customized Results**

While the entire Full Spectrum Permanent system is customizable, there are some components that are ideal for altering the standard formulations, which will allow you to make a customized formula specifically for each guest.
Full Spectrum Permanent & Enlightenment Bloning

**Ask:**

Does anyone remember which base and color component are ideal for customization?

(Listen for: Universal ØN and Pure Pigments)

**Say:**

For customized results, you’ll most often use Universal ØN and Pure Pigments. Let’s learn more about each component and how to use them to achieve customized results.

**Pick up a Universal ØN box and a Pure Pigment box and remove the tubes. Highlight the size, color, measurements along the side of the tubes and the labels on the box. Pass the tubes and boxes around the room.**

**Direct participants to PAGE 39 in the Participant Workbook.**

**Show Slide 56: Universal ØN**

- Refresh or balance color
- Add shine or gloss
- Add or decrease tone
- Increase translucency
- Decrease lifting power
- Create true fashion colors
Full Spectrum Permanent & Enlightenment Blonding

Say:

Let’s start with Universal ØN—a colorless, ammonia-free base used to customize hair color and tone and give the hair incredible shine across all Full Spectrum Hair Color lines:

- Permanent
- Deposit-Only Color Treatment
- Deep

You can add Universal ØN to your formulas for specialized color effects:

- Refresh or balance color
- Add shine or gloss
- Increase translucency
- Add or decrease tone
- Decrease lifting power
- Create true fashion colors

On your Customization Mixing Chart, you’ll find Universal ØN at the very top of the chart (because it’s colorless). You won’t find standard measurements for Universal ØN listed, but there is a Color Balancing Guide in your Hair Color Chart that can help you formulate with Universal ØN and kindle your creativity.
Show Slide 57: Color Balancing Guide

Direct participants to PAGE 39 in the Participant Workbook.

Say:

Please find the Color Balancing Guide in your workbook. As you look at the guide, notice the range of results and how each formula is altered to increase or decrease translucency.

Think of this chart as your starting point. It gives you some initial customization ideas, but since all the Full Spectrum Permanent components can be intermixed, you are free to experiment and customize as far as your creativity will take you. Remember it is always best to do a strand test to confirm the results.
Full Spectrum Permanent & Enlightenment Blonding

Show Slide 58: Pure Pigments

- Three primary and three secondary colors
- Create true fashion colors
- Not recommended for higher levels

Direct participants to PAGE 40 in the Participant Workbook.

OPTIONAL: Show Chapter 5 (Pure Pigments) of the Full Spectrum Permanent Technical DVD.
Full Spectrum Permanent & Enlightenment Blonding

Say:

Now let’s talk about Pure Pigments—three primary and three secondary colors you can use to create the brightest, boldest results:

- Use alone to create true fashion colors on hair prelightened to pale yellow
- Mix with Natural Series, Intense Base and/or Pure Tones to intensify tone on darker levels from 3–6; Pure Pigments are not recommended with lighter levels (7–10) for natural results due to the concentration of dyes
- Mix with Universal ŒN for additional customization

Pure Pigments do not adhere to the law of color and should not be intermixed to create secondary colors. For example, mixing Red Pure Pigment with Yellow Pure Pigment will not create an orange tone. The concentration of dyes varies from shade to shade and some dyes oxidize at different rates, so intermixing them can result in unpredictable tones.

Show Slide 59: Formulation: Pure Pigments
Full Spectrum Permanent & Enlightenment Blonding

Say:

Your Hair Color Chart also has guidelines for using Pure Pigments, which are your creative color “kickers” that can add a punch of pure color to your formulas.

Direct participants to PAGE 40 in the Participant Workbook.

Say:

Let’s review the guidelines for adding them to your formulas and take notes in your workbook.

