



 | Aveda EDUCATION

Grow with Aveda

AVEDA EDUCATION can help you GROW

Aveda Education is a blended learning approach for the modern learner. This means we provide world class education opportunities for your team through 24/7 online learning as well as virtual and live education experiences.

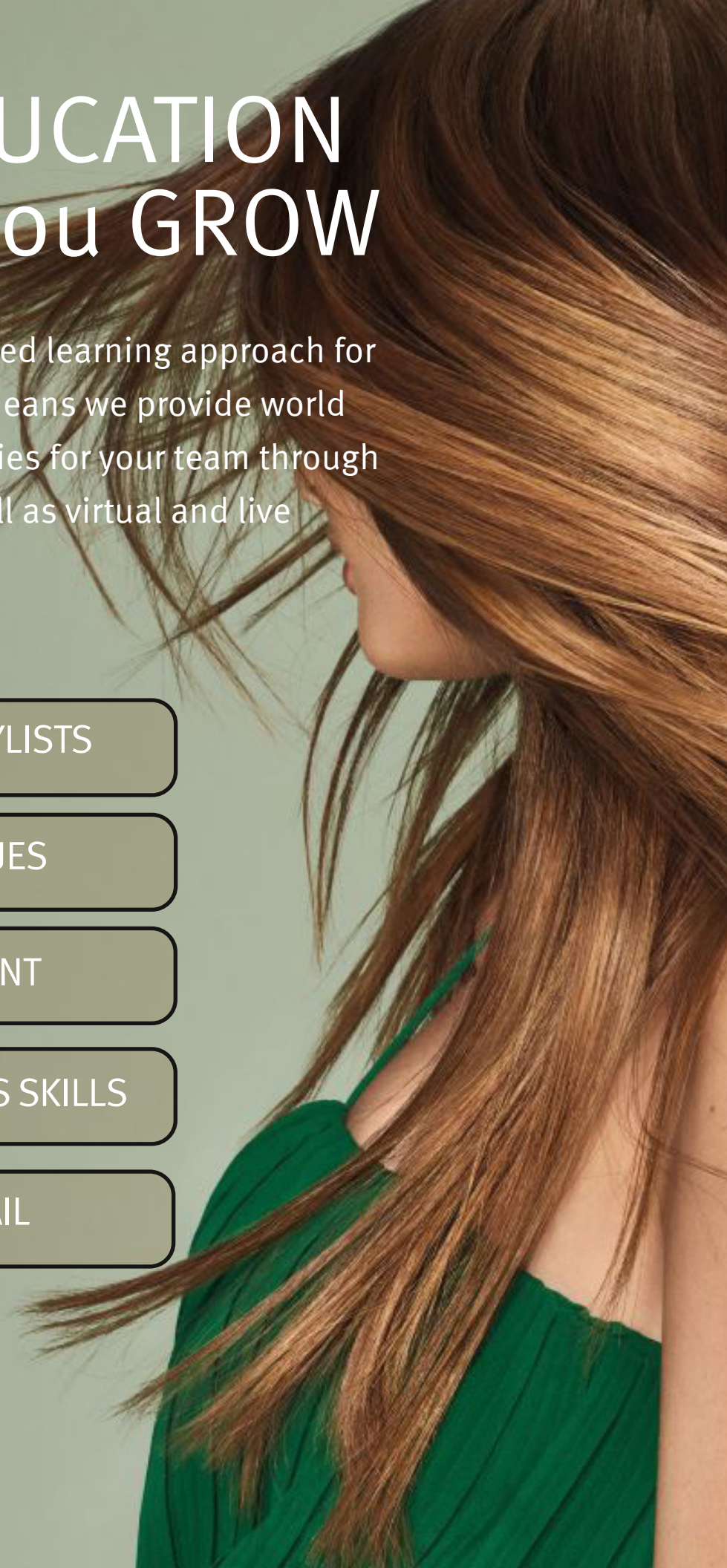
MOTIVATE YOUR STYLISTS

REFINE TECHNIQUES

RETAIN TOP TALENT

HONE YOUR BUSINESS SKILLS

SELL MORE RETAIL



PurePro: 24/7 Online Learning

Avedapurepro.com

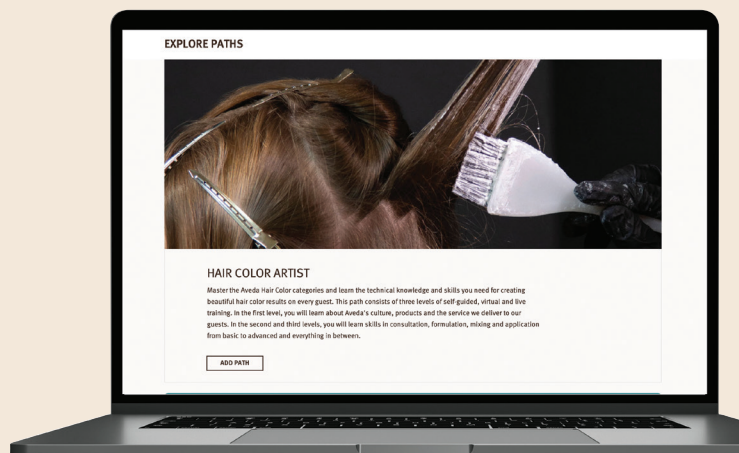


Welcome to Aveda –

Get familiar with who we are and the additional resources available

You can learn

- ◇ What you need
- ◇ When you want it
- ◇ Where you want it



Explore Aveda's homecare domains with interactive games:

Aveda Skin Care, Body Care and Aroma Game

Aveda Hair Care & Styling Product Knowledge Game

Sales & Service

These classes include Sales & Service behaviors, tools and language that will help you and your team grow your salon benchmarks:

Service Growth



Retail Growth



Guest Retention



Classes

New Business: Welcome to Aveda

Aveda Service: Points of Difference

Aveda Service: Effective Consultations

Aveda Service: Customizing Your Guest Conversation

Aveda Service: Holistic Recommendations

Beyond the Salon

Beyond Product Knowledge: Hair Hydration Damage and Loss

Beyond Product Knowledge: Texture for Retail Teams

Adult Learning and Facilitation

New to Aveda: Education Essentials

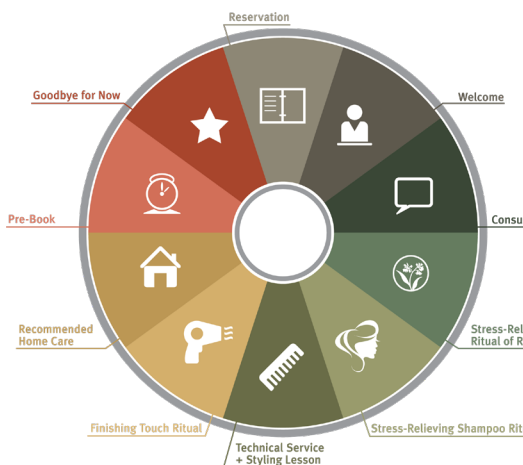
Since Aveda was founded in 1978, our mission has been to care for the world we live in. Join us for this two-hour virtual training as we overview our company's points of difference and brand pillars.

