



# Ambassador Roundtable

## Holiday 2022



# Part One: Roundtable Activities and Notes



## Holiday Theme and Packaging Review

What “back pocket” information can you share with your team and your guests to encourage sales? How will you bring this to life for your team?

Notes:

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## Gift Set Breakout Activity

For each pre-made holiday gift set, list a great:

- Ritual to go with the product(s)
- Suggested add-on product to ‘tie a bow’ on the set
- The ideal recipient for the set

Notes / Take aways:

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## The Gift of Service



How might you encourage your team to embrace this idea of selling the gift of service?  
Record your ideas here and refer back when you start your action planning!

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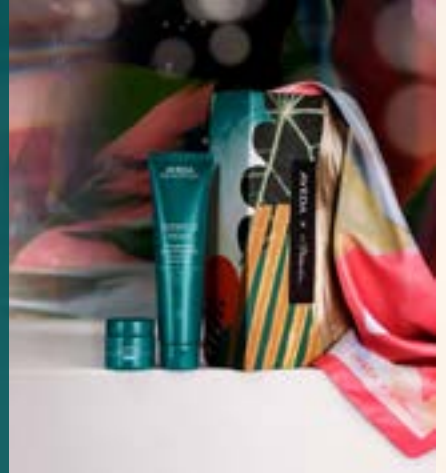
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# Domain Breakouts

## Retail Scenario

A Guest is looking at a Botanical Repair gift set which includes the Strengthening Leave-In Treatment.

- What would you say to the guest about the set?
- Which feature or benefit would you share about the leave-in treatment?
- What ritual or experience would you offer?



Complete the role play with your partner(s). What feedback can you use to improve your sales technique? How will you bring this activity to life for your team?

Notes:

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## Technical Challenge

Create a fresh holiday hair or makeup style inspired by this year's holiday packaging design, accessories or looks.

- You must incorporate the packaging colors or a limited edition accessory in your final look or technique
  - Sketch your idea and note your products and techniques below
  - Bring the look to life at home or in salon and post pics to your socials.
- #AvedaAmbassador

How might you engage your team with this type of technical challenge? Record your ideas here and refer back when you start your action planning!





# Eventing

Events serve many purposes for your salon. They build connections with your \_\_\_\_\_, engage the \_\_\_\_\_ and drive \_\_\_\_\_.

Those event \_\_\_\_\_ can also help you and your salon reach your monthly \_\_\_\_\_.



# Contests

## Holiday Retail Contest

**October 3- November 23**

Sell **15** Holiday Sets= virtual ticket to education class

**Top winner** in each Tier receive virtual ticket for whole salon team and pizza party

## Professional Holiday Contest

**October 3- November 23**

Highest number of Botanical Repair Treatments

**Top winner** in each Tier receives a ticket for Fashion Week and pizza party for salon team with virtual education ticket

**Winners 2-5** in each Tier will receive a virtual education ticket

## Holiday Blitz

**December 5- December 23**

Highest number of gift sets sold

**Top winner** in each Tier gets a ticket to Serious Business

**Winners 2-5** in each Tier win Aveda bag filled with goodies

## Part Two: Action Plans and Resources

Record your action planning ideas here and refer back when you meet with your owner.

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## **AMBASSADOR MONTHLY DEVELOPMENT TOOL**

Fill this tool out at the beginning of each month using the information from the monthly Ambassador call, emails, the Ambassador newsletter, and your salon management.

Name: _____	Month, Year: _____
Monthly Product Focus: _____	
Monthly Contest Details: _____	

Important Salon Dates / Events	Ambassador Call Dates
Celebrations from Last Month	Opportunities for this Month
Monthly Personal Development Goal (classes to attend, books to read etc.)	Focuses and Coaching Goals:
Follow Up for Salon Leadership	Follow Up for SDP or Educators



LEAD Measures (behaviors to predict success)

LAG Measures (benchmarks, KPIs, sell-through goals, after the fact measurement)

How Will We Know It's Working? ([scorecards](#), contests, bingo)

Did you create a scoreboard? **TIPS:** Is it simple? Can it be seen easily? Does it show LEAD and LAG? Can you tell at a glance who's winning?

