

NEIL[®]

CREATIVE
CURRENCY

spring/summer 2026 education catalog neil.com

Traci Sakosis on stage during the Elevate performance.



CREATIVE CURRENCY

*Our true wealth is not money but the common currencies we share: culture, sustainability, and human connection. Beauty is a universal language, sustainability is our shared responsibility, and connection is the richest exchange of all. In the salon, these currencies converge: within every chair, trust, creativity, and care flow freely, proving that beauty is more than style... **it is unity.***

The imagery within this booklet is a reflection of that unity, created by the Aveda Collective coming together at Congress, where artistry, innovation, and shared purpose inspire every frame. Each image is a testament to what happens when our collective talent rises as one.

THE POTENTIAL OF THE PASSIONATE

A catalog of opportunities designed to enhance your craft

P 4

ENDLESS SUMMER LOVE

Push blonding to the next level with bold, luminous results

P 6

THE ART OF POSSIBILITY

Real-world strategies that turn every Aveda color service into a masterpiece

P 8

CUT CLASSES

Precision mastery in the art of the cut

P 10

LET'S TALK TEXTURE

Techniques for healthy, beautiful curls

P 12

MODERN MUSE

Bring your styling skills center stage

P 14

AWARD WINNING STYLES

From concept to camera, learn the art of editorial styling

P 16

CERTIFICATION

Step into a role where you'll teach signature methods

P 18

VOMOR® EXTENSIONS

New technology. Next-level extensions.

P 20

SOCIAL

Leave with a clear gameplan on how to tackle the social-sphere

P 21

EMPOWER 8: HAIR IN CHAIRS

Dedicated to helping every artist and salon thrive

P 22

SKIN + SPA

Learn the art of skin with Aveda's new skin care innovation

P 24

LOCALS NIGHT

Unwind, connect, and discover what's new

P 26

IMPACT

Owners and artists unite to ignite the next wave of growth, creativity, and connection

P 28

NQC

Clarity. Confidence. Growth. The power of NQC.

P 30

BUSINESS EDUCATION

Level up your business strategies

P 32

NYFW

The runway starts here

P 34

ELEVATE®

Where inspiration, music, performance, and tools meet

P 36

NEILL® COLLECTION

Top creatives come together to celebrate artistry for an exclusive photoshoot

P 38

SALON RECRUITMENT

Talent meets opportunity with Aveda Institutes

P 40

EDUCATION TOOLS

Beyond education at Neill

P 41

SERIOUS BUSINESS®

Shock & Awe: designed to ignite personal transformation & professional breakthrough

P 42

EDUCATION AT A GLANCE

Calendar of classes

P 44



The images in this catalog are meant to inspire, not instruct. The imagery in this catalog is purely design-focused and not indicative of specific looks you'll learn in each class.

TABLE OF CONTENTS

THIS IS HAIR: as you have never seen it before



THE POTENTIAL OF THE PASSIONATE

when dreams become lifelong passions

#TEAMNEILL @NEILL



AVEDA PUREFESSIONAL

Ready for your next challenge? The Aveda Purefessional program allows educators to teach at a national level. These technical masters must successfully complete the Aveda Purefessional Audition and Immersion Program.

NEILL® CERTIFIED EDUCATORS

Neill® Certified Educators are stylists who have completed our rigorous certification program. These educators are the primary support for calendar and in-salon courses. Your skill set will shine as you provide education and inspiration throughout our dynamic network.

AVEDA AMBASSADOR

Become a part of a community of like-minded, passionate, growth-seeking Aveda enthusiasts. With access to exclusive content, breaking brand news, and events, you'll have your finger on the pulse of all-things Aveda. As a leader in your salon, you'll support your team's product and service knowledge while making a tremendous difference in the health of your business and the experience of your guests. For more info, check out avedapurepro.com/Ambassador/Overview.

AVEDA INSIDER

We'd love the chance to connect with our Aveda community of artists and support you on your path. If you have big dreams, we want to help bring them to life. If you're just exploring, we have a road map full of exciting possibilities. Become an Aveda Insider and join a network of artists across all disciplines with a fast lane to the inside scoop. Check out avedapurepro.com to learn more.

NEILL® A-LIST

An incentive program designed to reward high achievers and acknowledge best in class Aveda service & product delivery. Get noticed. Get rewarded. Sign up at neill.com/a-list

NEILL® EDUCATOR RETREAT

The Neill® Educator retreat is an annual in-person experience for Certified Educators. This hands-on, immersive event will teach participants the latest trends, how to teach brand new classes, and professional development training to help them excel as a Certified Educator.

