



Hair: Vanessa Whitmarsh of Ruiz Salon; Makeup: Hannah Haley; Clothing Stylist: Christian Ramirez; Photographer: Maja Buck

WHAT ARE YOU WILLING TO DO TO  
**BE  
WHO  
YOU  
WANT  
TO  
BE?**



***YOU DID NOT WAKE UP TODAY TO BE MEDIOCRE.***



***OUT-DREAM YOURSELF.***

***BE THE GAME CHANGER.***





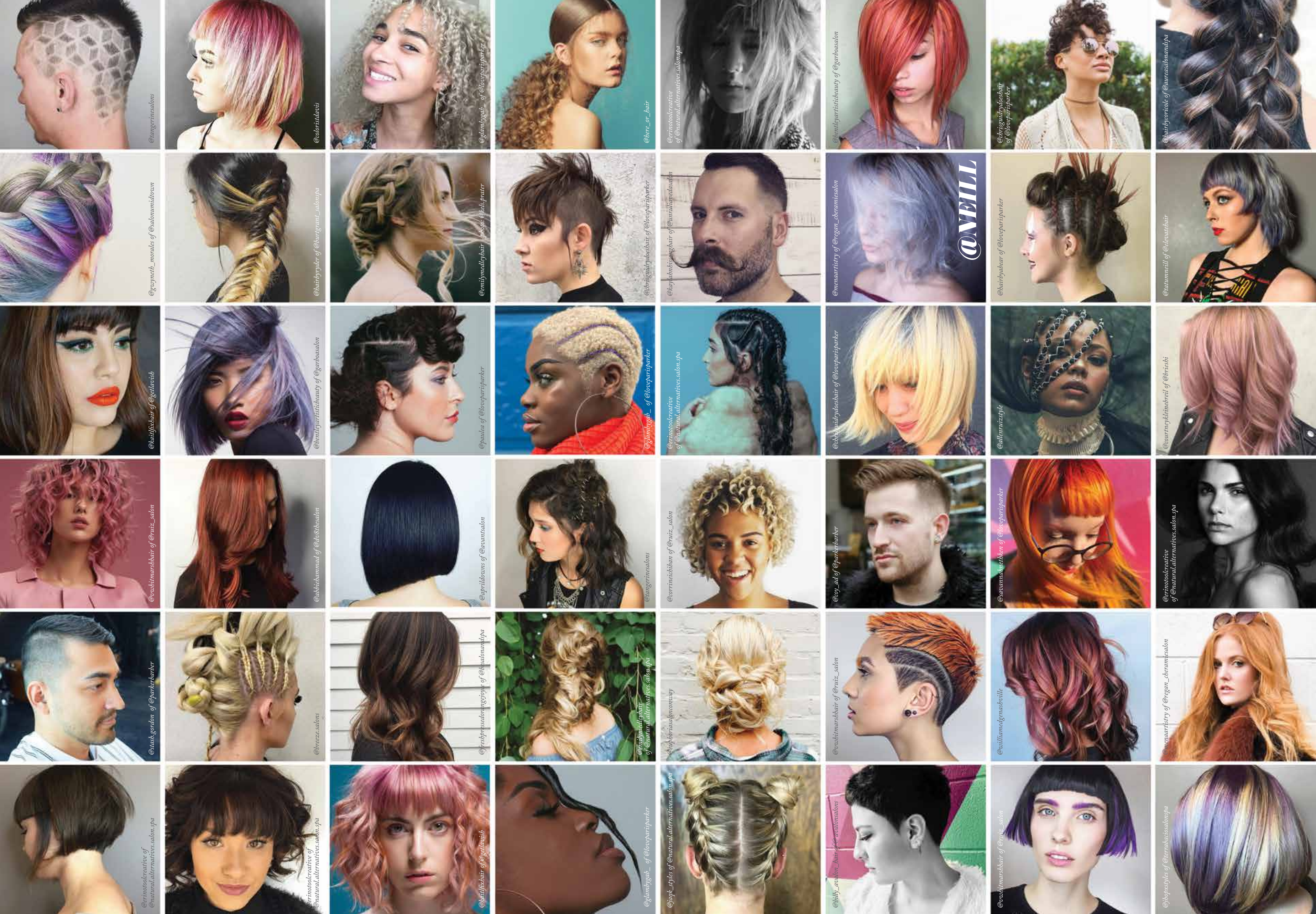
***DO WHAT YOU THINK YOU CAN'T.***



***SURROUND YOURSELF WITH PEOPLE WHO BELIEVE.***



***DON'T CALL IT A DREAM, CALL IT A PLAN.***



@crinotoocreative of @natural.alternatives.salon.spa

@dash.gordon of @parkerbarber

@evahitmarshair of @ruiz\_salon

@katilfixhair of @gettreish

@reynolds\_morales of @alonmidtown

@langeriusalons

@crinotoocreative of @natural.alternatives.salon.spa

@breeze.salons

@alibhhammad of @to81bealon

@bentleyartistidbeauty of @qarbasalon

@hairbyryder of @burigant\_salonspa

@colorisdrreis

@katilfixhair of @gettreish

@freshprecadonngtjaye of @salonamkspa

@aprilecuns of @acuntsalon

@paulca of @loveparisparker

@emilymedleyhair photo: @chek.prater

@glambygab\_ of @loveparisparker

@glambygab\_ of @loveparisparker

@emilymedleyhair of @natural.alternatives.salon.spa

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@here\_or\_hair

@jagk\_styles of @natural.alternatives.salon.spa

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@brigitdrydeshair of @loveparisparker

@menaantristry of @vegan\_cheramisalon

@bentleyartistidbeauty of @qarbasalon

@evahitmarshair of @ruiz\_salon

@williamadgenusville

@sacramentidbeauty of @loveparisparker

@allenruizstyle

@hairbyakear of @loveparisparker

@brigitdrydeshair of @loveparisparker

@hopxstyles of @terrabitalsalonspa

@menaantristry of @vegan\_cheramisalon

@crinotoocreative of @natural.alternatives.salon.spa

@courniekleinebreil of @brishi

@tatummell of @levatehair

@hairbycorale of @nureasalonandspa

atneil

# HOW CAN WE HELP?

Hair: Allen Ruiz; Photographer: Yulia Gorbachenko.



