

ANNA MARIE by Lupe Voss	HOLLY by Jeffrey Scott	LAURA by Jeffrey Scott	SHIHAN by Lupe Voss
<b>Glossing Formulas</b> Full Spectrum™ Deposit-Only Color Treatment	<b>Glossing Formulas</b> Full Spectrum™ Deposit-Only Color Treatment	<b>Glossing Formulas</b> Full Spectrum™ Deposit-Only Color Treatment	<b>Glossing Formulas</b> Full Spectrum™ Deposit-Only Color Treatment
Tone 40g <b>6N</b> 4g Light Orange/Red 2g Light Yellow/Orange 40ml Liquid Activator	Tone 20g <b>6N</b> 8g Dark Red/Red 2g Dark Red/Violet 20ml Liquid Activator	Tone 20g <b>6N</b> 6g Dark Yellow/Orange 2g Dark Red/Red 20ml Liquid Activator	Tone 40g <b>6N</b> 4g Dark Blue/Violet 40ml Liquid Activator
Level & Tone 40g <b>9Natural</b> 2g Light Orange/Red 2g Light Yellow/Orange 40ml Liquid Activator	Level & Tone 20g <b>6N</b> 20g Dark Pure Base 10g Dark Red/Violet 2g Dark Red/Red 40g Liquid Activator	Level & Tone 20g <b>5Natural</b> 20g <b>6N</b> 4g Dark Yellow/Orange 2g Dark Red/Red 40ml Liquid Activator	Level & Tone 40g <b>8Natural</b> 4g Dark Blue/Violet 40ml Liquid Activator

### INCREASE REVENUE

Use the chart below to discover how hair color can increase your revenues. Focus on these 3 areas:

1. **Recruit a new hair color client** to keep your chair full and fuel growth.
2. **Convert cut-only clients** to hair color clients for incremental sales.
3. **Add on glossing services** or other customized treatments to build loyalty and keep guests coming back for more.

COLOR REVENUE BOOSTER	60 MIN. COLOR APPTS.	45 MIN. COLOR APPTS.	30 MIN. COLOR APPTS.	15 MIN. COLOR APPTS. (glossing service)
Scheduled Hours/Week	40	40	40	40
Hours Sold/Week	30	30	30	30
Available Hours	10	10	10	10
# of Available Color Appts.	10	13.3	20	40
Average Color Service Price	\$50	\$50	\$50	\$25
Color Opportunity	\$500	\$665	\$1,000	\$1,000

### WHAT TO SAY TO GUESTS

Easily introduce Aveda hair color to your guests.

#### TECHNICIAN GREETING/CONSULTATION:

Hi, it is great to see you again/meet you. Let me show you... Complete the script with one or a combination of the following:

RECRUIT NEW GUESTS	CUT-TO-HAIR COLOR CLIENT CONVERSION	ADD-ON GLOSSING SERVICE
OPTION 1: Exciting new seasonal hair color looks...	Impact that hair color can make on your cut with a complimentary hair consultation...	Amazing glossing service for healthier, shinier hair...
OPTION 2: I would love to have another client just like you. Here is a \$20 off invitation card for one of your friends or relatives to use in the next 4 weeks...		

#### Don't forget the Care and Usage Sheet

To maximize guest opportunity, complete at-home maintenance recommendations, follow-up treatments and next appointment during the hair color consultation, before starting the service.