<table>
<thead>
<tr>
<th>Effect</th>
<th>Hair Type</th>
<th>Formula</th>
<th>Processing</th>
</tr>
</thead>
<tbody>
<tr>
<td>True fashion primary &amp; secondary colors</td>
<td>Prelightened to pale yellow</td>
<td>Pure Pigment + 5 volume Color Catalyst (equal parts)</td>
<td>10-20 minutes</td>
</tr>
<tr>
<td>Add tonality to natural Series</td>
<td>Levels 3-6</td>
<td>Replace Pure Tone with double the amount of Pure Pigment</td>
<td>Recommended time for Color Catalyst volume used</td>
</tr>
<tr>
<td>Intensify a tonal family shade</td>
<td>Levels 3-6</td>
<td>Pure Tone + Pure Pigment (equal parts)</td>
<td>Recommended time for Color Catalyst volume used</td>
</tr>
</tbody>
</table>

Show Slide 60: Vibrancy Guide

vibrancy guide

Customize any formula to achieve more tonal vibrancy

hair color systems Aveda

© 2011
Rev. Date 8/25/2011
Full Spectrum Permanent & Enlightenment Blonding

Direct participants to PAGE 41 in the Participant Workbook.

Say:
The last chart point out in your workbook is the Vibrancy Guide, which shows you how to alter the standard formulas on your Customization Mixing Chart to create a variety of different hair color effects from soft to intense. This chart also lives on the Hair Color Chart.

practice

Say:
Let’s say one of your favorite guests always gets a standard 8 O/R but wants a slightly stronger tonal result without being intense.

Write the standard formula for 8 O/R on a flip chart page.

Ask:
Looking at the Vibrancy Guide, which formula would you use to create her desired result?

(Listen for: Strong)

Ask:
What would her new strong formula be?

(Listen for: 40 g 8N, 9 g Light O/R, 40 ml Color Catalyst)
Full Spectrum Permanent & Enlightenment Blonding

Write the correct strong formula on the flip chart.

Say:
No matter what type of results your guest desires, Full Spectrum Permanent lets you create fully customized hair color that your guest will love.

Ask:
Are there any questions about what we learned so far?

Show Slide 61: Formulation Tools

Bring the formulation tools to the front of the room and show each one as you review it.

Say:
We have explored and used several tools to help you navigate the essentials of hair color formulation with Full Spectrum.
Full Spectrum Permanent & Enlightenment Blonding

Permanent today.

Direct participants to PAGE 42 in the Participant Workbook.

Ask:

Looking at the checklist in your workbook, can I get a volunteer for each tool who can describe the tool and how you would use it to be successful?

(Listen for:

- **Customization Mixing Chart**—helps you create your formulas using all the Full Spectrum Permanent components

- **Swatchboard**—a visible representation of the mixing chart that has removable swatch rings with formulas so you can help you and your guest determine their desired level and tone

- **Hair Color Chart**—contains the Customization Mixing Chart, Aveda Color Wheel, NRP chart, and a wide range of customization guidelines

- **Formulation Guide**—this is a handy pocket reference tool you can easily keep at your station and reference for quick formulation tips

- **Color Talk Profile**—a worksheet that guides you through the consultation and helps you determine your formula; there are copies at your tables and we will use them during the practice time later in the training

Ask:

Are there any questions about these tools or formulating with Full Spectrum Permanent?
Full Spectrum Permanent & Enlightenment Blonding

Show Slide 62: Formulation Pop Quiz!

Say:
Let’s take a quick pop quiz as a group. Using everything you just learned about Full Spectrum Permanent, I want you to write down the components you think you would use to create each of the four key results in your workbook.

(Give the learners a few minutes to complete the activity.)

Write the four key results along the left hand side of a flip chart page.

Ask:
- What components would you use to create natural results?
  (Listen for: Natural Series, Pure Tones, Pure Pigments, Color Catalyst)
- Intense red, copper and violet results?
  (Listen for: Natural Series, Intense Base, Pure Tones, Pure Pigments, Color Catalyst)
Full Spectrum Permanent & Enlightenment Blending

- Blonde results?
  (Listen for: Extra Lifting Creme, Pastel Tones, Enlightener Powder Lightener and Creme Booster, Color Catalyst)

- Customized results?
  (Listen for: Universal ØN, Pure Pigments, or ALL components)

Write the correct answers on the flip chart next to each result.