- ☐ Yes  
☐ No

**AVEDA**  
 AMBASSADOR

# Ambassador Action Planning Checklist

Gift for a Beautiful Tomorrow  
October 1-31, 2022



## Plan Ahead

Due Date:	<b>Action Items for October:</b>
	<ul style="list-style-type: none"><li><input type="checkbox"/> Attend a live or virtual Roundtable. <a href="#">Register here.</a></li><li><input type="checkbox"/> Review <a href="#">Holiday education</a> and information on Aveda PurePro</li><li><input type="checkbox"/> After the Roundtable, print materials that apply to your salon and make them available to your entire salon team<ul style="list-style-type: none"><li>- Holiday 2022 Salon Gift Set Overview</li><li>- Event guides</li></ul></li><li><input type="checkbox"/> Work with your owner to plan education event to train Holiday 2022 to your entire team</li><li><input type="checkbox"/> Talk with owner about Holiday Eventing strategy and timing for one event per month to drive holiday – determine what role owner would like you to take</li><li><input type="checkbox"/> Launch Sales contests: Retail and Professional<ul style="list-style-type: none"><li>-Print contest trackers</li><li>-Create scoreboard</li></ul></li><li><input type="checkbox"/> Review Merchandising schematics and ensure front end is organized as laid out</li><li><input type="checkbox"/> Review Skinification of Hair with salon team</li></ul>

# Ambassador Action Planning Checklist

Gift for a Beautiful Tomorrow  
November 1-30, 2022



## Action Items for November:

Due Date:	
	<ul style="list-style-type: none"><li><input type="checkbox"/> Review <a href="#">Holiday education</a> material and continue the Holiday excitement</li><li><input type="checkbox"/> Walk through corporate and group gifting with your salon team<ul style="list-style-type: none"><li>-Talk through scripts</li><li>-Role play and ensure your team is ready to execute</li></ul></li><li><input type="checkbox"/> Prepare for your salon's VIP Holiday Event<ul style="list-style-type: none"><li>-Work with your owner / manager to create your guest list</li><li>-Leverage scripts and invitations on PurePro</li><li>-Refer to your Ambassador Eventing Guide</li></ul></li><li><b>Contests:</b></li><li><input type="checkbox"/> Wrap up the October / November Retail and Professional Contests<ul style="list-style-type: none"><li>-Collect totals and submit by <b>November 29th</b></li></ul></li><li><input type="checkbox"/> Prepare for December Holiday Blitz Contest<ul style="list-style-type: none"><li>-Create Scoreboard</li><li>-Introduce the contest to your team</li></ul></li><li><input type="checkbox"/> <b>Team Activity:</b> Watch the Holiday Style videos on Aveda PurePro. Have a challenge to see who on your team can create the best holiday style!</li><li><input type="checkbox"/> <b>Holiday Styles:</b> Post your holiday styles on your social media platforms: #Holiday2022 #AvedaAmbassador</li><li><input type="checkbox"/> Continue the Skinification of Hair conversation with your salon</li></ul>

