



 | Aveda EDUCATION

Aveda UK & Ireland Education Programme

JANUARY-MARCH 2021



BEHIND EVERY SCENE IS A STORY.
FOR ARTISTS, EVERY
STORY BEGINS WITH
THE DESIRE TO CREATE
SOMETHING NEW.

There's the vision of what could be, the technique perfected through trial and error, and the sense of accomplishment in creating something great. Join us for dynamic learning opportunities that fuel your creativity and desire for excellence—and tell your own story.

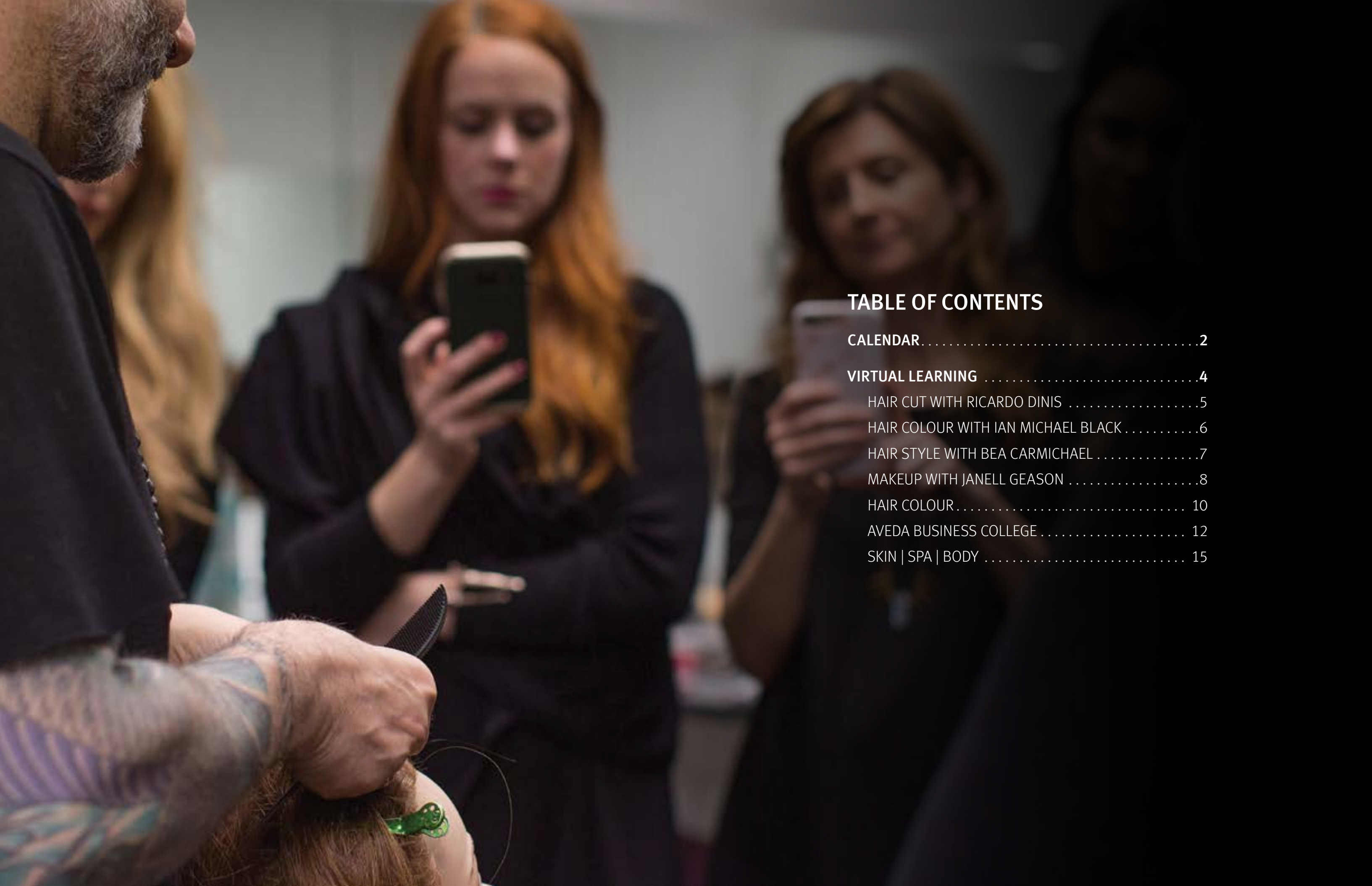


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CALENDAR 2021

Aveda Education gifts you a Lockdown 3.0 Learning Calendar.