THE NEILL® STUDIO

Got a creative project in mind but need a space to make it happen? You're invited to the Neill® Studio designed for photo and video shoots. Email educationrequest@neill.com for more info.

PHOTOSHOOTS

Stylists are invited to audition to be part of Neill® Collection and product launch photo shoots. You'll work collaboratively with industry leaders to produce commercial and editorial looks for the Neill® network and beyond.

SHOW US YOUR ARTISTRY

Be sure to tag @neill, @elevatehair, and @vomor to see your work featured on our feeds! On demand content starts here! Visit U.Neill.com for learning anytime, anywhere.

CREATOR COMMUNITY

Love sharing your beauty journey online? Join the Aveda Influencer Community and gain insider access to products and events and inspire others with your authentic voice. Interested? Email educatorrecruitment@neill.com

IN-SALON EDUCATION

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 educatorrecruitment@neill.com



With access to internationally-recognized educators, a catalog of opportunities designed to enhance your craft, and professional tracks to elevate your career—your possibilities to inspire and grow know no bounds.

How will you choose to shape your legacy?

For more information on ways to turn your dreams into actions, email educatorrecruitment@neill.com.

Antoinette Beenders turning vision into living sculpture.

ENDLESS SUMMER LOVE

Luminous Color that Lasts

This advanced blonding class is all about creating high-impact, ultra-blonde looks that are as easy to grow out as they are show-stopping. You'll learn seamless blonding techniques with Aveda's new high-lift formulas, shadow root mastery for natural dimension, and the art of demi-permanent color to curate seasonal shades for blondes, brunettes, and redheads. Along the way, we'll integrate strengthening treatments and effortless styling so you can deliver summer-to-fall transformations that keep your clients' hair looking beautiful and healthy.

WHAT YOU'LL LEARN

• **Ultra-Blonde Techniques with Longevity:**

Master advanced blonding with Aveda's new high lift enlightener and classic lifting powder for bold brightness and soft, dimensional regrowth.

• **Shadow Rooting Mastery:**

Perfect shadow root formulation and application for depth, blend, and a seamless grow-out.

• **The Power of Demi-Permanent Color:**

Unlock creative uses for demi — toning, glossing, and enhancing shine. Learn to curate luminous, customized shades and transition summer tones into fresh fall hues.

• **Strengthen While You Color:**

Incorporate hydrating and strengthening treatments to protect hair integrity during blonding.

• **Beach Vibes, Elevated:**

Finish with styling and product layering tips for effortless, sun-kissed texture.



GREG'RY DOOM

@hairbyyourloverboy

February 12 | Austin, TX
February 22 | Cookville, TN
April 19 | Houston, TX

TUITION: \$400

COLOR



Aveda color catching the light backstage

THE ART OF POSSIBILITY

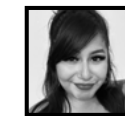
Aveda Hair Color Systems and Solutions

Step into a learning experience designed to elevate your confidence, creativity, and mastery with Aveda Hair Color. This class goes beyond theory—equipping you with the tools, techniques, and strategies to deliver extraordinary results behind the chair.

WHAT YOU'LL LEARN

- **The Six Steps to Success:** Unlock the proven consultation framework that builds trust, uncovers guest needs, and sets the stage for flawless results every time.
- **The Power of the Portfolio:** Explore Aveda's full range of hair color systems—Full Spectrum Permanent™, Enlightenment™ Blending, and Full Spectrum Demi-Permanent™—and discover what makes each one unique.
- **Formulation Mastery:** Learn the art of crafting custom formulas for every service: vibrant reds, high-lift blondes, grey coverage, glossing, toning, color balancing, and pre-coloration strategies.
- **Real-World Color Solutions:** Tackle everyday challenges with confidence by using Aveda Hair Color systems to address common correction scenarios and transform them into success stories.
- **From Formula to Finish:** Practice formulating and applying color changes with precision, gaining the confidence to deliver results your guests will rave about.

