

Beauty treatment of the week: Aveda Full Spectrum Hair Colour



I'm a bit of a floozy when it comes to hairdressers. My locks have enjoyed a string of flings with colourists but always forget the last when a better one comes along. But having recently visited Aveda's flagship salon, I think I *might* finally settle down given that the customised hair colouring service they delivered is a bit of a keeper.

Full Spectrum Hair Colour is the system the botanical beauty brand uses to create bespoke colour using dyes with naturally derived ingredients (which are kinder to your tresses but no less effective).

There are over 74 shade possibilities with three application methods - Deposit-Only Colour Treatment, Protective Permanent Crème Hair Colour and Enlightenment Blonding.

The Protective Permanent Crème treatment provides long-lasting colour with a clever dye that develops inside the hair's fibre to lock it in. Thanks to the healthy ingredients it looks super natural and is essentially damage-free - perfect for a regular colour chameleon or those craving a new but natural hue.

The Enlightenment Blonding technique - the service I fell for - is similarly lock-loving, using natural lightening formulas to lift the hair up to five shades. Unlike previous lightening experiences it hasn't left my hair dry or damaged but with healthy buttery blonde tones that are worth keeping.

As I had an existing permanent all-over colour underneath, my excellent colourist worked to neutralise it, lifting the colour before applying a toner to blend it naturally. True to Aveda's promise it was customised and delivered with an action plan so the experience will become more than a one-time wonder.

The toner inevitably fades quicker than permanent colour so it's important to follow the advice of your colourist and use protective shampoo and conditioner to help it stay faithful.

I visited the Aveda Institute in London's Covent Garden (imagine a beauty Mecca with every treatment and product you could wish for), but there are salons and spas offering the treatments nationwide.

Clever colouring

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