To attend a virtual session, simply click the link to the accompanying session and complete the registration details. The webinar link will then be sent to the email address you provide.

TOP TIP: It is recommended to pre-book all your classes ahead of time. Add calendar reminders to your device calendar to ensure your learning journey is kept on track!

JANUARY 2021

DATE	TIME	DURATION	COURSE	LEVEL	PRESENTER	ZOOM
Tuesday, 12 January	4:00 pm	90 min	Short-Length Hair Cuts and Styles: Contemporary Pixie	Elevate	Ricardo Dinis	Link
Tuesday, 12 January	10:00 am	30 min	Ingredient Lab: Slip & Grip	Discover	UK Education Team	Link
Wednesday, 13 January	10:00 am	30 min	BITESIZE: Vegan Colour Formulation	Discover	UK Education Team	Link
Monday, 18 January	12:30 pm	90 min	Signature Styling: Creating Modern Texture	Evolve	Bea Carmichael	Link
Monday, 18 January	4:00 pm	90 min	Radiant Blondes: Quick Foiling	Elevate	Ian Michael-Black	Link
Tuesday, 19 January	10:00 am	30 min	Ingredient Lab: Repair Damage	Discover	UK Education Team	Link
Wednesday, 20 January	10:00 am	30 min	BITESIZE: Consultation Guide	Discover	UK Education Team	Link
Wednesday, 20 January	2:00 pm	90 min	Full Spectrum Deep Masterclass	Advanced	UK Education Team	Link
Monday, 25 January	11:00 am	90 min	Hair Colour Systems: Theory	Discover	UK Education Team	Link
Tuesday, 26 January	11:00 am	90 min	Hair Colour Solutions: Theory	Discover	UK Education Team	Link
Tuesday, 26 January	3:00 pm	90 min	Spring/Summer 2021 Makeup Trends	Advanced	Janell Geason	Link
Wednesday, 27 January	9:00 am	90 min	EMEA – Styling Tips & Tricks	Evolve	Bastian Casaretto	Link
Wednesday, 27 January	10:00 am	30 min	BITESIZE: Emotion Pantone	Discover	UK Education Team	Link

FEBRUARY 2021

DATE	TIME	DURATION	COURSE	LEVEL	PRESENTER	ZOOM
Monday, 1 February	11:00 am	90 min	Hair Colour Systems: Theory	Discover	UK Education Team	Link
Monday, 1 February	4:00 pm	90 min	Radiant Blondes: Foil Fixes	Elevate	Ian Michael-Black	Link
Tuesday, 2 February	11:00 am	90 min	Hair Colour Solutions: Theory	Discover	UK Education Team	Link
Tuesday, 2 February	2:00 pm	90 min	2021 Pantone Colour Trend Masterclass	Advanced	UK Education Team	Link
Wednesday, 3 February	10:00 am	30 min	BITESIZE: Service Protocols	Discover	UK Education Team	Link
Wednesday, 3 February	11:00 am	60 min	Welcome To Aveda	Discover	UK Education Team	Link
Monday, 8 February	12:30 pm	90 min	Signature Styling: Big Hair: Don't Call it a Comeback	Evolve	Bea Carmichael	Link
Tuesday, 9 February	11:00 am	90 min	Success With Stress Fix: E1	Evolve	Krista Kylie	Link
Tuesday, 9 February	2:00 pm	90 min	Success With Stress Fix: E2	Evolve	Krista Kylie	Link