TUITION: \$25



ALEXY CORONA

@bellelunaa_
February 15 | Austin, TX



ERYKA FORNEAR

@hairykastyles
February 15 | Nashville, TN



ABBY HEALY

@abigailhealyhair
February 15 | Dallas, TX



CELINA LARA

@celinasss
February 16 | San Antonio, TX



CORI COLE

@avedacori
February 15 | Houston, TX

COLOR

ES

TREND TO TECHNIQUE

This class takes stylists beyond inspiration and into execution—exploring how to identify emerging haircut trends and translate them into precise, technical shapes behind the chair. Learn to analyze social media, fashion, and pop culture influences, then break down trending looks into their fundamental haircutting principles. Through theory, demo, and hands-on practice, you'll gain the confidence to recreate modern styles with purpose, balance, and control.



SAM SULLINS
@samsullinshaircutter
May 11 | Tulsa, OK

WHAT YOU'LL LEARN

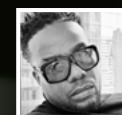
- Identify current and emerging haircut trends through social and cultural awareness.
- Break down inspiration photos into core haircutting techniques and shapes.
- Strengthen understanding of geometry, elevation, and over-direction to create trend-driven results.
- Apply foundational cutting principles to recreate trending looks with technical precision.

TUITION: \$350

FLOW FORM

The Art of Wavy to Curly Cutting

Unlock the beauty of wavy to curly hair. This class is designed for stylists who want to master the art of cutting curly to wavy hair with intention and confidence. Learn how to enhance natural movement, create effortless shape, and celebrate the unique texture that makes curly to wavy hair so versatile and dynamic.



CHARLES LANE
@ohhh_charles
May 3 | Nashville, TN

TUITION: \$400

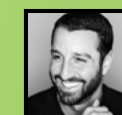
WHAT YOU'LL LEARN

- The unique patterns and behavior of wavy hair.
- Techniques for both wet and dry cutting to enhance natural flow.
- How to explore ways to balance volume, shape, and movement.
- How to build confidence in creating personalized, flattering cuts for every wave type.

THE NEW CLASSICS

Men's Hair Cutting

Men's grooming is shifting fast—and the artists who stay ahead win the chair, the client and the reputation. In this full-day, hands-on experience, industry leader Patrick Ina takes you beyond trends and into the next wave of men's hair design. Whether you're behind the chair every day or building your men's clientele, these modern classics will sharpen your skills, expand your toolbox and set you apart in your market.



PATRICK INA
@patrick_ina
March 9 | San Antonio, TX

TUITION: \$400

WHAT YOU'LL LEARN

- **Insider Knowledge:** Stay ahead of the curve with trend insights and pro strategies shaping the future of men's grooming.
- **Signature Techniques:** Cut beyond the basics. Create movement with feather-razor artistry, sculpt precision fades with the skip-guard method and refine shape with advanced clipper-over-comb. Three modern cuts—long, medium and short—that set the new standard.
- **Cutting In Action:** Immerse yourself in a high-energy, hands-in-hair session where technique meets creativity. Practice, perfect, and leave ready to deliver head-turning men's styles behind the chair

Precision on display—sharp cuts that defined the Elevate showcase.



Texture takes the spotlight—celebrating every curl, coil, and wave.

CONNECTING TEXTURE WITH ARTISTRY

This hands-on course focuses on Texture Styling using Prep, Styling and Finishing products. This class will feature blow drying techniques on wavy, curly, coily, and relaxed hair textures.



TRACY FREEMAN

@teefree64

March 22 | Austin, TX
April 26 | Knoxville, TN

TUITION: \$350

WHAT YOU'LL LEARN

- How to mold and wrap hair in 3 different settings and make a pixie more polished
- Get creative with roller settings and sets the will compliment your guest's hairstyle
- Descriptive terminology when explaining texture hairstyles
- Be motivated to sharpen your skills while connecting texture with artistry

TEXTURE

Aveda Texture Education Roadmap

- LEVEL 1**
 - texture for retail teams
 - texture talk: the art of consultation
 - curls & coils essentials
- LEVEL 2**
 - texture cut
 - texture style
 - texture color
- LEVEL 3**
 - braids, knots, & rods
 - design in texture
 - vibe collection: texture color & style trends

MODERN MUSE

Bridal & Event Styling

As a stylist, you are behind the scenes – but your work will be on public display in a major way at your guest's wedding or special event. In this hands-on class for all artists who style (from newcomers to veterans), learn new techniques for breaking down trends, and gain the skills and expertise to create modern looks with precision and ease. Prepare for your bridal and prom guests with the latest seasonal trends, and cultivate confidence in delivering a seamless, customized experience that exceeds client expectations.

