




AVEDA EDUCATION
NORTH AMERICA

2024

AVEDA CLASS DESCRIPTIONS



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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Additional Programs

SELF-GUIDED LEARNING

Learn what you want, when you want.

Aveda's self-guided learning series puts you in control of your learning goals and outcomes. Choose learning that interests you, learn when it's most convenient and go at your own pace.

AVEDA PROFESSIONAL TREATMENTS

TURN GUESTS' HAIR GOALS INTO REALITY

Take your individual and salon revenue to new heights and achieve your guests' hair goals with Aveda Professional Treatments. Incorporating Aveda Professional Treatments into your work behind the chair can increase your weekly and annual revenue. Explore the comprehensive treatment offerings, including damage repair; hydration; thicker, fuller hair; scalp care and shine. After completing the self-guided learning, you will be well-versed in the Aveda Professional Treatments and prepared to recommend and perform the right treatment for any guest with any hair goal.

HAIR COLOR SYSTEMS ONLINE

LEARN AVEDA HAIR COLOR 24/7

Learn the fundamentals of the Aveda Hair Color system and how to use it to formulate for beautiful, customized results. This self-guided course is organized into short, 10-minute modules that you can complete on any device: mobile, tablet or desktop. From natural to vibrant, Aveda Hair Color has a formulation for virtually every hair color guest.

PROFESSIONAL SPA SERVICE FOUNDATIONS JOIN THE AVEDA SPA TRANSFORMATION

Aveda Spas are centers of transformation that combine the best spa experience in the industry with the advanced-performance results guests want. Created for estheticians, massage therapists and nail technicians, this self-guided learning series covers the foundations of becoming a successful Aveda Spa professional. You'll learn the unique Aveda Spa approach, including foundational philosophies and product knowledge, and how to incorporate the Aveda Spa Service Cycle, Aveda Spa Rituals of Renewal and Focus-Touch-OffSM System into your treatments. After completing the series, you'll be prepared to provide guests with the complete Aveda Spa experience.

STYLING ESSENTIALS


STUNNING HAIR STYLES START HERE

Bring out the beauty in your hair cuts with smart hair styling. In this self-guided learning series, you'll learn about the full line of Aveda Hair Styling products and how to incorporate them into essential hair styling methods, drying techniques and curl/wave enhancements. Find out how to match up different products and techniques and give each guest a show-stopping hair style they can replicate at home—a perfect opportunity to recommend Aveda products and increase your retail sales. After completing the series, you'll be inspired to conclude every hair cut with a flattering hair style that could boost your retention and revenue.

THE ART AND SCIENCE OF HAIR COLOR

CREATE COLOR MASTERPIECES

Coloring hair is a transforming experience that brings hair to life in a new way through chemistry—the way color formulas react with hair. That's why the application of hair color is both an art and a science that requires intuition; imagination; creative expression; soft skills, including the ability to consult with guests; and technical knowledge and skills. When all of these things come together, the results are inspiring, and the possibilities are endless. The Art and Science of Hair Color self-guided learning series will provide you with the tools you need to achieve consistency—and eventually, mastery—in hair color application.



Featured Programs

SCALP AND HAIR

AVEDA PROFESSIONAL TREATMENTS

TURN GUESTS' HAIR GOALS INTO REALITY

Take your individual and salon revenue to new heights and achieve your guests' hair goals with Aveda Professional Treatments. In this course, you'll explore how incorporating Aveda Professional Treatments into your work behind the chair can increase your weekly and annual revenue and how conducting effective consultations can lead to making natural treatment recommendations and customized regimens. You'll explore the comprehensive Aveda Professional Treatment offerings, including damage repair; hydration; thicker, fuller hair; scalp care and shine. You'll practice conducting a consultation and performing a hair and scalp check and the appropriate 75-minute treatment based on your findings. After completing this course, you'll be well-versed in every Aveda Professional Treatment and prepared to recommend and perform the right treatment for any guest with any hair goal.

LEARN

- The potential revenue increase Aveda Professional Treatments can provide
- How to master conducting an effective consultation and hair and scalp check to create a customized treatment regimen for any guest
- The complete suite of Aveda Professional Treatments (15- and 75-minute services)
- How to perform each Aveda Professional Treatment*
- Tips and tricks for recommending Aveda Professional Treatments to guests

*Participants will perform and receive one Aveda Professional Treatment during this course; step-by-steps and how-to videos for all treatments will be provided.



TREND

DETAILS COLLECTION: HAIR CUT AND STYLE TRENDS 2024 NUANCE IS WHAT'S NEW

Beauty lies beyond the perimeter of a hair cut or the broad strokes of a color brush. It's found in the subtleties of its living canvases and the technical intricacies each artist contributed to create the final masterpiece. In the Autumn/Winter 2024 Details collection, hair cutting is a celebration of visual artistry and technical precision. Each hair cut is a showcase of stunning aesthetics—and a call to action: to infuse this level of attention into the guest experience, from the initial consultation to the final flourish. It reminds you that magic can be found in the smallest of details.

LEARN

- The hottest trends in hair cutting and how to adapt them for your guests
- Two trend-focused looks via instructor demonstrations and hands-on practice
- How to expand your styling skills for on-point finished looks
- How to elevate the level of detail in the experience you provide your guests



TREND

DETAILS COLLECTION: HAIR COLOR AND STYLE TRENDS 2024 DIMENSION IS IN THE DETAILS

Beauty lies beyond the perimeter of a hair cut or the broad strokes of a color brush. Each look in the Autumn/Winter 2024 Details collection was crafted with a meticulous eye for detail and was a collaborative effort of artists and technical experts who appreciate the reciprocal relationship among hair cut, color and style. In this course, you'll explore seasonal color trends and how they manifest in the Details collection. You'll also learn, either from observation or hands-on practice, how to create key collection color looks. You'll leave the course ready to infuse a newfound level of attention into the guest experience, from the initial consultation to the final flourish.

LEARN

- The hottest trends in hair color and how to adapt them for your guests
- Several trend-focused looks via instructor demonstration and hands-on practice
- Styling ideas for creating on-point finished looks
- How to elevate the level of detail in the experience you provide your guests



AVEDA BUSINESS COLLEGE

BENCHMARKS + CULTURE

BUILD A STRONG CULTURE, GROW A STRONG BUSINESS

Cultivate a heart-driven culture grounded in CARE for your team, guests and the world we live in, and build a values-based foundation for recruitment, retention, service delivery and financial wellbeing.