# Ambassador Action Planning Checklist

Gift for a Beautiful Tomorrow  
December 1-31, 2022



## Action Items for December:

Due Date:	
	<ul style="list-style-type: none"><li><input type="checkbox"/> Review and walk through “creating your own” Holiday sets with the team</li><li><input type="checkbox"/> Educate and excite your team about the final in-salon holiday event</li><li><input type="checkbox"/> Launch the December Holiday Blitz Contest (December 5-December 23)<ul style="list-style-type: none"><li>-Print contest trackers</li><li>-Create scoreboard</li></ul></li><li><input type="checkbox"/> <b>Team Activity:</b> Create your gift sets together as a group. Share everyone’s ideas and give others inspiration for guests coming in looking for gift ideas!</li><li><input type="checkbox"/> <b>Holiday Gifts:</b> Post your forvorite sets and gift ideas for your last-minute shopper on your social media platforms: #Holiday2022 #AvedaAmbassador</li><li><input type="checkbox"/> Prepare for new launch (more details coming soon)<ul style="list-style-type: none"><li>-Create Scoreboard</li><li>-Introduce the details to your team</li><li>-</li></ul></li><li><input type="checkbox"/> Additional Action Items / Notes for Success:</li></ul>

# HOLIDAY 2022 MAKEUP LOOKS



## Merry Berry

### COMPLEXION

- 1 Prep the skin and add luminosity by applying **botanical kinetics™ hydrating treatment lotion**, **instant luminizer** and **hydrating lotion**.
- 2 Create a medium coverage, dewy complexion by mixing and applying the appropriate shades of **inner light™ mineral tinted moisture** and **concealer** together with the **complexion brush**. Buff with the **inner light™ foundation brush**.
- 3 Apply **inner light™ concealer** under the eyes to brighten and highlight with the **complexion brush**.
- 4 Set under the eyes by pressing in **inner light™ mineral loose powder** with a sponge.
- 5 Define the bone structure and add warmth to the skin by applying **inner light™ mineral dual foundation** in **almond** along the temples, forehead and jawline with the **blush brush**.

### BROWS/EYES

- 6 Define the brows with the appropriate shade of **brow definer**.
- 7 Prep the eyes and apply the medium shade of **petal essence™ eye color trio** in **golden jasper** to the lids with the **eye contour brush**.
- 8 Apply **petal essence™ single eye color** in **opal** to the center of the lids with the **medium eye color brush**.
- 9 Create a feline flick by lining the eyes with **petal essence™ eye definer** in **black orchid**:
  - Place three dots along the lash line, at the outer corner of the eye, the middle and the inner corner.
  - Connect the three dots and wing upward at the outer corner with the **eye smudger brush**.
- 10 Set the eyeliner application by applying the darkest shade of **petal essence™ eye color trio** in **black tulip** with the **eye smudger brush**.
- 11 Apply **mosscara™** in **black forest** to the top and bottom lashes.

### CHEEKS

- 12 Apply the lightest shade of **petal essence™ face accents** in **tesserae** to highlight the temples and cheekbones with the **blush brush**. Apply the medium and deep shades to add warmth to the cheeks.

### LIPS

- 13 Apply **feed my lips™ pure nourish-mint™ lip primer** to the lips.
- 14 Blot on **feed my lips™ pure nourish-mint™ lipstick** in **chili**, and fill in the lips with the **eye smudger brush**.
- 15 Apply **feed my lips™ pure nourish-mint™ lip gloss** in **macqui berry**.



# Pretty in Plum



## COMPLEXION

- 1 Prep the skin and add hydration by applying **botanical kinetics™ hydrating treatment lotion**, **intense hydrator** and **intense hydrating rich creme**.
- 2 Create a medium coverage, semi-matte complexion by mixing and applying the appropriate shades of **inner light™ mineral tinted moisture** and **concealer** together with the **complexion brush**. Buff with the **inner light™ foundation brush**.
- 3 Apply **inner light™ concealer** under the eyes and on the lids with the **eye contour brush**.
- 4 Apply **inner light™ mineral loose powder** with the **blush brush** to set the complexion.

## BROWS/EYES

- 5 Apply **petal essence™ single eye color** in **aura** to the outer corners of the eyes with the **eye contour brush**.
- 6 Apply the darkest shade of **petal essence™ eye color trio** in **twilight** to the bottom lash line with the **eye smudger brush**.
- 7 Apply the lightest shade of **petal essence™ eye color trio** in **twilight** to the center of the lids and inner corners with the **medium eye color brush**. Apply the same shade to the brow bones.
- 8 Curl the lashes, and apply two coats of **mosscara™** in **black forest** to the top and bottom lashes.
- 9 Define the brows with the appropriate shade of **brow definer**.

