



 | Aveda EDUCATION

# Aveda Rituals of Renewal

reference guide

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**AVEDA**  
THE ART AND SCIENCE OF NURTURING AND PLANT ESSENCES

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.





# RITUALS OF RENEWAL (ALL LOCATIONS)


# AROMA SENSORY JOURNEY RITUAL

The sense of smell is linked directly to memory, emotion and imagination. Aromas can create new memories or bring back a moment in time with startling clarity. Everyone has different memories and preferences when it comes to aroma, so we perform an Aroma Sensory Journey Ritual with guests to discover the Aveda aroma they like best.

## SUPPLIES

- Aveda Aroma Products
- Aroma Blotters
- Pen (to mark aroma blotters)
- Chair

STEP	APPLICATION TECHNIQUES
1	 <p>Invite the guest to take a seat.</p>
2	 <p><b>Describe the Aroma Sensory Journey Ritual process to the guest.</b></p> <ul style="list-style-type: none"><li>• Tell the guest that you are going to pass a selection of aromas under their nose.</li><li>• Tell the guest that when you place your hand on their shoulder, it is a signal that an aroma is present and that they should inhale deeply.</li><li>• Ask the guest to comment on each aroma by responding “yes” or “not today.” Although the guest may not like a certain aroma that day, they might like it better at another time.</li><li>• Tell the guest that the goal is to find an aroma that produces an “Ahh” feeling.</li></ul>
3	 <p><b>Make sure the guest is comfortable. Invite the guest to relax and close their eyes if they feel comfortable doing so.</b></p>
4	 <p><b>Unscrew the caps of the three aromas, or dispense a small amount of the product on an aroma blotter. Hold the first aroma under the guest’s nose. Wait for their response.</b></p> <ul style="list-style-type: none"><li>• If the guest says “yes,” make a mental note of the selection, and offer the next aroma.</li><li>• If the guest says “not today,” set the aroma aside, and offer the next aroma.</li></ul>
5	<p><b>After the guest has experienced all of the aromas, narrow down the remaining aromas by performing a second Aroma Sensory Journey Ritual with the aromas they have chosen.</b></p>
6	<p><b>Repeat the process until the guest chooses their favorite aroma for that day.</b></p>



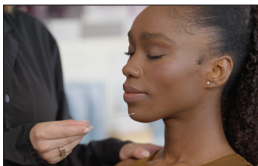
STEP	APPLICATION TECHNIQUES
7	 <p>Record the name of the guest's chosen aroma on the wide end of an aroma blotter. Apply the aroma to the narrow end of the aroma blotter, and give it to the guest. Share the product benefits.</p>
8	<p>Offer to apply the chosen aroma to the guest, and integrate it into additional Rituals of Renewal and/or professional services.</p>
9	<p>Ask the guest which product they would like to take home, and educate on usage and application.</p>

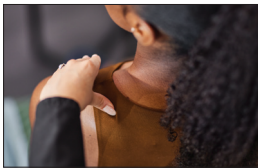
# CHAKRA™ AROMA RITUAL

There are seven chakras, or energy centers, in the body. These personal growth centers are links between the mind and body and relate to our physical, energetic, emotional, intellectual and spiritual selves. Aveda offers seven Chakra™ Balancing Pure-Fume™ Mists that use the power of essential oils to help connect one to the chakras. The Chakra™ Aroma Ritual helps guests discover which aroma is right for them and provides them the opportunity to experience the power of a Chakra™ aroma during a moment of wellness that incorporates touch, breath and aroma.

## SUPPLIES

- Chakra™ Journey Cards or Chakra™ Sensory Journey Guide
- Chakra™ Balancing Pure-Fume™ Mists

STEP	APPLICATION TECHNIQUES
1	Invite the guest to take a seat.
2	Lay out all seven Chakra™ Journey Cards symbol side up in random order, or have the guest view the seven cards on the Chakra™ Sensory Journey Guide.
3	 Ask the guest to choose three cards that appeal most to them based on color, symbol or word.
4	 Use the three corresponding Chakra™ aromas to perform the Aroma Sensory Journey.
5	 Ask the guest to smell each aroma and respond “yes” or “not today.”
6	Narrow down the aromas until the guest has chosen their favorite.
7	Educate the guest on the product benefits. <b>Say:</b> “This body mist is formulated to balance the mind and body. It is also great for enhancing yoga and meditation.”