WHAT YOU'LL LEARN

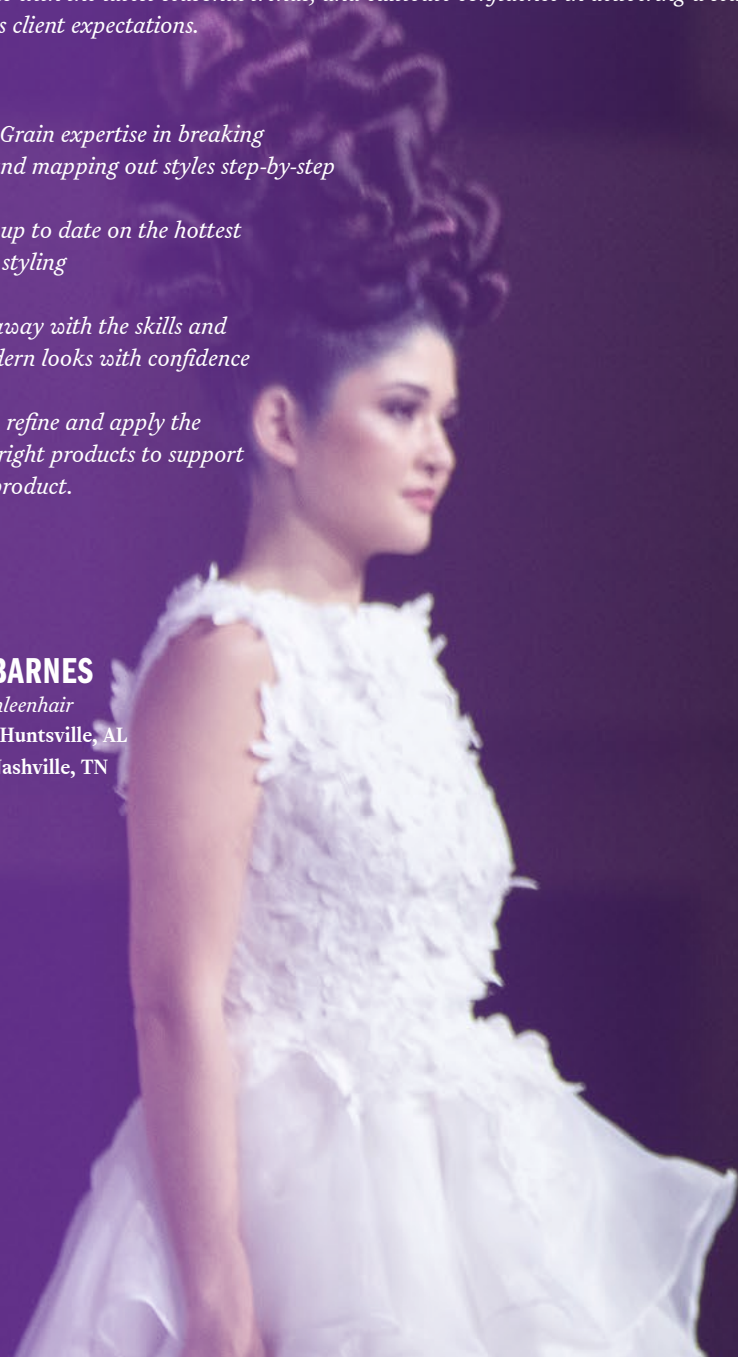
- **Elevated Consultation:** Gain expertise in breaking down inspiration photos and mapping out styles step-by-step
- **Inside Knowledge:** Stay up to date on the hottest trends in bridal and event styling
- **New Techniques:** Walk away with the skills and tools needed to create modern looks with confidence
- **Hands in Hair:** Practice, refine and apply the techniques along with the right products to support and enhance the finished product.



ALAINA BARNES

@alainakathleenhair
February 23 | Huntsville, AL
March 22 | Nashville, TN

TUITION: \$350



WEDDING

PYURE Salon elevating updos with sculpted, modern artistry.

AWARD WINNING STYLES

with Allen Ruiz

Attend this hands-on full day editorial styling and photoshoot prep course designed to prepare you for participation in the annual Neill® Collection led by Aveda Global Artistic Director of Styling and 2x NAHA Hairdresser of the Year, Allen Ruiz. From creating a storyboard of inspiration, to applying Avant Garde technique, you will be ready to showcase your talent in the 2026 Neill Collection shoot.