Say:
No matter what type of permanent hair color results your guest desires, you have the ability to mix and match your components to create the results they want. Understanding which components give you which results will make for fast formulation.

Remind learners to write down any insights in their travel journals.

Show Slide 63: Time for Lunch
Full Spectrum Permanent & Enlightenment Blonding

Say:

Let’s take our lunch break. When we come back, we’re going to learn about Deposit-Only Color Treatment.

Take a 1-hour Lunch Break
Welcome back from lunch everyone! Our agenda for the rest of the afternoon will be:

- Review Deposit-Only Color Treatment
- Review application techniques and the Aveda Service Cycle
- Hands-on workshop
- Taking it home

Show Slide 64: Full Spectrum Deposit-Only Color Treatment

Say:

The last system we’re going to cover today is Full Spectrum Deposit-Only Color Treatment—Aveda’s demi-permanent hair color.

Bring the Full Spectrum Deposit-Only components from Station 3 to the front of the room and highlight each one as you review it.
Full Spectrum Deposit-Only Color Treatment

Ask:
What are some key things you remember about Deposit-Only Color Treatment from your tour?
(Accept any answers.)

Show Slide 65: Key Features & Benefits

- Up to 99% naturally derived
- Results last up to 8 weeks
- Adds incredible condition and shine
- Blends up to 50% grey
- Contains a rosy-lavender aroma

Direct participants to PAGE 44 in the Participant Workbook.

Say:
Let’s review some of the key features and benefits:

- Up to 99% naturally derived treatment formula
- Demi-permanent results that last up to 8 weeks, gradually fading on tone
- Adds incredible condition and shine to the hair with a blend of protective plant oils
- Naturally blends up to 50% grey
- Contains a rosy-lavender aroma
Full Spectrum Deposit-Only Color Treatment

Show Slide 66: Full Spectrum Deposit-Only Color Treatment Components

Direct participants to PAGE 44 in the Participant Workbook.

Say:

The Full Spectrum Deposit-Only Color Treatment components are very similar to the Permanent Components, but there are also some differences:

- **Bases**
  - Natural Series
  - Pure Base (Light and Dark)
  - Universal ØN

- **Color Components**
  - Pure Tones

- **Color Treatment Activators**
  - Creme
  - Liquid
Full Spectrum Deposit-Only Color Treatment

Direct participants to PAGES 46-47 in the Participant Workbook.

Say:

Just like Full Spectrum Permanent, every formula you create will include different combinations of these components. Deposit-Only Color Treatment also has its own Customization Mixing Chart to help you formulate. Find it in your workbook and take a few minutes to explore it on your own.

(Give participants 2 minutes to look over the chart.)

Show Slide 67: Permanent vs. Deposit-Only

Direct participants to PAGE 48 in the Participant Workbook.

Ask:

What are some similarities and differences you notice between the two charts?

(Listen for:
- What’s Different:

   • No N/N Pure Tone
   • No Extra Lifting Creme
   • No Intense Base
   • Different Developer: Two Types (Creme or Liquid)
   • No Pure Pigments
   • No Pastel Tones
Full Spectrum Deposit-Only Color Treatment

- No N/N Pure Tone
- No Extra Lifting Creme
- No Intense Base
- Different developer—and two types (creme/liquid)
- No Pure Pigments
- No Pastel Tones

**What’s the Same:**
- Natural Series
- Levels
- Pure Tones
- Measurements

Compare the boxes and tubes of Deposit-Only Color Treatment with Permanent, pointing out how to tell them apart.

Direct participants to PAGE 49 in the Participant Workbook.