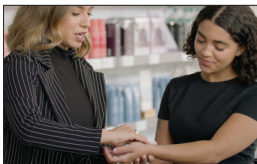
STEP	APPLICATION TECHNIQUES
8	Stand behind the guest. Invite them to close their eyes.
9	 <p>Mist three sprays of the guest's chosen Chakra™ aroma over them, avoiding the face area.</p>
10	<p>Have the guest bring their focus to the energy center of their chosen Chakra™ aroma and imagine the color associated with the chakra in that space.</p> <ul style="list-style-type: none"> <li>• Root Chakra 1: Red</li> <li>• Sacral Chakra 2: Orange</li> <li>• Solar Plexus Chakra 3: Yellow</li> <li>• Heart Chakra 4: Green</li> <li>• Throat Chakra 5: Blue</li> <li>• Third-Eye Chakra 6: Indigo or Purple</li> <li>• Crown Chakra 7: Violet or White</li> </ul>
11	 <p>Guide the guest through the 2:1 breathing exercise.</p> <ul style="list-style-type: none"> <li>• Have the guest inhale through the nose and feel their abdomen gently rising.</li> <li>• Have the guest exhale through the nose and feel their abdomen gently falling.</li> <li>• Repeat 2–3 times.</li> <li>• Have the guest inhale through the nose for a count of four, inviting the abdomen to gently inflate as they breathe in.</li> <li>• Have the guest exhale through the nose for a count of eight, inviting the abdomen to gently fall as they breathe out.</li> </ul>
12	 <p>After the third breath, use your thumbs to apply light pressure to the pressure point GB 21 (Shoulder Well), located on the upper trapezius muscle where the neck and shoulder meet.</p> <ul style="list-style-type: none"> <li>• Increase the pressure as the guest exhales, and ask them to tell you when they feel the pressure is “just right.”</li> <li>• Perform light kneading and circular motions in the area.</li> </ul>
13	Release the pressure, and invite the guest to open their eyes and return their breathing to normal.
14	Ask the guest which product they would like to take home, and educate on usage and application.


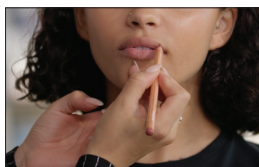
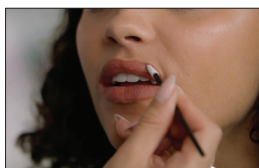
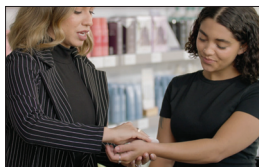
# FINISHING TOUCH RITUAL

The Finishing Touch Ritual allows guests to experience various Aveda makeup products and benefit from the professional expertise Aveda provides in making appropriate product recommendations. The Finishing Touch Ritual is a focused makeup application with an invigorating breath experience; however, it can also include a hair styling finishing product or aroma application.

## SUPPLIES

- Brow Definers (all shades)
- Aveda Pencil Sharpener
- Feed My Lips™ Pure Nourish-Mint™ Lip Definer
- Aveda Lip Colors
- Cooling Balancing Oil Concentrate (or alternate Aveda aroma products)
- Wooden Spatulas
- Lip Wands

STEP	APPLICATION TECHNIQUES	
BROW		
1		Introduce Brow Definer to the guest.
2	Determine the appropriate Brow Definer shade for the guest.	
3		<p><b>Apply the Brow Definer to the guest's brows. Sharpen the product before and after each application.</b></p> <ul style="list-style-type: none"><li>• Shape the top and bottom of the brows. Brush the brows down with the spooley end of the Brow Definer.</li><li>• Using feather-light pressure, trace the outline of the top of the brow with the tip of the brow pencil. Brush the brows up, and trace the outline of the bottom of the brow.</li><li>• Fill in the defined brow shape and build color with the flat edge of the brow pencil.</li><li>• Blend and groom the brows with the spooley end of the Brow Definer for a defined, natural brow.</li></ul>
4		Apply a small amount of Cooling Balancing Oil Concentrate (or alternate invigorating/uplifting aroma) to the guest's inner wrists, and invite them to take a long, deep breath to experience the aroma.
5	Ask the guest which products they would like to take home, and educate on application.	