We'll review your key tools for ongoing success by exploring Aveda PurePro™ and the abundance of educational resources at your fingertips. We'll also begin your product exploration with an overview of our hair care and styling families and show how our mission comes to life in products that deliver high-performance results for every guest.

Product Spotlight: Nutriplenish, Botanical Repair & Invati Advanced- Hair Care & Hair Styling Overview 120 minutes



Aveda Service: Points of Difference



Our mission at Aveda is to care for the world we live in, this comes to life everyday with our guests.

We remain one of the few industries that engages in the high touch delivery of service and care and we have unique opportunities with Aveda to create memorable and meaningful interactions for every guest.

Learn how to go “above and beyond” your guest’s expectations with the Aveda Points of Difference. 120 minutes



Aveda Service: Effective Consultations

Demonstrating CARE to our guests through all aspects of our service from beginning to end is not only a part of the Aveda Mission but how we translate exceptional service to our guests.

In Aveda Service: Effective Consultations we will be focusing on how this comes to life through effective consultation practices and recommending homecare.

Product Spotlight: Scalp Care- Pramasana, Scalp Remedy Dandruff Solution, Invati Advanced, Composition Oils

120 minutes



Aveda Service: Customizing Your Guest Conversation



Learn customized consultation questions and verbiage to introduce home-care to every guest, every time!

After attending Aveda Service: Customizing Your Guest Conversation, you will be able to incorporate home-care recommendations into your guest's consultation using language that is authentic to you.

We will break down the three types of guests that our service providers most often interact with and help you create experiences that are unique and applicable to each.

