



POTENTIAL OF THE PASSIONATE

IN-SALON EDUCATOR CATALOG

THE NEILL NETWORK'S TOP EDUCATORS AT YOUR SERVICE

Ready to raise the bar in your salon? Secure top-tier education for your team by emailing educationrequest@neill.com. Include your desired educator's name, class, and potential in-salon class dates.

The Neill Education team will personally connect you with the educator to begin the confirming process.

At this time booking costs, travel, and accommodations for educators are the responsibility of the hosting salon.



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Apply now to become an instructor for top salons in the country

With access to internationally recognized trainers, a catalog of opportunities designed for you to share your craft, and professional tracks to elevate your career, your possibilities to inspire and grow are endless.

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EDUCATORS AT-A-GLANCE



REF: BUSINESS CUT
COLOR MAKEUP STYLE
SPA TEXTURE

*Use the
following
pages as a
quick reference
guide to our
Neill network
Certified
Educators &
Pureprofessionals*



KARI DOLLINS
Purefessional
Oklahoma City, OK
In-Salon Cost: \$400



MELODY VAN DRUNEN
Purefessional
Denton, TX
In-Salon Cost: \$400



ANNA RAY
Purefessional
Covington, LA
In-Salon Cost: \$500



MEAGAN KITTERLIN
Purefessional
Memphis, TN
In-Salon Cost: \$400



LAURA ANDERSON
Purefessional
Cookeville, TN
In-Salon Cost: \$400



TATUM NEILL
Creative Director
Neill and Elevate Hair
New Orleans, LA
In-Salon Cost: \$3,500



VALENCIA GARCIA
Purefessional
Houston, TX
In-Salon Cost: \$400



HALLE KLINGE
Social Media Specialist
San Antonio, TX
In-Salon Cost: \$300

A close-up photograph of a hairdresser cutting a client's dark hair. The hairdresser, wearing a black shirt and a blue wristband, is using black scissors and a blue comb to trim a section of hair. The client's hair is dark and straight. The background is a plain, light-colored wall.

CUTTING

CUTTING



AMBER LYNN
MAXWELL
Tulsa , OK
In-Salon Cost: \$500



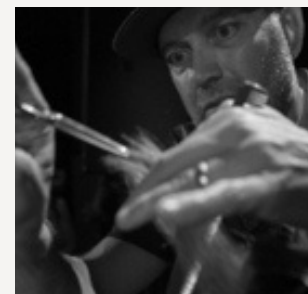
ANNA
RAY
Covington , LA
In-Salon Cost: \$500



ASHLYN
NEWTON
Spanish Fort, AL
In-Salon Cost: \$300



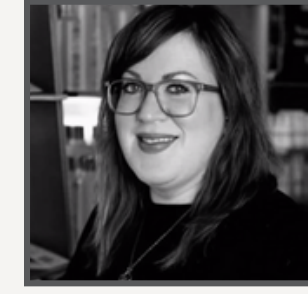
CASSANDRA
PENA
San Antonio, TX
In-Salon Cost: \$700



CHRIS
GUIDRY
New Orleans, LA In-
Salon Cost: \$1000



CHELSEA
MYERS
Austin, TX
In-Salon Cost: \$300



DANIELLE
EPSTEIN
Oklahoma City , OK
In-Salon Cost: \$300



MARK ANTHONY
MARTINEZ
Houston , TX
In-Salon Cost: \$550



NICOLE
NEDOM
Tulsa , OK
In-Salon Cost: \$500



ROBERT
BEAUMONT
Birmingham, AL
In-Salon Cost: \$300



SAM
SULLINS
Dallas, TX
In-Salon Cost: \$300



SHAWN
QUATTLBAUM
Dallas, TX
In-Salon Cost: \$300



SHER
SMITTH
Cooksville TN In-
Salon Cost: \$400



STEPHANIE
DICKERSON
Knoxville, TN
In-Salon Cost: \$600



color

COLOR

HAIR COLOR EDUCATOR CATALOG



**ALBERTO
SWANSON**
Memphis , TN In-
Salon Cost: \$2,750



**ALICA
MAULDIN**
Conway , AR
In-Salon Cost: \$350



**AMANDA
COLLIER**
Allen, TX
In-Salon Cost: \$500



**AMIE
BISSINGER**
Murfreesboro , TN In-
Salon Cost: \$300



**ANNA
RAY**
Covington , LA
In-Salon Cost: \$500



**ANTHONY
SKOOG**
Houston , TX
In-Salon Cost: \$500



**BROOKE
TRAVIS**
Franklin, TN
In-Salon Cost: \$500



**CASSANDR
A PENNA**
San Antonio , TX
In-Salon Cost: \$700



**WHITNEY
DABBS**
Spanish Fort , AL
In-Salon Cost: \$300



**GREG'RY
BALADEZ-DOOM**
Austin , TX
In-Salon Cost: \$500



**HOPE
WHITE**
Spanish Fort , AL
In-Salon Cost: \$350



**ISAAC
MARTINEZ**
Houston , TX
In-Salon Cost: \$300



**KELSEY
MCCARROLL**
Dallas , TX
In-Salon Cost: \$500



**STEPHANIE
DICKERSON**
Knoxville , TN
In-Salon Cost: \$600



**LESLIE
Madden**
Birmingham , AL
In-Salon Cost: \$450



**NICOLE
NEDOM**
Tulsa , OK
In-Salon Cost: \$500



**SARAH
SIBLEY**
McKinney , TX
In-Salon Cost: \$500



**SHANON
GAINEY**
New Orleans , LA
In-Salon Cost: \$500



**STEFFAN
BENTLEY**
Austin , TX
In-Salon Cost: \$500



**STEPHANIE
DAIGLE**
New Orleans , LA
In-Salon Cost: \$500

INTRO HAIR COLOR EDUCATORS

CLASSES

- Hair Color Solutions
- Hair Color Systems
- Full Spectrum Deep
- Pure Foiling
- Salon Styling Essentials



BETHANY
POPWEL
Prattville, AL
In-Salon Cost: \$300

INTRO HAIR COLOR
EDUCATOR CATALOG



KARLEY
CAMPBELL
Gulf Shores, AL
In-Salon Cost: \$300



KATELYN
NELSON
Oklahoma City, OK
In-Salon Cost: \$300



STEPHANIE
FREELS
Knoxville, TN
In-Salon Cost: \$350



KELLY
SCHLICKLIN
Fairhope, AL
In-Salon Cost: \$300



BRITTANY
KOINER
Bossier City, LA
In-Salon Cost: \$300



CHRISTINA
CIFANI
Knoxville TN
In-Salon Cost: \$350



DANIELLE
SCHUMANN
League City, TX
In-Salon Cost: \$300



DAWN
CLAYTON
Mobile, AL
In-Salon Cost: \$300



KOURTNEI
HOLLET
Austin, TX
In-Salon Cost: \$350



LESLIE DIAZ
Rogers, AR
In-Salon Cost: \$350



MARANDA
WEINKEN
Dallas, TX
In-Salon Cost: \$300



MIMI
HOWARD
Gulf Shores, AL
In-Salon Cost: \$300



EMILY
COZZONE
Hoover, AL
In-Salon Cost: \$300



ERYKA
FORNEAR
Nashville, TN
In-Salon Cost: \$350



HAYDIN
BUTERBAUGH
Oklahoma City, OK
In-Salon Cost: \$350



ISABELLA
SARLAY
Houston, TX
In-Salon Cost: \$350



TAYLOR
CONTRERAS
San Antonio, TX
In-Salon Cost: \$350



TODD
FAULK
Dallas, TX
In-Salon Cost: \$300



TO BOOK YOUR EDUCATOR
email educationrequest@neill.com



TO BOOK YOUR EDUCATOR
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STYLE

STYLE

STYLE EDUCATOR CATALOG



**ALICA
MAULDIN**
Conway, AR
In-Salon Cost: \$350



**AMBER LYNN
MAXWELL**
Tulsa, OK
In-Salon Cost: \$500



**ANNA
RAY**
Covington, LA
In-Salon Cost: \$500



**BROOKE
TRAVIS**
Franklin, TN
In-Salon Cost: \$500



**BIANCA
LUNA**
San Antonio, TX
In-Salon Cost: \$400



**DANIELLE
EPSTEIN**
Oklahoma City, OK
In-Salon Cost: \$300



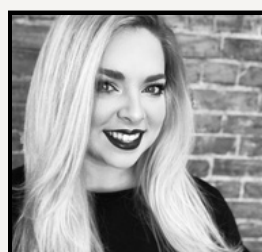
**DAWN
CLAYTON**
Mobile, AL
In-Salon Cost: \$300



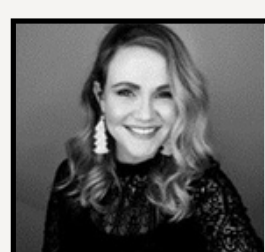
**CASSANDRA
PENA**
San Antonio, TX
In-Salon Cost: \$700