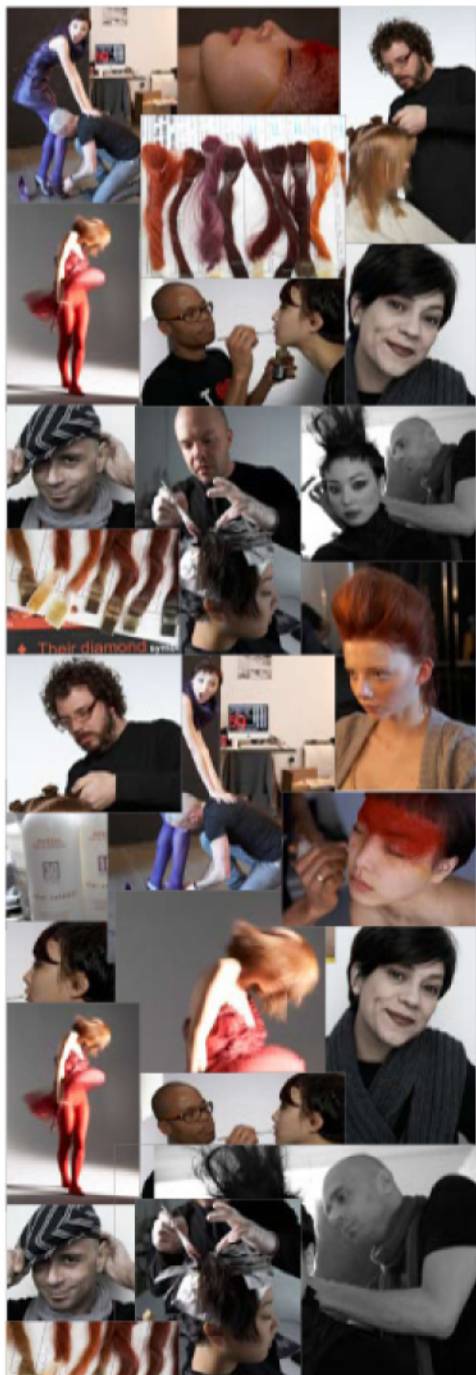
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AUTUMN/WINTER 2008

# RAW BEAUTY

GROW YOUR HAIR COLOR BUSINESS  
tips and customized shade palette



## RAW BEAUTY AUTUMN/WINTER 2008

Discover a brilliant range of hair color designed by Jeffrey Scott, hair color educator for Neill Corporation, and Lupe Voss, of Julian August Salon in Redlands, California. The colors are rich, bold and filled with deep russets and coppers, crimson burgundies and plums. The perfect complement to Uruku makeup colors and seasonal trends.

"This collection was about so much more than just creating something visually interesting. It was deeper than that. We brought the Yawanawa culture to our hair color through color placement techniques using the triangle, arrow and diamond symbol of the Yawanawa Nation," says Lupe Voss. Jeffrey created new Yawanawa-inspired customized formulas of Deep Morena, Golden Bixa and Arrowroot.

### CONNECT

The collection connects the heart of Aveda with our global partnerships through creative artistry. Only Aveda hair color gives you customized color with infinite possibilities, allowing you to:

- enjoy creative play using unexpected **color combinations**.
- establish tone, or balance and tone, with unique **glossing formulas** featured with each look.
- expand the rules and experiment with a **range of intensities**. Add a brilliant edge with our bright adaptations, or keep it beautifully subtle in our soft silhouettes.

Choose from top artists' customized formulas or create looks that are uniquely yours—explore the infinite possibilities.

RANGES OF INTENSITY EXAMPLE 5R/O	Soft	Standard	Strong	Bright	Intense
	Natural Series +50% less than recommended amount of Pure Tone	Natural Series—recommended amount of Pure Tone	Natural Series +50% more than recommended amount of Pure Tone	Equal Parts Natural Series and Pure Base+ recommended amount of Pure Tone for the level of an Intense Shade	Pure Base + recommended amount of Pure Tone
	SOFT R/O SWATCH	STANDARD R/O SWATCH	STRONG R/O SWATCH	BRIGHT R/O SWATCH	INTENSE R/O SWATCH
Natural Series 5N	40 g	40 g	40 g	20 g	
Pure Base Dark				20 g	40 g
Pure Tone Dark Red/Orange	2 g	4 g	6 g	8 g	8 g