FEBRUARY 2021 continued

DATE	TIME	DURATION	COURSE	LEVEL	PRESENTER	ZOOM
Wednesday, 10 February	10:00 am	30 min	BITESIZE: Full Spectrum Deep, Fundamentals	Discover	UK Education Team	Link
Wednesday, 10 February	11:00 am	60 min	Introduction To Benchmarking	Evolve	Kevin Mcginley	Link
Monday, 15 February	11:00 am	2 hours	ABC Module 1: Why Aveda	Advanced	Kevin Mcginley	Link
Tuesday, 16 February	11:00 am	30 min	Live Styling with Bea Carmichael	Elevate	Bea Carmichael	Link
Tuesday, 16 February	4:00 pm	90 min	Short-Length Hair Cuts and Styles: Short, Layered Shag	Elevate	Ricardo Dinis	Link
Wednesday, 17 February	10:00 am	30 min	BITESIZE: Shine Øn	Discover	UK Education Team	Link
Wednesday, 17 February	11:00 am	60 min	Digital Be-The-Best	Evolve	Zoe Parperis	Link
Monday, 22 February	11:00 am	2 hours	ABC Module 2: Finance Foundations	Advanced	Kevin Mcginley	Link
Monday, 22 February	4:00 pm	90 min	Braiding With Beenders	Advanced	Antoinette Beenders	Link
Tuesday, 23 February	10:00 am	30 min	Ingredient Lab: Thicker Fuller Hair	Discover	UK Education Team	Link
Tuesday, 23 February	3:00 pm	90 min	Social Media Makeup	Advanced	Janell Geason	Link
Wednesday, 24 February	10:00 am	30 min	BITESIZE: Hair Colour Ingredient Lab	Discover	UK Education Team	Link

MARCH 2021

DATE	TIME	DURATION	COURSE	LEVEL	PRESENTER	ZOOM
Monday, 1 March	11:00 am	90 min	Hair Colour Systems: Theory	Discover	UK Education Team	Link
Monday, 1 March	4:00 pm	90 min	Radiant Blondes: Mixing Foil Techniques For Customised Looks	Elevate	Ian Michael-Black	Link
Tuesday, 2 March	11:00 am	90 min	Hair Colour Solutions: Theory	Discover	UK Education Team	Link
Wednesday, 3 March	10:00 am	30 min	BITESIZE: Demi+ Options	Discover	UK Education Team	Link
Wednesday, 3 March	11:00 am	60 min	Welcome To Aveda	Discover	UK Education Team	Link
Monday, 8 March	11:00 am	2 hours	ABC Module 3: Aveda's Benchmarking System	Advanced	Kevin Mcginley	Link
Tuesday, 9 March	11:00 am	30 min	Live Styling with Bea Carmichael	Elevate	Bea Carmichael	Link
Tuesday, 9 March	4:00 pm	90 min	Short-Length Hair Cuts and Styles: Micro Bob	Elevate	Ricardo Dinis	Link
Wednesday, 10 March	10:00 am	30 min	BITESIZE: Toning Formulations & Top Tips	Discover	UK Education Team	Link
Wednesday, 10 March	11:00 am	60 min	The Business Health Check	Evolve	Kevin Mcginley	Link
Monday, 15 March	11:00 am	2 hours	ABC Module 4: Aveda's Benchmarking System Continued	Advanced	Kevin Mcginley	Link
Monday, 15 March	12:30 pm	90 min	Signature Styling: Easy Updos	Evolve	Bea Carmichael	Link
Monday, 15 March	3:00 pm	90 min	Trending Hair Inspiration Hair Colour	Advanced	Ian Michael-Black	Link
Tuesday, 16 March	2:00 pm	120 min	Customised Massage & Body Therapy	Elevate	Krista Kylie	Link
Wednesday, 17 March	10:00 am	30 min	BITESIZE: Express Hair Colour Menu	Discover	UK Education Team	Link
Wednesday, 17 March	11:00 am	60 min	The Business Health Check	Evolve	Kevin Mcginley	Link
Monday, 22 March	11:00 am	2 hours	ABC Module 5: Service	Advanced	Kevin Mcginley	Link
Tuesday, 23 March	10:00 am	30 min	Ingredient Lab: Hydration & Moisture	Discover	UK Education Team	Link
Tuesday, 23 March	3:00 pm	90 min	Editorial Photographic Makeup	Advanced	Janell Geason	Link
Wednesday, 24 March	10:00 am	30 min	BITESIZE: Virgin Colour Applications	Discover	UK Education Team	Link
Wednesday, 24 March	11:00 am	60 min	The Business Health Check	Evolve	Kevin Mcginley	Link
Monday, 29 March	11:00 am	2 hours	ABC Module 6: Create A Plan For Success & Engaging Your Team In Change	Advanced	Kevin Mcginley	Link
Wednesday, 31 March	10:00 am	30 min	BITESIZE: Balyage Tips & Tricks	Discover	UK Education Team	Link
Wednesday, 31 March	10:00 am	90 min	Winning Today's Haircare Consumer	Advanced	UK Education Team	Link