120 minutes



Aveda Service: Holistic Recommendations

Enhance your guest's self-care routine and unlock needs that they didn't even know we had solutions for! Aveda's expression of holistic care and beauty through wellness is articulated with products that care for all of our guest's needs.

Our products are offered and introduced to our guests through high touch experiences such as our Rituals of Renewal and Professional Services, are plant-based and care for the world we live in. Learn more about Aveda's approach to caring for our guests through holistic recommendations.

Product Spotlight:: Chakra Balancing Body Mists & Composition Oils

120 minutes



Beyond the Salon

Your expertise doesn't end when the guest leaves your chair. Each day, you care for your guests with service and retail support. This class will help you elevate your service skills to continue that support through home care recommendations.

We suggest you take the sessions in order 1 - 3.

Product Spotlight: Damage Remedy, Nutriplenish, Invati Advanced, Shampure, Rosemary Mint, Hand Relief, Texture Tonic, Thickening Tonic, Smooth Infusion Style Prep Smoother, Be Curly Curl Enhancer

Three 120-minute sessions



Beyond Product Knowledge: Hair Hydration, Damage and Loss

Uncovering the needs of our guests is paramount to having a successful interaction. We are not only then able to offer the technical service and style that they are wanting but also ensure that we are able to educate them on how to care for their hair at home most effectively with the right products.

Dive into the key guest hair concerns of hair hydration, damage and loss and uncover new tools to support our guests most effectively.

Product Spotlight: Nutriplenish, Botanical Repair & Invati Advanced

120 minutes



Beyond Product Knowledge: Texture for Retail Teams



At Aveda, we care for the world we live in. That means caring for every guest, every time, to address their unique needs.

This two-hour virtual module guides you through the service experience for guests with wavy, curly or coily hair. Gain knowledge and service skills so you can help your guests with the right home-care products and tips to embrace their natural texture.

Product Spotlight: Focus on Texture Hair Cleanse, Haircare & Styling products

120 minutes



Adult Learning and Facilitation Skills

Be the best mentor, educator, trainer or facilitator that you can be with proven tools and training techniques.

Explore the different ways people learn and how best to speak to all of them. After learning your new skills, you'll practice them on the spot with a five-minute presentation applying what you learned in class.

At the end of the class, you'll leave with a new teaching toolbox and even a little experience under your belt. 6 hour live class



Technical Education: Hair Color

Foundational classes will onboard your team to immediately begin to use Aveda Hair Color.

Foundational Classes

Hair Color Systems

Hair Color Solutions

Full Spectrum Deep Systems

Full Spectrum Demi+

To expand these offerings, we will customize an education calendar to build on advanced formulation, tools and techniques that will help you and your team grow your hair color business.

Customized Class Examples

Color Vibrantly

Full Spectrum Fusion

Cultivate Your Color Series

The Balayage Series: Basics & Unlimited

Hair Color Systems

Connect color theory to the art of hair color. Learn to explain the fundamentals of Aveda Hair Color, formulate successfully using Aveda Hair Color systems, and create beautiful hair color results.

Step inside the world of Aveda Hair Color, and discover the distinct methods and techniques that make it outshine the competition. Join Aveda's coloring pros for an introductory workshop that will boost your confidence in formulating, mixing and applying different Aveda Hair Color categories.

This course will increase your grasp of hair color fundamentals and explore the wide range of possibilities Aveda Hair Color offers. After expert coaching, you'll be motivated to transform your guests' hair with vibrant color and expand your career as an Aveda colorist.



Hair Color Solutions



What to do when you encounter a tough hair color challenge? Tackle it confidently with Aveda's proven color change techniques.

From pre-treatments and post-treatments to performing color change applications, this course will guide you through Aveda's step-by-step solutions for overcoming common hair color challenges

Work with Aveda's expert colorists to decipher which techniques to use, and gain the confidence you need to create the perfect hue for your guest—no matter what challenges you encounter along the way.

Full Spectrum Deep Systems

Using color to create beauty is what hair colorists do best. This creative process involves looking at every color component, tool and technique available and determining how to best achieve the desired result.

In this course, you'll explore how Full Spectrum Deep™ can expand your hair color palette, give you unlimited options and help you achieve the best results more efficiently than ever.

Through group discussion and formulation practice, you'll gain a new perspective on hair color and be inspired to use the entire range of Aveda Hair Color to create unlimited color possibilities—from blondes to brunettes and everything in between.