STEP	APPLICATION TECHNIQUES	
LIP		
1	Escort the guest to the Aveda Makeup display, and invite them to take a seat.	
2		Introduce Feed My Lips™ Pure Nourish-Mint™ Lip Definer to the guest. Share the product benefits.
3		<b>Apply the lip definer to the guest's lips. Sharpen the product before and after each application.</b> <ul style="list-style-type: none"><li>• Follow the natural contour of the lips. Begin at the outer right corner of the top lip, and move toward the center.</li><li>• Repeat on the outer left corner of the top lip, and connect the lines at the center.</li><li>• Repeat on the outer right and left corners of the bottom lip, again connecting the lines at the center.</li><li>• Fill in the entire lip area.</li></ul>
4	Choose a lip color, introduce it to guest. Share the product benefits.	
5		<b>Apply the lip color to the guest's lips.</b> <ul style="list-style-type: none"><li>• Scrape a small amount of the lip color onto a wooden spatula.</li><li>• Following the natural contour of the lips, use a disposable lip wand to apply the lip color to the top and bottom lips.</li><li>• Fill in the entire lip area.</li></ul>
6		Apply a small amount of Cooling Balancing Oil Concentrate (or alternate invigorating/uplifting aroma) to the guest's inner wrists, and invite them to take a long, deep breath to experience the aroma.
7	Ask the guest which products they would like to take home, and educate on application.	



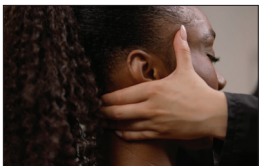
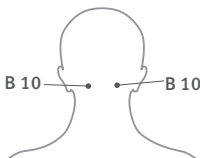
# STRESS-RELIEVING EYE AND TEMPLES RITUAL

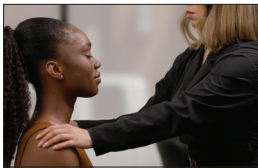
The Stress-Relieving Eye and Temple Ritual is a three-minute ritual that features massage movements covering the eye and temple areas and provides guests the opportunity to experience the benefits of an Aveda product. This ritual helps relieve fatigue in the eye area due to prolonged mobile device usage.

**NOTE:** Before performing the ritual, sanitize your hands in front of the guest.

## SUPPLIES

- Botanical Kinetics™ Toning Mist or Toning Agent

STEP	APPLICATION TECHNIQUES
1	Invite the guest to take a seat, relax and close their eyes.
2	Stand in front of the guest.
3	 <p>Mist Botanical Kinetics™ Toning Mist or Toning Agent above the guest's head, and invite them to take three deep breaths.</p>
4	 <p><b>Perform the eye and temple massage.</b></p> <ul style="list-style-type: none"> <li>• Anchor your fingers at the top of head near the hairline.</li> <li>• Place your thumbs at the hollows of the brow bone by the nose, and massage using small, circular motions three times.</li> <li>• Slide your thumbs over the brows and out toward the temples.</li> <li>• Lightly massage the temples using small, circular motions three times.</li> <li>• Pause, and apply light pressure at the temples.</li> <li>• Repeat three times.</li> </ul>
5	  <p><b>Perform the head massage.</b></p> <ul style="list-style-type: none"> <li>• Keep your thumbs on the temples, and pivot your hands to hold the back of the head with your fingers.</li> <li>• Simultaneously massage the back of the head with your fingers and the temples with your thumbs using light, circular motions.</li> <li>• Slide your fingers to the occipital ridge at the base of the head, and massage along the ridge with your fingers.</li> <li>• Using the middle and ring fingers of one hand, stimulate the following pressure point on the occipital ridge using firm, circular motions.</li> </ul>