## TECHNOLOGY & INNOVATION

In the fast-paced digital landscape of new and shiny tools, we help decipher which ones have the power to move you forward.



## PROFITABILITY, MANAGEMENT & OPERATIONS

We help creative business leaders build and sustain successful salons. It does not matter what your annual sales are if there is nothing left at the end of the month.



## STAFF RECRUITMENT & RETENTION

The number one challenge facing our industry today is finding great talent and keeping them engaged. Our training and recruitment programs help you find, grow and retain artists.



## GROWTH & EXPANSION

Whether it's finding a new location, negotiating a favorable lease or putting together a plan for the future, we have the experts to help you navigate.



## EXPERTISE, INSPIRATION & CULTURE

As owners, you spend so much time fueling your team; we create programs that keep you inspired. As for your team's technical skills and personal development, our programs keep learning a cultural constant.



## COMMUNITY & NETWORKING

Surround yourself with people who will lift you higher. Our community of salon owners, artists and industry experts are the best in the business—and sharing is how we all got here.

A man with extensive tattoos on his arms and glasses is styling a woman's hair. He is wearing a black beaded bracelet and a gold-toned watch. The woman has short, layered brown hair and is looking towards the camera.

# **WE ARE YOUR COACH.**

CONSULTANT, **SOUNDING BOARD,**  
**BRAINSTORMER,** NETWORKER,  
CHEERLEADER, **ASS-KICKER,**  
**FRIEND** AND FAMILY.

**WE BELIEVE IN THE *POWER***  
**OF THE BEAUTY INDUSTRY.**

IT'S A GIFT TO CHANGE LIVES AND MAKE DAYS.

**WE BELIEVE IN SHARING IDEAS,**  
***SUCCESSES AND LESSONS LEARNED.***

Our ideas, products and passions come from our collaboration  
with our network of salon and spa partners who are some of the  
most profitable, successful salons in the world.



