

2023-2024 AVEDA IN-SALON

EDUCATION CATALOG



AVEDA EDUCATION
NORTH AMERICA

AVEDA'S PRESTIGE EDUCATION

A UNIQUE EXPERIENCE FOR YOUR WHOLE TEAM!

Create synergy amongst your team, level set foundations, and let your team's creativity soar. Aveda offers individualized education that speaks to your culture and team-building needs.

WHAT IS INCLUDED IN THE IN-SALON TUITION:

The tuition quoted includes the educator's day rate, per diems and all travel expenses. Salon is to provide class materials, such as mannequin heads and tripods, which is outside the quoted price. Please complete the in-salon request form [HERE](#) to begin your inquiry for a class.

HOW TO BOOK A CLASS:

To request a class, please click [HERE](#), or use the QR code below. An Education Planner will reply to your inquiry to formally book the class with you or answer any questions you may have. Once details are finalized you will receive a detailed confirmation email.

HOW TO REQUEST MORE INFORMATION:

For more information, please complete the in-salon request form, click [HERE](#). An Education Planner will contact you to speak further on your inquiry.

To request a class [click here](#)
or use QR code below



AVEDA EDUCATION
NORTH AMERICA

Beauty Around the World

GLOBAL ARTISTIC TEAM



IAN MICHAEL BLACK

Global Artistic Director, Hair Color
Los Angeles, CA



RENEE GADAR

Global Artistic Director, Texture
New York, NY



RICARDO DINIS

Global Artistic Director, Hair Cut
New York, NY



ALLEN RUIZ

Global Artistic Director, Style
Austin, TX

Click your favorite instructor to see their full bio!

Global Artists support North America with special events and shows. Due to their limited availability, Global Artists have limited availability for private requests.

ADVANCED EDUCATION ARTISTS

 | AVEDA ACADEMY



BRITT DION

North America Director, Style
Charlotte, NC
\$3,500 USD/700,000 points



LUIS GONZALEZ

North America Artistic Director,
Hair Color
Denver, CO
\$3,500 USD/700,000 points



NAOMI DOVE

North America Artistic Director,
Texture
Phoenix, AZ
\$3,500 USD/700,000 points



TATUM NEILL

North America Director,
Social Media
New Orleans, LA
\$3,500 USD/700,000 points



ASHLEY MCCARTY

Guest Artist, Hair Color
Atlanta, GA
\$3,500 USD/700,000 points



BRANDON DARRAGH

Guest Artist, Hair Cutting
Atlanta, GA
\$3,500 USD/700,000 points



DANIEL HOLZBERGER

Guest Artist, Hair Cutting
Atlanta, GA
\$3,500 USD/700,000 points



DUSTY RHODE

Guest Artist, Hair Cutting
Minneapolis, MN
\$3,500 USD/700,000 points

Click your favorite instructor to see their full bio!

ADVANCED EDUCATION ARTISTS

 | AVEDA ACADEMY



BILLY KEOHANE

Guest Artist, Hair Cutting
New York, NY
\$3,500 USD/700,000 points



MALIA O'KEEFE

Guest Artist
Minneapolis, MN
\$3,500 USD/700,000 points



GERARD SCARPACI

Guest Artist, Hair Cutting
Brooklyn, NY
\$4,000 USD/800,000 points



HARRY WOOD

Guest Artist
Atlanta, GA
\$5,000 USD/ 1,000,000 points



STEPHANIE LUBOW

Guest Artist, Spa
Sarasota, FL
\$4,000 USD/800,000 points



KRISTIN SHAW

Guest Artist, Spa
New York City, NY
\$4,000 USD/800,000 points



GRETA COSTON

Guest Artist, Hair Color
Salt Lake City, UT
\$4,000 USD/800,000 points

Click your favorite instructor to see their full bio!

TEXTURE

The foundation of the Aveda texture education has been based on

CREATING SAFE LEARNING ENVIRONMENTS

for Aveda professionals to create and maintain safe and equitable spaces for wavy, curly and coily hair guests; more specifically bridging gaps in how salon experiences exist for people of color. Our commitment weighs heavily on keeping texture a standard and not a trend.