## FACE/CHEEKS

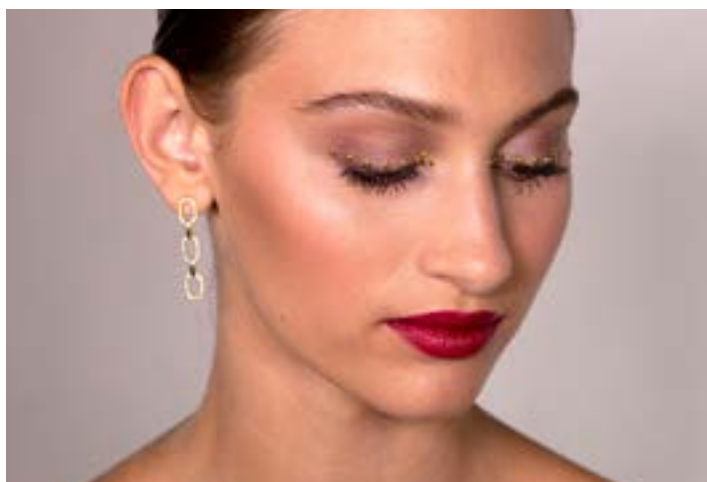
- 10 Define the bone structure and add warmth to the skin by applying **uruku bronzer** in **amazonia** along the temples, forehead and jawline with the **blush brush**.
- 11 Apply the lightest shade of **petal essence™ face accents** in **plum touch** along the temples with the **blush brush**. Apply the medium and deep shades to the apples of the cheeks. Blend for a rosy glow.

## LIPS

- 12 Apply **feed my lips™ pure nourish-mint™ lip primer** to the lips.
- 13 Blot on **feed my lips™ pure nourish-mint™ lipstick** in **blushed plum**, and fill in the lips with the **eye smudger brush**.
- 14 Press in **feed my lips™ pure nourish-mint™ liquid color balm** in **juneberry** for added depth and longevity.

## FOR ADDED GLOW AND TO DEFINE THE EYES

- 15 Apply **petal essence™ single eye color** in **opal** along the cheekbones for added radiance.
- 16 Line the inner rims of the eyes with **petal essence™ eye definer** in **cacao**.



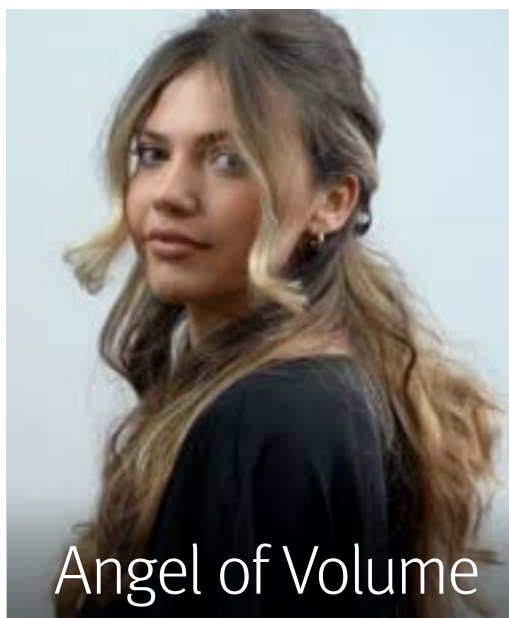
After completing **Pretty in Plum**, enhance the look:

## EYES

Place gold appliques along the top lash lines:

- Apply a small amount of eyelash glue to each applique.
- Place the appliques on the lids with tweezers.
- Press gently to ensure the appliques stay in place.