Show Slide 68: Key Differences

- Use Pure Base for intense reds
  - Light (Levels 7–10)
  - Dark (Levels 3–6)
- Use a different developer—Color Treatment Activator
Full Spectrum Deposit-Only Color Treatment

Say:
As you can see, Deposit-Only Color Treatment and Permanent are very similar. Here are the few ways it is different:

- **Use Pure Base for intense reds**
  - Two varieties—Light (Levels 7–10) and Dark (Levels 3–6)
  - Mixed exclusively with Red Pure Tones to intensify hair color and tone

- **Different developer**—Color Treatment Activator (comes in two forms—creme or liquid—depending on on your application method)

Show Slide 69: Formulation Equations

Direct participants to PAGE 50 in the Participant Workbook.

Say:
You will formulate with Deposit-Only Color Treatment just like you do with Permanent—the only difference is that some of the components are different. It’s easy if you follow these two key equations:
Full Spectrum Deposit-Only Color Treatment

Base + Color Treatment Activator = Demi-Permanent Hair Color

OR

Base + Pure Tones + Color Treatment Activator = Demi-Permanent Hair Color with Tone

Show Slide 70: Why Use DOCT?

Say:
Deposit-Only Color Treatment was designed to complement other Aveda hair color systems. Today, we are going to focus on how to use it to complement your permanent formulas.

Write “Why Use DOCT?” on a flip chart.

Ask:
When do you think you would you use Deposit-Only Color Treatment instead of Permanent?

(Listen for: for a guest who wants demi-permanent hair color, grey blending, color balancing, glossing, toning, precoloration.)
Full Spectrum Deposit-Only Color Treatment

Write the group’s answers on the flip chart.

Show Slide 71: 3 Ways to Use DOCT

3 ways to use deposit-only color treatment

grey blending  color balancing, glossing & toning  precoloration

Say:

There are three key ways to use Deposit-Only Color Treatment:

- **Grey Blending** (to blend up to 50% grey)
- **Color Balancing, Glossing and Toning** (to even out color, add shine or provide tone)
- **Precoloration** (when the guest’s desired shade is 3 or more levels darker than the previously colored hair)

Circle these three uses on the flip chart or add them if they are missing.
Full Spectrum Deposit-Only Color Treatment

Show Slide 72: Grey Blending Guidelines

Identify the formulas on the Deposit-Only Color Treatment swatchboard that show the results for grey blending.

Direct participants to PAGE 51 in the Participant Workbook.

Say:

While many guests want to completely cover their grey, others want a more natural, blended look. You have two options for grey blending:

- **Natural grey blending**: Natural Series shade
- **Grey blending with tone**: Natural Series shade + Pure Tone

Keep in mind that Pure Base is not recommended for use on grey hair.
Full Spectrum Deposit-Only Color Treatment

Show Slide 73: Color Balancing, Glossing & Toning

Direct participants to PAGES 52-53 in the Participant Workbook.

Say:

Deposit-Only Color Treatment is also ideal for color balancing, glossing and toning.

While you can use also use Full Spectrum Permanent to do all three of these things, you would use Deposit-Only Color Treatment if you wanted to improve the condition of the guest’s hair.

Use the same Color Balancing and Toning Guides in your Full Spectrum Permanent Hair Color Chart for guidelines—but you will use Deposit-Only Color Treatment shades.

IMPORTANT NOTE

If time allows, give a brief overview of the Toning Chart in the workbook and explain how to use it with Deposit-Only Color Treatment.
Full Spectrum Deposit-Only Color Treatment

Show Slide 74: Precoloration

Direct participants to PAGES 54-55 in the Participant Workbook.

Say:

The last way to use Deposit-Only Color Treatment is to precolor the hair when the guest desires a shade that is 3 or more levels darker than the previously colored hair. This will provide the NRP required to support the desired shade.

We will cover precoloration fully in the Hair Color Solutions class, but take a look at the precoloration chart in your workbook.

To use the chart, you simply find the guest’s target level and tone to determine the correct formula.
Full Spectrum Deposit-Only Color Treatment

IMPORTANT NOTE
Deposit Only Color Treatment is not ideal for taking guests more than two levels darker than desired. If the guest desires a darker result, the best option would be to use Permanent and a lower volume of Color Catalyst.