*Model wearing two boxes of 12" VoMor™ hair extensions.  
Photo courtesy of Neill Fulfillment; Photographer German Roque.*



**BUSINESS**



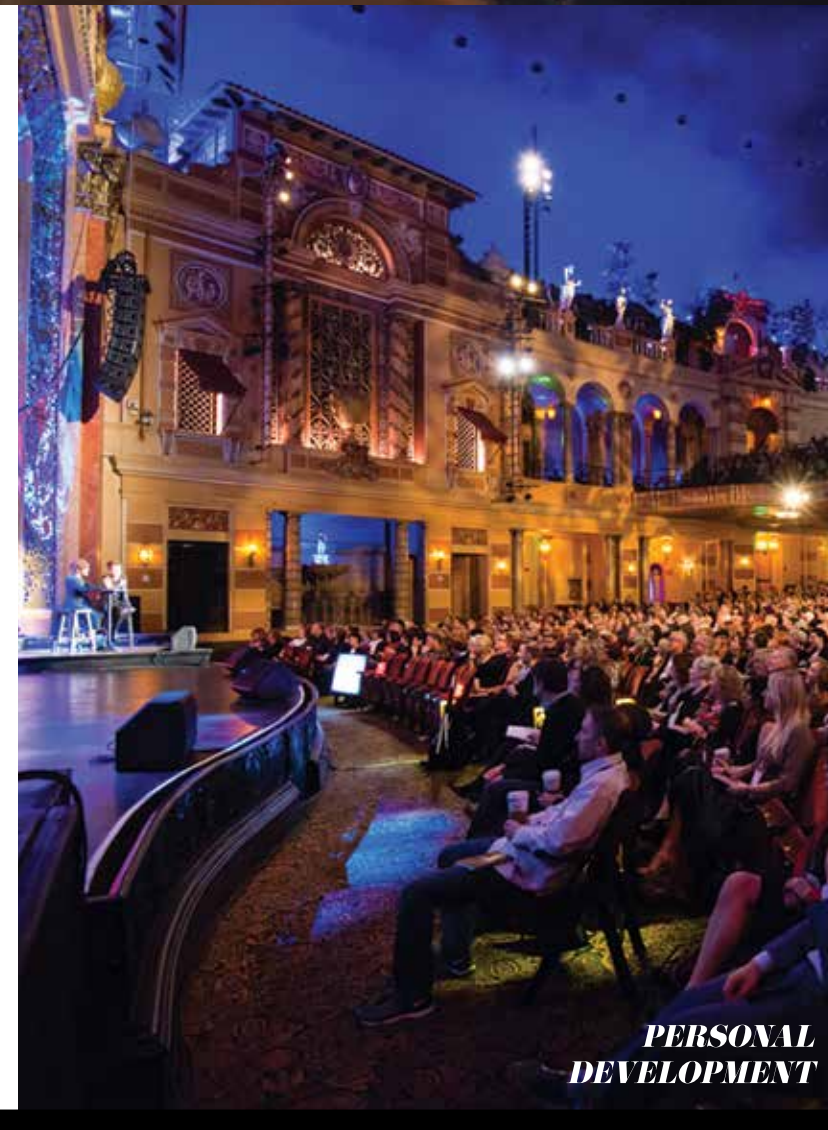
**INSPIRATIONAL & TECHNICAL**

also  
**WE ARE AN  
EDUCATION  
COMPANY.**

We seek out talented artists, the most inspirational speakers, and collaborate with our network to devise innovative programs to create transformational experiences. Our Advanced Education programs are designed for stylists and owners to be continually inspired in their craft, career and life.

**PEOPLE ARE OUR POWER.  
EDUCATION BUILDS CULTURE  
AND COMMUNITY.**

Learn more at [neill.com/education](https://neill.com/education)



**PERSONAL  
DEVELOPMENT**



# ANSWERS & IDEAS

## **AVEDAMEANSBUSINESS.COM**

is an entire website devoted to sharing ideas, tackling challenges and celebrating successes. Featuring articles about some of the most successful salon and spa owners in the world like Van Council, Nick Arrojo, Frank Rizzieri, David Wagner, Allen Ruiz—you can read about their struggles, their breakthroughs, and their secrets to being great.