**DANIELLE
SCHUMANN**
League City, TX
In-Salon Cost: \$300



**KATELYN
NELSON**
Oklahoma City, OK
In-Salon Cost: \$300



**KELSEY
MCCARROLL**
Dallas, TX
In-Salon Cost: \$500



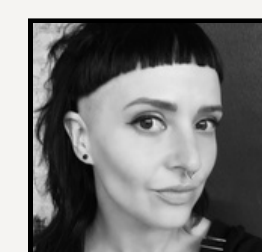
**LESLIE
DIAZ**
Rogers, AR
In-Salon Cost: \$350



**LESLIE
MADDEN**
Birmingham, AL
In-Salon Cost: \$450



**MARK ANTONY
MARTINEZ**
Houston, TX
In-Salon Cost: \$550



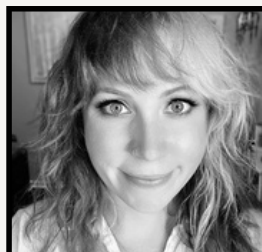
**NADIA
THRUSH**
Atlanta, GA
In-Salon Cost: \$400



**NICOLE
NEDOM**
Tulsa, OK
In-Salon Cost: \$500



**ROBERT
BEAUMONT**
Birmingham, AL
In-Salon Cost: \$300



**STEPHANIE
FREELS**
Knoxville, TN
In-Salon Cost: \$300



**STEPHANIE
DAIGLE**
New Orleans, LA
In-Salon Cost: \$500



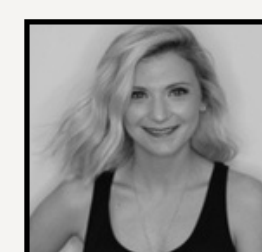
**STEPHANIE
DICKERSON**
Knoxville, TN
In-Salon Cost: \$600



**SHANNON
GAINERY**
New Orleans, LA
In-Salon Cost: \$500



**TAYLOR
CONTRERAS**
San Antonio, TX
In-Salon Cost: \$300



**WHITNEY
DABBS**
Spanish Fort, AL
In-Salon Cost: \$300



MAKEUP & SKIN

MAKE UP & SKINCARE EDUCATOR CATALOG



MARIEL
MONSOR

Skincare Purefessional
Nashville, TN
In-Salon Cost: \$400



INDIA WILSON-
MOOREHEAD

Skincare
Dothan, AL
In-Salon Cost: \$300



BIANCA
LUNA

Makeup
San Antonio, TX
In-Salon Cost: \$400



EMILY
BARDWELL

Makeup
Nashville, TN
In-Salon Cost: \$300



ERIN
HENSLEY

Makeup
Knoxville, TN
In-Salon Cost: \$300



JOANNA
HEERNANDEZ

Makeup
San Antonio, TX
In-Salon Cost: \$300



KAMRYN
LAWSON

Makeup
Rogers, AR
In-Salon Cost: \$300



KRISTIN
LONG

Makeup
San Antonio, TX
In-Salon Cost: \$300



MEGAN
DAVIS

Makeup
Austin, TX
In-Salon Cost: \$300



SASHA
AHART

Makeup
Baton Rouge, LA
In-Salon Cost: \$750



SYLVIA
ORDUÑA

Makeup
San Antonio, TX
In-Salon Cost: \$300



TO BOOK YOUR EDUCATOR
email educationrequest@neill.com



**TEXTURE
EDUCATOR CATALOG**



BREANNA BARNES
Purefessional
Memphis, TN
In-Salon Cost: \$500



KIJANI BALL
Purefessional
Dallas, TX
In-Salon Cost: \$400



LIN DEVEZIN
Purefessional
Baton Rouge, LA
In-Salon Cost: \$400



MONICA HAYES
Purefessional
San Antonio, TX
In-Salon Cost: \$500



OLIVIA JEWELL
Purefessional
San Antonio, TX
In-Salon Cost: \$400



PUREFESSIONALS

fact

Purefessionals are Aveda's team of local educators who specialize in: hair color, haircutting, texture and skincare. As new trends come into season, Purefessionals travel to Minneapolis to learn from Aveda's leading educators. As a Purefessional, the knowledge and education gain can be shared among other Avedanartists through educational class trainings held at local institutes and salons.



AMBER LYNN MAXWELL

Tulsa, OK
In-Salon Cost: \$500

Amber gained inspiration and motivation working with some of the most talented Aveda stylists at New York Fashion Week. Continuing education and professional development through mentorship and training from Aveda educators like Jami Eastin, Hauns Korpela, Susan Ford, and Ricardo Dinis, Amber became an Aveda Hair Cutting Purefessional in 2013.

CLASSES

- Beyond Braids
- Blown Away
- Core Creative.
- Core Cutting I
- Core Cutting II
- Curl Contemporary
- Salon Speed Styling



ANNA RAY

Covington, LA
In-Salon Cost: \$500

Anna's journey in education started in 2009 when she became an Aveda Institute Instructor. From there, she became a technical trainer, certified educator, and Aveda Purefessional. While her heart belongs to haircolor, she has also grown professionally by expanding into styling and haircutting. Anna is currently the Salon Manager at Tribe Organic Beauty Bar in Covington, Louisiana where she trains new artists and takes clients. Anna's passion for continued education manifests itself in her love of working with salons and stylists to support industry elevation.

CLASSES

- Alchemy of Hair Color
- Alchemy of Hair Color: The Blonde Edition
- Balayage Basics
- Balayage Unlimited
- Beyond Balayage
- Color Mastery
- Color Vibrantly
- Cultivate Your Color Pure
- Blending Cultivate Your
- Color: Shine On
- Eclipting 4 Ways
- Full Spectrum Demi+
- Full Spectrum Select Series
- Full Spectrum Deep™ Systems + Fusion
- Full Spectrum Deep™ Systems
- Hair Color Solutions
- Hair Color Systems
- Merging Color
- Master Your Mix
- Pure Foiling
- Salon Speed Styling
- Seasonal Trends
- Reversible Color
- Principles of Education
- Presentation Principles



ANTHONY SKOOG

Houston, TX
In-Salon Cost: \$500

As a Master Artistic Educator and platform artist, Anthony trains stylists all over the United States, Mexico, and India. His work is featured on two reality TV shows, “Ambush Makeover” and “Extreme Makeover,” and he has worked on a hair prosthetic for Locks of Love. He is dedicated to helping others find their passions and unique paths to success.

CLASSES

- Balayage Basics
- Beyond Balayage
- Color Vibrantly
- Full Spectrum Demi+
- Full Spectrum Select Series
- Full Spectrum Deep Systems
- Hair Color Solutions
- Hair Color Systems
- Pure Foiling
- Reverse Balayage and Dimensional
- Color Seasonal Trends
- Reversible Color



BIANCA LUNA

San Antonio TX
In-Salon Cost: \$400

With years of experience as a salon professional, Bianca transitioned into education at Aveda Arts & Sciences San Antonio. A finalist in the Edwin Neill Full Potential Competition, she serves as an Aveda Ambassador, Color Coach, and her campus's inaugural Aveda Color Purefessional. Passionate about the beauty of cosmetology and driven by a love for learning, Bianca echoes Horst's philosophy, emphasizing, "In our profession, we never stop learning."

CLASSES

- 30 Minute Blondes
- Salon Styling Essentials
- Hair Color Systems
- Hair Color Solutions
- Full Spectrum Deep Systems



BREANNA BARNES

Memphis, TN
In-Salon Cost: \$500

Breanna has been blessed with many growth opportunities at Pavo Salon Spa. To name a few; She has participated in Aveda’s First Virtual Texture Jam, Memphis Fashion Week 2017-2019, photoshoots featured in Laurelwood Magazine, and more photoshoot work. Breanna has always been passionate about textured hair.

CLASSES

- Texture Color
- Texture Style
- Texture Cut



BROOKE TRAVIS

Franklin, TN
In-Salon Cost: \$500

Brooke began her journey over 12 years ago and is now a lead stylist at CALA Salon in Nolensville, TN. In addition to her Purefessional role, she is also a Vomor educator with Neill. Her passion for teaching came young as she always wanted to have “class” with her friends. She loves having the ability and privilege to meet so many other artists and help them grow professionally and creatively with every class that she teaches.

CLASSES

- 30 Minute Blondes
 - Balayage Unlimited
 - Beyond Balayage
 - Color Vibrantly
 - Full Spectrum Demi+
- Full Spectrum Select Series
 - Full Spectrum Deep™
 - Systems Hair Color Solutions
 - Hair Color Systems
 - Salon Speed Styling
 - Seasonal Trends



CASSANDRA PENA

San Antonio, TX
In-Salon Cost: \$700

Cassandra is a Master Stylist and educator at K Charles & co in San Antonio, Texas. She helps train and write curriculum for the apprentices and junior stylists of the K Charles Design Team assisting in the planning and execution of photo shoots, fashion shows, magazine submissions and other creative ventures throughout the community.

