

EDWARD
JAMES
LONDON

AVEDA
THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

EMPLOYER OF THE YEAR

WANDSWORTH BUSINESS
AWARDS 2018

The award logo features two golden wings extending outwards from the central text, with a horizontal line above the text.

HJ BRITISH HAIRDRESSING
BUSINESS AWARDS

SALON OF THE YEAR 1

2018 WINNER

Aveda Full Spectrum Hair Colour

Aveda provides us with up to 97% naturally derived colour to achieve the most beautiful shades of blondes, brunettes and reds, whilst providing the ultimate care for your hair.

Highlights

Our colour specialists will work through an in-depth consultation with you and plan how to achieve a beautiful bespoke colour. Highlights add colour by utilising foiling techniques to create a multi-tonal look. Micro highlights will create subtle colour through the top of the hair and hairline, ensuring a subtle grow out.

Balayage

Balayage is the art of freehand painting to provide multi-tonal colour. The technique can be subtle for a sunkissed effect, or bold to create striking contrast, particularly in key areas such as around the face and mid-lengths and ends. This technique is designed to avoid any hard demarcation lines as your hair grows out and can be customised depending on the result you desire; freehand non-foil and foil balayage. Our colourists will work with you to determine which technique will work best for your hair.

Tinting and Semi-Permanent Colour

These colours can be used to create a completely new shade, or to blend with your natural colour. Tinting with Aveda colour is completely customised and every colour we create is unique to your specific hair to ensure you love it. Additional highlights or balayage may be added to the service depending on your hair goals.

Maintenance Colours

Great colour is also about maintenance. We offer several express services to keep your colour fresh, working with limited time for our busy guests while keeping maintenance costs down.

Colour Blending is designed to soften the contrast between your natural re-growth and previous colour. It's an express colour service that can be done up to 4-6 weeks after your initial colour appointment

Lunch Lights are for guests wanting to maintain very light or bright blondes efficiently. We focus on placing highlights around key areas of the face and natural parting. It's coupled with Colour Blending and extends the life of your colour. It's an express colour service that can be used up to 6 weeks after your initial colour appointment.

Hairline Tinting is designed as an express top-up re-growth service for fast growing hair. We recommend Hairline Tints for guests requiring frequent regrowth touch-ups. We focus on applying colour from the hairline to the crown, leaving out the underneath section of the hair. We recommend one hairline tint in between a full colour service.

Glossing and Toning

Designed to add incredible shine while adding additional tone for richer colours or to neutralise unwanted warmth. Glossing can be carried out as a standalone service for added brilliance. Toners are designed to fade and wear off the hair in between salon visits but can be refreshed inbetween.

Retexturising

British Blow-Dry™ is a smoothing treatment to tame unwanted frizz in problematic areas of your hair, such as dehydrated ends and hairline.

This treatment is an excellent way of adding moisture and shine to your hair without losing natural volume. Results will last up to 2 months with the recommended homecare routine.

The Brazilian Blow-Dry is a smoothing treatment designed to reduce curl and tame naturally frizzy or coarse hair. This treatment is the ultimate service to lock in your hair's natural moisture and enhance shine. Results will last up to 3 months (depending on your hair type) with the recommended homecare routine.

Hair Extensions

We choose Additional Lengths to provide incredible results using a tape in system. We also work with European and Brazilian hair for Keratin Bond and Micro-Ring extensions. For more information please book a complimentary consultation with one extensions experts.

Treatments

Aveda Botanical Therapy Treatments feature Aveda's 93% naturally derived system to work on key hair and scalp needs.

Olaplex strengthens hair from within by restoring compromised bonds.

The treatment can be used to protect hair whilst colouring or on its own for the ultimate breakage insurance. In both applications, No.1 and No.2 are used to strengthen the hair. We recommend using No.3 for weekly maintenance at home.

Split End Treatment

Designed to fill in the cracks on the ends of your hair. This treatment is perfect to retain as much length as possible but also maintain condition. Hair feels and looks visibly healthier and more conditioned. Results last up to 6 weeks.

Pre-Colour Treatment

Designed to even out particularly porous hair before colouring. We especially recommend this if you're changing your hair colour.

Phillip Kingsley Elasticizer Treatment

Designed to improve elasticity in the hair without weighing it down, leaving hair feeling conditioned and bouncy afterwards. We recommend maintaining the effect at home with the Elasticizer range.