Say:
Remember that when precoloring the hair, you will select a formula from the precoloration chart. This information is reviewed in more detail in the Hair Color Solutions class.

Show Slide 75: 4 Steps to Formulation

Ask:
Who remembers the 4 Steps to Formulation we learned when talking about Full Spectrum Permanent?

(Listen for: 1) identify guest’s natural level, 2) determine the guest’s desired level and tone, 3) choose the formula at the desired level, 4) select the volume and amount of Color Catalyst)
Full Spectrum Deposit-Only Color Treatment

Say:

That’s right—a key thing to remember with Deposit-Only Color Treatment is that it will never lift the hair—only deposit color.

If you are adding shine, glossing or color balancing, you will follow these same four steps again, with one exception—instead of choosing the volume and amount of Color Catalyst, you will simply choose the type of Color Treatment Activator (creme or liquid), which is always mixed in a 1:1 ratio with your base.

Another important difference is that your Color Treatment Activator doesn’t determine your processing time like your Color Catalyst does. Every Deposit-Only Color Treatment formula processes for 20 minutes at room temperature.

And don’t forget to use your formulation tools to help you.

Ask:

Any questions about Deposit-Only Color Treatment?

Remind learners to write down any insights in their travel journals.

Say:

Now that you know how to formulate, let’s review the next step in the hair coloring process—application.

Transition to Application & The Aveda Service Cycle
Application & The Aveda Service Cycle

Goal
The purpose and goal of this module is to review key application techniques and the Aveda Service Cycle.

Time
15 Minutes

Overview
Review key application techniques with the group and introduce and explain the Aveda Service Cycle.

Materials Needed
- See the Required Materials list at the beginning of this guide.
Application Review

Inform

Show Slide 76: Application Review

Ask:

- What is an essential step you should do before applying hair color to a guest?
  
  (Listen for: patch test)

- How many of you are currently performing patch tests?

- Why is it important to perform a patch test?

  (Listen for: guest safety, protection from potential lawsuits, it is a state board regulation)
Show Slide 77: Patch Test

Direct participants to PAGE 56 in the Participant Workbook.

Say:

In your workbooks, you’ll see the simple steps to the patch test. Remember this is a state board requirement. It is wise to perform a patch test on all new guests and any time you create a new formula for an existing guest.

A concern that many colorists have is how they will work this into the service time with the guest. There are several different options:

- Conduct first-time guest consultations at the end of your day, so you can perform a patch test 48 hours before a color service
- Conduct color change conversations into your existing guest consultations, so a patch test can be performed at the time of their current cut/color service

After a successful patch test and formulation, you are ready to apply hair color.
Application Review

Show Slide 78: Brainstorm Application Essentials

Ask:

Why is your application technique important to the success of your hair color result?

(Listen for: the wrong application can yield incorrect results, poor or sloppy application can lead to uneven results or an unhappy guest, etc.)

Say:

Let’s brainstorm a list of essentials you need for a successful hair color application.

Direct participants to PAGE 56 in the Participant Workbook.

Write Application Essentials on a flip chart page.
Application Review

Ask:

What are some application essentials?

(Listen for: 4 quadrant application, diagonal from back to vertical subsections, guest protection, outlining quadrants, etc.)

Write the group’s answers on the flip chart.

Show Slide 79: The 4 Standard Applications

Say:

Once you have the application essentials down, you need to select the right technique. While there are endless creative ways to apply hair color, there are four standard application techniques that every hair colorist should know.

Write 4 Essential Application Techniques on a flip chart page.
Application Review

Say:

At Aveda, we stress the importance of proper application to get great color results. If you remember back to cosmetology school, you may have learned the 4 basic ways to apply hair color:

- Retouch (touch up color at the new growth)
- Virgin hair (going lighter)
- Virgin hair (going darker)
- Alternative virgin

Write the answers on the flip chart.