# I MORE THAN TRIPLIED

MY BUSINESS BY  
BRINGING IN AVEDA.

-HANNA CANNON  
Owner, Salon Linnea

Our mission at Aveda is to care for the world we live  
from the products we make to the ways in which we  
back to society. At Aveda, we strive to set an exa  
our environmental leadership and responsibility not  
back to society, but around the world



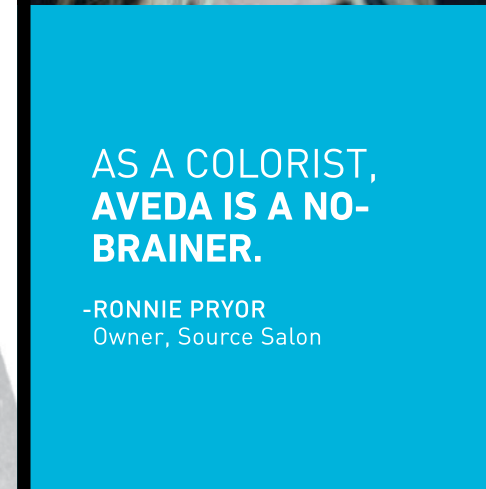
AVEDA HELPED  
US GROW TO  
**2 LOCATIONS  
IN 5 YEARS.**

-KATE MOEVES  
Owner, 501 Salon &  
Industry Salon Shop



SOLELY DUE TO  
AVEDA'S SUPPORT-  
IT'S BEEN **THE  
BEST THING FOR  
OUR SALON.**

-SHANDA VANDEPOL  
Lead Stylist, Educator and  
Manager, The Rouge Salon  
and Spa



AS A COLORIST,  
**AVEDA IS A NO-  
BRAINER.**

-RONNIE PRYOR  
Owner, Source Salon



HANDS-DOWN  
**AVEDA IS THE  
FUTURE.**

-NICHOLE DYER MOORE  
Owner, Anaala Salon  
and Spa



WE SELL MORE  
PRODUCTS  
**PER MONTH  
THAN WE USED  
TO PER YEAR.**

-CHARLIE MARTIN  
Owner, Salon One Six One



AVEDA IS AN  
OUTSTANDING  
**BRAND OF  
INTEGRITY AND  
QUALITY.**

-GARETH AND KEZ BROAD  
Owners, Noggins Salon





THE EDUCATION  
I AM RECEIVING  
IS **PRICELESS.**

-BRIE BOYD  
Owner, Salon Breeze



THEY MAKE SURE  
EVERYTHING IS IN  
COMPLIANCE WITH  
**WHAT SUCCESS  
LOOKS LIKE.**

-HARRY WOOD  
Speaker, "Six Figure  
Hairdresser"



IN THE FIRST 5 OR  
6 YEARS WE WERE  
ABLE TO **GROW TO  
ABOUT A MILLION  
DOLLARS A YEAR.**

-KATIE & ADAM WRIGHT  
Owners, Dream State Salon



IF YOU ARE  
ALIGNED AND  
LISTENING AND  
ATTENDING—  
**YOU CAN'T FAIL.**

-MARILYN IHLOFF  
Owner, Ihloff Salon  
and Day Spa



IT'S ABOUT  
HOLDING YOUR  
HAND AND SAYING,  
'**NO, WE NEED TO GO  
IN THIS DIRECTION.**'

-FRANK RIZZIERI  
Owner, Rizzieri Salons/Spas  
and Schools



WE HAVE FOUND  
REAL PARTNERS  
THAT **SHARE  
VALUES THAT  
CREATE GREAT  
RELATIONSHIPS.**

-KAREN GARRISON  
Owner, The Conservatory Day  
Spa and Salon



THE SUPPORT, OPERATIONS  
& EDUCATION

**ARE  
ALL  
TOP-  
NOTCH**

-RORY & FIONA TOLUNAY  
Siblings/Owners, Vanity Salon

# NEILL'S FAMILY OF BUSINESSES

**AVEDA**  
THE ART AND SCIENCE OF PURE  
FLOWER AND PLANT ESSENCES

## JOIN AVEDA AND GROW FASTER.

Carry AVEDA and you'll sell more retail, which means more profit. But AVEDA is also the perfect balance between creativity and business with a purpose. Our core business is distributing AVEDA products in the southeast, including: TX, OK, LA, AR, TN, MS and AL. AVEDA is a powerful, pioneering brand, fiercely loyal to its network, with a vision for doing business consciously and sustainably.