Full Spectrum Demi+



In the world of hair color, not everything is permanent—nor should it be. Hair color trends are constantly changing, Full Spectrum Demi+™ Custom-Deposit Treatment Hair Color™ is here to help you stay on-trend.

In this module, you'll learn firsthand how Aveda's high-performance, demi-permanent hair color line offers customized color results, great timing and amazing coverage.

After this course, you'll see how quickly Full Spectrum Demi+™ will become your permanent solution to all your demi problems.

Color Vibrantly

Are your guests looking for a low-commitment hair color with a high shine and condition payoff? In this course, you'll learn everything you need to know about Full Spectrum Vibrants™ Semi-Permanent Treatment Hair Color, including features and benefits, application and removal and the range of hair color services you can perform on guests using its 11 shades.

You'll leave the course prepared to help your guests live their best vibrant life.



Full Spectrum Fusion



You are the artist, and the hair is your canvas. That's why Aveda Hair Color was designed with individual components—to allow you to be a true artist. Aveda offers a comprehensive array of hair color components, and your unique artistry turns them into beautiful hair color again and again, guest after guest.

In this revolutionary, results-based course, you'll learn how to liberate your formulations by intermixing Full Spectrum™ Permanent and Full Spectrum Deep™ in new ways to achieve new results.

You'll return to the salon ready to mix things up and create exciting new formulas for your guests with creative confidence.

Cultivate Your Color Series

Know why guests stop seeing their colorist? Because every service is more of the same. Buck the trend by enhancing your guest's experience with new color techniques that keep your guests inspired.

This series covers topics like add on services, color applications for men and efficient techniques for blondes.

Learn conversation pointers for offering new services to guests and the tricks to performing them quickly—a combination of skills that will keep the books filled and your business booming.



Balayage Series



Balayage Basics

Liberate your highlights from foil, and embrace the balayage effect—a freehand hair color technique that takes a painterly approach to traditional highlights. Understanding the basic techniques and tools behind this popular hair color trend will increase your ability to create special effects on the hair—from subtle glimmers of blonde to ombre highlights with personality.

In this course, you'll learn basic balayage skills that will help you create artisanal hair color that looks spontaneous, but was carefully handcrafted by you.

Balayage Unlimited

Seasons and trends may change, but natural, dimensional hair color is here to stay. Freehand techniques invite hair colorists to blend art, chemistry and shape, apply formulas in inventive ways and push convention to create never-before-seen effects.

Take your balayage skills beyond the basics with expanded ways to do freehand techniques in less time than traditional foil placements. You'll learn techniques inspired by Aveda hair colorists just like you that can transition guests from season to season using any range of blonde, brunette and red shades.

Technical Education: Skin Care and Spa

Foundational classes will onboard your team to immediately begin to use Aveda skin care products. These classes include technical service protocols, tools and product knowledge that will help you and your team grow your spa business.

Foundational Classes

Professional and Retail Product Knowledge

Perfecting Plant Peel / Botanical Skin Resurfacing

Deconstructing the Facial

Dual Exfoliation

Five Phase Massage

Customized Class Examples

To expand the above offerings, we will customize next level Skin Care Education to build on additional techniques, tools and service enhancements.

Ayurvedic Eye Treatments

Botanical Kinetics Energizing Eye Treatment

Exfoliation Design

Stress-Fix™ Body Massage

Aveda Spa Rituals of Renewal

Aveda Manicures and Pedicures

Professional and Retail Product Knowledge

Learn how to transform your skin at home with Aveda's plant-powered retail skin care while gaining confidence in recommending home care for your guests.

Discover our Clinically Proven Results delivered with our Professional Skin Care Products and more in depth information around key ingredients that allow our products to deliver beautiful results.



Perfecting Plant Peel / Botanical Skin Resurfacing



Learn our botanical alternative to microdermabrasion which uses Intense exfoliation for skin smoothness, diminished fine lines and wrinkles, radiance and decreased pore size.

Discover our plant powered thermal peel system a clinically proven equivalent to a 30% glycolic peel without the associated redness and irritation. Highly effective for aging, hyperpigmented and acne skin conditions. This professional system retexturizes, smooths, evens skin tone and refines the pores.



