

# Behind the Scenes: Hair Styling Product Knowledge

## HISTORY



## PHILOSOPHY

PREP

STYLE

FINISH



## SLIP vs. GRIP

Visit Aveda PurePro<sup>SM</sup> to review the Hair Styling Positioning Chart >



## FORMULATION



## TOP 5

### Be Curly™ Curl Enhancer



Intensifies curls, combats frizz and boosts shine in wavy or curly hair

### Phomollient™ Styling Foam



Creates weightless volume and body while delivering light hold and shine for fine to medium hair

### Thickening Tonic



Instantly thickens hair, providing thicker, fuller hair from roots to ends that lasts all day

### Volumizing Tonic™



Creates targeted lift with weightless volume and shine for fine to medium hair

### Air Control™ Light Hold Hair Spray



Provides flexible, long-lasting hold for all hair types



## THE ART OF AFTERCARE

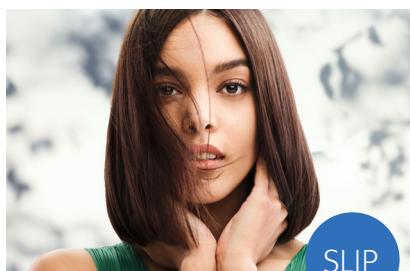
The Art of Aftercare looks at how we can give **care** to our guests even after they leave an Aveda salon, Institute or store. We can show we care, truly and authentically, by offering support and solving their hair care, skin care, body care or makeup needs, not just when they are in an Aveda environment but, just as importantly, when they return home.

### The Art of Aftercare points are:

1 Guest profile 2 Support & Advice 3 Communication 4 Education (not sales)

## IS-GIVES-HOW

### Breakout Activity



**Has:** wavy-curly hair  
**Wants:** smooth/sleek

SLIP



**Has:** curly, fine hair  
**Wants:** volume

GRIP



**Has:** coarse, curly hair  
**Wants:** curl definition and shine

SLIP

**Prep:**  
**Style:**  
**Finish:**

**Prep:**  
**Style:**  
**Finish:**

**Prep:**  
**Style:**  
**Finish:**

## THE DIGITAL STORY

### Be a part of the story!

#avedabehindthescenes • #aveda • #avedastyle • #avedaartists



Want to learn more? Visit Aveda PurePro™ to register for Styling Essentials.