**SeriousBUSINESS®**

## EXPOSE YOURSELF.

One of the most innovative business conferences in the beauty industry, Serious Business® combines inspiration, best practices and wisdom from some of the world's most innovative thinkers. Serious Business® is an annual event hosted in New Orleans.

**AVEDA  
INSTITUTES**

## TALENT IS OUR GREATEST RESOURCE.

The number one challenge facing salon owners today is finding great talent. This is why we own and operate 15 award-winning schools.

**Second  
Hand  
Scissor  
Project**

## SHARING SHEARS AND CONFIDENCE.

Sharpening the craft of our future hairdressers by passing on energy from the Masters—to the next generation of Masters.

PARISPARKER  
*The* PARKER BARBER

## CONSIDER US YOUR BETA TESTERS.

In our 8 award-winning salons and 2 barbershops, we test and perfect the solutions to your greatest challenges—so we can bring you proven answers.

**VOMOR™**  
HAIR EXTENSION SYSTEM

## TURN UP THE VOLUME ON CREATIVITY AND PROFIT.

VoMor™ is a tape-in hair extension system that creates thicker, fuller hair through signature One-Box Transformations, which can be performed in under 20 minutes and for less than \$200 for your guest. VoMor™ is uniquely delivered as a turn-key business domain to ensure inventory on hand, and is supported by in-salon education and ongoing business coaching.

**AVEDA  
EDUCATION**

## BEYOND THE BASICS.

Like many art forms—our craft needs both technical mastery and creative inspiration. One of the most valuable ways to retain great talent is to keep them moving to the next level.

View the 2018 classes at  
[neill.com/education](http://neill.com/education)

**SalonBiz®**

## IF YOU CAN MEASURE IT, YOU CAN GROW IT.

SalonBiz® was the first software management system in the beauty industry. We created it primarily as a tool to help our industry measure and track performance. In today's competitive market, SalonBiz® remains the top software solution.

**R  
SESSION** pro tools

## TOOLS BY HAIRDRESSERS. FOR HAIRDRESSERS.

R Session is a line of professional and retail styling tools and brushes designed by celebrity hairstylists Kevin Ryan and Frank Rizzieri. These tools help create editorial looks and ensure that guests can replicate these styles at home.

**AVEDAMEANS  
BUSINESS.COM**

## WANT TO GET THERE FASTER?

Need to attract more guests? Keep your team motivated? Open a salon? We believe in sharing ideas, successes and lessons learned. On this site you'll find the stories of some of the most successful salons and spas in the world—their struggles, their breakthroughs, and their secrets to being great.

**LEARNAVEDA**

## ONLINE TRAINING FOR NEW ARTISTS.

LearnAveda offers full 24/7 access to a complete online haircutting curriculum that enables you to accelerate your team's technical skill development in a self-paced learning environment.

**The Salon & Spa  
Relief Fund**

## IF YOU'RE HURTING, WE'RE HERE.

Founded after Hurricane Katrina, The Salon and Spa Relief Fund is a non-profit organization established to help our industry's salon and spa owners and their employees rebuild their lives and businesses during times of need. You can get help, give help, or learn more at [neill.com](http://neill.com).

**#ELEVATEHAIR**

## IT'S ABOUT THE HAIR.

Elevate Hair is part DJ concert, part hair show, part educational event. It's a pop-up event that travels around the country and is driven by social media to bring hairdressers together, without the influence of brands or rules. It gives artists the opportunity to showcase their work, express themselves creatively, and inspire each other.

View the 2018 dates at [elevatehair.com](http://elevatehair.com)

# WHY AVEDA?



## YOU WON'T FIND AVEDA IN DRUGSTORES

AVEDA has a zero-tolerance policy toward diversion. Studies have shown that AVEDA is the best national brand at keeping their retail sales in salons—and away from unauthorized stores and websites.