Ask:

After sectioning the hair into quadrants, who knows where you begin the hair color application on the strand of hair for a:

- Retouch?
  (Listen for: new growth)
- Virgin lighter?
  (Listen for: ½-inch from the new growth)
- Virgin darker?
  (Listen for: new growth to ends)
- Alternative virgin?
  (Listen for: new growth first, then ends)

Write the answers on the flip chart.
Application Review

Ask:
Who can explain when you would use each application?
(Accept any answers and coach as needed.)

Say:
Great job everyone! During our hands-on workshop, you’ll get an opportunity to put these essential applications into practice.

Ask:
Are there any questions about application?

Say:
Now let’s talk about another essential of great hair color—creating an outstanding service experience for your guest.
Say:
When a guest comes in for a hair color service, there is so much more that happens than just the act of coloring hair.

Ask:
What else happens during a hair color appointment?
(Listen for: greeting, consultation, product education, pre-booking, extra treatments, etc.)

Write the group’s answers on a flip chart page.

Say:
One thing that sets Aveda apart from other beauty companies is our approach to guest service. Being an Aveda hair colorist means you are expected to do more than just deliver great hair color results—your role is to give your guest a holistic and memorable experience from greeting to goodbye.
Aveda has created a tool to help you understand and execute Aveda’s approach to service—the Aveda Service Cycle. The cycle contains behaviors that should occur during every hair color appointment. The goal is to provide a consistent, memorable experience for every guest. Please fill in the blanks in your workbook as I review the cycle.

The four key quadrants are Connect, Discover Needs, Offer Solutions and Goodbye. Let’s look back at the list we just brainstormed and determine where they fall into these categories.

Circle or star items on the list that match up with the four Service Cycle quadrants.
Aveda Service Cycle

IMPORTANT NOTE
Give a brief overview of each section of the cycle and why it is important.

Say:
As you look at the service cycle in your workbook, I’d like you to circle or star one thing that you are currently doing well and one thing that you’d like to work on when you return back to your salon. Then write down two things you can do to improve that behavior.

Ask:
Are there any questions about the service cycle?

Say:
Let’s take a quick break. When you return, you’ll get to practice creating your own hair color results using Aveda Hair Color.

Take a 10-minute Lunch Break

Transition to Model/Mannequin Workshop
Model/Mannequin Workshop

Goal

The purpose and goal of this module is to extend the learning into reality, practice formulating and applying Aveda Hair Color and determine action items to apply in the salon.

Time

2 Hours

Overview

Formulate for a model/mannequin, apply the color, remove it with Color Conserve products, practice the Botanical Therapy hair treatments, present back to the group for feedback and coaching, write postcards that include key essentials and action items.

Materials Needed

- See the Required Materials list at the beginning of this guide.
Model/Mannequin Workshop

IMPORTANT NOTE
You will run only one of the workshops below depending on if you are using models or mannequin heads.

Run the Model Workshop:
- Have the 4 Steps to Formulation written on a flip chart at the front of the room.
- Assign 1–3 learners per model.
- Go around the room and have each group complete a Color Talk Profile for their model while the rest of the learners follow along on a blank Color Talk Profile.
- Have the entire group determine the formula together, including measurements.
- Once all model formulations are complete, have each group
Model/Mannequin Workshop

begin their applications.

- Walk around the room and coach as needed.
- During processing, play the Trivia Challenge activity.

Run the Mannequin Workshop:

- Have the 4 Steps to Formulation written on a flip chart at the front of the room.
- Place learners in groups and assign them to a mannequin head.
- Give each group one of the following three results:
  - Leave one inch at new growth and lift mid-lengths and ends to level 8 using Enlightener Powder Lightener and Creme Booster
  - Leave one inch at new growth and color mid-lengths and ends to 4 V/R
  - Leave one inch at new growth and color mid-lengths and ends to 3N
- Go around the room and have each group complete a Color Talk Profile for their mannequin head while the rest of the learners follow along on a blank Color Talk Profile.
- Have the entire group determine the formula together, including measurements.
- Once all mannequin head formulations are complete, have each group begin their application.
- Walk around the room and coach as needed.
- During processing, play the Trivia Challenge activity.
Show Slide 83: Trivia Challenge!