NAOMI DOVE

North America Artistic Director, Texture

TEXTURE

Now Offering **Texture Color, Cut, & Style Classes!**



RENEE GADAR

Global Artistic Director, Texture
New York, NY
\$4,000 USD/800,000 points



NAOMI DOVE

North America Artistic Director, Texture
Phoenix, AZ
\$3,500 USD/700,000 points



TRACY FREEMAN

Texture Expert
Cincinnati, OH
\$2,500 USD/500,000 points



ARAN BEATTIE

Texture Expert
London, ON
Contact Aveda for Pricing



JUAN PEREZ

Texture Expert
Washington, D.C.
\$1,750 USD/350,000 points



KARINA CHAVEZ

Texture Expert
Phoenix, AZ
\$1,750 USD/350,000 points



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NORTH AMERICA

To Book Your Class: Click Here
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TEXTURE

Now Offering **Texture Color, Cut, & Style Classes!**



MARIE PANELL-BIGGS

Texture Expert
Columbus, OH
\$1,750 USD/350,000 points



NEVADA BLUE

Texture Expert
Atlanta, GA
\$1,750 USD/350,000 points



TIFFANY QUICK

Texture Expert
Sumner, SC
\$1,750 USD/350,000 points



NAJLA TROTTER

Texture Expert
Smyrna, GA
\$1,750 USD/350,000 points



AVEDA EDUCATION
NORTH AMERICA

To Book Your Class: Click Here
Click your favorite instructor to see their full bio!



HAIR COLOR

Hair color can transform your guest with the right combination of technique and formula.

**PUSH YOUR CRAFT AND
TAKE YOUR COLOR WORK
TO THE NEXT LEVEL**

with Aveda's all around bespoke approach to hair color.



IAN MICHAEL BLACK
Global Artistic Director, Hair Color

HAIR COLOR



LUIS GONZALEZ

North America Artistic Director,
Hair Color
Denver, CO
\$3,500 USD/700,000 points



ALBERTO SWANSON

North America Artistic Team
Memphis, TN
\$2,750 USD/550,000 points



ANNA KING

North America Artistic Team
New Brunswick, Canada
Contact Aveda for Pricing



BRIDGETT VAN HORN

North America Artistic Team
Washington, D.C.
\$2,750 USD/550,000 points



GABO HERNANDEZ ROJAS

North America Artistic Team
Toronto, ON
Contact Aveda for Pricing



JEFFREY SCOTT

Aveda Purefessional™
Atlanta, GA
\$2,500 USD/500,000 points



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To Book Your Class: [Click Here](#)
Click your favorite instructor to see their full bio!

HAIR COLOR



KRISTINA PARIS

Aveda Purefessional™
Portland, OR
\$2,500 USD/500,000 points



ANDREA SWANSON

Aveda Purefessional™
Chicago, IL
\$2,250 USD/450,000 points



THOMAS PEPIN

Aveda Purefessional™
Minneapolis, MN
\$2,250 USD/450,000 points



PHILLIP PROCOPIO

Aveda Purefessional™ Hair Color
Bozeman, MT
\$1,750 USD/350,000 points



REBECCA KLINE

Aveda Purefessional™ Hair Color
Bozeman, MT
\$1,750 USD/350,000 points



ALLI WOLFE

Aveda Purefessional™
Columbus, OH
\$1,750 USD/350,000 points



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To Book Your Class: Click Here
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HAIR COLOR



DANIELLE JOJOLA

Aveda Purefessional™
Denver, CO
\$1,750 USD/350,000 points



GINGER PENDLEY

Aveda Purefessional™
Atlanta, GA
\$1,750 USD/350,000 points



JIMMY KEATON-COHEN

Aveda Purefessional™
Portland, OR
\$1,750 USD/350,000 points



LAURA FAGAN

Aveda Purefessional™
Seattle, WA
\$1,750 USD/350,000 points



JOSÉE LEBRUN

Aveda Purefessional™ Hair Color
Montreal, Québec
Contact Aveda for Pricing



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HAIR STYLE



Hair is like fabric and can be anything we choose it to be.

**I CHOOSE TO STAY
PASSIONATELY CURIOUS**

and test the bounds of its possibilities.