## AVEDA SUPPORTS SALON AND SPA PROFESSIONALS

AVEDA has it all: celebrity stylists, NAHA winners, Fashion Week teams and inspirational shows and collections. AVEDA never forgets what our craft is about, which is why they have the best advanced education in the industry.



## AVEDA HAS CHANGED THE WAY COMPANIES DO BUSINESS

AVEDA is a trailblazer in environmental leadership and has paved the way in how to launch a successful business by creating safe, sustainable products and giving back to society with care.



## AVEDA SALONS GROW FASTER

Year after year, and for 17 years in a row, over 50% of the *Salon Today* 200 have been a part of the AVEDA network.



## AVEDA SUPPORTS OWNERS

Shared best practices. Structured business education. Co-op dollars for marketing and education. When you become a part of the AVEDA network, you have an invitation to collaborate with the most innovative minds in the industry. Our secret is our network owners' willingness to share their successes.



## GUESTS LOVE AVEDA

They describe their AVEDA experience as a big, deep breath. Designed to balance, the AVEDA experience makes AVEDA the highest "try to buy" ratio in the industry; 54% of consumers who try AVEDA buy AVEDA.



## AVEDA STYLISTS ARE THE HIGHEST PAID

AVEDA stylists' service tickets are dramatically higher than the industry average.



## AVEDA SALONS ARE MORE PROFITABLE

Salons and spas who carry AVEDA sell between two and three times more retail—and more retail means more profit.



# MYTHS & FAQs

## CAN I CARRY MORE THAN ONE LINE IF I CARRY AVEDA?

Yes - You can carry up to 3 lines. (Of course, salons and spas that choose to go Concept do get extra perks.)

## DO I HAVE TO CARRY THE FULL AVEDA LINE?

No - we can adapt your order to what you want and need.

## DO I HAVE TO DO THINGS YOUR WAY?

No - Your Business. Your Vision. Your Style. Your Way. AVEDA does offer world-class business education and wrote the book for best practices in the industry, but what you choose to implement is completely up to you.

## CAN I CARRY AVEDA IF THERE IS AN AVEDA SALON OR SPA NEAR ME?

We would need more information on your particular market. We are very precise in our approach to developing each market, and we make sure that each AVEDA salon or spa has a clear path to success.

## WHAT IF MY STAFF IS NOT AVEDA TRAINED?

We provide technical and artistic training for your team when you come on board—and it's free. AVEDA is known for its world-class technical and business education.

# MYTHS & FAQs

## WHAT IS REQUIRED TO BECOME AN AVEDA SALON?

We are looking to partner with owners who are committed to growth. In return, we will help you every step of the way—sharing all our knowledge, experience and resources with you. Other than that, everything else is negotiable.

## HOW MUCH IS THE OPENING ORDER?

We can customize opening orders to your needs and budget. We have packages to accommodate new salons and small salons with only 4 chairs.

## DO I HAVE TO CARRY AVEDA TO WORK WITH NEILL?

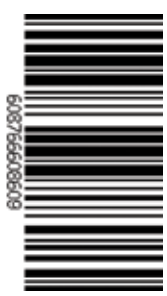
Not at all, we play well with others. In fact, some of our closest and longest-standing relationships are with salon owners who do not carry Aveda.

## WHERE DO WE START?

A great way to get to know us is by attending Serious Business®, one of the premier business conferences in the beauty industry. It's not Aveda-exclusive, and you'll learn a lot about how we think and do business—plus how you can take your salon to the next level, wherever that might be!

**CAN I HIRE MORE STYLISTS  
FASTER?  
I HAD A WALKOUT  
NOW WHAT?  
HOW CAN I GET  
STYLISTS  
ON THE FLOOR FASTER?  
HOW CAN I ATTRACT MORE  
NEW GUESTS  
HOW CAN I STOP BEING BEHIND  
THE CHAIR  
WHY DO I KEEP LOSING S  
HOW CAN I MOVE MY  
NEXT**

ISSUE 3



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