This two-part program helps you define, or refine, your purpose, determine your salon's values and provides clear actions on how to bring your culture to life. You will be guided through how to engage team members through focused, consistent, culture-centered communication and systems. By the end, you will understand how to leverage your salon's culture for long-term success.

LEARN

- How to clearly define your salon culture, purpose and values
- Engage team members through consistent, culture-based communication strategies
- Develop your salon culture playbook to guide business practices



AVEDA BUSINESS COLLEGE

BENCHMARKS + REVENUE CULTIVATING GROWTH

In a dynamically changing salon climate, growth is not only possible, but also achievable when you are focused on what matters most. In this one-day, in-person, interactive course, you will have the opportunity to see the revenue growth possibilities for your salon and the steps you need to take to achieve it. Highlights include:

- Workshopping your salon's revenue benchmarks to understand exactly where your greatest growth opportunities lie
- Exploring, practicing and prioritizing eight growth behaviors
- Learning alongside like-minded salon owners who share your passion for keeping their salon teams inspired and their revenue growing

This course is designed for success-oriented salon owners or managers who want to achieve next-level revenue growth.

LEARN

- Explore the growth possibilities for your salon now
- Connect to eight “always-on” growth behaviors
- Plan to achieve double-digit growth for your salon this year

Prerequisite: Benchmarks + Culture



AVEDA BUSINESS COLLEGE

BENCHMARKS + PROFIT

MEASURE WHAT MATTERS

Do you want to maximize your profits and gain confidence in running the financial side of your business?

Place yourself and your salon on the path to financial freedom:

- **Find** the right financial/accounting partner
- **Get** your profit & loss statement in salon-oriented Aveda benchmark format
- **Use** your benchmarked P&L to make business decisions

In this class for salon owners, explore concrete ways to unleash the potential in your business. As one successful salon owner said: *“These concepts have saved my business and made it insanely profitable.”*

LEARN

- What a great P&L looks like and how to read it
- The 8 numbers you need to know
- How to do a quick check-up on your business
- Power moves for expense control

NOTE: Knowledge of Aveda Benchmarks is helpful but not required.



AVEDA BUSINESS COLLEGE

BENCHMARKS + FORECASTING CREATE FINANCIAL CLARITY

What is your business forecast? Sunny? Cloudy with a chance of rain? In Benchmarks + Forecasting, place yourself and your salon on the path to financial freedom:

- **Understand** why and how to forecast
- **Plan** the forecast for your salon, including “sunny day” and curveball scenarios
- **Act** on your forecast, including monitoring results, addressing challenges and celebrating wins

In this class for salon owners, you'll learn how effective forecasting gives you the ability to run “what-if” scenarios, keep your team on track and detect potential problems. You'll use the Annual Forecasting Tool and explore the impact of adding or losing team members on your business. You'll leave the course feeling more confident and empowered in your financial decision making and prepared to unleash the potential that lives in your business today.

LEARN

- How to use the Annual Forecasting Tool
- How to use the Impact of Adding/Losing Team Members Tool
- How to review your forecast and make adjustments to improve profitability

Prerequisite: Benchmarks + Profit



HAIR COLOR

HOW

Whether you're fresh on the scene or a seasoned professional, we've designed courses that challenge and inspire every skill level. Courses are grouped into the following four categories to help guide your education journey:

DISCOVER ●○○○

Build a strong foundation for growth with hands-on learning that will refine your skills, reveal your potential, and equip you for long-term success.

EVOLVE ○●○○

Go beyond the basics with in-depth courses created to magnify your unique strengths while challenging you to develop in areas of opportunity.

ELEVATE ○○●○

Take your skills and professional growth above and beyond with intensive learning courses designed to propel your career forward.

ADVANCE ○○○●

Challenge yourself to achieve maximum results with Aveda Business College and Aveda Advanced Academy courses that will help you establish a dignified place in the industry.

WHERE

LIVE/IN-PERSON: L

VIRTUAL: V

HAIR COLOR



HAIR COLOR SYSTEMS

Dive into the world of Aveda Hair Color at our introductory workshop, where you'll master the art of hair color, connect with color theory, and gain hands-on experience with Aveda's exceptional techniques. Elevate your skills, boost your confidence, and open new doors in your career as an Aveda colorist.

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HAIR COLOR SOLUTIONS

Elevate your color game with Aveda's expert guidance! Master the art of tackling tough hair color challenges in our course, learning proven techniques from pre-treatments to applications. Gain hands-on practice and unlock the secrets to creating the perfect hue for your guests.

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FULL SPECTRUM DEEP™ SYSTEMS

Get ready to expand your hair color creativity as you explore the versatility of Full Spectrum Deep™, expanding your color choices, overcoming challenges, and refining your skills to efficiently create beautiful hair color using the diverse Aveda range.

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FULL SPECTRUM™ FUSION

Unleash your inner artist in this full-day hair color course and discover endless possibilities. From intermixing Aveda Hair Color to choosing the perfect components, get ready to unleash limitless possibilities for stunning hair transformations. Elevate your skills and bring a spectrum of colors to life!

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Discover: ● ○ ○ ○

Evolve: ○ ● ○ ○

Elevate: ○ ○ ● ○

Advance: ○ ○ ○ ●

Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA

HAIR COLOR



ALCHEMY OF HAIR COLOR

Discover a fresh perspective on color theory—where pigment weight and tonal balance take the spotlight. Unveil the secrets of crafting neutral, cool, or vibrant hues with precision, and leave ready to transform tones into the perfect palette for you and your guests.

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ALCHEMY OF HAIR COLOR: BLONDE EDITION

The Blonde Edition tackles the challenges of achieving the perfect blonde. You'll master effective consultations to better understand your guests' expectations and learn various blending techniques including babylights, balayage, and hair painting for staying on-trend and delivering that ultimate blonde experience.

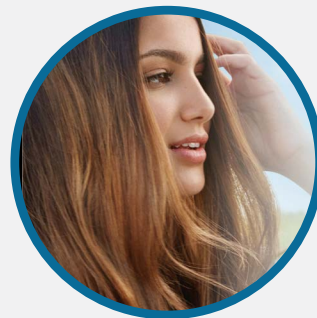
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BALAYAGE BASICS

Break free from foil and embrace the artistic touch of balayage highlights. Elevate your skills in this interactive course, where you'll learn the foundational techniques and tools behind this popular freehand color method, enabling you to craft carefully curated, spontaneous-looking hair color, from subtle blonde glimmers to personality-packed ombre highlights.