BRITT DION

North America Artistic Director, Style

HAIR STYLE



BRITT DION

North America Artistic Director, Style
Charlotte, NC
\$3,500 USD/700,000 points



WOODY THEIS

Aveda Pureprofessional™
Minneapolis, MN
\$2,750 USD/550,000 points



ALAINA BARNES

North America Artistic Team, Style
Cleveland, OH
\$2,500 USD/500,000 points



ALLISHA WEGNER

North America Artistic Team, Style
Cedar Rapids, IA
\$2,500 USD/500,000 points



KRISTINA PARIS

North America Artistic Team, Style
Portland, OR
\$2,500 USD/500,000 points



LYDIA BRACKETT

North America Artistic Team, Style
Richmond, VA
\$2,500 USD/500,000 points



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HAIR STYLE



VANESSA WHITMARSH

North America Artistic Team, Style
Denver, CO
\$2,500 USD/500,000 points



SANDRA BETHKE

Aveda Purefessional™
Minneapolis, MN
\$1,750 USD/350,000 points



IAN HEARTH

Aveda Purefessional™
Niagara Falls, ON
Contact Aveda for Pricing



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HAIR CUT



**THERE ARE SO MANY
LEVELS TO WHAT WE DO.**

Sometimes it's not just a hair cut; sometimes it's about listening, or giving someone direction in their lives, or bringing them back to a place that they forgot.