VIRTUAL LEARNING

LEARN FROM TOP AVEDA ARTISTS AROUND THE WORLD—FROM THE COMFORT OF YOUR OWN HOME.

Aveda’s virtual learning series provides you with interactive experiences that are facilitated by trained Aveda educators in an online environment. Gain new knowledge and skills and access to real-time coaching and feedback without the travel costs or time away from work and family.

HAIR CUT WITH RICARDO DINIS

Ricardo Dinis joined Aveda in his native Canada as Creative Director for Collega, Aveda’s Canadian distributor. He then spent three years in Spain as Creative Director at the Aveda Lifestyle Salon & Spa in Madrid. Ricardo’s professional and geographic journey has brought him to his current role as Aveda Artistic Director, Hair Cutting. He collaborates on trend collections and visual campaigns for Aveda and develops and teaches advanced hair cutting courses around the world.



SHORT-LENGTH HAIR CUTS AND STYLES SERIES

THINK AND WORK IN LENGTH

Length plays a big factor in hair cutting and styling, and ultimately, determines the technique you use. In this three-course series, you’ll explore short hair cutting and styling trends and the techniques needed to create them. After completing the series, you can mix and match your favorite techniques behind the chair to create your own customised short cuts and styles.

Level: Elevate

Length: 3 courses, 90 minutes each

COURSE 1: CONTEMPORARY PIXIE

The pixie cut started with Audrey Hepburn and Twiggy, and it’s still a sought-after hair cut today. In this course, you’ll explore the best face shapes for the pixie and learn a new take on this trendy cut.

LEARN

Techniques for:

- Short graduation and layering
- Disconnection
- Refining the perimeter
- Twist-cutting
- Point-cutting a graduated fringe

COURSE 2: SHORT, LAYERED SHAG

The shag is back in a big way. In this course, you’ll explore the best face shapes for the shag and learn a new take on this trendy cut.

LEARN

Techniques for:

- Disconnected, short layering
- Texturizing
- Short fringe cutting

COURSE 3: MICRO BOB

Perhaps the most classic hair cut of them all, the bob will never go out of style. Chin-length, with or without fringe, this cut is deceptively versatile. In this course, you’ll explore the best face shapes for the bob and learn a new take on this trendy cut.

LEARN

Techniques for:

- Combining graduation and layering
- Disconnected layering
- Refining the perimeter
- Texturizing

HAIR COLOUR WITH IAN MICHAEL BLACK

Ian Michael Black has been part of the Aveda tribe since 1999 when he joined the Aveda Academy in London. He is known throughout the global hair colour industry for his passion and ability to create innovative placement techniques and formulations. In the classroom, Ian is an inspirational educator who enjoys challenging his students to push the limits of hair colour. In his current role as Aveda Artistic Director, Hair Colour, Ian collaborates on product development, trend collections and visual campaigns for Aveda.



HAIR STYLE WITH BEA CARMICHAEL

Bea Carmichael has worked for more than 20 years as a hair stylist in the UK, beginning her career in London salons. She has been a lead stylist at Fashion Week shows in Europe and New York and an educator at the Aveda Advanced Academy London. In her current role as Aveda Global Educator, Hair Styling, Bea enjoys motivating and inspiring others. She believes that by sharing techniques and skills of the craft with each other, Aveda Artists can push the boundaries of hair together.



RADIANT BLONDES SERIES

BLONDES FOR ALL LENGTHS AND TEXTURES

In this three-course series, you'll learn quick, contemporary blanding techniques for different lengths and textures of hair. Each course will focus on a different length or texture and will cover both quick service enhancements and high-impact techniques that you can take back behind the chair.