CLASSES

- 30 Minute Blondes
 - Balayage Unlimited
 - Beyond Balayage
 - Balayage Basics
 - Color Vibrantly
 - Full Spectrum Demi+
- Full Spectrum Select Series Full
 - Spectrum Deep™ Systems Hair Color
 - Solutions
 - Hair Color Systems
 - Master Your Mix
 - Salon Speed Styling Seasonal Trends
- Core Cutting I
 - Core Cutting II
 - Core Creative
 - Salon Styling Essentials
 - Pure Foiling
 - Reverse Balayage



GREG'RY BALADEZ-DOOM

Austin, TX
In-Salon Cost: \$500

Upon graduating from the Aveda Institute Austin, Greg signed with Ruiz Salon under the mentorship of owner Allen Ruiz. As a result, Greg has had the immense honor of participating in two NAHA-nominated collections, multiple Behind the Chair-awarded photos, Aveda Congress, and Neill’s first seasonal collection.

CLASSES

- 30 Minute Blondes
 - Balayage Unlimited
 - Balayage Basics
- Pure Foiling
 - Pure Blonding
 - Reversible Color
 - Master Your Mix
- Full Spectrum Deep
 - Hair Color Solutions
 - Hair Color Systems



KIJANI BALL

Dallas, TX
In-Salon Cost: \$400

After moving to Texas, Kijani joined Lavender Square Salon in 2018, where she continued on her journey with Aveda and became certified in both color and texture education. She has dedicated her life to helping others achieve their goals and finds inspiration in the growth of those she mentors.

CLASSES

- Texture Color
- Texture Style
- Texture Cut
- Hair Color Solutions
- Hair Color Systems



LAURA ANDERSON

Cookeville, TN
In-Salon Cost: \$400

After moving from Minneapolis to Tennessee in 2015, Laura jumped into the beauty industry as a salon coordinator for Loxx Salon and Spa. She instantly connected with the Aveda mission and shortly after stepped into the role as Aveda Ambassador. After years in this position, Laura was eager to advance her career and became an educator in 2022. She loves educating her team and clients about how they can incorporate the Aveda mission into their everyday lives.

CLASSES

- Aveda Service: Points of Difference
- Aveda Service: Effective Consultations
- Aveda Service: Holistic Recommendations
- Beyond Product Knowledge: Hair Hydration, Damage and Loss
- Grow with Aveda
- Glow Bar



KARI DOLLINS

Oklahoma City, OK
In-Salon Cost: \$400

Since 2014, Kari worked her way from the Front Desk all the way to managing Eden Salon and Spa in Oklahoma City. She has a passion for growing service providers personally and professionally through heart-centered coaching and leadership. As a newly certified Aveda Purefessional for Team Culture and leadership, Kari brings positivity and fun to each and every class!

CLASSES

- Aveda Service: Points of Difference
- Aveda Service: Effective Consultations
- Aveda Service: Holistic Recommendations
- Beyond Product Knowledge: Hair Hydration, Damage and Loss
- Grow with Aveda
- Glow Bar



LIN DEVEZIN

Baton Rouge, LA
In-Salon Cost: \$400

After a combined 24 years of practicing hair artistry and care, Lin owns a boutique beauty salon, providing cosmetology training and education for her team. She is eager to expand her educational range by sharing learning experiences with others in the Aveda/Neill Network as a Textured Purefessional.

CLASSES

- Texture Style
- Texture Cut
- Texture Talk



MARK ANTHONY MARTINEZ

Houston, TX
In-Salon Cost: \$550

Studying amongst great artists is what drives Mark to grow as an individual. It inspires him to teach other stylists all over the country. Being a salon owner and a Purefessional has given him the unique opportunity to keep his team up to date with all the latest trends, tools, and techniques that the industry offers.

CLASSES

- Core Men I
- Core Men II
- Barbering: Against the Grain
- Salon Styling Essential
- Core Cutting I
- Core Cutting II
- Core Creative
- Curl Contemporary
- Precision Dry Cutting



MEAGAN KITTERLIN

Memphis, TN
In-Salon Cost: \$400

Meagan is the Director of Development at Pavo Salon where she coordinates education, coaches stylists and develops leaders. After 5 years of leading an Aveda Experience Center, she became the Aveda Lifestyle Director for Pavo Salon in 2012. Leveraging her background, she began the task of elevating the retail experience at Pavo to match the service experience. Now her focus has shifted to education, development and facilitating a culture where artists thrive.

CLASSES

- Aveda Service: Points of Difference
- Beyond Product Knowledge: Hair Hydration, Damage and Loss
- Aveda Service: Effective Consultations
- Grow with Aveda
- Glow Bar



MARIEL MONSOUR

Nashville, TN
In-Salon Cost: \$400

Mariel graduated from the Aveda Institute New York in 2008, and after working as an esthetician in Manhattan and Long Island, she returned home to the institute and began her teaching career in 2017. She is an Aveda Spa Purefessional and Neill Certified educator and has recently transferred to the Nashville Institute. She continues to turn her passion into purpose through esthetics education, and her main goal is to spread love and joy wherever she goes!

CLASSES

- Deconstructing the Facial
- Glow Bar
- Plant Stem Cell + Plant Acid Facial Treatments
- Kuhl It Facial
- Thermal Facial



MELODY VAN DRUNEN

Denton, TX
In-Salon Cost: \$400

Melody is the Director of Operations for Davanti Salons in North Texas. After a long career in Esthetics & Makeup, she found her passion for helping others achieve their full potential and developing business strategy that catapults individuals and her salon to the next level. She is obsessed with sharing her love for Aveda and the resources available to help salons and their teams achieve, sustain and grow.

CLASSES

- Aveda Service: Points of Difference
- Aveda Service: Effective Consultations
- Beyond Product Knowledge: Hair Hydration, Damage and Loss
- The Ultra Personalized Consultations
- Winning with Today's Consumer
- Grow with Aveda
- Glow Bar



NADIA THRUSH

Atlanta, GA
In-Salon Cost: \$400

Nadia has been part of the Aveda Network since graduating from Douglas J Aveda Institute in East Lansing, MI in 2005. Her passion is helping to grow other stylists and future professionals. She loves being surrounded by those who inspire her. Nadia has been teaching in the Aveda Institute Network for the past 17 years. She has been a certified Color Coach since 2017. When she isn’t educating or attending classes herself, she spends her time giving back to her community by helping to provide solutions to women suffering medical hair loss and providing salon services to women escaping sexual exploitation and trafficking.

CLASSES

- Salon Styling Essentials
- Hair Color Systems
- Hair Color Solutions
- Full Spectrum Deep Systems
- 30 Minute Blonde



MONICA HAYES

San Antonio, TX
In-Salon Cost: \$500

While attending Aveda Institute San Antonio, she earned the Pro Beauty Association’s Beacon Award. This experience inspired her to join the design team at K. Charles & Co. She participated in numerous photoshoots and Walk for Water fashion shows. She has a passion for textured hair and my creating racial equity in the beauty industry.

CLASSES

- Texture Talk
- Texture Style
- Texture Cut



NICOLE NEDOM

Tulsa, OK
In-Salon Cost: \$500

Nicole, a Master Stylist at Hello.Salon in Tulsa, OK, began her Aveda career in NYC in 2000. Graduating from the Aveda Institute New York in 2004, she completed her apprenticeship under Aveda’s industry leaders. Relocating to Tulsa in 2007, Nicole continued her education, becoming a Certified Haircolor Educator in 2009 and an Aveda Haircolor Purefessional in 2021. She is also a Certified Haircutting and Styling Educator and participated in Aveda Congress on the Elevate Hair team with Tatum Neill. Her passion lies in connecting with fellow Aveda Artists to share knowledge. Outside of work, she enjoys travel and quality time with her husband, Jason, three poodles, and hairless cat, Cricket.

CLASSES

- | | | |
|------------------------------|-------------------------------|---------------------------------|
| • 30 Minute Blondes | • Master Your Mix | • Hair Color Solutions |
| • Alchemy of Hair Color | • Full Spectrum Deep Systems | • Seasonal Trends |
| • Alchemy of Hair Color: The | • Pure Foiling | • Hair Color Systems |
| • Blonde Edition | • Full Spectrum Demi+ | • Introduction to Salon Styling |
| • Balayage Basics | • Reversible Color | • Jumpstart The Cuts |
| • Balayage Unlimited | • Full Spectrum Select Series | • Core Cutting I |
| • Color Vibrantly | • Riteous Reds | |



OLIVIA JEWELL

San Antonio, TX
In-Salon Cost: \$400

Olivia loves to research products and practices perfecting her craft daily. She enjoys working with all hair types and textures and works extensively with highly textured, curly, and coily hair. Olivia is the owner of Oblige Salon in San Antonio, an Aveda Salon.

CLASSES

- Texture Talk
- Texture Cut



SASHA AHART

Baton Rouge, LA
In-Salon Cost: \$750

Sasha has been a professional in the industry and involved with Aveda since 1998. Sasha has received national recognition for being a NAHA finalist for Makeup Artist of the Year in 2009, as well displaying her craft on the cover of Modern Salon Magazine in January 2010.