RICARDO DINIS
Global Artistic Director, Hair Cutting

HAIR CUT



LINDSEY PHELPS

North America Artistic Team
Seattle, WA
\$2,750 USD/550,000 points



MICHAEL PAVLICK

North America Artistic Team
Cleveland, OH
\$2,750 USD/550,000 points



PATRICK INA

North America Artistic Team
Cleveland, OH
\$2,750 USD/550,000 points



SUSAN FORD

Aveda Guest Artist
Chicago, IL
\$2,750 USD/550,000 points



TRACY NEWTON

North America Artistic Team
British Columbia, Canada
Contact Aveda for Pricing



WOODY THEIS

Aveda Purefessional™
Minneapolis, MN
\$2,750 USD/550,000 points



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HAIR CUT



HAUNS KORPELA

Aveda Purefessional™
Henrico, VA
\$2,500 USD/500,000 points



HOLLY BROWN

Aveda Purefessional™
Cleveland, OH
\$2,500 USD/500,000 points



CARRIE BELLUS

Aveda Purefessional™
Denver, CO
\$1,750 USD/3,500 points



DERON EDWARD

Aveda Purefessional™
Lansing, MI
\$1,750 USD/350,000 points



HERBERT ANDERSON

Aveda Purefessional™
Bahama, NC
\$1,750 USD/3,500 points



JOSEF STEPINSKI

Aveda Purefessional™
Milwaukee, WI
\$1,750 USD/350,000 points



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HAIR CUT



ROBIN SCHNELL

Aveda Purefessional™
Painesville, OH
\$1,750 USD/3,500 points



SAM ZORN

Aveda Purefessional™
Kansas City, MO
\$1,750 USD/350,000 points



SARAH KEENAN

Aveda Purefessional™
Grand Blanc, MI
\$1,750 USD/350,000 points



TOM SMITH

Aveda Purefessional™
Fort Mill, SC
\$1,750 USD/350,000 points



JUAN PEREZ

Aveda Purefessional™
Washington, D.C.
\$1,750 USD/350,000 points



LARISSA WONG

Aveda Purefessional™
Minneapolis, MN
\$1,750 USD/350,000 points



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HAIR CUT



MICHAEL LUCERO

Aveda Purefessional™
New York, NY
\$1,750 USD/350,000 points



MICHELLE JENS

Aveda Purefessional™
Chicago, IL
\$1,750 USD/350,000 points



STEVEN ROYSTER

Aveda Purefessional™
New York, NY
\$1,750 USD/350,000 points



ARAN BEATTIE

Aveda Purefessional™
London, ON
Contact Aveda for Pricing



CHARISE BAUMAN

Aveda Purefessional™
Toronto, ON
Contact Aveda for Pricing



IAN HEARTH

Aveda Purefessional™
Niagara Falls, ON
Contact Aveda for Pricing



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HAIR CUT



JORDAN SAAB

Aveda Purefessional™
Ottawa, ON
Contact Aveda for Pricing



PHILLIP ELLIOTT

Aveda Purefessional™
Calgary, BC
Contact Aveda for Pricing



HOPE HARRIS

Aveda Purefessional™
St. Petersburg, FL
\$1,750 USD/350,000 points



BRYAN FOSS

Aveda Purefessional™
Columbus, OH
\$2,250/550,000 Points



SONYA MANNING

Aveda Purefessional™
Somerville, MA
\$1,750/350,000 Points



TRISTIN MORRISON

Guest Artist
Toronto, ON
Contact Aveda for Pricing



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HAIR CUT



DYLAN SIT

Guest Artist
Toronto, ON
Contact Aveda for Pricing



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SKIN & SPA



MY PASSION FOR AVEDA SPA LIES IN THEIR HIGH SCIENCE APPROACH

to wholistic, result oriented treatments with ingredients that “care”. Tried and true facial, massage and body treatments that focus on “recovery” from the negative effects of stress. This makes our treatments a necessity not just a luxury.



Kali Winter
North America Artistic Spa Team

SKIN & SPA



ALLISON OLEAN

North America Artistic Team
Las Vegas, NV
\$2,500 USD/500,000 points



AMANDA PURRINGTON

North America Artistic Team
Boston, MA
\$2,500 USD/500,000 points



ERICA TREAT

North America Artistic Team
Denver, CO
\$2,500 USD/500,000 points



KALI WINTER

North America Artistic Team
Seattle, WA
\$2,500 USD/500,000 points



DR. KRISTY HERON

Aveda Purefessional™
Baltimore, MD
\$2,500 USD/500,000 points



KRISTY JANTZI

North America Artistic Team
Toronto, ON
Contact Aveda for Pricing



AVEDA EDUCATION
NORTH AMERICA

To Book Your Class: Click Here
Click your favorite instructor to see their full bio!

SKIN & SPA



ZANDY RANGEL

North America Artistic Team
Colorado Springs, CO
\$2,500 USD/500,000 points



BARB HARPER

Aveda Pureprofessional™ Spa
Blue Ash, OH
\$1,750 USD/350,000 points



AVEDA EDUCATION
NORTH AMERICA

[To Book Your Class: Click Here](#)
Click your favorite instructor to see their full bio!

HAIR COLOR INDEX

HYPERNATURE COLOR

Are you ready to become inspired and push past the standard?

Join this one-day, hands-on class to learn more about the inspiration behind the HyperNature collection. You'll have a behind the scenes look on how these looks were created and came together. You'll learn how to utilize hair wefts to re-create and customize the HyperNature looks. Get ready because this class pushes the boundaries with color placements!

LEARN:

- The creative placements used in the HyperNature collection, as well as the formulations.
- How to recreate collection looks and utilize hair wefts to create customized looks.
- How to push the boundaries with color placements.

Enroll in **HyperNature Color** today!

HAIR COLOR CLASSES:

Alchemy of Color I

Alchemy of Hair Color: Blonde Edition

Balayage Basics

Balayage Unlimited

Color Craft

Design in Color

Design in Texture

FREEDOM Effortless Hair Painting & Balayage

Full Spectrum Deep Systems + Fusion

HyperNature Color (featured)

Limitless

Master Your Mix

Movement Hair Color

Next Level Brunettes

Next Level Reds

Pure Blondes

Pure Foiling

Reversible Color

Texture Color



AVEDA EDUCATION

HAIR CUT INDEX

PRECISION DRY-CUTTING SMOOTH, SHARP AND SLEEK

We all know how the standard process goes: wash, cut, dry, style. But that isn't the only order of how a hair cut can go down.

This class is all about learning the techniques behind dry-cutting. Learn soft texturizing techniques and time-saving approaches for dry-cutting on curly and wavy hair. Maximize the benefits of dry-cutting with these new techniques to achieve precision cuts and refined lines. The perfect cuts to go with the perfect blow dry—smooth, sharp and sleek.

LEARN:

- How to apply dry-cutting techniques to all hair textures and curl patterns
- Watch a demonstration and then practice three different hair cuts
- How to partner your new technical skills with the best products to achieve and maintain the smooth and straight styles



Enroll in Precision Dry-Cutting today!