Level: Elevate

Length: 3 courses, 90 minutes each

COURSE 1: QUICK FOILING

From quick, money-making service enhancements to standalone techniques, this course will provide you with time-efficient foil placements that achieve maximum impact in minimal time.

LEARN

- How to place foils for maximum impact
- A quick foiling technique to perform as a service add-on or standalone service
- How to perform quick service enhancements with foils

COURSE 2: FOIL FIXES

From toning down and breaking up over-blonded hair to softening stripy looks, this course will provide you with solutions to common foil mishaps.

LEARN

- How to break up over-blonded hair
- How to tone down over-blonded hair
- How to soften stripy highlights

COURSE 3: MIXING FOIL TECHNIQUES FOR CUSTOMISED LOOKS

Step aside, standard foil techniques. In this course, you'll learn how to combine different weave textures and foil techniques to create customised results that complement guests' length and texture.

LEARN

- When and why to use mixed weaving to create texture
- How to create your own sectioning patterns
- How to choose the appropriate techniques for different lengths and textures

SIGNATURE STYLING SERIES

MAKE IT PERSONAL WITH A SIGNATURE STYLE

Creating signature styles for guests provides them with a personalised experience that will keep them in your chair—and you behind it. Whether you want to create texture, big hair or a quick updo, this three-course series will provide you with the techniques you need to create a signature style that will get your guests' stamp of approval. Each course includes hair styling trends and tips and tricks inspired by London Fashion Week.

Level: Evolve

Length: 3 courses, 90 minutes each

COURSE 1: CREATING MODERN TEXTURE

In this course, you'll explore fashion-inspired hair styling trends and learn how to create modern texture on all lengths of hair using a variety of techniques.

LEARN

- Techniques for:
- Flat iron and curling iron heat styling
 - Soft and hard setting
 - Pinning
 - Placement

COURSE 2: BIG HAIR: DON'T CALL IT A COMEBACK

In this course, you'll explore fashion-inspired big hair styling trends and learn how to create modern big hair looks using a variety of techniques.

LEARN

- Techniques for:
- Backcombing
 - Backbrushing
 - Lacing

COURSE 3: EASY UPDOS

In this course, you'll explore fashion-inspired updo trends, learn how to create three quick-and-easy updos and focus on creating your signature style.

LEARN

- Techniques for:
- Sectioning
 - Pinning
 - Placement

MAKEUP WITH JANELL GEASON

Janell Geason is known for her awe-inspiring creativity, technical expertise and innate ability to connect with her students. Janell was named NAHA Makeup Artist of the Year in 2008 and 2009. As Aveda Artistic Director, Makeup, Janell travels globally to teach professional makeup artists, and she performs at Aveda shows and events. Her role includes leading education for Aveda Makeup, collaborating on new products and beauty images and working as a lead makeup artist at New York Fashion Week.

SPRING/SUMMER 2021 MAKEUP TRENDS

NEW SUMMER MAKEUP, WHO DIS?

Last spring/summer could've used a makeover. This course will kick off this spring/summer season in full bloom by showing you the season's hottest trends and how to translate them for your guests.

LEARN

- The hottest spring/summer makeup trends
- How to create intensity and payoff using Aveda Makeup
- Techniques for adapting fashion-forward trends into wearable looks for guests
- Tips for boosting your makeup and skin care sales

Level: Elevate

Length: 1 course, 90 minutes

EDITORIAL/PHOTOGRAPHIC MAKEUP

In this course, you will leave with advanced makeup skills around editorial/photographic makeup. You will understand the difference between editorial and advertising makeup and use the the 4 basic looks as foundation for photographic makeup.