Say:

While your models/mannequins are processing, we’re going to have a trivia challenge. Each table will be a team, and you’ll be competing for prizes. Take a minute to come up with a creative team name.

Write the team names on a flip chart page.

Run the Trivia Challenge activity:

- See the Appendix for trivia questions and answers.
- Ask each trivia question (as time allows). Call on the first person who raises their hand. If they are correct, add a point to their team’s tally on the flip chart. If they are incorrect, give the other group a chance to steal the point.
- The team with the highest score gets the prize.
Model/Mannequin Workshop

Direct participants to PAGE 58 in the Participant Workbook.

Say:

When your models/mannequins are done processing, please rinse and perform a Botanical Therapy hair treatment before drying and finishing the hair. I will be demonstrating how to do it on one of your models/mannequins. There is a service snapshot of the hair treatment in your workbook to use for reference when you perform it on your own model/mannequin.

IMPORTANT NOTE

When the first group/learner is done processing and ready to rinse, demonstrate how to perform the Botanical Therapy hair treatment during the service. Then walk around the room and coach as needed.

Say:

When you are finished with your model/mannequin, please clean up your work area before returning to your seat. Then complete the Favorite Guest Formulas activity in your workbook. When everyone is ready, we will present our results to the group.

Direct participants to PAGE 59 in the Participant Workbook.
Model/Mannequin Workshop

Ask:
Would anyone like to share the formulas they created for their favorite guests?

(Accept any answers and coach as needed.)

Show Slide 84: Presentations

IMPORTANT NOTE
When everyone is finished, have each learner or group present their results back to the group. Then ask the entire group the questions below.

Ask:
- What do you notice about the results?
- What would you do differently next time?
- How could you customize this formula to create a new result?
Congratulations everyone! You have now learned the essentials of Aveda’s hair color systems and put them into practice with success.

Throughout the day today, you’ve been keeping track of your personal “light bulb” moments in your travel journals.

Would a few volunteers like to share their favorite insights from the day?

Let’s review our learning objectives. Now that you’ve completed the training, you should be able to:

- Connect color theory to the art of hair color
- Explain the fundamentals of Aveda Hair Color
- Formulate successfully using Aveda Hair Color systems and create beautiful hair color results
Show Slide 86: Postcards

Direct participants to PAGE 62 in the Participant Workbook.

Say:

When we travel, we write postcards to our friends and family telling them about our experiences. Before we go today, I want you to think back on your journey through Aveda Hair Color and write a postcard to yourself to remind you of what you’ve learned today. Use the markers at your tables and be as creative as you like!

Be sure to include:

- The key essentials you want to remember (use your travel journal as inspiration)
- Two key action items you will implement when you return to your salon

You might want to cut this out of your workbook and post it at your workstation for inspiration—or share it with your salon manager to hold you accountable to complete your action items.
Model/Mannequin Workshop

Ask:
Are there any final questions?

Show Slide 87: Thank You Slide

Say:
Thanks for learning and mastering the essentials of Aveda Hair Color!

IMPORTANT NOTE
Hand out certificates and remind learners to complete their course evaluations.

Transition to Appendix
Goal
The purpose and goal of this module is to provide facilitators with the answers to the Color Theory Pop Quiz and Trivia Challenge.

Time
N/A

Overview
Answer keys for Color Theory Pop Quiz and the Trivia Challenge.