Deconstructing the Facial

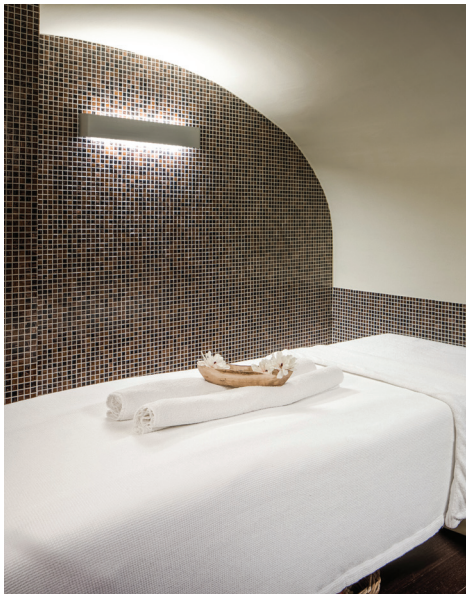


This course teaches the technical skills needed to perform Aveda Tulasāra™ Facial Treatment Protocols.

If you are an esthetician who is new to the Aveda brand or needs deeper guidance on the products and techniques in the protocols, this class is designed for you!



Dual Exfoliation



The demand for professional exfoliation treatments continues to grow—a demand Aveda meets with the power of innovative botanical approaches that achieve immediate, visible results without jeopardizing the integrity of the skin.

Learn how the treatment achieves better results than a combined microdermabrasion/30% glycolic peel treatment in both immediate smoothness and radiance. Review the theory and products behind this powerful treatment and how to customize it to meet the needs of guests struggling with aging, hyperpigmented or acneic skin.

This course will help you advance your career as estheticians and inspire you to create holistic treatment plans that keep these guests coming back.



Five Phase Massage

Professional™ Vitamin C Complex and Transforming Massage Masque increase microcirculation and improves hydration, moisturization, radiance and the appearance of fine, dry lines.

Review the theory and products behind this powerful treatment. Explore ways to customize it to meet the needs of guests struggling with dry, aging or uneven skin conditions.

This course will help you advance your career as estheticians and inspire you to create holistic treatment plans that keep these guests coming back.



Stress-Fix Body Massage

Stress is commonplace in the modern world—and the massage therapist plays a significant role in helping guests recover from the pace and pressures of everyday life.

This one-day course focuses on the Stress-Fix™ Body Massage—a full-body treatment that merges the key stress-relieving techniques of Swedish and deep tissue massage, acupressure points, foot reflexology and meditation exercise. You'll also discover how to enhance your guest's recovery experience with Aveda's groundbreaking Stress-Fix™aroma—a blend of lavender, lavandin and clary sage that is proven to relieve feelings of stress.

By the end of the course, you'll be able to design a holistic, customized massage experience for your guests that will leave them feeling balanced and refreshed.



Ayurvedic Eye Treatments

Relief is in sight for tired, stressed eyes—a recurring concern for many guests. The ancient healing wisdom of Ayurveda believes that eye tension is caused by blockages in the marmas—subtle energy points in the body.

Aveda's Ayurvedic Eye Treatments use innovative marma massage to encourage a free-flow of energy to the eyes, giving them a brighter, healthier-looking appearance.

Experience these revolutionary treatments firsthand, and learn how to offer and perform them as three unique treatments in the spa. Each treatment is an artful combination of marma therapy, Aveda Skin Care and self-care rituals—a strategy to help you share our Ayurvedic roots with guests while giving retail sales a boost.



Botanical Kinetics Energizing Eye Treatment

The skin around the eyes is some of the thinnest and most delicate skin on the body, which means it needs extra care and attention to help fight lines and wrinkles, dark circles and puffiness.

Aveda is helping guests care for their eyes—the #2 global skin care concern—with intensely hydrating skin care products and the professional Botanical Kinetics™ Energizing Eye Treatment that activates key pressure points to energize the eye area.

Work with Aveda skin care professionals to understand the theory, treatment, techniques and skin care products that will infuse the skin around the eyes with much-needed hydration and moisture to keep the eyes looking youthful, clear and bright.



Exfoliation Design

Exfoliation is one of the most powerful aspects of a facial treatment—it can achieve immediate, visible results in the look and feel of the skin. Knowing when to exfoliate, what products to use and what process to follow depends on the guest's skin condition and imbalance.

This advanced course takes exfoliation to the next level by teaching you Aveda's exfoliation products—including new customizable blends and sheet masks—and how to use them to create a customized facial treatment with exfoliation as the focus.

Challenge your existing knowledge and enhance your skills as professional estheticians as you learn how to customize every aspect of a facial treatment to achieve the short- and long-term results your guests are looking for through the power of exfoliation.