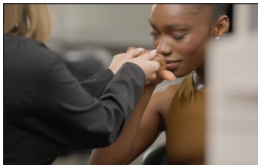

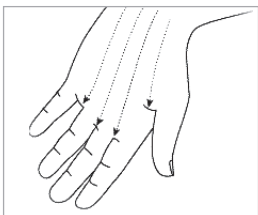
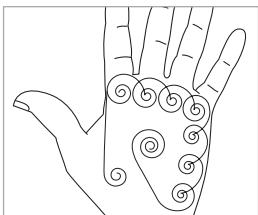
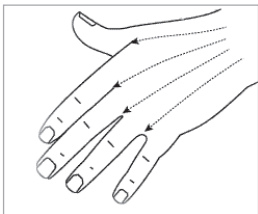
STEP	APPLICATION TECHNIQUES
6	<div data-bbox="266 237 522 403">  </div> <p><b>Perform the closing movement.</b></p> <ul style="list-style-type: none"> <li>• Slowly remove your hands from the head.</li> <li>• Place your hands gently on the shoulders to indicate closure.</li> </ul>
7	<p><b>Ask the guest which product they would like to take home, and educate on usage and application.</b></p>

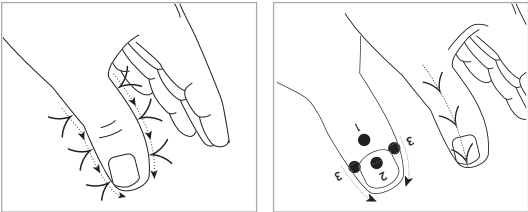
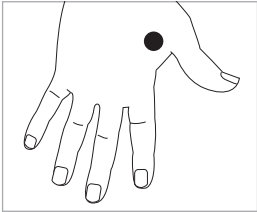

# STRESS-RELIEVING HAND RITUAL

The Stress-Relieving Hand Ritual features relaxing massage movements covering the hand and fingers and provides the guest the opportunity to experience the benefits of an Aveda product.

## SUPPLIES

- Aveda Skin/Body Care Product (appropriate for the hand)

STEP	APPLICATION TECHNIQUES
1	Invite the guest to take a seat.
2	 <p>Introduce the chosen product to the guest. Share the product benefits.</p>
3	 <p>Apply a small amount of the product to the guest's hand, and stabilize their elbow for comfort. Invite the guest to experience the product aroma.</p>
4	 <p>Interlock your fingers with the guest's fingers. Rotate the wrist three times in one direction and three times in the other direction.</p>
5	 <p>Position the guest's hand palm up. Beginning at the wrist and moving toward the fingers, massage using thumb-over-thumb motions, moving in between each finger three times.</p>
6	 <p>Using your thumb, massage the guest's entire palm using large-to-small circular motions.</p> <ul style="list-style-type: none"> <li>• Begin at the wrist, and move up toward the thumb.</li> <li>• Continue across the base of the fingers toward the little finger and down the side of the hand.</li> <li>• Complete the circular motions at the center of the palm.</li> </ul>
7	 <p>Position the guest's hand palm down. Beginning at the wrist and moving toward the fingers, massage using thumb-over-thumb motions, moving in between each finger three times.</p>


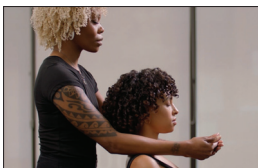

STEP	APPLICATION TECHNIQUES
8	<div data-bbox="279 247 803 457">  </div> <p><b>Beginning with the thumb, massage the guest's fingers from the base to the tip using "pinch, release and slide" motions.</b></p> <ul style="list-style-type: none"> <li>• Begin by massaging the sides of the finger, and then the top and bottom of the finger.</li> <li>• As you reach the tip of the finger, stimulate the pressure points located on the base, top and sides of the nail. Press and release these points quickly.</li> <li>• Perform this movement on each finger.</li> </ul>
9	<div data-bbox="267 688 522 898">  </div> <p><b>Using your thumb, stimulate the pressure point located between the guest's thumb and index finger.</b></p>
10	<p><b>Repeat on the other hand.</b></p>
11	<div data-bbox="267 1108 522 1276">  </div> <p><b>Position the guest's hand between your hands for a moment to indicate closure. Invite the guest to once again experience the product aroma.</b></p>
12	<p><b>Ask the guest which product they would like to take home, and educate on usage and application.</b></p>

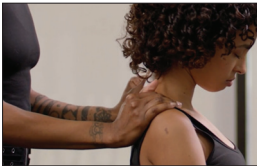

# STRESS-RELIEVING NECK AND SHOULDERS RITUAL

The Stress-Relieving Neck and Shoulders Ritual is a 3–5-minute ritual that features relaxing massage movements covering the neck and shoulders and provides guests the opportunity to experience the benefits of an Aveda product. This ritual focuses on the area at the base of the neck, which experiences more muscle tightness due to prolonged mobile device usage.