LEARN

- Learn the difference between editorial and advertising makeup
- Expand upon the 4 basic looks
- Learn how to use the principle of light and dark for photographic makeup
- Create a concept board

Level: Advance

Length: 90 minutes

Format: Virtual

SOCIAL MEDIA MAKEUP

Want to learn what makeup looks are trending on social media? The looks change day by day, sometimes hour by hour and it can hard to keep up but your guests are coming in asking for them. Practice the art of the translating social media inspired looks into wearable makeup that keeps you in the know. You will learn the skills needed to recreate the trends your guests are seeing on their social media platforms

LEARN

- The top social media makeup trends
- Looks inspired by them
- Creative techniques to adapt these looks to your guests

Level: Advance

Length: 90 minutes

Format: Virtual

COURSE DESCRIPTIONS

HAIR COLOUR

HAIR COLOUR SYSTEMS: THEORY

HELLO, AVEDA HAIR COLOUR!

Step inside the world of Aveda Hair Colour, and discover the distinct methods and techniques that make it outshine the competition. Join Aveda's colouring pros for an introductory workshop that will boost your confidence in formulating, mixing and applying different Aveda Hair Colour categories. This course will increase your grasp of hair colour fundamentals and explore the wide range of possibilities Aveda Hair Colour offers. You'll be motivated to transform your guests' hair with vibrant colour and expand your career as an Aveda colourist.

LEARN

- Connect colour theory to the art of hair colour
- Explain the fundamentals of Aveda Hair Colour
- Formulate successfully using Aveda Hair Colour systems, and create beautiful hair colour results

Level: Discover

Length: 90 mins

Format: Virtual

HAIR COLOUR SOLUTIONS: THEORY

HAIR COLOUR FIXES REVEALED

What to do when you encounter a tough hair colour challenge? Tackle it confidently with Aveda's proven colour change techniques. From pre-treatments and post-treatments to performing colour change applications, this course will guide you through Aveda's step-by-step solutions for overcoming common hair colour challenges. Work with Aveda's expert colourists to decipher which technique to use to create the perfect hue for your guest—no matter what challenges you encounter along the way.

LEARN

- Explain how to use Aveda Hair Colour systems to solve common hair colour challenges
- Perform the six steps to a successful hair colour consultation
- Formulate and apply hair colour changes with success

Level: Discover

Length: 90 minutes

Format: Virtual



BITESIZE: COLOUR

Be inspired by a member of the Aveda education team, pop your camera on and join us on zoom for interactive live sessions covering key colour topics designed to give you real aha moments – **every Wednesday @ 10am for 30 minutes.**

TRENDS MASTERCLASS

Be inspired! Discover what is on trend for 2021.

KEY TAKEAWAYS:

- Pantone 2021 colour of the year formulations and looks
- Learn new salon friendly application techniques
- Learn what is happening in the world of fashion
- Discover ways to inspire your guests to have a change of colour

FULL SPECTRUM DEEP: MASTERCLASS

Unleash your creativity and join us to find out how full spectrum deep can be used to create the most beautiful and unique hue's. From ravishing reds to head turning blondes we will empower you to think differently when colouring guest's hair.

BITESIZE: INGREDIENT LAB

Become an Aveda product guru and discover the art and science of pure flower and plant essences. Network with other Aveda artists live on zoom and learn how Aveda's unique naturally derived formulas are truly innovative giving performance time after time – **every Tuesday @ 10am for 30 minutes.**

LIVE STYLING WITH BEA CARMICHAEL

Get up close and personal with Aveda's Global Educator in styling Bea Carmichael, she will give you her top styling tips in an open interactive zoom environment designed to inspire you with new application and product skills.



THE VIRTUAL BUSINESS ACADEMY

THE VIRTUAL BUSINESS ACADEMY

BIG BUSINESS ENERGY

It's no secret—the world looks different than it did a year ago. And while the changes we've experienced have greatly impacted the way we run our business, one thing remains the same—we still need to increase revenue and overall profit. The Virtual Business Academy is a series of 12 interactive sessions that will provide you with the tools you need in 2021 and beyond. You'll learn how to re-examine your business, identify the areas on which you want to focus. You'll leave The Virtual Business Academy equipped with the knowledge you need to not merely survive, but thrive, during these uncertain times.

LEARN

- How to hire and retain team members
- How to offer commission plans that help stylists prosper
- How to tighten operations and increase your bottom line

Who should attend: Salon owners/managers

Level: Advance

Length: 6 courses, 1 hour each

MODULE 1: WHY AVEDA?

