

CUSTOM MIX. ICONIC RESULTS.

WITH FULL SPECTRUM DEMI-PERMANENT™

28 Fresh Custom Blends by Aveda Color Pureprofessional,
Brandie Devillier // @brandiedevillier



Brandie oversees technical strategy for over 600 salons across 7 states, consistently driving color sales through infectious enthusiasm and deep, hands-on expertise. Whether she's crafting a new collection, directing an industry stage, or troubleshooting formulas in the classroom, Brandie is dedicated to one mission: helping stylists master their craft and watch their artistry—and their business—bloom.



IN THE MIX TONE TIPS:

- 1 Add Botanical Repair™ Step 2 to every toner, 8g per 40g.
- 2 Saturation is key, apply generously.
- 3 Set a timer, then shampoo.
- 4 Finish with Botanical Repair™ Step 3.

TOOLS FOR FORMULA PERFECTION

USAGE

Toners can be used alone at full strength (i.e., 40 grams) or mixed with up to 20 grams of another Full Spectrum Demi-Permanent™ base (i.e., Natural Series, Natural Sheer Series, Universal 0N). For best results, Toners are mixed in a 1:1.5 ratio with Color Catalyst™ and processed for 5–20 minutes at room temperature.

TONER*	COLOR CATALYST™ 1:1.5 RATIO	PROCESSING TIME (ROOM TEMPERATURE)
40 g	60 ml	5–20 minutes

NATURAL REMAINING PIGMENT (NRP)

Toners are calibrated to neutralize or enhance the corresponding natural remaining pigment (NRP) after lightening hair. Refer to the following chart to neutralize or enhance the lifted NRP.

TONER	NATURAL REMAINING PIGMENT			
	Pale Yellow	Yellow	Yellow/Orange	Orange
Yellow (Y)				
Yellow/Violet (Y/V)				
Violet/Yellow (V/Y)				
Violet Red/Yellow (VR/Y)				
Violet (V)				
Orange/Yellow (O/Y)				
Grey/Violet (Gr/V)				
Violet/Blue (V/B)				
Blue/Violet (B/V)				
Blue/Blue Violet (B/BV)				

COLOR CATALYST™ VOLUME

When deciding whether to use 5 or 10 Volume Color Catalyst™ for a toning service, choose the volume based on how saturated you want the tone to be and how long you want it to last.



BRANDIE'S CUSTOM BLENDS:

	Frost 30g 0N + 10g B/V Toner
	Pearl 20g 0N + 20g V Toner
	Vanilla 20g V/Y Toner + 20g Y Toner
	Sand 20g 9NS + 20g Y Toner
	Butter 40g Y Toner
	Beige 40g V/Y Toner
	Sterling 20g 0N + 20g V/B Toner
	Frosee' 20g 0N + 20g VR/Y Toner
	Champagne 20g 9NS + 20g VR/Y Toner
	Golden 20g 8NS + 20g Light Gold
	Pumpkin 35g Light Copper + 5g BV Toner
	Ginger 35g Y Toner + 5g Light Copper
	Honey 35g Y Toner + 5g Light Gold
	Rose Quartz 35g V/Y Toner + 5g Pink
	Blushing 20g 0N + 20g Pink
	Milk Tea 20g 7NS + 20g V/Y Toner
	Warm Teddy 20g 6NS + 20g Y Toner
	Mushroom 40g B/V Toner
	Amber 35g Y/V + 5g Light Gold
	Cool Teddy 20g 7NS + 20g BV Toner
	Mink 35g V/B Toner + 5g Light Ash
	Moonlight 20g Gr/V + 20g 9NS
	Dreamsicle 35g Y/V + 5g Light Copper
	Cream 20g V/Y + 20g Gr/V
	Linen 20g Gr/V + 20g 7ns
	Petal 35g Gr/V + 5g Pink
	Ballet Pink 20g Y/V + 20g Vr/Y
	Latte 20g Y/V + 20g 9ns

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