## SUPPLIES

- Aveda Composition Oil™ or Body Care Product

STEP	APPLICATION TECHNIQUES
1	Invite the guest to take a seat.
2	 <p>Introduce the chosen product to the guest. Share the product benefits.</p>
3	Stand behind the guest.
4	 <p><b>Perform the calming breath.</b></p> <ul style="list-style-type: none"> <li>• Dispense five drops of the guest's chosen Aveda Composition Oil™ or a small amount of the appropriate body care product into your palms, and emulsify in your hands.</li> <li>• Invite the guest to relax and close their eyes if they feel comfortable doing so.</li> <li>• Rest your forearms on the shoulders, and place your open palms in front of the nose. Invite them to take a long, deep breath to experience the aroma.</li> <li>• As they exhale, gently lean your body weight into your forearms to apply pressure on the shoulders.</li> <li>• Slide your palms over the back of the neck to apply the product to that area.</li> </ul>
5	 <p><b>Perform the neck massage.</b></p> <ul style="list-style-type: none"> <li>• Move to the side of the guest, and place one hand on the forehead for support and your other hand on the back of the neck.</li> <li>• Using your thumb and middle fingers, massage the back of the neck using upward, circular motions, focusing on the pressure points at the base of the hairline.</li> <li>• Repeat this movement three times.</li> <li>• Continue to support the head with one hand, and ask the guest to tilt their head to the left.</li> <li>• Using your middle and ring fingers, massage the pressure points just below the occipital bone behind the right ear using small, circular motions.</li> <li>• Continue massaging using small, circular motions, moving from behind the right ear down to the base of the neck and out along the shoulder muscle using a smoothing motion. Return back to the occipital bone.</li> <li>• Repeat this movement on the right side three times.</li> <li>• Ask the guest to tilt their head to the right, and perform this movement on the left side.</li> </ul>

STEP	APPLICATION TECHNIQUES
6	 <p><b>Perform the shoulder and upper back massage.</b></p> <ul style="list-style-type: none"> <li>• Massage from the neck to the shoulders using light kneading motions. Repeat this movement three times.</li> <li>• Using your thumbs and firm pressure, massage along four key points on the inner sides of each scapula.</li> <li>• Using your thumbs, massage from the back muscles between the scapulae to top of the shoulders using alternating, upward, gliding motions.</li> <li>• Using both palms, massage the scapulae using large, circular motions. Repeat this movement three times.</li> </ul>
7	 <p><b>Perform the closing movement.</b></p> <ul style="list-style-type: none"> <li>• Place one hand on top of the other in the middle of the back, creating a circle of warmth.</li> <li>• Applying firm pressure, move your hands together in a large circle.</li> <li>• Continue the movement, gradually decreasing the pressure and size of the circles and stopping in the center of the back.</li> <li>• Place your hands side by side between the shoulder blades. Using fast, firm, sweeping motions, flick your hands outward off the shoulders, moving down the back.</li> <li>• Place your hands gently on the arm to indicate closure.</li> </ul>
8	<p><b>Ask the guest which product they would like to take home, and educate on usage and application.</b></p>






ADDITIONAL  
SALON RITUAL OF RENEWAL




# STRESS-RELIEVING SCALP AND HAIR RITUAL

The Stress-Relieving Scalp and Hair Ritual is a 3–5-minute ritual that features relaxing massage movements covering the scalp and neck and provides guests the opportunity to experience the Aveda scalp and hair care system that meets their needs.