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"Anna Marie's color choice represents the Uruku plant. Bright red and vibrant. Her placement technique features the Yawanawa arrow and a diamond," says Lupe.	"Grapes, cherries, burgundy and wine—nature rich with blue and violet," says Jeffrey.	"I have a secret crush in my life and it's Full Spectrum Deep!" Perfect for Earth-inspired shades with the return of Morena with twist."	"Shihan's placement features the symbol of the diamond by the Yawanawa Nation."
Bright Ambrosia Fire Full Spectrum™ Permanent 20g <b>6Natural</b> 20g Dark Pure Base 2g Dark Red/Orange 1g Light Orange/Red 40ml 10 Volume Color Catalyst™	Strong 3R/V Full Spectrum™ Permanent 40g <b>3Natural</b> 12g Dark Red/Violet 40g 10 Volume Color Catalyst™	Cocoa Bean Full Spectrum Deep™ 40g <b>6Natural</b> 4g Dark Green/Yellow 4g Dark Orange/Red 96ml 10 Volume Color Catalyst™	Espresso Full Spectrum Deep™ 20g <b>5Natural</b> 4g Dark Grey/Blue 4g Dark Green/Yellow 56ml 10 Volume Color Catalyst™
Bright Ambrosia Fire Full Spectrum™ Permanent 20g <b>6Natural</b> 20g Dark Pure Base 2g Dark Red/Orange 1g Light Orange/Red 40ml 10 Volume Color Catalyst™	Bright Black Plum Full Spectrum™ Permanent 20g <b>4Natural</b> 20g Dark Pure Base 9g Dark Red/Violet 2g Dark Red/Red 1g Dark Blue/Green 40ml 20 Volume Color Catalyst™	Arrowroot Full Spectrum Deep™ 10g <b>10Natural</b> 10g Dark Orange/Red 40ml 20 Volume Color Catalyst™	Green Tea Full Spectrum Deep™ 20g <b>12Natural</b> 3g Light Blue/Grey 3g Light Yellow/Green 52ml 10 Volume Color Catalyst™
Bright Annatto Clay Full Spectrum™ Permanent 20g <b>8Natural</b> 20g Dark Pure Base 4g Dark Red/Orange 4g Light Orange/Red 4g Light Yellow/Orange 40ml 10 Volume Color Catalyst™	Intense Black Plum Full Spectrum™ Permanent 40g Dark Pure Base 9g Dark Red/Violet 2g Dark Red/Red 1g Dark Blue/Green 40ml 30 Volume Color Catalyst™	Golden Bixa Full Spectrum Deep™ 10g <b>12Natural</b> 10g Dark Yellow/Orange 40ml 20 Volume Color Catalyst™	Espresso Full Spectrum Deep™ 20g <b>5Natural</b> 4g Dark Grey/Blue 4g Dark Green/Yellow 56ml 10 Volume Color Catalyst™
Strong Bright Uruku Full Spectrum™ Permanent 20g <b>9Natural</b> 20g Light Pure Base 8g Light Orange/Red 4g Light Yellow/Orange 40ml 30 Volume Color Catalyst™	Enlightener™ Powder Lightener 20 Volume Color Catalyst™	Deep Morena Full Spectrum Deep™ 40g <b>8Natural</b> 4g Dark Yellow/Orange 2g Dark Red/Red 92ml 10 Volume Color Catalyst™	Deep Morena Full Spectrum Deep™ 40g <b>8Natural</b> 4g Dark Yellow/Orange 2g Dark Red/Red 92ml 20 Volume Color Catalyst™
Bright Annatto Clay Full Spectrum™ Permanent 20g <b>8Natural</b> 20g Dark Pure Base 4g Dark Red/Orange 4g Light Orange/Red 4g Light Yellow/Orange 40ml 20 Volume Color Catalyst™	Tone – Bordeaux Full Spectrum Deep™ 10g Light Red/Violet 10ml 10 Volume Color Catalyst™	TIP: Don't be shocked by the color, as it appears green during processing. Rest assured there is a beautiful copper that is revealed.	