CLASSES

Customized makeup classes



SHANNON GAINEY

New Orleans, LA
In-Salon Cost: \$500

Shannon took an educator position at the Aveda Institute New Orleans in 2015 and became the campus Educator Coach shortly after. Her current role allows her to train and develop the educators, who then share the knowledge with the students. She loves working with the students every day and being a part of their journey early on with Aveda.

CLASSES

- 30 Minute Blondes
- Alchemy of Hair Color
- Alchemy of Hair Color: The Blonde Edition

- Balayage Basics.
- Balayage Unlimited.
- Color Vibrantly
- Full Spectrum Deep Systems.
- Full Spectrum Demi+.
- Full Spectrum Select Series

- Hair Color Solutions
- Hair Color Systems
- Master Your Mix
- Pure Foiling
- Seasonal Trends
- Salon Speed Styling



STEFFAN BENTLEY

Austin, TX
In-Salon Cost: \$500

Owner-founder of Apotheca Academy and Apotheca Salon & Barbershop in Austin, color educator, platform stylist and creative director Steffan Bentley strives to cultivate networks and systems of education, support, wellness and inspiration. Elevating people, bringing amazing education to every stylist and salon, representing and furthering the LGBTQ+ community, making every client look and feel special and unique, and spreading good in the world is what Steffan is all about.

CLASSES

- Alchemy of Hair Color
- Balayage Basics Balayage
- Unlimited Business of
- Blonding Color Vibrantly
- Dynamic Diffusion
- Full Spectrum Deep™
- Systems

- Full Spectrum Demi+
- Full Spectrum Select Series
- Hair Color Solutions
- Hair Color Systems
- Kinetic Color

- Merging Color
- Pure Blonding
- Pure Foiling
- Red Chocolate
- Seasonal Trends



STEPHANIE DICKERSON

Knoxville, TN
In-Salon Cost: \$600

As Stephanie developed her craft, she worked with and studied under Purefessional Johnnie Morgan, owner of Salon Azure. Then, in 2014, she decided to pursue her career in education when she joined the Douglas J Aveda Institute in Knoxville, Tennessee. As an educator at the Institute, she learned professional authority, empathy, leadership.

CLASSES

- 30 Minute Blondes
- Alchemy of Hair Color
- Balayage Unlimited
- Color Vibrantly

- Core Cutting I
- Full Spectrum Deep Systems
- Full Spectrum Demi+
- Full Spectrum Select
- Hair Color Solutions
- Hair Color Systems
- Master Your Mix
- Reverse Balayage
- Seasonal Trends
- Salon Speed Styling
- Salon Styling Essentials



STEPHANIE DAIGLE

New Orleans, LA
In-Salon Cost: \$500

Stephanie is an absolute powerhouse in the hair world. She specializes in hair color at Paris Parker Carondelet in New Orleans, Louisiana. She is strong, driven, and obsessed with Aveda. Her work has been featured in Elevate Hair, Aveda’s full potential photoshoot, RAW artist New Orleans, and New Orleans fashion week.

CLASSES

- 30 Minute Blondes
- Alchemy of Hair Color
- Balayage Unlimited
- Color Vibrantly

- Hair Color Solutions
- Hair Color Systems
- Master Your Mix
- Salon Speed Styling
- Seasonal Trends
- Salon Styling Essentials



VALENCIA GARCIA

Katy, TX
In-Salon Cost: \$400

Valencia is a University of Houston graduate and an Aveda team member of more than 15 years.

CLASSES

- Aveda Service: Points of Difference
- Aveda Service: Effective Consultations
- Beyond Product Knowledge: Hair Hydration, Damage and Loss
- Winning with Today's Consumer
- The Ultra Personalized Consultation
- Grow with Aveda
- Glow Bar

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COURSE DESCRIPTIONS

BUSINESS

AVEDA SERVICE: EFFECTIVE CONSULTATIONS + HOLISTIC RECOMMENDATIONS

Care to our guests

In this live four hour course you will focus on how Effective Consultations comes to life through effective consultation practices and recommending home care as well as Aveda's approach to caring for our guests through Holistic Recommendations.

learn

- Gain an understanding of why showing our guests product recommendations is part of giving exceptional service
- Develop a deeper awareness around practices for effective consultations
- Deliver authentic and relevant guest experiences that include service and home care recommendations and education
- Understand Aveda's foundation and history in holistic guest care
- Refine the guest consultation to both meet our guest's primary need as well as uncover additional product needs
- Learn and practice the 4 holistic selling opportunities in the guest service experience

AVEDA SERVICE: POINTS OF DIFFERENCE + CUSTOMIZING YOUR GUEST CONVERSATION

Our mission at Aveda is to care for the world we live in, this comes to life everyday with our guest

In this four hour live course you will focus on how to go "above and beyond" your guests expectations by using the Aveda Point of Difference as well as the three types of guests that our service providers most often interact with and help create experience that are unique and applicable to each.

learn

- Understand the Aveda Points of Difference Service Wheel
- Be able to integrate the Styling Lesson into all technical services
- Be able to personalize each step of the Points of Difference and elevate your guest service
- Understand and shift the primary mindsets that get in the way of recommending home-care
- Be comfortable using the IS-GIVES-HOW formula to customize your guests' home-care recommendations
- Be able to put into practice new skills around customizing your consultation, service, and product recommendations to three-different guest types

THE ULTRA-PERSONALIZED CONSULTATION

The game-changing consultation

Care for your guests AND your bottom line? Increase service and retail sales and improve guest retention at your salon. This 90-minute virtual class for owners and stylists provides the information you need to assess each guest's archetype.

This allows you to prescribe customized service and product recommendations based on the guest's number one priority and preference. Elevate your consultations and recommendations—starting now.

learn

- Analyze the defining characteristics about today's guests
- Address each guest's most important needs by understanding their top priority
- Build your business by boosting service and product sales and guest retention

WINNING WITH TODAY'S CONSUMER

Preparing for the hair care guest of the future

Change is coming. Are you ready for it? In this interactive, 90-minute course, we will

share compelling discoveries about existing Aveda salon guests and the types of guests we recommend attracting in the future. We will explore how you can deepen your relationships with guests to better meet their needs and strengthen their loyalty. Finally, you will be empowered to tailor your new-found knowledge into an action plan for your team in the journey to growing your salon business.

learn

- Major global consumer trends that directly affect salons
- How Aveda's consumer research helps us understand the salon guest of the future
- Two types of existing Aveda guests and how to retain them
- Three types of guests we 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

ADULT LEARNING & FACILITATION SKILLS

Educators change lives and bring people up. Be the best mentor, educator, trainer or facilitator that you can be with proven tools and training techniques.

Explore the different ways people learn and how best to speak to all of them. After learning your new skills, you'll practice them on the spot with a five-minute presentation applying what you learned in class. At the end of the class,

you’ll leave with a new teaching toolbox and even a little experience under your belt.

learn

- To understand learners and learning styles
- To dispel myths and mystique about being an effective facilitator
- Effective methods for increased results and enhanced productivity
- Fun ways to provide interactivity while validating knowledge
- To develop facilitation skills through “live” practice sessions

PRINCIPLES OF EDUCATION

Creating an effective education experience requires so much more than great presentation skills.

As an Aveda educator, you need a strong command of three essential skills—coordinating, presenting and facilitating. Begin to build your training skills in this interactive introduction to educating that provides you with the tools and practice you need to grow as an educator— both behind the scenes and at the front of the room.

PRESENTATION PRINCIPLES

In this two-day class, you’ll learn how to create impactful presentations and deliver them in an engaging way.

Join us for this interactive course designed to broaden you presentation skills, shake the stress of public speaking, and give you invaluable confidence to deliver messages to diverse audiences of all sizes.

GROWING BEYOND THE CHAIR WITH HALLE KLINGE

In this class, you will learn how to market your salon for success through social media best practices

This class will cover the steps of setting up your accounts, timing, trends, and how to create content that showcases the culture of your salon that engages/reaches old, current and future clients.

Learn how to master the importance of social media and take your salon to the next level.