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BALAYAGE UNLIMITED

Push your balayage skills to the limit! Learn freehand methods that effortlessly blend art, chemistry, and shape for a natural, dimensional look that remains timeless through changing seasons and trends. Plus, discover time-saving approaches to keep your clients coming back for an easy, stylish transition.

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

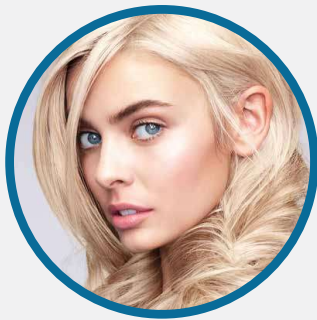
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Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA

HAIR COLOR



CULTIVATE YOUR COLOR: PURE BLONDING

Unlock the art of perfect blinding and transform challenges into stunning, beautiful results. Dive into this hands-on class where you'll reinforce blinding basics, explore Aveda's components, and practice double processing, toning, and low-lighting techniques, giving you the tools to treat your guests to the ultimate golden experience.

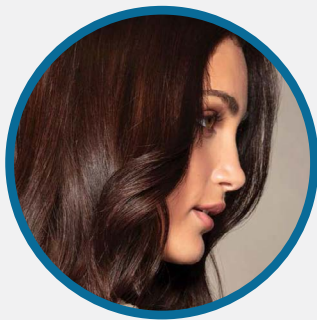
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NEXT LEVEL BLONDES

Discover the secrets to transforming basic blondes into personalized masterpieces in our advanced look-and-learn class. From pre-toning techniques to the art of ammonia vs. non-ammonia formulas, elevate your skills and create refined results that leave your guests thrilled with their stunning new look.

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NEXT LEVEL BRUNETTES

Ready to unlock the secrets to creating rich and expensive-looking brunettes? Stay on-trend with an exclusive technique, explore current dark hair trends, and learn to tailor looks to your clients, all while mastering key toning options.

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NEXT LEVEL REDS

Level-up your red hair game with Next Level REDS! From soft oranges to cool violets, this class delves into the art of vibrant hair. Say goodbye to common red hair challenges and hello to salon-ready techniques and insider tips for jaw-dropping results.

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA

HAIR COLOR



PURE FOILING

Discover the art of dimensional color with foils, mastering both full and partial methods. Dive into the nuances of weaving, slicing, singles, and tipping for a personalized touch, while unlocking the secrets of sectioning, technique, and placement to achieve your desired look effortlessly.

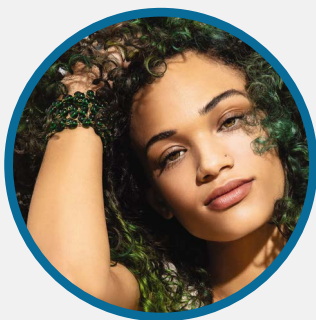
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TEXTURE COLOR

Immerse yourself in the intricacies of coloring textured hair in this one-day course. Explore advanced techniques like the color press, tipping, and color blocking, while mastering considerations such as loss of texture and porosity. Elevate your expertise to confidently meet the unique color needs of textured hair clients.

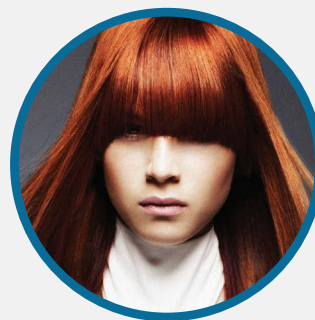
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COLOR CRAFT

Discover the endless possibilities of color mixing with Full Spectrum Permanent Pure Pigments, Demi+, and Vibrants components. Master unique base and tone combinations for vivid, sheer, or bold results, and explore harmonious placements for stunning outcomes, including the beauty of Full Spectrum Demi+ tones.

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DESIGN IN COLOR

Become the architect of your unique vision by mastering the art of strategic color placement, enhancing the beauty of your cuts. Learn the secrets of salon and couture creations, including reading haircuts, defining negative space, and creating movement through shape and color for stunning, customized results.

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Discover: ●○○○

Evolve: ○○○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA

HAIR COLOR



DESIGN IN TEXTURE

Explore the art of personalized color techniques by learning to recognize diverse hair textures and achieving consistent results with different color categories. Embrace salon-friendly, efficient methods that empower you to craft your unique style and seamlessly apply these skills behind the chair.

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FREEDOM: EFFORTLESS HAIR PAINTING

Join our one-day workshop to seamlessly blend hair painting techniques into your foil work, unlocking a world of artistic possibilities. Say goodbye to foil as you enhance your creativity and effortlessly boost your service ticket sales with newfound skills.

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LIMITLESS

Venture beyond your usual choices and delve into Aveda's extensive color range, featuring Full Spectrum Demi+ and Full Spectrum Permanent. Join us for an in-depth exploration and learn the art of formulating custom colors that delight every guest, every time.

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MASTER YOUR MIX

Discover the art of crafting the perfect hair color with insights from Aveda's top experts. Dive into the nuances of color theory, embrace an open-minded approach to thinking about formulations, and unlock endless inspiration for truly personalized results.

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA

HAIR COLOR



REVERSIBLE COLOR

Unleash your individuality in the world of color! In this three-hour module, you'll delve into current trends, perfect the Reversible Color technique, and acquire insider tips for achieving vibrant red results and coloring textured hair. Elevate your expertise and leave ready to make your guests stand out.

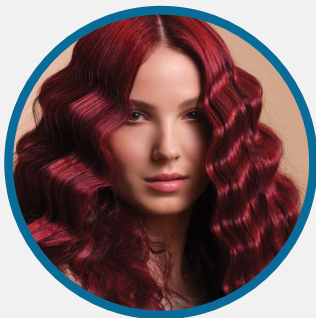
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MOVEMENT HAIR COLOR

Get a creative boost during this full-day mannequin workshop. We'll break down the ins and outs of advanced color techniques, showing you when, how, and why to use them. Amp up your blonding skills, get the hang of slicing and weaving, and leave the workshop armed with new tricks to amp up your salon style right away.