Professional Sheet Masks



Raise your skin care game by gaining the latest knowledge and expertise in the sheet mask trend. Your newly acquired skills will equip you to deliver the benefits of sheet masks for guests seeking this in-demand service.

Learn Aveda's professional customized sheet mask blends for exfoliation, hydration, collagen boosting and more. And get inspired with business-building ideas for the retail area, the facial room and the shampoo bowl.



Aveda Mancures and Pedicures

Our hands and feet are some of the most overworked—and overlooked—parts of our bodies.

Explore the unique role of the Aveda nail therapist in creating nail treatments that nourish the hands and feet using the power of aroma, high-performance body care products and wellness rituals.

In this course, you'll gain the knowledge you need to perform Aveda nail treatments, including the structure and function of the nails and skin, Aveda's body care product offerings, and practice performing an Aveda manicure and pedicure treatment during a hands-on workshop.

You'll leave the course prepared to create nail treatments for every guest and ensure their hands and feet are nourished and beautiful.



Aveda Spa Rituals of Renewal



Aveda Spa Rituals of Renewal will teach Aveda spa therapists how to integrate the Aveda Spa Rituals of Renewal into every spa treatment to stimulate the relaxation response and increase spa benchmarks.

During the course you will explore:

- The why behind Aveda Spa Rituals of Renewal
- When and how to perform and customize every Aveda Spa Ritual of Renewal
- The techniques and products associated with every Aveda Spa Ritual of Renewal

Advanced Education

We offer a full slate of classes with Aveda's Global Artistic Team and North America Artistic Team experts in hair cutting and coloring, styling, texture, skin care and makeup. You can even pay for these classes with points.

North America Artistic Team

When foundation and creativity collide, inspiration is born—Aveda's North America Artistic Team is based on foundational excellence, combined with truly creative insight and approach, delivering an unparalleled experience with every class. This team is focused on advancing education and tailored to North America, bringing Aveda artists the modern training to take their artistry and craft to the next level.

Global Artistic Team

The Aveda Global Artistic Team exemplifies top talent in the Aveda Network. As leading experts in hair cut, hair color, hair styling, makeup, skin care and textured hair, they work around the globe as inspirational educators, mentors and creative visionaries. Together they collaborate on seasonal Aveda collections, receive countless industry awards and serve as Aveda brand ambassadors recognized for their exceptional talent and leadership.



Haircut- Ricardo Dinis



Hair Color- Ian Michael Black



Styling – Allen Ruiz



Texture-Renee Gadar



Skincare-Helga Heffner



Makeup-Janell Geason

Meet Your Aveda Team!

Aveda Salon Development Partner (SDP)

- Responsible for building relationships with salon partners through account management and salon team engagement.
- Responsible for coordinating education customized to the salon/institute.
- Assesses the team's ability to effectively incorporate service skills and techniques and provides feedback on product sales to salon staff and the salon owner.
- Help to drive client acquisition and sales through product knowledge, social influence, salon eventing, oversight of visual merchandising execution, and by building collaborative relationships with key stakeholders in the community.

Field Specialist

- Responsible for coordinating, teaching, and implementing core education curriculum to drive achievement of strategic goals.
- Coordinate and conduct both live and virtual training that motivates, builds competence, and improves individual's performance and contribution.
- Provide coaching, support and development to learners to ensure they are successful, knowledgeable and accountable to results in their individual locations and/or regions.
- They also create plans to drive sales to continuously improve results.

Technical Specialists

- Responsible for delivering strong education plans, and understanding the unique needs of professional education across the Aveda brand that is critical to growing sales and domain expansion.
- Coordinate and conduct both live and virtual training that includes foundational to advanced formulations and techniques that will help you and your team grow your hair color business.
- Have extensive hair or spa industry experience to effectively deploy all education seminars and programs and build effective networks both internally and externally for learning, sharing and benchmarking.
- Stay in touch with trends, current thinking and issues within the beauty/hair industry, and offer education solutions for our network's technical needs.



OUR MISSION AT AVEDA IS TO CARE FOR THE WORLD WE LIVE IN, FROM THE PRODUCTS WE MAKE TO THE WAYS IN WHICH WE GIVE BACK TO SOCIETY. AT AVEDA, WE STRIVE TO SET AN EXAMPLE FOR ENVIRONMENTAL LEADERSHIP AND RESPONSIBILITY, NOT JUST IN THE WORLD OF BEAUTY, BUT AROUND THE WORLD.

—Horst Rechelbacher, founder