CUT

CORE CREATIVE CUTTING

What comes after mastering the basics? Mixing and matching them to create winning combinations of head-turning haircuts. This course teaches you how to combine hair cutting fundamentals with advanced techniques to create modern short, medium, and long haircuts and fringes applicable to any salon guest. You will leave the course with endless combinations and opportunities.

learn

- How to use disconnected layering techniques to modernize long hair cuts
- How to combine one-length, graduation and layering to create a perfect, versatile bob
- Tips and tricks for cutting a trendy pixie
- Techniques for creating six different fringes
- Six principles of hair cutting and how to apply them in practice

CORE CUTTING I

Begin your journey mastering the Aveda foundations of hair cutting. During this course, you will learn the six principles of hair cutting—perspective, dimension, distribution of weight, elevation, over direction and body position—and how they relate to each other and inform technique and shape. You will also practice correct body positions and Aveda’s one-length, graduation, and layering techniques during a hands-on workshop. You will leave this course ready to continue mastering the foundations of Aveda hair cutting and integrating them into your work behind the chair.

learn

- Hair cutting techniques for:
 - Long round layers, triangular one-length
 - above the shoulders triangular graduated bob

CORE CUTTING II

Mastery is not achieved by chasing the latest trends—it is achieved by properly learning the basics. Continue your investment in the fundamentals of hair cutting and watch your skills progress as you create three advanced hair- cuts. After taking a more in-depth look at the six principles of hair cutting—perspective, dimension, distribution of weight, elevation, over direction and body position—you’ll leave with the ability to create more classic hair cut shapes with beauty and precision.

learn

- How to expand the six principles of hair cutting to create more advanced hair cuts
- Hair cutting techniques for:
 - Square one-length
 - Round graduation
 - Short square layers

CURL CONTEMPORARY

This one’s for the curls. Guests are embracing their natural texture more than ever. From Instagram to fashion runways, curly hair is in, and it’s not going away. In this course, you’ll explore curly hair concepts and what you need to consider to achieve the looks guests want. You’ll apply the principles of hair cutting with respect to curly hair and explore how to create both classic and creative shapes and sculpted silhouettes. Gain the knowledge and technical skills you need to craft curls with confidence.

learn

- How to apply the principles of hair cutting to curly hair
- How to consider tension, elevation and shrinkage when cutting curly hair
- Curly hair-specific techniques for:
 - Disconnection
 - Graduation
 - Layering
 - Wet and dry cutting
 - Freehand cutting
 - Diffusing and drying

JUMP START: THE CUTS

Are you a recent beauty school graduate or a new stylist that is looking to fine tune their cutting skills?

This two-day, hands-on course will prepare you to perform core techniques in hair cutting with the tools needed to apply to real life scenarios.

Attendees will walk away with a better understanding on making better choices when choosing the right technique and shape while consulting with guest.

learn

- How to execute a bob with graduation, a long layer cut, and a pixie cut
- Understand hair as a material
- How to finish and refine your work
- How to make informed decisions and have a confident approach
- An understanding of suitability
- An understanding of hairlines and hair density.
- Using the most efficient hand and body position.

PRECISION DRY-CUTTING

Smooth, sharp and sleek

We all know how the standard process goes: wash, cut, dry, style. But that isn’t the only order of how a hair cut can go down. This class is all about learning the techniques behind dry-cutting. Learn soft texturizing techniques and time-saving approaches for dry-cutting on curly and wavy hair. Maximize the benefits of dry-cutting with

these new techniques to achieve precision cuts and refined lines. The perfect cuts to go with the perfect blow dry— smooth, sharp and sleek.

learn

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

TEXTURE CUT

Boost your skills and confidence in cutting naturally textured hair in this one-day, industry-exclusive class. You’ll learn and practice the fundamental techniques established by Aveda’s top texture experts. And you’ll be empowered to help your guests in achieving their hair goals.

learn

- Three foundational hair cuts and shapes to suit long, medium and short styles
- Considerations when planning a service for guests with naturally wavy, curly or coily hair
- When and why to choose cutting wet vs. dry hair
- Product selection and usage that support the finished style
- How to deliver an outstanding service experience for guests with textured hair

COLOR

30 MINUTE BLONDES

learn

- Two quick blonding techniques than can be done in under 30 minutes
- Alternative partial with soft money pieces and face frame with foils and freehand
- Root shadowing and toning and formulating with the ideal tones
- 10 minute spotlighting technique for textured hair

ALCHEMY OF HAIR COLOR

Don’t just learn how. Learn why.

Alchemy of Hair Color will show you a new way of conceptualizing Aveda color that will change every formula you touch from now on. In this class you’ll finally figure out why some of your color formulas work, and why some don’t (even though it feels like they should).

Your “a-ha moments” will open your eyes to different and non-damaging methods to lift and neutralize; innovative paths to the color results you want every time; and new ways to use the Aveda tools you already have in your toolbox. You’ll learn how to break the rules in smart ways, and bring your visions to life.

BALAYAGE BASICS

Liberate your highlights from foil and embrace the balayage effect—a freehand hair color technique that takes a painterly approach to traditional highlights. Understanding the basic techniques and tools behind this popular hair color trend will increase your ability to create special effects

on the hair—from subtle glimmers of blonde to ombre highlights with personality. In this interactive course, you’ll learn basic balayage skills that will help you create artisanal hair color that looks spontaneous but was carefully handcrafted by you.

learn

- Basic balayage sectioning, techniques and placements
- How to apply color with a brush and balayage paddle
- Freestyle hair color applications

BALAYAGE UNLIMITED

Seasons and trends may change, but natural, dimensional hair color is here to stay. Freehand techniques invite hair colorists to blend art, chemistry, and shape. Take your balayage skills beyond the basics with expanded ways to do freehand techniques in less time than traditional foil placements. Learn techniques inspired by Aveda hair colorists that can transition guests from season to season and formulas that will keep guests coming back

learn

- A review of the principles learned in Balayage Basics
- Three balayage variations and techniques for all guest types
- Balayage tips and tricks to keep you on-trend and in-demand
- Best practices and business-building tips for mastering balayage

COLOR CRAFT

Embrace the extreme side of Aveda Hair Color— colors so bright, vibrant and intense that they require a master’s insight to get it just right. Inspired by Ian Michael Black, Aveda Artistic Director, Hair Color, this course reveals his creative process for achieving kinetic color with all Aveda Hair Color categories, including the latest addition, Full Spectrum Vibrants.™

Learn insider tips for pushing tones to the extreme, including tone selection and placements that ensure your vivid color combinations are gorgeous, not gaudy. There’s never been a better time to explore extremes, think big and make every color beautiful.

learn

- The art of mixing using Full Spectrum™ Permanent Pure Pigments, Full Spectrum Demi+™ or Full Spectrum Vibrants™ components to create unlimited results across all color categories
- Harmonious tone selection—including Full Spectrum Demi+™ Tones
- Unique Full Spectrum™ base and tone combinations that achieve a broader range of vivid, sheer or bold results
- Placements that work well with extreme or intense tones

COLOR VIBRANTLY

Are your guests looking for a low-commitment hair color with a high shine and condition payoff? In this course, you’ll learn everything you need to know about Full Spectrum Vibrants™ Semi-Permanent Treatment Hair Color, including features and benefits, application and removal and the range of hair color services you can perform on guests using its 11 shades. During the optional second half of the course, you’ll practice some of these services on your own, with coaching from one of Aveda’s hair color experts. You’ll leave the course prepared to help your guests live their best vibrant life.

learn

- Full Spectrum Vibrants™ product knowledge and application
- How to use Full Spectrum Vibrants™ to perform key hair color services

FULL SPECTRUM DEEP™ SYSTEMS

Using color to create beauty is what hair colorists do best. This creative process involves looking at every color component, tool and technique available and determining how to best achieve the desired result. In this course, you’ll explore how Full Spectrum Deep™ can expand your hair color palette, give you unlimited options and help you achieve the best results more efficiently than ever. Through group discussion, formulation practice and swatching activities, you’ll gain a new perspective on hair color and be inspired to use the entire range of Aveda Hair Color to create unlimited color possibilities—from blondes to brunettes and everything in between.

learn

- What makes Full Spectrum Deep™ unique
- When and why you should use Full Spectrum Deep™
- Ways to overcome the common challenges of controlling warmth and tone

FULL SPECTRUM DEMI+™

In the world of hair color, not everything is permanent—nor should it be. Hair color trends are constantly changing, and Aveda’s newest hair color category, Full Spectrum Demi+™ Custom-Deposit Treatment Hair Color,™ is officially here to help you stay on-trend. In this module, you’ll learn firsthand how Aveda’s new high-performance, demi-permanent hair color line offers customized color results, great timing and amazing coverage. After this course, you’ll see how quickly Full Spectrum Demi+™ will become your permanent solution to all your demi problems.

learn

- Full Spectrum Demi+™ points of difference
- How to formulate, mix and apply Full Spectrum Demi+™ for the following services: toning, glossing, color refreshing, grey blending, pre-coloration
- How to use Full Spectrum Demi+™ to create customized results
- How to use Aveda Hair Color systems to solve common hair color challenges
- Perform the six steps to a successful hair color consultation
- Formulate and apply hair color changes with success

HAIR COLOR SYSTEMS

Step inside the world of Aveda Hair Color and discover the distinct methods and techniques that make it outshine the competition. Join Aveda’s coloring pros for an introductory workshop that will boost your confidence in formulating, mixing and applying different Aveda Hair Color categories. This course will increase your grasp of hair color fundamentals and explore the wide range of possibilities Aveda Hair Color offers. After hands-on practice and expert coaching, you’ll be motivated to transform your guests’ hair with vibrant color and expand your career as an Aveda colorist.

learn

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

KINETIC COLOR

Embrace the extreme side of Aveda Hair Color— colors so bright, vibrant and intense that they require a master’s insight to get it just right. Inspired by Ian Michael Black, Aveda Global Artistic Director, Hair Color, this course reveals his creative process for creating kinetic color with Full Spectrum™ Permanent Pure Pigments and Full Spectrum Demi+™ Tones. Ian also shares his insider tips for pushing tones to the extremes. You’ll start with tone selection and end with placements that ensure your vivid color combinations look gorgeous instead of gaudy. There’s never been a better time to explore extremes, think big and make every color beautiful.