Welcome to the online Benchmarking Series. This eight-part series will guide you to understand Aveda's benchmarking foundations, service and how you can execute in your salon to drive growth. This first module will look at Aveda as a salon business partner, understanding the challenges small businesses face and review the learning journey.

LEARN

- Benefits of being with Aveda
- Challenges for Small Businesses
- Setting our learning journey up for success

Who should attend: Salon Owners & Managers

Level: Advance

Length: 60 minutes

MODULE 2: FINANCE FOUNDATIONS

Learn how money flows through the salon and how to use Aveda's Profit and Loss statement to get clear on your cash flow.

LEARN

- How does money move through the salon?
- What does a salon sell?
- How does a salon increase sales?
- How does a salon manage expenses?
- Aveda's Profit and Loss tool

Who should attend: Salon Owners & Managers

Level: Advance

Length: 60 minutes

MODULE 3: AVEDA'S BENCHMARKING SYSTEM

How can you evaluate if your salon is generating its maximum potential? Aveda's Benchmarking system gives you a plan on sales and expenses and where your salon should fall to create profit.

LEARN

- What is my service generating?
- Aveda's Benchmarking System: Sales

Who should attend: Salon Owners & Managers

Level: Advance

Length: 60 minutes

MODULE 4: AVEDA'S BENCHMARKING SYSTEM CONTINUED

Aveda's benchmarking system includes sales and expense benchmarks to help you make smart decisions for your business. This class will finish our discussion on the sales benchmarks and will expand into the five expense benchmarks.

LEARN

- Aveda's Benchmarking System: Sales cont.
- Aveda's Benchmarking System: Expenses

Who should attend: Salon Owners & Managers

Level: Advance

Length: 60 minutes

MODULE 5: SERVICE

Behaviours create results. Learn how the service you deliver creates the sales results you see in your business. This module will help you identify how to shift your service from good to great. As we continue our work with elevating service from good to great, you will learn how to identify which sales benchmarks the service will drive.

LEARN

- Selling the Experience
- Moving from Good to Great
- Behaviours & Benchmarks
- How can I market my experience?

Who should attend: Salon Owners & Managers

Level: Advance

Length: 60 minutes

MODULE 6: CREATE A PLAN FOR SUCCESS & ENGAGING YOUR TEAM IN CHANGE

Now that you have learned service that drives sales, what great sales and expense benchmarks look like and have identified your areas for growth, learn how to create a plan for success. When you have identified a new shift for your business, engage your team in creating long-term and successful change. This module will teach you how to implement change in your business by engaging the team.

LEARN

- How do you prioritize multiple opportunities?
- What support is available to me?
- What does my personal plan look like?
- How to Prioritise where to start
- Understanding the tools and support available
- Create a plan for success
- How to engage your team in change

Who should attend: Salon Owners and Managers

Level: Advance

Length: 60 minutes

COURSE DESCRIPTIONS

BUSINESS

WELCOME TO AVEDA

Step into the world of Aveda and learn how Aveda is unique, fashion forward and mostly importantly, eco-friendly. In this brand immersion you will take a deep dive into the Aveda mission, brand credentials & learn best practices how to offer Aveda Services.

LEARN

- Aveda’s mission of care
- Aveda’s approach to hair care systems
- Aveda’s solutions to the art of hair styling
- Introduction to Pure Pro, Aveda’s e-Learning platform to continually grow your career as an artist
- How to perform Aveda stress relieving rituals of renewal
- How to increase service revenue with Aveda add on services

Level: Discover

Length: 60 minutes

Format: Virtual

DIGITAL: BE THE BEST

Want to learn core details of the digital world? During such an exciting time, this workshop will cover organic and paid media, as well as best practice for all things social. We will cover the social landscape, really focussing on what competitors are doing in your area. Plus ways you can build out a strategy that’s right for your business. As going back to basics is always important, we’ll be looking at how to get brilliant at those too.

LEARN

- Overview of Social Landscape
- Social Strategy
- Brilliant at the basics
- Community Management

Level: Evolve

Length: 60 minutes

INTRODUCTION TO BENCHMARKING

NEXT-LEVEL SUCCESS IN YOUR SALON BUSINESS

In this virtual learning series, you’ll learn the Aveda benchmarking system for sales and expenses, how to monitor expenses using a profit and loss (P&L) statement, salon best practices that will improve your salon’s profitability and additional education options to help you grow.