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DETAILS COLOR & STYLE TRENDS 2024

Don't just go with the flow, stand out from the crowd! This course elevates your consultations by translating the hottest Autumn/Winter hair color trends into personalized masterpieces. Learn expert techniques, styling tips, and how to craft a truly unforgettable guest experience in this hands-on class.

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA

HAIR CUT



HOW

Whether you're fresh on the scene or a seasoned professional, we've designed courses that challenge and inspire every skill level. Courses are grouped into the following four categories to help guide your education journey:

DISCOVER ●○○○

Build a strong foundation for growth with hands-on learning that will refine your skills, reveal your potential, and equip you for long-term success.

EVOLVE ○●○○

Go beyond the basics with in-depth courses created to magnify your unique strengths while challenging you to develop in areas of opportunity.

ELEVATE ○○○●

Take your skills and professional growth above and beyond with intensive learning courses designed to propel your career forward.

ADVANCE ○○○●

Challenge yourself to achieve maximum results with Aveda Business College and Aveda Advanced Academy courses that will help you establish a dignified place in the industry.

WHERE

LIVE/IN-PERSON: L

VIRTUAL: V

HAIR CUT



CORE CREATIVE

Go beyond the basics! This class will show you how to mix and match hair cutting fundamentals to create stunning modern cuts for any salon guest, leaving you with endless possibilities. From upgrading long hair with disconnected layering to perfecting a versatile bob, it covers trendy pixie cuts and six different fringe techniques for a comprehensive skill set.

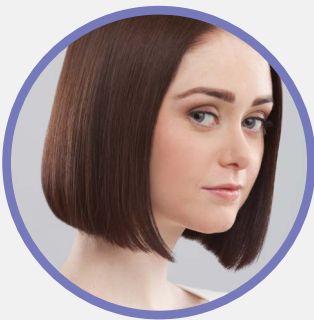
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CORE CUT I

Elevate your craft & stand out behind the chair. After attending this hands-on workshop, you'll be equipped to integrate the six principles of haircutting into your work and begin mastering Aveda's cutting techniques.

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CORE CUT II

True mastery in hair cutting isn't about chasing trends; it's about mastering the basics. Invest in the fundamentals, delve into the six cutting principles, and effortlessly craft classic, beautiful haircuts with precision.

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CURL CONTEMPORARY

Curly hair is here to stay! Dive into the world of cutting techniques and learn to create both classic and trendy looks for your guests, ensuring you can sculpt those curls with confidence.

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA

HAIR CUT



MEN'S CORE II

Elevate your barbering skills beyond trends and cultivate a thriving men's business. Join our hands-on course to master essential terminology, tools, and techniques for modern men's haircuts, maximizing results with an adjustable-bladed clipper on two key styles.

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TEXTURE CUT

Dive into the natural hair movement! Enhance your expertise in cutting textured hair with our exclusive one-day class, guided by Aveda's leading texture experts. Gain the confidence to assist your guests in achieving their hair goals while staying in sync with the latest trends.

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ARCHIVAL DESIGN

Get ready to spark your creativity! Dive into a day of learning with the North America Artistic Team's haircutting experts, where you'll refine your classic shapes, explore trendy cuts inspired by the iconic 70s and 80s, and finish with elevated style looks for that extra touch of glamour.

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DECIPHER

Unlock the secrets of challenging haircuts in this class, gaining the confidence and know-how to interpret any style and recreate it based on your client's hair texture, type, and head shape. It's not just about cutting hair; it's about mastering the puzzle of each unique hairstyle.

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA

HAIR CUT



MEN'S CORE I

Join the wave of modern barbering for men! Our one-day course gives you the edge with men's terminology, tools, and techniques, ensuring you can effortlessly craft three essential haircuts that reveal personality and style.

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MOMENTUM MEN'S CUTTING

Master the art of faster without compromising quality. Elevate your skills, gain confidence, and propel your men's business to new heights with techniques tailored for precision and speed in a fast-paced environment.

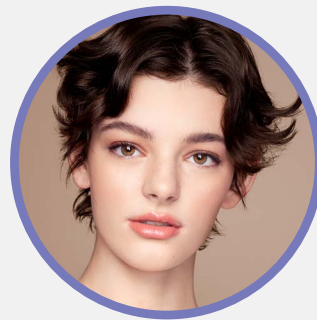
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PRECISION DRY-CUTTING

Explore a fresh perspective on haircutting with this class that delves into the detail of dry-cutting. Master soft texturizing and time-saving methods tailored for curly and wavy hair, achieving precise cuts and refined lines that seamlessly enhance a flawless blow dry.

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RE.THINK - SHORT HAIR

Level-up your short haircutting skills and rethink styling for short hair with our class covering three trendy looks: Ceyde, a soft pixie, Charli, a textured chin-length bob, and Casper, an unapologetically bold short cut with a defined fade. Master the art of blending scissors and razors for softness, texture, and that perfect lived-in style.

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

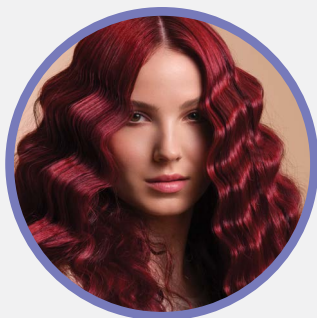
Advance: ○○○●

Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA

HAIR CUT



DETAILS CUT & STYLE TRENDS 2024

Ready to elevate your hair artistry? The Details collection dives deep into the latest cutting trends, showing you how to translate them into stunning client looks with unmatched precision and detail. Discover the magic in every cut, and elevate your guest experience from start to finish.

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA

HAIR STYLE

A woman with dark hair is sitting in a salon chair, looking towards the camera. A hairdresser's hands are visible, one holding a section of her hair and the other holding a hairbrush. A hair dryer is also visible, blowing air onto her hair. The background is slightly blurred, showing other people in the salon.

HOW

Whether you're fresh on the scene or a seasoned professional, we've designed courses that challenge and inspire every skill level. Courses are grouped into the following four categories to help guide your education journey:

DISCOVER ●○○○

Build a strong foundation for growth with hands-on learning that will refine your skills, reveal your potential, and equip you for long-term success.

EVOLVE ○●○○

Go beyond the basics with in-depth courses created to magnify your unique strengths while challenging you to develop in areas of opportunity.