HAIR CUT CLASSES:

[Archival Design](#)

[Core Cut I](#)

[Core Cut II](#)

[Core Creative](#)

[Curl Contemporary](#)

[Decipher](#)

[HyperNature Cut Trends](#)

[Men's Core I](#)

[Men's Core II](#)

[Momentum Men's Cutting](#)

[Precision Dry-Cutting \(featured\)](#)

[Re.Think - Short Hair](#)

[Texture Cut](#)



AVEDA EDUCATION

HAIR STYLE INDEX

#CUSTOM CONTENT

Are you looking for best practices and creative ways to post on social media?

Check out this one-day workshop, where you'll have the **opportunity to create 3-5 styles** based on the needs/focus of your salon. You'll learn what products are needed for each style, how to **take engaging photos** by leveraging **lighting, background and editing**. You'll also learn how to create **stories, reels, and appropriate hashtags for each style**.

You'll leave this workshop with the tools to help your salon **recreate mini photo shoots** to continue to build presence on social media. Are you ready to learn some **new customized styles and expand your social media skills**? **Register today!**

LEARN:

- Focus your vision into reality from developing a concept to finished product
- Best practices for lighting, model makeup/ wardrobe, back drops, editing, & more
- Create focal features in your photos

Enroll in #Custom Content today!

HAIR STYLE CLASSES:

Beyond Braiding

Braids, Buns, Boho

#CustomContent (featured)

Finish & Finesse

HyperNature Style Trends

In-Tension

Mastering Movement

Salon Speed Styling

Salon Styling Essentials

Texture Style: Waves, Curls & Coils



AVEDA EDUCATION

SKIN & SPA INDEX

THERMAL FACIAL THERAPY A WARM WELCOME FOR YOUR SKIN

Under stress, skin is the last place in our bodies to receive nourishment from blood flow.

This hands-on course is designed to increase your understanding of the benefits of increasing warmth and circulation for sluggish, stressed skin. Learn and practice new facial massage techniques that will maximize skin's glow. We'll also dive more deeply into Aveda skin care products with ingredients to warm and nourish depleted skin. It's time to turn up the heat.

LEARN:

- A 60-minute facial protocol including warming techniques and integration of Aveda skin care products that create a thermal effect on the skin to increase circulation
- How to implement Thermal Facial Therapy into professional skin care practice and teach guests home care techniques and products to maintain the benefits
- How to implement Thermal Facial Therapy treatments into the salon/spa's business to increase retail sales and pre-bookings

Enroll in Thermal Facial Therapy today!

SKIN & SPA CLASSES:

Advanced Massage Techniques: Deep Tissue for the Shoulders and Back

Advanced Massage Treatment: Body Cupping

Advanced Spa Treatment: Facial Cupping

Aveda Facials, Deconstructed

Elemental NatureSM Energy Massage Techniques

Energy Balancing Aroma Body Scrub

Essential Back Treatment Reimagined

Exfoliation Design

Facial Focus: Massage

Glow Bar

Kühl It Facial Therapy

Marma Detox Body Treatment

Plant Stem Cell + Plant Acid Facials

Rejuvenate: Elevate the Facial Experience

Stress-FixTM Body Massage

Thermal Facial Therapy (featured)



AVEDA EDUCATION

ENGAGE: SOCIAL MEDIA FOR THE FUTURE

Do you want to leverage social media more effectively, intentionally while creating new and exciting content?

This is just what you're looking for! This class sheds light on the ever-changing world of social media. You'll also learn how to create a series of short form videos that will elevate your social media game. You'll walk away more confident not only showing your work on social media but also your perspective. Are you ready to be empowered to express your personal brand?

LEARN:

- How algorithms work and how to influence on an individual level.
- How to analyze and leverage your existing audience to reach and gain new followers.
- How five in-camera transitions and the role they play to engage story-telling.

Enroll in ENGAGE: Social Media for the Future today!

BUSINESS CLASSES:

[Benchmarking 2.0](#)

[Culture: The Inside Story](#)

[Engage: Social Media for the Future \(featured\)](#)

[Fierce Conversations](#)

[#Instagram AVEDA PurePro](#)



AVEDA EDUCATION

COMPLETELY PERSONALIZED TRAINING.

Learning designed for creative people—
from artist to artist.

To request a class [click here](#)
or use QR code below



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