June 2019

edward natalie creative director salon director senior stylist salon stylist associate stylist

AVEDA FULL SPECTRUM™ HAIR COLOUR

full head highlights *	190	176	163	152	142	122	109
half head highlights *	162	149	137	126	116	103	90
hairline & parting highlights *	121	110	100	95	90	80	70
scattered highlights *	121	110	100	95	90	80	70
lunch lights *	33	33	33	33	33	33	33
tint with scattered lights *	174	161	143	132	122	111	103
semi-permanent *	91	82	71	66	61	53	46
full head tint *	105	95	82	77	71	65	57
re-growth tint *	87	78	71	67	61	55	46
hairline & parting tint	35	35	35	35	35	35	35
dip dye / balayage *	190	176	163	152	142	124	109
enlightener blonding & toning re-growth *	132	121	110	105	100	92	84
complete colour change *	poa	poa	poa	poa	poa	poa	poa
glossing & toning *	23	23	23	23	23	23	23
colour blending	23	23	23	23	23	23	23
gent's silver blending	66	58	50	45	40	37	29
gent's holiday highlights	72	63	56	51	45	42	40

STYLING

ladies cut & blow dry	115	105	95	85	75	60	50
gents cut & finish	86	77	66	61	56	50	42
blow dry	60	55	47	42	37	29	25
extension blow dry	72	68	58	53	47	40	34
up-do's *	105	95	85	75	65	55	45
bridal *	150	135	110	100	90	80	70
teenage cut (13-16 years) **	72	68	61	56	50	42	36
child's cut (up to 12 years) **	55	53	45	40	35	27	23

RETEXTURING

british blow dry™ *	182	168	142	131	121	105	95
brazilian blow dry *	292	273	257	236	215	184	168

HAIR LENGTHENING & VOLUMISING

length extending extensions *	616	583	546	499	452	410	368
length extending re-application	314	294	273	252	231	210	189
volume enhancing extensions *	495	467	431	399	368	331	305
volume enhancing re-application	248	231	215	200	184	168	152
colour flash extensions *	281	263	247	231	221	210	200
colour flash re-application	143	131	121	116	110	105	100

TREAT

OLAPLEX complete experience	63	63	63	63	63	63	63
OLAPLEX repair boost with colour	33	33	33	33	33	33	33
AVEDA botanical therapy hair & scalp treatment (incl blow dry)	80	75	67	62	57	52	47
AVEDA botanical therapy hair & scalp treatment	33	33	33	33	33	33	33
AVEDA botanical therapy moisture treatment	23	23	23	23	23	23	23
AVEDA botanical therapy repair treatment	23	23	23	23	23	23	23
AVEDA botanical therapy scalp treatment	15	15	15	15	15	15	15
Philip Kingsley Elasticizer treatment	25	25	25	25	25	25	25
split end treatment	33	33	33	33	33	33	33
pre-colour treatment	10	10	10	10	10	10	10



PROMOTIONS

Please enquire for more details on our ongoing promotions

- 30% for new guests
- 20% off for course bookings
- 20% off for referring your friends
- 10% for re-booking
- *T&C's apply for all promotions

GIFTING

Share a little piece of Edward James with your loved ones! Gift cards are available in all denominations. We also offer beautiful complimentary gift-wrapping when purchasing goodies from the Aveda range.

Consultations – If you're unsure of your hair needs or are after a complete change but don't know where to start, we welcome you in for a complimentary 15-minute consultation to discuss your hair plan. Consultation appointments are available Monday to Friday only.

Maintenance – To keep hair looking fabulous from visit to visit, we offer a complimentary visit in-between appointments to trim your fringe or tidy your hairline. Maintenance appointments are available Monday to Friday only.

Cancellations & Re-Scheduling - We ask that you kindly give us 24 hours notice should you need to re-arrange your appointment. We take a cancellation list for guests who can't get an appointment; if you let us know in time we will be able to make someone else's day! When cancelling last minute we request a 50% non-refundable deposit to secure your next appointment.

Bridal - We will be happy to accommodate wedding parties in the salon or on location for your special day. Bridal prices quoted relate to in salon appointments only, please see our team for on location packages.

Pricing – Our award-winning team are passionate about ongoing training and development. We celebrate their achievements with promotion and this is reflected in their pricing structure.

All colour prices quoted exclude a blow-dry, please refer to the styling section of the pricelist for blow-dry prices. Please request a Blow-Dry when booking your appointment. Should you choose not to have a blow-dry we offer a complimentary blast dry for you.

All salon experiences and stylist levels are subject to availability

* Please note, all prices stated are starting prices and will depend on length and thickness of natural hair.

**Please note that prices vary in peak times.

OPENING HOURS

Monday	9am – 9pm
Tuesday	9am – 9pm
Wednesday	9am – 9pm
Thursday	9am – 9pm
Friday	8am – 9pm
Saturday	9am – 6:30
Sunday	9am – 6pm

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30% OFF YOUR FIRST VISIT

To welcome you to our award-winning team, we would like to offer you a gift of 30% off your first visit to the salon:

- **Minimum spend of £50 required for introductory discount**
- **Available Monday to Friday 9-5pm**
- **Not to be used in conjunction with any other offer**

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LONDON

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