ELEVATE ○○●○

Take your skills and professional growth above and beyond with intensive learning courses designed to propel your career forward.

ADVANCE ○○○●

Challenge yourself to achieve maximum results with Aveda Business College and Aveda Advanced Academy courses that will help you establish a dignified place in the industry.

WHERE

LIVE/IN-PERSON: L

VIRTUAL: V

HAIR STYLE



SALON STYLING ESSENTIALS

Get hands-on with Aveda and start mastering hair styling for all types using the right products and techniques. Explore the art of product layering and learn to understand your guest's style while honing fundamental styling skills they can replicate.

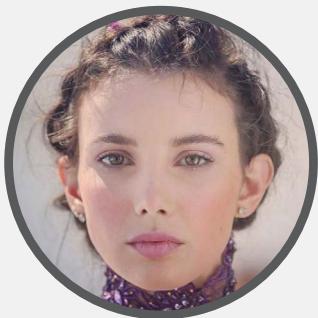
● ○ ○ ○ L, V



BEYOND BRAIDING

Don't let the fear of braiding hold you back! Start with the fundamentals and watch your confidence soar as you effortlessly conquer two to eight-strand braids, invisible and traveling braids, all while learning to choose the perfect products for your guest.

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BRAIDS, BUNS, BOHO

Step up your artistic game with Aveda's North American Artistic Team during these 90-minute virtual sessions. From creative braiding techniques to elevating basic buns, learn how to master on-trend boho styles with confidence.

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BRAIDS, KNOTS AND RODS

Gain texture confidence and expand your clientele by diversifying your toolkit with this course. Learn to assess textured hair and master six sought-after looks, including Bantu knots, cornrows, plaits, flexi rod and perm rod sets on both wet and dry hair, ensuring you can take on any texture with confidence.

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Discover: ● ○ ○ ○

Evolve: ○ ● ○ ○

Elevate: ○ ○ ● ○

Advance: ○ ○ ○ ●

Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA

HAIR STYLE



SALON SPEED STYLING

Discover the art of effortless hairstyling with Aveda's expert tips and tricks. In just three hours, master the selection and application of Aveda's styling products, learning techniques for creating chic ponytails, chignons, buns, and more, ensuring stunning results for you and your guests.

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TEXTURE STYLE

Refine your styling skills with Aveda's exclusive one-day texture class, guided by industry experts. Learn essential techniques for working with textured hair, from identifying patterns to recommending products and mastering six stunning styles for the ultimate curly hair experience.

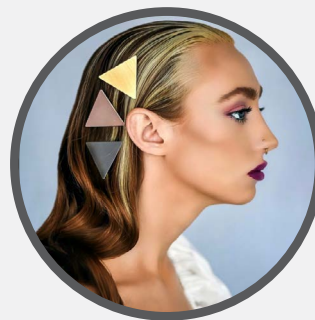
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#CUSTOMCONTENT

Discover the art of salon styling at our one-day workshop! Create 3-5 unique styles, understand the essential products, and enhance your social media presence with photography insights, storytelling techniques, and impactful hashtags. Elevate your salon's online image and keep those trendy photos flowing!

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FINISH & FINESSE

In this one-day workshop, get the inside scoop from trendsetting artists and craft three flawless finishes – Supermodel Blowout, French Girl Chic, and Silk Wrap. You'll also dive into the world of styling nuances and discover the right products for each individual style.

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA

HAIR STYLE



IN-TENSION

Get set to conquer 9 fabulous looks as you become a pro at balancing strong, controlled, and gentle tension in hairstyling. Dive into the secrets of manipulating hair with finesse, mastering different levels of tension along the way.

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AVEDA PROFESSIONAL TREATMENTS

Boost your salon revenue and make your guests' hair dreams a reality with Aveda Professional Treatments. This course teaches you how to consult, recommend and perform these revenue-boosting treatments for thicker hair, vibrant shine and lasting repair.

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA

TEXTURE



HOW

Whether you're fresh on the scene or a seasoned professional, we've designed courses that challenge and inspire every skill level. Courses are grouped into the following four categories to help guide your education journey:

DISCOVER ●○○○

Build a strong foundation for growth with hands-on learning that will refine your skills, reveal your potential, and equip you for long-term success.

EVOLVE ○●○○

Go beyond the basics with in-depth courses created to magnify your unique strengths while challenging you to develop in areas of opportunity.

ELEVATE ○○●○

Take your skills and professional growth above and beyond with intensive learning courses designed to propel your career forward.

ADVANCE ○○○●

Challenge yourself to achieve maximum results with Aveda Business College and Aveda Advanced Academy courses that will help you establish a dignified place in the industry.

WHERE

LIVE/IN-PERSON: L

VIRTUAL: V

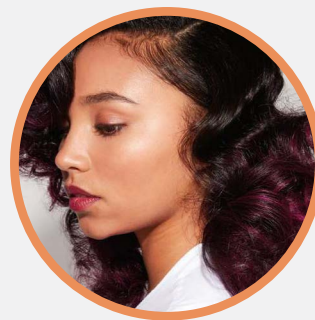
TEXTURE



CURLS COILS ESSENTIALS

Get ready to wash and GO FOR IT! This course dives deep into wash and go techniques for wavy, curly, and coily hair. You'll learn how to balance your approach for each texture while harnessing the power of Aveda products for natural hair so that you can master wash and go care and style longevity. By the end, you'll be setting realistic expectations and creating stunning, long-lasting styles.

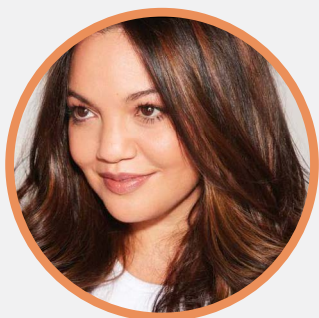
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TEXTURE STYLE

Refine your styling skills with Aveda's exclusive one-day texture class, guided by industry experts. Learn essential techniques for working with textured hair, from identifying patterns to recommending products and mastering six stunning styles for the ultimate curly hair experience.

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TEXTURE COLOR

Immerse yourself in the intricacies of coloring textured hair in this one-day course. Explore advanced techniques like the color press, tipping, and color blocking, while mastering considerations such as loss of texture and porosity. Elevate your expertise to confidently meet the unique color needs of textured hair clients.