## SUPPLIES

- Aveda Aroma Products
- Aveda Scalp Cleanser (appropriate for the guest's needs)
- Aveda Shampoo and Conditioner (appropriate for the guest's needs)
- Bowl of Warm Water (can be used to prepare the aromatic steam towel)
- Shampoo Bowl
- Towel
- OPTIONAL: 15 ml Applicator Bottle (for scalp cleanser)

STEP	APPLICATION TECHNIQUES
1	Perform the Aroma Sensory Journey Ritual.
2	Escort the guest to the shampoo bowl, and invite them to take a seat.
3	 <p>Make sure the guest is comfortable. Invite the guest to relax and close their eyes if they feel comfortable doing so.</p>
4	 <p><b>Cleanse the guest's scalp.</b></p> <ul style="list-style-type: none"> <li>• Turn on the water at the shampoo bowl, adjust the temperature to a comfortable level and wet the hair thoroughly.</li> <li>• Dispense 3–4 pumps (15 ml) of scalp cleanser onto your fingertips, and use the pads of your fingers to distribute it evenly over the scalp. Share the product benefits.</li> <li>• <b>OPTIONAL:</b> You may use a 15 ml applicator bottle to apply the product.</li> <li>• Gently massage the scalp for one minute using slow, circular, friction motions and moderate pressure.</li> <li>• Rinse the scalp cleanser from the guest's scalp and hair.</li> </ul>
5	 <p><b>Cleanse the guest's hair.</b></p> <ul style="list-style-type: none"> <li>• Choose the appropriate shampoo for the guest's hair. Share the product benefits.</li> <li>• Emulsify the appropriate amount of shampoo in your hands, and use the pads of your fingers to massage it into a lather that covers the entire head.</li> <li>• Beginning at the front hairline and moving toward the nape, distribute the shampoo through the hair.</li> <li>• Lift the head, and distribute the shampoo across the nape.</li> </ul>

STEP	APPLICATION TECHNIQUES
6	 <p><b>Perform the scalp massage.</b></p> <ul style="list-style-type: none"> <li>• Place your thumbs on the center of the front hairline. Using your thumbs, massage along the front hairline using circular, friction motions, moving toward the ears. When you reach the ears, place your thumbs back on the center of the front hairline.</li> <li>• Repeat this movement two times.</li> <li>• Lift the head, and allow it to relax in your hands. Beginning at the back hairline, massage from ear to ear using circular, friction motions.</li> <li>• Rinse the shampoo from the guest's hair. Cup your hand around the nape to ensure a thorough rinse.</li> </ul>
7	 <p><b>Condition the guest's hair.</b></p> <ul style="list-style-type: none"> <li>• Choose the appropriate conditioner for the guest's hair. Share the product benefits.</li> <li>• Emulsify the appropriate amount of conditioner in your hands, and use your fingers to comb it through the hair.</li> <li>• Prepare an aromatic steam towel in the shampoo bowl by soaking a towel in hot water, wringing it out and applying a few drops of the aroma the guest chose during the Aroma Sensory Journey Ritual.</li> <li>• Wrap the towel turban-style around the head.</li> </ul>
8	 <p><b>Continue the scalp massage.</b></p> <ul style="list-style-type: none"> <li>• Place one hand on the occipital ridge and the other under the chin. Lift the head, and gently rotate it clockwise three times. Reverse the movement, and rotate the head counterclockwise three times. Gently place the guest's head back in the shampoo bowl.</li> <li>• Remove the towel from the head.</li> <li>• Place your hands firmly on either side of the head. Using your palms, massage the scalp using upward, circular, friction motions. Release your hands, and repeat this movement two times.</li> <li>• Place one hand on the occipital ridge and the other on the front hairline. Using your palms, massage these areas using upward, circular, friction motions. Release your hands, and repeat this movement two times.</li> <li>• Emulsify a few drops of the guest's chosen aroma in your hands. Lift the head, and using your thumbs and middle fingers, massage the back of the neck using upward, circular, friction motions.</li> <li>• Gently place the guest's head back in the shampoo bowl. Place your thumbs on the center of the front hairline. Using your thumbs, massage along the front hairline using circular, friction motions, moving toward the ears.</li> <li>• Place your hands on the front hairline. Comb your fingers through the hair from scalp to ends.</li> </ul>
9	<p><b>Rinse the conditioner from the guest's hair. Cup your hand around the nape to ensure a thorough rinse.</b></p>
10	<p><b>Escort the guest to your station, and perform the scheduled service.</b></p>
11	<p><b>Ask the guest which products they would like to take home, and educate on usage and application.</b></p>

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.



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