Materials Needed
N/A
Color Theory Pop Quiz Answer Key

Answer Key:

- White is the combination of all colors in the light spectrum reflected.
- Black is the combination of all colors in the light spectrum absorbed.
- Name the 3 primary colors:
  - Red
  - Blue
  - Yellow
- How are secondary colors formed?
  - By mixing two primary colors together
- Colors that are opposite each other on the color wheel are called complementary colors.
- Level is the unit of measurement used to identify the darkness or lightness of hair color.
- Warm tones reflect more light and may appear slightly lighter.
- Cool tones absorb more light and may appear slightly darker.
- Name the chemical reaction that causes the natural hair color to decolorize.
  - Oxidation
- Number the primary colors below based on when they leave the hair during the decolorization process (1 = leaves first, 3 = leaves last)
  - __2__ Red
  - __1__ Blue
  - __3__ Yellow
- Natural Remaining Pigment (N.R. P.) is the tonal value that the hair contributes as it lightens.
Color Theory Pop Quiz Answer Key

■ What type of color would you use to neutralize the N.R.P.?
  – **Complementary**

■ Hair is comprised of a protein called **keratin**.

■ Label the three major layers of the hair strand.
  – Cortex (inside of hair strand)
  – Medulla (center)
  – Cuticle (outer layer)

■ In the cortex, a pigment called **melanin** is produced.

■ Write in the pigment color that each type of melanin creates.
  – Eumelanin: **natural black to deep red**
  – Pheomelanin: **natural red to pale yellow**

■ The natural color of the hair is determined by three key factors:
  – Type of melanin
  – Amount of melanin
  – Distribution of melanin

■ As a hair colorist, why is it important to understand color theory?
  – Helps create better hair color results
  – Helps you formulate with success
  – Helps you be creative
  – Helps you accurately assess natural and desired level
  – Helps you create the right tone
Trivia Challenge Answer Key

Q: What type of Pure Tones would you use for maximum grey coverage?
A: Natural/Natural

Q: Which Full Spectrum Permanent Bases are mixed in a 1:1 ratio with Color Catalyst?
A: Natural, Intense and Universal ØN

Q: Name the six Pure Pigment colors.
A: Red, Yellow, Orange, Green, Blue, Violet

Q: What system and formula would you use to blend up to 50% grey on a natural Level 5?
A: Deposit-Only Color Treatment, 40 g 5N and 40 ml of Color Treatment Activator

Q: What is the only Pure Pigment combined with Natural Series to create a tonal family on the natural customization chart?
A: Red

Q: What is the maximum level of lift you can achieve with Full Spectrum Permanent?
A: 5

Q: What volume of Color Catalyst would you use for an on-
Trivia Challenge Answer Key

the-scalp Enlightener Application?
A: **20 volume**

Q: What volume of Color Catalyst would you use to create 0-1 levels of lift?
A: **5 volume**

Q: How long do you process Deposit-Only Color Treatment?
A: **20 minutes**

Q: Which letter in the Pure Tones indicates the primary tone?
A: **The first letter**

Q: How many Natural Series shades are there?
A: **10**

Q: What three essential oils are responsible for the shine and condition in Aveda Hair Color?
A: **Sunflower, castor and jojoba**

Q: Which color component is only mixed with Extra Lifting Creme?
A: **Pastel Tones**

Q: What systems are compatible with Universal ØN?
A: **Permanent, Deposit-Only Color Treatment, Deep**

Q: What is the rhyme to remember the Pure Tone
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measurements for natural results?

A: 2, 4, 6, 8, this is how we formulate

Q: What Full Spectrum Permanent bases can be mixed with just Color Catalyst?

A: Natural, Extra Lifting Creme, Universal ØN

Q: What are the three reasons you would use Deposit-Only Color Treatment?

A: Grey blending, color balancing, glossing or toning, precoloration

Q: How many levels of lift can you achieve with Deposit-Only Color Treatment?

A: None

Tiebreaker Question:

Q: List as many Full Spectrum Permanent Pure Tones as you can.

A:

- Light Pure Tones
  - Natural/Natural
  - Violet/Blue
  - Blue/Blue
  - Yellow/Orange
  - Orange/Red
- Dark Pure Tones
  - Natural/Natural
  - Blue/Violet
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- Blue/Green
- Yellow/Orange
- Red/Orange
- Violet/Red
- Red Pure Pigment