○○○○ L, V



TEXTURE CUT

Dive into the natural hair movement! Enhance your expertise in cutting textured hair with our exclusive one-day class, guided by Aveda's leading texture experts. Gain the confidence to assist your guests in achieving their hair goals while staying in sync with the latest trends.

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Discover: ●○○○

Evolve: ○○○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA

TEXTURE



BRAIDS, KNOTS AND RODS

Gain texture confidence and expand your clientele by diversifying your toolkit with this course. Learn to assess textured hair and master six sought-after looks, including Bantu knots, cornrows, plaits, flexi rod and perm rod sets on both wet and dry hair, ensuring you can take on any texture with confidence.

○○●○○ L

Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA

SKIN & SPA

HOW

Whether you're fresh on the scene or a seasoned professional, we've designed courses that challenge and inspire every skill level. Courses are grouped into the following four categories to help guide your education journey:

DISCOVER ●○○○

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EVOLVE ○●○○

Go beyond the basics with in-depth courses created to magnify your unique strengths while challenging you to develop in areas of opportunity.

ELEVATE ○○●○

Take your skills and professional growth above and beyond with intensive learning courses designed to propel your career forward.

ADVANCE ○○○●

Challenge yourself to achieve maximum results with Aveda Business College and Aveda Advanced Academy courses that will help you establish a dignified place in the industry.

WHERE

LIVE/IN-PERSON: L

VIRTUAL: V



SKIN & SPA



GLOW BAR

Ignite your radiance and enhance your RPCT! Join our hands-on Aveda Skincare class to skillfully use Aveda products on yourself, leaving with the confidence to guide your guests in maintaining their glowing skin at home.

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DECONSTRUCTING THE FACIAL

Ideal for Aveda newcomers, this second-level workshop immerses estheticians in foundational techniques for designing and executing Aveda facial treatments. By the end of the full-day class, you'll confidently customize facial treatments using Aveda Spa methods, tools, and products to meet your guests' skincare needs.

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EXFOLIATION DESIGN

Enhance your esthetic expertise with our advanced exfoliation course, exploring Aveda's cutting-edge products and techniques. Master the art of customized facial treatments, ensuring you can confidently deliver immediate, visible results tailored to your guests' unique skin needs.

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KÜHL IT FACIAL THERAPY

Discover Aveda's gentle Kühl It Facial therapy, where soothing techniques and caffeine-infused products create a revitalizing experience. Elevate your salon/spa business with this refreshing practice for depuffed, radiant skin and offer your guests a touch of relaxation that lasts.

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Discover: ●○○○

Evolve: ○○○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V



AVEDA EDUCATION
NORTH AMERICA



MARMA DETOX BODY TREATMENT

In this dynamic one-day workshop, massage therapists and estheticians explore the intricacies of three ancient healing therapies—Dry Brushing, Ayurvedic warm herbal oil Marma Point massage, and Silicone Cupping massage. Acquire the essential skills and Aveda product expertise for delivering an exceptional Marma Detox Body Treatment in diverse treatment room settings.

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TULAŚARA™ FACIAL TREATMENTS: DUAL EXFOLIATION PEEL

Discover the secrets to Aveda's sought-after Dual Exfoliation Peels in this hands-on workshop. Uncover the theory, products, and techniques behind achieving immediate, radiant results without compromising skin integrity, empowering you to advance your career as an esthetician and create personalized treatment plans for guests with aging, hyperpigmented, or acneic skin.

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PLANT STEM CELL + PLANT ACID FACIAL TREATMENTS

Revitalize your clients' skin with three cutting-edge facial treatments, blending plant actives, aromatherapy, and energy balancing for instant, noticeable results. Dive into the theory, products, and hands-on practice of the Plant Stem Cell + Plant Acid Facial Treatments to enhance your skills, expand your portfolio, and craft personalized, holistic plans that bring in new clients and retain the loyal ones.

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ELEMENTAL NATURE ENERGY MASSAGE TECHNIQUES

Explore Ayurvedic traditions in this course, mastering the art of channeling positive energy through gentle touches and acupressure techniques inspired by nature's five elements. Gain the skills to integrate Ayurvedic philosophy into tailor-made spa experiences, ensuring a harmonious and personalized approach for guests according to their Elemental Nature.

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V





ENERGY BALANCING AROMA BODY SCRUB

Explore the world of Polarity Therapy and Yin Yang energy balance through holistic body treatment, including a comprehensive scalp-to-toe scrub. Engage in a practical learning experience, gaining insights into product application, scientific principles, and networking with peers – all without the need for a shower.

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ESSENTIAL BACK TREATMENT REIMAGINED

Give your Aveda Essential Back Treatment a new perspective by integrating Elemental Nature theory, incorporating dry brushing and massage for lymphatic support, and expanding your spa menu with creative body treatments. In this 2-hour virtual training led by Zandy Rangel, a member of Aveda's North America Artistic Team, you'll receive comprehensive guidance on refining your professional back treatment services, covering everything from setup to techniques.

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FACIAL FOCUS: MASSAGE

Discover the art of facial massage in the Facial Focus Series by Aveda, where you'll master signature techniques tailored to your guests' skin needs. From understanding facial anatomy to perfecting each massage movement, this class equips you to elevate your spa game and deliver radiant results.

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REJUVENATE: ELEVATE THE FACIAL EXPERIENCE

Revitalize your Aveda facial routine with ancient-inspired, non-surgical face-lifting techniques in our 60- or 90-minute customizable course, taught by North America Artistic Team member, Alicia Rae. Gain expertise in facial massage, facial yoga, face reflexology, and Gua Sha techniques to enhance your Tulasāra Facial Treatments and bring a holistic touch to your skincare practice.

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V

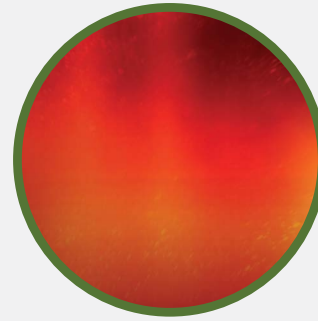




STRESS-FIX™ BODY MASSAGE

Dive into relaxation mastery with our Stress-Fix Body Massage course, blending Swedish, deep tissue, and holistic techniques. Elevate your skills with Aveda's Stress-Fix aroma, leaving guests not just pampered, but genuinely rejuvenated.

