



TIMELESS RADIANCE

COLOR FORMULATION COLLECTION BY REJUVE SALON SPA



BEHIND TIMELESS RADIANCE

A celebration of beauty at every stage of life, showcasing the best of classic hair coloring, cutting, and styling for each generation.

From youthful vibrance to timeless elegance, our collection proves that true beauty is ageless.

“To believe in your own version of beauty is to be truly radiant, inside and out.”

Suzy Grifa
Creative Director

All looks were created with Aveda Hair color, featuring **enlightenment™ blonding, full spectrum™ permanent, full spectrum demi+™ and full spectrum deep.™**

KELSEY

TECHNIQUES

Diagonally placed balayage sections with Formula A to create soft dimension and curl definition. Finished with an all-over gloss for shine and vibrancy with Formula B.

FORMULAS

Formula A

1 scoop **enlightenment™ powder lightener**
30 ml **30 volume color catalyst™ creme**

Formula B

30 g Dark Copper
30 g Light Copper
60 ml **5 volume color catalyst™ liquid**

*Full Spectrum Demi+™

Color + cut: Jill White @jillawhites

Style: Taylor Denny @_taylordenny_ + Lindsey Bowman @lindseykaybalayage

Makeup: Hether Langworthy @hetherlangworthy



NERISSA

TECHNIQUES

Formula A applied at base. High and low dimension created with Formulas B and C. All-over gloss with Formula D for coppery, violet finish.

FORMULAS

Formula A

40 g **5Natural Lightest Brown***
8 g Violet
40 ml **10 volume color catalyst™ liquid**

Formula B

30 g **enlightener™ freehand bond-strengthening lightener**
40 ml **30 volume color catalyst™ creme**

Formula C

20 g **5Natural Lightest Brown***
20 g Violet
40 ml **10 volume color catalyst™ liquid**

Formula D

20 g Dark Copper
10 g Light Copper
10 g Violet
60 ml **10 volume color catalyst™ liquid**

*Full Spectrum Demi+™



Color, cut + style: Maddie Anderson
@hairstylist_maddie_
Makeup: Suzy Grifa @suzygrifa

JENNIFER

TECHNIQUES

Custom placement with subtle money piece using foilage technique for natural grow-out with Formula A. Glossed at bowl with Formula B.

FORMULAS

Formula A

20 g **enlightenment™ powder lightener**
40 ml **20 volume color catalyst™ creme**

Formula B

20 g **10Natural Lightest Blonde***
40 g **Universal ØN Gel**
4 g **Light Gold**
60 ml **10 volume color catalyst™ liquid**

*Full Spectrum Demi+™



Color + cut: Andrea Fipps @afipps90
Style: Jill White @jillawhites
Makeup: Suzy Grifa @suzygrifa

KRISTEN

TECHNIQUES

Create sections around the head to work towards the crown and foil around the head. Use thick weaves melted and diffused towards the scalp and alternate Formula A and B in foils for dimension.

FORMULAS

Formula A

20 g **8**Natural Light Blonde*
8 g Light Orange/Yellow
3 g Light Blue/ Blue
62 ml **20 volume color catalyst™ creme**

Formula B

20 g **14**Natural Palest Blonde*
2 g Light Orange/ Yellow
2 g Light Blue/ Blue
.5 g Pastel Blue
48 ml **20 volume color catalyst™ creme**

*Full Spectrum Deep™



Color + cut: Suzy Grifa @suzygrifa

Style: Wilson Casto @wilson.casto + Hether Langworthy @hetherlangworthy

Makeup: Hether Langworthy @hetherlangworthy

NEENA

TECHNIQUES

Create root shadow with Formula A and balayage ends with Formula B. Process to desired lift and finish with glossing using Formula C.

FORMULAS

Formula A

40 g **8Natural Light Blonde***
6 g Light Gold
8 g Light Ash
40 ml **10 volume color catalyst™ liquid**

Formula B

20 g **enlightener™ free-hand bond strengthening lightener**
30 ml **40 volume color catalyst™ creme**

Formula C

20 g Gold Blonde Finish
40 g Beige Blonde Finish
60 ml **10 volume color catalyst™ liquid**

*Full Spectrum Demi+™

Color + cut: Taylor Denny @_taylordenny_
Style: Lindsey Bowman @lindseykaybalayage
Makeup: Katie Templeton @k8oradestyles



ELAINE

TECHNIQUES

Using a backcombing foilage technique with Formula A, leave approximately 2" of space from scalp to begin color application. Gloss with Formula B.

FORMULAS

Formula A

30 g **enlightenment™ powder lightener**
60 ml **20 volume color catalyst™ creme**

Formula B

40 g **8Natural Light Blonde***
4 g Light Ash
4 g Light Intense Ash
2 g Light Gold
2 g Light Copper
60 ml **10 volume color catalyst™ liquid**

*Full Spectrum Demi+™

Color, cut, style, + makeup: Faiza Clarence



LISA

TECHNIQUES

All-over gloss with Formula A for shine and very subtle grey-blending.

FORMULAS

Formula A

50 g **Universal ØN Gel**

15 g **Dark Ash**

50 ml **10 volume color catalyst™ liquid**

*Full Spectrum Demi+™

Color + cut: Megan Saunders @thevampire_queen

Style: Lindsey Bowman @lindseykaybalayage

Makeup: Katie Templeton @k8oradestyles



AVEDA PRODUCT GUIDE

RECREATE YOUR FAVORITE LOOK AT HOME



- Color Control Leave-in Treatment: Light
- Nutriplenish™ Curl Gelée
- Brilliant™ Medium Hold Hair Spray



- Be Curly Advanced™ Curl Perfecting Primer
- Be Curly Advanced™ Coil Definer Gel
- Nutriplenish™ Multi-use Hair Oil



- Nutriplenish™ Leave-in Conditioner
- Nutriplenish™ Styling Treatment Foam
- Air Control™ Light Hold Hairspray



- Smooth Infusion™ Style-Prep Smoother™
- Phomollient™ Styling Foam
- Air Control Light Hold Hairspray



- Botanical Repair™ Strengthening Leave-in Treatment
- Volumizing Tonic™
- Control Force™ Firm Hold Hairspray



- Pure Abundance™ Style-Prep™ Thickening Foam
- Invati Ultra Advanced™ Thickening Foam
- Light Elements™ Defining Whip™

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salon spa



Photography: Dalonté Keemer Photography

@dalontekeemerphotography

Creative Direction: Suzy Grifa @suzygrifa

Wardrobe: Duo Boutique @duoboutiquezionsville

Salon: Rejuve Salon Spa @rejuvesalonspa

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