learn

- The art of mixing Full Spectrum™ Permanent Pure Pigments with different bases for a variety of results
- Harmonious tone selection—including Full Spectrum Demi+™ Tones—for beautiful results
- Unique Full Spectrum™ Permanent Pure Pigment combinations that achieve a broader range of tonal results
- Placements that work well with extreme or intense tones

MASTER YOUR MIX

This course takes you on an exploration of how the masters assess and select formulations using the color theory concepts of hue, saturation and intensity. Their approach is simple and easy to master with an open mind and a firm grasp of Aveda Hair Color components. Learn how to use the Aveda Color Wheel as a source of endless hair color inspiration and maximize Aveda Hair Color components to their fullest potential.

learn

- Tips and tricks from Aveda Hair Color masters
- How to expand beyond basic color formulations and formulate for accurate, predictable customization
- How to manipulate color theory principles through an understanding of hue, saturation and intensity
- How to build on your foundational color skills and spark your hair color creativity

MERGING COLORS

Blocks of color create big results with minimal effort. A must-have skill for hair colorists, block coloring allows you to create eye-catching looks full of dimension and movement—all without the use of foil. The keys to success are artful placement, smart layering and cohesive tones. In this hands-on course, you’ll learn four techniques to help you layer blocks of color and create multidimensional effects from subtle to dramatic. Practice each technique to perfection and learn how to customize them to any guest.

learn

- Block coloring techniques that emphasize movement and variation
- Creative sectioning patterns
- Applications that create subtle to dramatic results

PURE BLONDING

Struggling with blonding bloopers? Learn the Golden Rules of blonding, and turn every challenge into a brilliant, beautiful blonde. This hands-on class reinforces blonding basics with proven techniques that will get you on the path to blonding success. From exploring how to maximize Aveda’s blonding components to hands-on practice with double processing, toning and low lighting, you’ll have the language, formulas and techniques you need to ensure your guests receive the golden treatment.

learn

- The Golden Rules of blonding
- How to maximize your blonde results with Aveda Hair Color components
- Three blonding techniques and toning with Enlightenment™ Blonde Finish Protective Toners to create customized blonde results
- Formulation skills to help you create a variety of blonde shades with confidence
- How to consult and connect with your guest for perfect blonde results

PURE FOILING

Think of highlights as hair’s perfect accessory—they accentuate the best in every guest.

This course will get you started with the foundational sectioning and dimensional foil techniques you need to create beautiful highlights ranging from bold ribbons to subtle radiance. Learn how Aveda’s signature application techniques enable you to create seamless, multidimensional hair color looks for every guest. You’ll be inspired to perfect your foiling skills through expert demonstrations and a hands-on workshop that will uncover the endless possibilities of this popular hair color service.

learn

- Full and partial foil sectioning techniques
- Highlighting techniques:
 - Weaving
 - Slicing
 - Singles
 - Tipping
- How to choose the right sectioning, technique and placement for your desired effect

REVERSIBLE COLOR

A fresh take on dimension

Why blend in when you can stand out? In this three-hour module, you’ll explore current hair color trends and learn a new take on dimension that mixes soft, seamless blending with strong lines. You’ll review the Reversible Color looks, with a special focus on how to create red results and color textured hair. You’ll leave the module prepared to translate the Reversible Color looks for your guests and use current hair color trends and the reversible color technique to help your guests stand out

learn

- Current hair color trends
- How to translate the reversible color looks for their guests
- Tips and tricks for achieving beautiful red results and coloring textured hair

REVERSE BALAYAGE AND DIMENSIONAL COLOR

Take what you know about balayage and flip it and then reverse it. That’s the concept behind the next big highlighting trend that’s making its rounds on the Internet. The name speaks for itself: Instead of a darker base with painted-on, lighter highlights, or darker roots fading into a lighter gradient, reverse balayage focuses on painting on darker strands and root stretching.

Learn how to transition a guest back to a rooted look with high contrast dimension. The way it’s painted on should still give you plenty of root area untouched, so that your grow-out is incredibly nat- ural. “The point is that you can grow your color out naturally without the hard line, so it’s all your personal choice of what you’re looking for in your color.” (quote from Vogue)

learn

- All the reverse and dimensional techniques
- How to integrate Demi+ for all the reverse and dimensional techniques
- How to transition guests to a more dimensional look
- How to take your guest’s natural color and stretch it down to erase foil lines
- How to give your guest the perfect lived in look



BOOK YOUR EDUCATOR
email educationrequest@neill.com



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SHINE ON

Today’s guests value shiny, damage-free hair more than anything else. And you can meet that need in 30 minutes or less—in the same appointment. Maximize your books and your guest’s time in your chair by enhancing their experience with quick and easy shine treatments and color placements that deliver an instant dose of glam. You’ll leave the course with all the tricks you need to offer and perform the best add-on services for each guest, result- ing in a customized service experience that delivers results—and full books.

learn

- How easy it is to enhance shine and condition for every guest in your chair
- Three easy color placement techniques that update any look in minutes
- How to layer Aveda services and use them to build your revenue

TEXTURE COLOR

There is more to coloring textured hair than meets the eye. In this one-day course, you’ll learn how different tex- tures and other hair characteristics can affect hair color results and how to address the common challenges of coloring textured hair. You’ll practice several on-trend color techniques and receive coaching from Aveda’s texture experts. At the end of the course, you’ll be confident and prepared to provide your textured hair guests with the hair color results they’ve been dreaming of.

learn

- How to consider loss of texture, multiple textures/patterns, porosity and cuticle when coloring textured hair
- Proper product choice, sectioning and placement when coloring textured hair
- Three hair color techniques: color press, tipping and color blocking

MAKEUP

Camera Ready Makeup

Be able to comfortably suggest, sell and apply Smashbox products with confidence.

learn

- Smashbox brand history
- Why we prime
- Create a Smashbox signature look using face shape, eyes, lips and brows

KUHL IT FACIAL THERAPY

Inspired by the skin care trend of cryotherapy (cold therapy), this course features cooling techniques- although our version is not sub zero- and products that contain caffeine to rejuvenate, soothe and calm skin. Developed by Aveda Guest Artist, Krista Kelly, this hands-on course will teach you to customize the guests experience with various versions of the treatment, from a complimentary 90 second hand experience to a 90 minute facial option for a full fledged immersion in the refreshing worl of Kühl

learn

- Cooling facial therapy techniques using facial tools and Aveda Skin Care products to refresh and restore evenness in tone
- How to implement Kühl It Facial Therapy into daily skin care practices and teach guests a quick, at-home way to depuff eyes
- The restorative benefits of Aveda Skin Care products featuring caffeine
- How to implement Kühl It Facial Therapy Treatment packages into the salon/spa's business to increase reail sales and pre-booking

SPA

DECONSTRUCTING THE FACIAL

Calling all Aveda estheticians! This intensive, one-day, hands-on course offers the product knowledge and technical skills needed to perform Aveda Tulasāra™ Facial Treatment Protocols. If you are an esthetician who is new to the Aveda brand or needs deeper guidance on the products and techniques in the protocols, this class is designed for you!

learn

- Understand Aveda’s facial design framework
- Review all products, accessories, tools and supplies used in Aveda’s facial protocols
- Review each Aveda facial treatment process
- Perform each product application technique identified in Aveda’s facial protocols
- Be able to deliver any Aveda facial treatment protocol with accuracy and high- performance results

GLOW BAR

In this hands-on educational experience, you’ll learn to use Aveda skin care on yourself while learning about Aveda skincare retail. You’ll leave the class feeling confident about showing your guests how they can maintain their glow at home.

learn

- Features, elements, and benefits of Aveda retail products for skin
- How Aveda products are used and how they feel on your skin
- How to speak with authority and educate guests on Aveda skin care retail

THERMAL FACIAL THERAPY

A warm welcome for your skin. Under stress, skin is the last place in our bodies to receive nourishment from blood flow. This hands- on course is designed to increase your understanding of he benefits of increasing warmth and circulation for sluggish, stressed skin. Learn and practice new facial massage techniques that will maximize skin's glow. We'll also dive more deeply into Aveda Skin Care products with ingredients to warm and nourish depleted skin. It's time to turn up the heat!

learn

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

STYLING

BEYOND BRAIDS

From casual braids at festivals to elegant updos at weddings, braids are still trending. In this three-hour class, gain the confidence you need to service a braid request of any kind by mastering advanced braiding techniques. We'll discuss choosing techniques and products based on hair texture, density, diameter and end goal—and you'll walk away having mastered a variety of styles.

learn

- Two, three, four, five and eight-strand braids
- Invisible and visible braids
- Traveling braids
- Figure-8 braids

BLOWN AWAY

Pump up your retention and revenue with Aveda Styling products and blow-drying techniques

learn

- A new way to “play” with Aveda styling products
- Pro-tips from Fashion Week to create on-trend hair styles
- How to “ROCK” polished blow-drying skills

