

# Aveda Rituals of Renewal Execution Guide



Care is at the core of our mission at Aveda.

Our Rituals of Renewal are deeply rooted in Aveda heritage. Aveda was one of the first beauty companies to incorporate wellness into all guest experiences and this remains one of our key service points of difference. The Rituals of Renewal allow us to connect with guests in a meaningful way with a moment of well-being and product experience using Aveda's unique, high-touch approach.

## WHY

- Deepen guest's connection to Aveda advisors or service providers
- Introduce guests to new products using a high-touch approach
- Increase guest's "value perception"
- Gain the opportunity to uncover additional guest needs
- Increase repeat guests, ongoing loyalty and retention
- Build retail per client transaction

## WHAT

A comprehensive library of education resources to create consistent, customizable educational moments for all Aveda service providers and team members, including:

- **3-Hour Core Education Class** to learn about the theory and engage in hands-on practice of the rituals
- Individual **Ritual of Renewal Stay and Plays** to dive more deeply into the unique inspiration behind each ritual. Use as tools to customize education according to timeframe and audience.
- **Step-by-Step Videos** for each ritual
- **Digital or printable Reference Guide** with step-by-step protocols

## HOW

**Do the Rituals! Every chance, every person, as often as possible.** The Rituals of Renewal are an integral part of not only the Aveda service experience but our culture. Offering a ritual to guests, service providers, team members at any moment is what we do. Team meetings and educational events all start with a wellness practice and the giving and receiving of an Aveda Ritual of Renewal along with a reflection on the Aveda Mission is the perfect way to kick off your time together. All Aveda team members are empowered, and expected, to introduce and offer these moments of wellness. It's what Aveda is all about.