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THERMAL FACIAL THERAPY

Revive stressed skin with our course! Learn facial massage techniques, boost glow with Aveda products, and turn up the heat in your salon/spa business. Time to enhance skin health and increase retail sales!

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ADVANCED MASSAGE TECHNIQUES: DEEP TISSUE FOR THE SHOULDERS AND BACK

Unlock the secrets to transformative change with our deep tissue massage workshop. Delve into the anatomy of shoulders and back, master essential techniques, and discover creative ways to captivate spa guests. Elevate your business by offering this in-demand service and witness the positive impact on your guests' well-being.

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V



BUSINESS

HOW

Whether you're fresh on the scene or a seasoned professional, we've designed courses that challenge and inspire every skill level. Courses are grouped into the following four categories to help guide your education journey:

DISCOVER ●○○○

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EVOLVE ○●○○

Go beyond the basics with in-depth courses created to magnify your unique strengths while challenging you to develop in areas of opportunity.

ELEVATE ○○●○

Take your skills and professional growth above and beyond with intensive learning courses designed to propel your career forward.

ADVANCE ○○○●

Challenge yourself to achieve maximum results with Aveda Business College and Aveda Advanced Academy courses that will help you establish a dignified place in the industry.

WHERE

LIVE/IN-PERSON: L

VIRTUAL: V



BENCHMARKING ESSENTIALS

Discover the road to financial freedom with Deanne Wilkins-Senior VP of Finance at The Salon People. Leave behind financial worries, gain the confidence to handle your salon's numbers, make informed decisions, and unlock the full potential of your business. Your path to profitability starts right here!

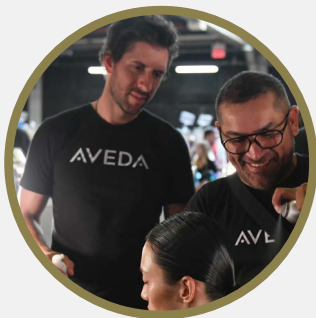
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FORECASTING ESSENTIALS

Walk the path to financial clarity with Deanne Wilkins-Senior VP of Finance at The Salon People. Whether your outlook is bright or uncertain, customize your tools, navigate potential scenarios, and confidently tackle challenges, setting the stage for success in your salon.

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PRINCIPLES OF EDUCATION

Elevate your role as an Aveda educator by mastering the arts of coordinating, presenting, and facilitating—an essential foundation for world-class education. Join our interactive introduction to education, where you'll gain the tools and practice needed to flourish as an educator, creating an inspiring learning environment both behind the scenes and at the front of the room.

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TEXTURE TALK: THE ART OF CONSULTATION

Amplify your texture business with insights from Aveda's Global Texture Team! In this 2-hour session, master the art of meaningful connections, inclusivity, and safety. Learn to implement inclusive language, spot texture cues remotely, and ensure consistent, equitable service behaviors. Join us to set a new standard in hair consultation and amplify your impact in the textured hair industry.

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V





THE ULTRA-PERSONALIZED CONSULTATION

Join our 90-minute virtual class to upgrade your salon's strategy by grasping the unique traits of today's guests. Personalize your services to meet their top priorities, fueling business growth with amplified sales and enhanced guest retention. Plus, get post-class coaching and tools for enduring success.

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CULTURE: THE INSIDE STORY

Join Maggie Dame, the owner of Dame Salon Spa, in shaping a heart-driven culture that prioritizes CARE for your team, guests, and the world. Define your salon's purpose, establish values, and bring your culture to fruition with actionable steps, fostering long-term success through effective communication and strategic systems.

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FIERCE CONVERSATIONS

Dive into the world of fierce conversations, where realness fuels dialogue for growth and connection. Embrace a groundbreaking communication approach, explore transformative ideas, and unlock the keys to effective conversations, laying the foundation for outstanding leadership, vibrant cultures, and wholehearted execution.

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BENCHMARKS + FORECASTING

Want to ditch financial guesswork for clear skies? Benchmarks + Forecasting equips salon leaders with the tools to forecast success. Learn to "what-if" your way to financial freedom, including using exclusive tools to create annual forecasts, assess team impact and adjust for smooth sailing!

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V





BENCHMARKS + CULTURE

Build a dream team and business! Benchmarks + Culture will have you crafting a powerful culture. You'll learn to define your core values, ignite team spirit through clear communication and build a customized playbook for thriving business practices. A strong culture is the secret weapon for attracting top talent and achieving long-term success.

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BENCHMARKS + PROFIT

Ready to shed light on your business's true potential? Learn to "speak profit" by understanding what a great P&L looks like, identify key financial metrics and discover quick ways to check your salon's health. Plus, gain powerful expense control strategies! Begin writing your salon's success story and make confident decisions that shine even brighter on your bottom line.

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BENCHMARKS + REVENUE

Transform salon growth potential into reality! Benchmarks + Revenue equips you to achieve double-digit growth. This one-day course dives deep into industry benchmarks, helping you identify hidden opportunities. Master eight key "always-on" behaviors to fuel success and walk away with a personalized plan to propel your salon to new heights.

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Discover: ●○○○

Evolve: ○●○○

Elevate: ○○●○

Advance: ○○○●

Live/In-person: L Virtual: V



SELF-GUIDED LEARNING

LEARN WHAT YOU WANT, WHEN YOU WANT.

Aveda's self-guided learning series puts you in control of your learning goals and outcomes. Choose learning that interests you, learn when it's most convenient and go at your own pace.

HOW

Whether you're fresh on the scene or a seasoned professional, we've designed courses that challenge and inspire every skill level. Courses are grouped into the following four categories to help guide your education journey:

DISCOVER ●○○○

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ELEVATE ○○●○

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ADVANCE ○○○●

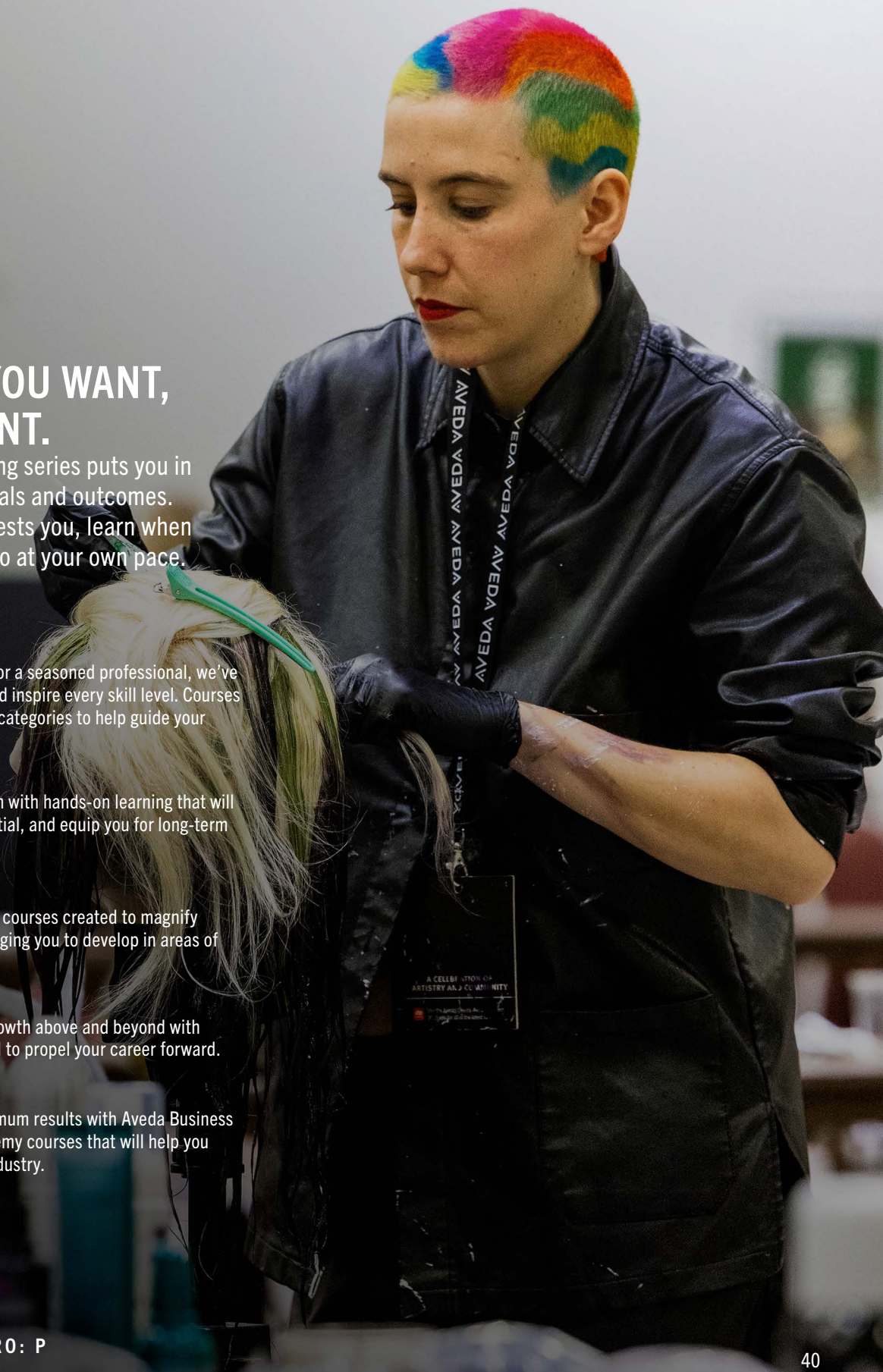
Challenge yourself to achieve maximum results with Aveda Business College and Aveda Advanced Academy courses that will help you establish a dignified place in the industry.

WHERE

LIVE/IN-PERSON: L

VIRTUAL: V

ON DEMAND VIA PUREPRO: P



SELF-GUIDED LEARNING



PROFESSIONAL SPA SERVICE FOUNDATIONS

JOIN THE AVEDA SPA TRANSFORMATION

Aveda Spas are centers of transformation that combine the best spa experience in the industry with the advanced-performance results guests want. Created for estheticians, massage therapists and nail technicians, this self-guided learning series covers the foundations of becoming a successful Aveda Spa professional. You'll learn the unique Aveda Spa approach, including foundational philosophies and product knowledge, and how to incorporate the Aveda Spa Service Cycle, Aveda Spa Rituals of Renewal and Focus-Touch-OfferSM System into your treatments. After completing the series, you'll be prepared to provide guests with the complete Aveda Spa experience.

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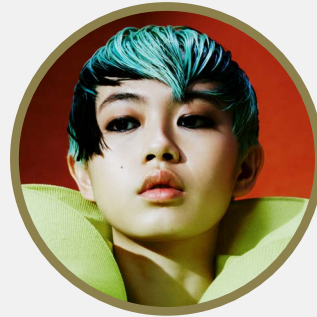


HAIR COLOR SYSTEMS ONLINE

LEARN AVEDA HAIR COLOR 24/7

Learn the fundamentals of the Aveda Hair Color system and how to use it to formulate for beautiful, customized results. This self-guided course is organized into short, 10-minute modules that you can complete on any device: mobile, tablet or desktop. From natural to vibrant, Aveda Hair Color has a formulation for virtually every hair color guest.

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THE ART AND SCIENCE OF HAIR COLOR

CREATE COLOR MASTERPIECES

Coloring hair is a transforming experience that brings hair to life in a new way through chemistry—the way color formulas react with hair. That's why the application of hair color is both an art and a science that requires intuition; imagination; creative expression; soft skills, including the ability to consult with guests; and technical knowledge and skills. When all of these things come together, the results are inspiring, and the possibilities are endless. The Art and Science of Hair Color self-guided learning series will provide you with the tools you need to achieve consistency—and eventually, mastery—in hair color application.

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STYLING ESSENTIALS

STUNNING HAIR STYLES START HERE

Bring out the beauty in your hair cuts with smart hair styling. In this self-guided learning series, you'll learn about the full line of Aveda Hair Styling products and how to incorporate them into essential hair styling methods, drying techniques and curl/wave enhancements. Find out how to match up different products and techniques and give each guest a show-stopping hair style they can replicate at home—a perfect opportunity to recommend Aveda products and increase your retail sales. After completing the series, you'll be inspired to conclude every hair cut with a flattering hair style that could boost your retention and revenue.

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Discover: ● ○ ○ ○

Evolve: ○ ● ○ ○

Elevate: ○ ○ ● ○

Advance: ○ ○ ○ ●

Live/In-person: **L** Virtual: **V**

On Demand via Purepro: **P**



AVEDA EDUCATION
NORTH AMERICA



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