CURL POWER

Do you get anxious when a curly hair guest sits in your chair? Curl Power will help you to think outside the box, gain confidence, and offer new styling options to your guests. You will leave with an understanding of how to identify curl patterns, what styling techniques and products work best and how to recommend the appropriate home care for your guest to keep their locks looking their best!

learn

- Identify different texture types
- How to determine which styling techniques and product to use for various curly hair types
- How to style curly hair behind the chair in an organized and timely manner

SALON STYLING ESSENTIALS

Bring out the beauty in your hair cuts with smart hair styling. In this hands on course, you'll play with the full line of Aveda hair styling products and learn 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. At the end of this course, you'll be inspired to conclude every hair cut with a flattering hair style that could boost your retention and revenue.

learn

- The IS/GIVES/HOW behind every Aveda Product
- How to style all hair types with the right blend of products and techniques
- How to determine and create your guests desired style
- The art of product layering
- Fundamental styling skills

SALON SPEED STYLING

Some of the most beloved hair styles can be created in no time! With Aveda product and technique, you'll deliver results you and your guests are after. During this three-hour class, you'll learn how to create some of these speedy editorial hair styles and make the best selection from Aveda's comprehensive styling range, that will help you create great finishes for guests.

learn

- How to choose the appropriate styling products based on hair texture, density, diameter and desired result
- How to combine styling techniques and products to create both salon-friendly and runway-inspired looks
- Techniques for:
 - Ponytails, tight and loose buns, knotted buns, chignons, band work and pinning

STYLED TO LAST

Explore Aveda's method for stunning blow-dries and polished styles in this foundational course. Enhance your skills in guest consultations, apply Aveda's complete styling product line for salon-specific results, and master techniques like flat brush and round brush in a hands-on workshop for flawless finishes using Aveda hair styling products.

learn

- Skills for conducting effective consultations that help create the styles guests want and result in appropriate product system recommendations
- How to create hair styles using the Aveda hair styling products that will achieve the desired finish
- Flat- and round-brush skills for setting the foundation of long-lasting hair styles

STYLE SYSTEMS

Revamp your hairstyling with five essential techniques used by industry style masters in this one-day, hands-on course. Redefine your approach to using Aveda products and bid farewell to ordinary hairstyles, exploring everything from salon updos to runway-worthy creations.

learn

- The five essential hair styling techniques:
 - Ponytail, braid, french twist, texture, free form shaping
- How to choose the right styling products for your guests hair type and texture
- Creative combining of styling techniques to create artistic, editorial looks
- Product combining to ensure proper shape and hold in any hair style
- How to do a variation of the five essential hair styling techniques

MODERN MOVEMENT

When it comes to heat styling, heat and water are your new best friends: They give you the power to create the beautiful, versatile styles your guests are looking for.

In this hands on course, get to know a wide variety of heat styling and wet setting skills to create foundational hair styles on any hair type or texture. You will be prepared to achieve fresh, modern looks that move with the guest using these tried and true techniques

learn

- Foundational styling techniques for all hair textures (straight, wavy, curly and coily) including
 - Heat styling with a flat iron and crimper's
 - Heat styling with a marcel curling iron
 - Wet setting
 - Dry setting
 - Low or no-heat styling
- How to perform an outstanding service experience for guests

TEXTURE

TEXTURE CUT

Boost your skills and confidence in cutting naturally textured hair in this one-day, industry exclusive class. You'll learn and practice the fundamental techniques established by Aveda's top texture experts. And you'll be empowered to help your guests in achieving their hair goals.

learn

- Three foundational hair cuts and shapes to suit long, medium and short styles
- Considerations when planning a service for guests with naturally wavy, curly or coily hair
- When and why to choose cutting wet vs. dry hair
- Product selection and usage that support the finished style
- How to deliver an outstanding service experience for guests with textured hair

TEXTURE COLOR

There is more to coloring textured hair than meets the eye. In this one day course, you'll learn how different textures and other hair characteristics can affect hair color results and how to address the common challenge of coloring textured hair. You'll practice several on-trend color techniques and receive coaching from Aveda's texture experts. At the end of the course, you'll be confident and prepared to provide your textured hair guests with the hair color results they have been dreaming about

learn

- How to consider loss of texture, multiple textures/patterns, porosity and cuticle when coloring textured hair
- Proper product choice, sectioning and placement when coloring textured hair
- Three hair color techniques: color press, tip-ping and color blocking
- Styling tips for enhancing color results

TEXTURE STYLE

At Aveda, we care for the world we live in. That means caring for every guest, every time, to address their unique needs. This one-day, hands-on texture class—an exclusive in the industry—features the most sought-after results in natural hair styling from Aveda's top texture experts. Gain knowledge and technical skills to help you achieve beautiful styles for guests embracing their natural texture and living their best curly life.

learn

- Why working with textured hair is essential to your business and your success
- How to identify texture and choose the best styling technique
- How to recommend and apply products that deliver optimal results
- Six styles for wavy, curly and coily hair
- How to deliver an outstanding service experience for guests with textured hair

TEXTURE TALK: THE ART OF THE CONSULTATION

Maximize your texture business

There's never been a more critical time for companies to build and sustain deeper, more meaningful connections with all guests—not only to grow their relationships, but to protect them. Learn to create systems that ensure a common language and consistent timing measures for all guests. Transition into a new standard of hair consultation.

BRAIDS, KNOTS AND RODS

Want to build your texture confidence and clientele? Diversifying your texture services toolkit to provide your current and future guests with more finishing options is critical.

In this course created by Renée Gadar, Global Artistic Director, Texture, you'll review how to asses textured hair. You'll also learn six sought after looks, plus the product selection and usage to support the styling techniques and the finished look. This course will erase any texture timidity with confidence and allow you to take on texture with confidence.

learn

- The difference between wet and dry setting
- How to perform the following techniques/sets:
Bantu knot, cornrow, plait, flexi rod set on wet and dry hair, perm rod set on wet and dry hair

SILKY SMOOTH

W/ MONICA HAYES

Are you looking to expand your skill set and offer your clients the latest in natural hair care management, treatment and styling?

Look no further because this class is designed to give you the tools and techniques needed to master the art of the silk press technique that will ensure your clients leave your chair with hair that not only looks good but feels amazing too

learn

- Thee fundamentals of the silk press
- How to properly prepare and condition natural hai for optimal results
- How to utilize all the tools and products needed to maintain the health and integrity of natural hair

CURLS AND COILS ESSENTIALS

Guests have been on a journey to embrace their natural texture, and we're here for it—but are we ready for it? A wash and go is a style that is achieved by washing a guest's hair and styling it with minimal manipulation and no heat. It may sound simple, but it's one of the hardest styles to perfect, and its success rests on the delicate balance of product use and technique.

learn

- The differences between wavy, curly and coily hair and how to adjust your wash and go technique to achieve the best result for each texture
- How to get the most out of your guest's natural textured hair using Aveda products
- How to maximize definition and longevity out of a wash and go style
- How to wet and reset a wash and go style
- How to care for a wash and go style between washes
- Tips and tricks for setting realistic styling expectations with your guests

AVEDA NORTH AMERICA ARTISTIC TEAM

FACT

The North America Artistic Team (NAAT) works closely with the Global Artistic Team to develop educational content and experiences relevant to the unique needs and opportunities within our market.

The next chapter showcases talent from around the globe.

TO NAAT FROM NEILL

Alberto Swanson began his 22 years with Aveda at the Aveda Experience Centers, then moving on behind the chair at Van Michael. During his 11 years as Education Lead and Senior Colorist at Van Michael Miami, he worked with designer labels and celebrity clientele. Alberto co-created Aveda's global Beyond Balayage curriculum, created balayage unlimited and is the creator of Alchemy of Hair Color and contributed to Full Spectrum Deep™ Systems + Fusion. Today, he helps others evolve as Executive Director of Education and Hair Color Sales for Neill and was selected to join the Aveda North American Artistic Team for hair color.



ALBERTO SWANSON
Memphis, TN
In-Salon Cost: \$2,750

Neill®

BOOK YOUR EDUCATOR
email educationrequest@neill.com

2023-2024 AVEDA IN-SALON

EDUCATION CATALOG



AVEDA EDUCATION
NORTH AMERICA

AVEDA'S PRESTIGE EDUCATION

A UNIQUE EXPERIENCE FOR YOUR WHOLE TEAM!

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

WHAT IS INCLUDED IN THE IN-SALON TUITION:

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

HOW TO BOOK A CLASS:

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

HOW TO REQUEST MORE INFORMATION:

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

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



AVEDA EDUCATION
NORTH AMERICA

Beauty Around the World

GLOBAL ARTISTIC TEAM



IAN MICHAEL BLACK

Global Artistic Director, Hair Color
Los Angeles, CA



RENEE GADAR

Global Artistic Director, Texture
New York, NY



RICARDO DINIS

Global Artistic Director, Hair Cut
New York, NY



ALLEN RUIZ

Global Artistic Director, Style
Austin, TX

Click your favorite instructor to see their full bio!