LEARN

- Aveda’s benchmarking system, including sales and expense benchmarks
- How to create and analyse a profit and loss (P&L) statement
- Best practices for improving your profitability
- How to support your growth with continuing education

Who should attend: Salon owners/managers

Level: Discover

Length: 120 minutes

THE BUSINESS HEALTH CHECK

SCREEN YOUR BUSINESS FOR SUCCESS

In this virtual learning series, you’ll analyse three core areas of your business— foundation, sales and online marketing. You’ll explore how to price correctly, how to use the styling lesson to increase sales and how to use guest recruitment and referral programs, social media and advertising to grow your online reputation. You’ll leave the series with clear, actionable steps to create change.

LEARN

- How to analyse your salon’s foundation
- How to drive sales and guest retention through the styling lesson
- How to upgrade your online marketing approach

Who should attend: Salon owners/managers

Level: Evolve

Length: 3 courses, 60 minutes each

WINNING WITH TODAY’S HAIR CARE CONSUMER: INTRODUCTION

PREPARING FOR THE HAIR CARE GUEST OF THE FUTURE

Change is coming. Are you ready for it? In this interactive, virtual learning series, you’ll explore compelling discoveries about existing Aveda salon guests and the types of guests you should attract in the future. You’ll learn how to deepen your relationships with guests to better meet their needs and strengthen their loyalty. You’ll leave the course feeling empowered to tailor your newfound knowledge into an action plan for your team in the journey of growing your business.

LEARN

- Major global consumer trends that directly affect salons
- How Aveda’s consumer research helps you understand the salon guest of the future
- Two types of existing Aveda guests and how to retain them
- Three types of guests you want to attract to Aveda: who they are, how they think and what they value
- How to strengthen connections with both existing and potential guests

Who should attend: Salon owners/managers

Level: Advance

Length: 90 minutes

SKIN | SPA | BODY

SUCCESS WITH STRESS FIX™

From product knowledge to pressure points, in this Zoom distance learning course, you will learn everything you’ll need to have success with Stress Fix Balancing Massage. Beginning with an in-depth look at the Stress Fix product collection, combined with specific rituals for at home, you will learn how to explain, use and recommend Stress Fix for your customers. Learn how to customise a consultation for guests who reserve massage treatments because of high stress. Specific techniques, such as deep tissue work and pressure points, will be covered for minimizing stress in the body. Finally, learn how to pre-book with ease your guests’ next massage.

LEARN

- Explain usage and benefits of Stress Fix collection to Aveda guests
- Customise a massage for stress reduction using the Aveda Consultation and Spa Systems
- Perform specific massage techniques for the back, and foot reflexology and acupressure for stress relief
- Increase pre-bookings and retail rates per guest for massage services

Level: Evolve

Length: x2 courses | 90mins each

Format: Virtual

CUSTOMISED MESSAGE & BODY THERAPY

Hone your consultation skills to design custom massages and body exfoliating treatments using Aveda Professional products. Learn how to mix and blend the products to create just the right mixture for your guests. The Aveda therapeutic aroma blends of Shampure, Stress Fix, Beautifying and Rosemary Mint can be used to further enhance the guest’s bespoke treatment and we will also learn how to recommend the retail products for guests to utilize at home.

LEARN

- Use, customise and apply Aveda Professional Body Care products
- Utilise the Aveda Spa Rituals of Renewal, Consultation, and Focus. Touch. Offer retailing system to customise every massage and spa body treatment
- Connect guests to the Aveda retail body care collections based on their choice of aroma and at-home needs
- Increase guest retention and pre-booking using proven success methods

Level: Evolve

Length: 2 hours

Format: Virtual


WELLNESS SPA & SKINCARE

Learn how to move toward balance through yoga and Ayurveda ancient wellness and healing arts, which are the path to holistic balance and beauty

Level: Elevate

Length: 90 minutes

Format: Virtual



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.

—Horst Rechelbacher, founder



Education Program January–March 2021

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