# HOLIDAY 2022 STYLING LOOKS

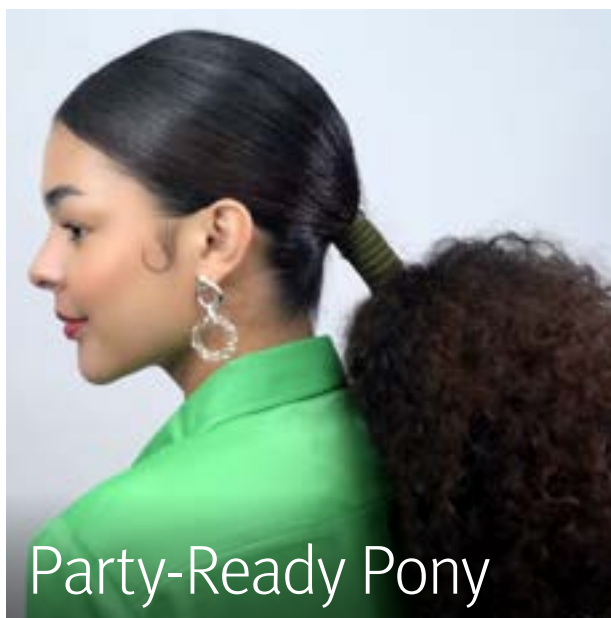


## Angel of Volume

### Supplies

- speed of light™ blow dry accelerator spray
- texture tonic
- air control™ light hold hair spray
- flat brush
- round brush
- duckbill clips
- bobby pins
- hair bow

- 1 On damp hair, apply **speed of light™ blow dry accelerator spray**, then apply **texture tonic**. Brush or comb through the hair for even distribution.
- 2 Blow-dry for volume and movement until the hair is completely dry.
- 3 Take a triangular section on top of the head, incorporating the crown. Take a horizontal subsection within the triangle and just beneath it, and back-brush the hair at the roots for added volume.
- 4 Twist the section loosely to create a base and secure with bobby pins. Keep the tension light to establish an “effortless glamour” vibe.
- 5 Place the bow, then apply **air control™ light hold hair spray** by lifting the hair and spraying through the mid-lengths and ends.



## Party-Ready Pony

### Supplies

- nutriplenish™ styling treatment foam
- control force™ firm hold hair spray
- comb
- sectioning clips
- flat brush
- edge brush
- blow dryer with diffuser
- elastic cord
- scissors
- ribbon

- 1 On wet hair, apply a generous amount of **nutriplenish™ styling treatment foam** in horizontal sections starting at the nape. Comb through each section to make sure the product is evenly distributed from roots to ends.
- 2 Create a center part, take a small triangular section around the parting, and clip it out of the way.
- 3 Blow-dry the hair beginning at the nape using a flat brush and thumb-locking technique. Smooth out and dry the roots and mid-lengths only. Leave the ends damp for now.
- 4 Beneath the triangular section, take the first ponytail section. Apply **control force™ firm hold hair spray** as you brush the hair into the direction of the ponytail. Use an elastic cord to tie the section.
- 5 Blow-dry the triangular section and the parting into place, again drying the roots and mid-lengths only. Add this section to the ponytail, and secure with an elastic cord.
- 6 Take another piece of elastic cord, and tie it around the ponytail about three finger's-width away from the ponytail base. Secure it, and cut off any excess cord.
- 7 Thread the ribbon through a bobby pin and secure it through the first ponytail cord. Wrap the ribbon around the ponytail base and continue wrapping it around the hair. Thread the ribbon through another bobby pin, and secure through the elastic cord tied in step 6 (away from the ponytail base).
- 8 Apply **nutriplenish™ styling treatment foam** to the ponytail and blow-dry using a diffuser and low heat/low speed to reform the curls.
- 9 Spray **control force™ firm hold hair spray** onto an edge brush, and style the edges to lay flat.