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

ADVANCED EDUCATION ARTISTS

 | AVEDA ACADEMY



BRITT DION

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



LUIS GONZALEZ

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



NAOMI DOVE

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



TATUM NEILL

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



ASHLEY MCCARTY

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



BRANDON DARRAGH

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



DANIEL HOLZBERGER

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



DUSTY RHODE

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

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ADVANCED EDUCATION ARTISTS

 | AVEDA ACADEMY



BILLY KEOHANE

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



MALIA O'KEEFE

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



GERARD SCARPACI

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



HARRY WOOD

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



STEPHANIE LUBOW

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



KRISTIN SHAW

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



GRETA COSTON

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

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BUSINESS



I recognized that our salon group is always
at its peak when aligning beauty and business...

**BRINGING OUT THE BEST
OF WHO WE TRULY ARE.**



KERI DAVIS
Aveda Business College Purefessor

BUSINESS



KERI DAVIS

Aveda Business College Purefessor
San Diego, CA
\$4,500 USD/900,000 points



LUCA BOCCIA

Aveda Business College Purefessor
Boca Raton, FL
\$4,500 USD/900,000 points



SCOTT BUCHANAN

Aveda Business College Purefessor
New York, NY
\$4,500 USD/900,000 points



MAGGIE DAME

Guest Artist
DePere, WI
\$3,000 USD/600,000 points



TATUM NEILL

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



CHINA WONG

Aveda Business College Purefessor
Des Moines, IA
\$3,000 USD/600,000 points



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NORTH AMERICA

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BUSINESS



HEATH SMITH

Aveda Business College Purefessor
Austin, TX
\$3,000 USD/600,000 points



SHARAH MADRONE

Aveda Business College Purefessor
Eugene, OR
\$3,000 USD/600,000 points



KATHLEEN TURPEL

Aveda Business College Purefessor
New Orleans, LA
\$2,500 USD/500,000 points



DERON EDWARD

Aveda Purefessional™
Social Media & Hair Cut
Lansing, MI
\$1,750 USD/350,000 points



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TEXTURE

The foundation of the Aveda texture education has been based on

CREATING SAFE LEARNING ENVIRONMENTS

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



NAOMI DOVE
North America Artistic Director, Texture

TEXTURE

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



RENEE GADAR

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



NAOMI DOVE

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



TRACY FREEMAN

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



ARAN BEATTIE

Texture Expert
London, ON
Contact Aveda for Pricing



JUAN PEREZ

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



KARINA CHAVEZ

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



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TEXTURE

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



MARIE PANELL-BIGGS

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



NEVADA BLUE

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



TIFFANY QUICK

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



NAJLA TROTTER

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



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HAIR COLOR

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

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

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



IAN MICHAEL BLACK
Global Artistic Director, Hair Color

HAIR COLOR



LUIS GONZALEZ

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



ALBERTO SWANSON

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



ANNA KING

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



BRIDGETT VAN HORN

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



GABO HERNANDEZ ROJAS

North America Artistic Team
Toronto, ON
Contact Aveda for Pricing



JEFFREY SCOTT

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



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HAIR COLOR



KRISTINA PARIS

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



ANDREA SWANSON

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



THOMAS PEPIN

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



PHILLIP PROCOPIO

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



REBECCA KLINE

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



ALLI WOLFE

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



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HAIR COLOR



DANIELLE JOJOLA

Aveda Purefessional™
Denver, CO
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GINGER PENDLEY

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



JIMMY KEATON-COHEN

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



LAURA FAGAN

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



JOSÉE LEBRUN

Aveda Purefessional™ Hair Color
Montreal, Québec
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HAIR STYLE



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

**I CHOOSE TO STAY
PASSIONATELY CURIOUS**

and test the bounds of its possibilities.



BRITT DION

North America Artistic Director, Style

HAIR STYLE



BRITT DION

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



WOODY THEIS

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



ALAINA BARNES

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



ALLISHA WEGNER

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



KRISTINA PARIS

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



LYDIA BRACKETT

North America Artistic Team, Style
Richmond, VA
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HAIR STYLE



VANESSA WHITMARSH

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



SANDRA BETHKE

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



IAN HEARTH

Aveda Purefessional™
Niagara Falls, ON
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HAIR CUT



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

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



RICARDO DINIS
Global Artistic Director, Hair Cutting

HAIR CUT



LINDSEY PHELPS

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



MICHAEL PAVLICK

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



PATRICK INA

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



SUSAN FORD

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



TRACY NEWTON

North America Artistic Team
British Columbia, Canada
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WOODY THEIS

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Minneapolis, MN
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HAIR CUT



HAUNS KORPELA

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



HOLLY BROWN

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



CARRIE BELLUS

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



DERON EDWARD

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



HERBERT ANDERSON

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



JOSEF STEPINSKI

Aveda Purefessional™
Milwaukee, WI
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HAIR CUT



ROBIN SCHNELL

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



SAM ZORN

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



SARAH KEENAN

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



TOM SMITH

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



JUAN PEREZ

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



LARISSA WONG

Aveda Purefessional™
Minneapolis, MN
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MICHAEL LUCERO

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



MICHELLE JENS

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



STEVEN ROYSTER

Aveda Purefessional™
New York, NY
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ARAN BEATTIE

Aveda Purefessional™
London, ON
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CHARISE BAUMAN

Aveda Purefessional™
Toronto, ON
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IAN HEARTH

Aveda Purefessional™
Niagara Falls, ON
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HAIR CUT



JORDAN SAAB

Aveda Purefessional™
Ottawa, ON
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PHILLIP ELLIOTT

Aveda Purefessional™
Calgary, BC
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HOPE HARRIS

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



BRYAN FOSS

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



SONYA MANNING

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



TRISTIN MORRISON

Guest Artist
Toronto, ON
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DYLAN SIT

Guest Artist
Toronto, ON
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SKIN & SPA



MY PASSION FOR AVEDA SPA LIES IN THEIR HIGH SCIENCE APPROACH

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



Kali Winter
North America Artistic Spa Team

SKIN & SPA



ALLISON OLEAN

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



AMANDA PURRRINGTON

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



ERICA TREAT

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



KALI WINTER

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



DR. KRISTY HERON

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



KRISTY JANTZI

North America Artistic Team
Toronto, ON
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SKIN & SPA



ZANDY RANGEL

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



BARB HARPER

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



AVEDA EDUCATION
NORTH AMERICA

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

HAIR COLOR INDEX

HYPERNATURE COLOR

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

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

LEARN:

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

Enroll in **HyperNature Color** today!

HAIR COLOR CLASSES:

Alchemy of Color I

Alchemy of Hair Color: Blonde Edition

Balayage Basics

Balayage Unlimited

Color Craft

Design in Color

Design in Texture

FREEDOM Effortless Hair Painting & Balayage

Full Spectrum Deep Systems + Fusion

HyperNature Color (featured)

Limitless

Master Your Mix

Movement Hair Color

Next Level Brunettes

Next Level Reds

Pure Blondes

Pure Foiling

Reversible Color

Texture Color



AVEDA EDUCATION

HAIR CUT INDEX

PRECISION DRY-CUTTING SMOOTH, SHARP AND SLEEK

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

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

LEARN:

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



Enroll in Precision Dry-Cutting today!

HAIR CUT CLASSES:

[Archival Design](#)

[Core Cut I](#)

[Core Cut II](#)

[Core Creative](#)

[Curl Contemporary](#)

[Decipher](#)

[HyperNature Cut Trends](#)

[Men's Core I](#)

[Men's Core II](#)

[Momentum Men's Cutting](#)

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

[Re.Think - Short Hair](#)

[Texture Cut](#)



AVEDA EDUCATION

HAIR STYLE INDEX

#CUSTOM CONTENT

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

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

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

LEARN:

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

Enroll in #Custom Content today!

HAIR STYLE CLASSES:

Beyond Braiding

Braids, Buns, Boho

#CustomContent (featured)

Finish & Finesse

HyperNature Style Trends

In-Tension

Mastering Movement

Salon Speed Styling

Salon Styling Essentials

Texture Style: Waves, Curls & Coils



AVEDA EDUCATION

SKIN & SPA INDEX

THERMAL FACIAL THERAPY A WARM WELCOME FOR YOUR SKIN

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

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

LEARN:

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

Enroll in Thermal Facial Therapy today!

SKIN & SPA CLASSES:

Advanced Massage Techniques: Deep Tissue for the Shoulders and Back

Advanced Massage Treatment: Body Cupping

Advanced Spa Treatment: Facial Cupping

Aveda Facials, Deconstructed

Elemental NatureSM Energy Massage Techniques

Energy Balancing Aroma Body Scrub

Essential Back Treatment Reimagined

Exfoliation Design

Facial Focus: Massage

Glow Bar

Kühl It Facial Therapy

Marma Detox Body Treatment

Plant Stem Cell + Plant Acid Facials

Rejuvenate: Elevate the Facial Experience

Stress-FixTM Body Massage

Thermal Facial Therapy (featured)



AVEDA EDUCATION

ENGAGE: SOCIAL MEDIA FOR THE FUTURE

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

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

LEARN:

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

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