

Find the Aveda Hair Color that's right for you

full spectrum™ permanent hair color service

Aveda's permanent hair color offers endless shade choices from outrageous shades to purely natural looks and amazing grey coverage results. Our fade-resistant formulas are up to 96% naturally derived* for essentially damage-free results with our signature blend of organic botanical oils - sunflower, castor and jojoba.

full spectrum™ deposit-only color treatment hair color service

The ammonia-free demi-permanent hair color is a gentle, up to 99% naturally derived* formula which actually improves the condition of damaged hair. The beautiful rich color lasts up to 8 weeks gradually fading on tone. It's the perfect option to gloss your hair for beautiful shine and condition.

full spectrum deep™ hair color service

Designed for naturally dark hair, full spectrum deep hair color provides the ideal balance of lift and tone for a naturally cool result. The up to 93% naturally derived* formula infuses the hair with incredible, healthy looking shine with our signature blend of botanical oils - sunflower, castor and jojoba.

enlightener™ blonding service

If you desire ultimate lift, our enlightener blonding service will take you there. Our enlightener products are formulated with a signature blend of protective plant oils - sunflower, castor and jojoba to help create a protective formula for healthy looking hair that's full of shine. You'll love the pure-fume™ aroma of rose, lemon, peppermint and other pure flower and plant essences.