WHAT YOU'LL LEARN

- Introduction to critical components for a successful photoshoot including budget, needs list, roles, vendor selection and more
- Understanding of creative process and selection including storyboard, model selection, post-production and editing to establish a cohesive collection
- *Studio etiquette*: the inside scoop of working on set
- *Technical applications*: wig work, hair pieces, wig wrap, styling techniques

WHO SHOULD ATTEND

- Technical Artists interested in editorial work
- Technical Artists interested in participating on the Neill® Creative Team
- Salon Owners exploring collections and photoshoots for their team



ALLEN RUIZ
@allenruizstyle
April 19 | Dallas, TX

TUITION: \$500



Allen Ruiz, Lutz Gonzalez, and team—bold in black and yellow



This class is your audition to join the next Neill Collection artist team.

For more information on becoming a
NEILL CERTIFIED EDUCATOR
EMAIL educatorrecruitment@neill.com

Congress comes alive with color and style center stage.

CERTIFICATION

HAIR CUTTING CERTIFICATION

Looking to take your career to the next level and join the Certified Neill Education Team in Haircutting? This two-day Jumpstart haircutting certification will equip you to be able to train others in the core techniques of hair cutting.



BRANDIE DEVILLIER

@brandiedevillier
April 12 - 13 | Dallas, TX

PRE-REQUISITES

- Salon Styling Essentials
- Core Cutting I
- Jumpstart Cuts
- Principles of Education
- Presentation Principles
- Adult Learning and Facilitation

WHAT YOU'LL 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

HAIR COLOR CERTIFICATION

Do you have a passion for educating and inspiring hair colorists? Start your journey to become an Aveda Hair Color certified educator. In this intensive certification course led by Aveda's veteran hair color educators, you'll put your presentation and technical skills to the test and begin the process of becoming a certified educator. You'll deepen your understanding of Aveda Hair Color and practice facilitating foundational hair color courses before taking a written exam and being evaluated by a mentor. At the end of the training, you'll work with your mentor to determine the steps required to reach your goal.



NICOLE NEDOM

@nicolenedomhair
May 17 - 18 | Dallas, TX

WHAT YOU'LL LEARN

- The role of a certified Aveda Hair Color educator
- Presentation and technical certification standards for certified educators
- How to facilitate foundational Aveda Hair Color courses:
 - Hair Color Systems
 - Hair Color Solutions

THE FUTURE OF HAIR EXTENSIONS

Precision meets possibility.

Introducing VoMor® Blue Light Technology — the revolutionary system that lets you place extensions exactly where you want them. No limits. No mess. Just seamless, efficient application with unmatched precision.

Plus, explore the full VoMor® lineup:

Traditional Tape-In — timeless versatility

Invisible Tape-In — undetectable and ultra-natural

Tape Row — the speed of tape, the results of hand sewn

Comfort Wefts — soft, flexible, dense curtains of hair

SCHEDULE A FREE DEMO

to experience the future of extensions for your salon.



VOMOR.COM @VOMOR

Neill® VOMOR®

A new era of extension artistry: blue light illuminating every detail

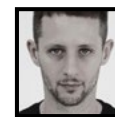


SOCIAL ANXIETY:

The Class for Hairdressers Who Didn't Sign Up for This

This full-day, in-person experience is designed for salon professionals who feel overwhelmed, stuck, or turned off by the pressure to market themselves online. SOCIAL ANXIETY is not your average social media class—it's a creative reset for hairdressers who want to grow their business without losing their soul to the algorithm.

Led by Elevate® creative director and content realist, Tatum Neill. This class blends mindset coaching, visual storytelling, and practical tools to help stylists find their voice and their clients on social media. You'll walk away with a camera roll full of new content, a content plan that actually fits your life, and a renewed connection to your purpose behind the chair.



TATUM NEILL

@tatumneill

January 5 | Knoxville, TN

TUITION: \$100

You don't need to be an influencer.
You just need a plan that feels like you.

WHAT YOU'LL LEARN:

- How to post without performing (or pandering)
- What kind of content actually builds a clientele
- Easy systems for creating impactful visuals in the salon
- How to turn a single client visit into a week's worth of content
- Personal branding for stylists who hate the word "branding"
- Boundaries, burnout recovery, and how to show up without selling out

WHO IT'S FOR:

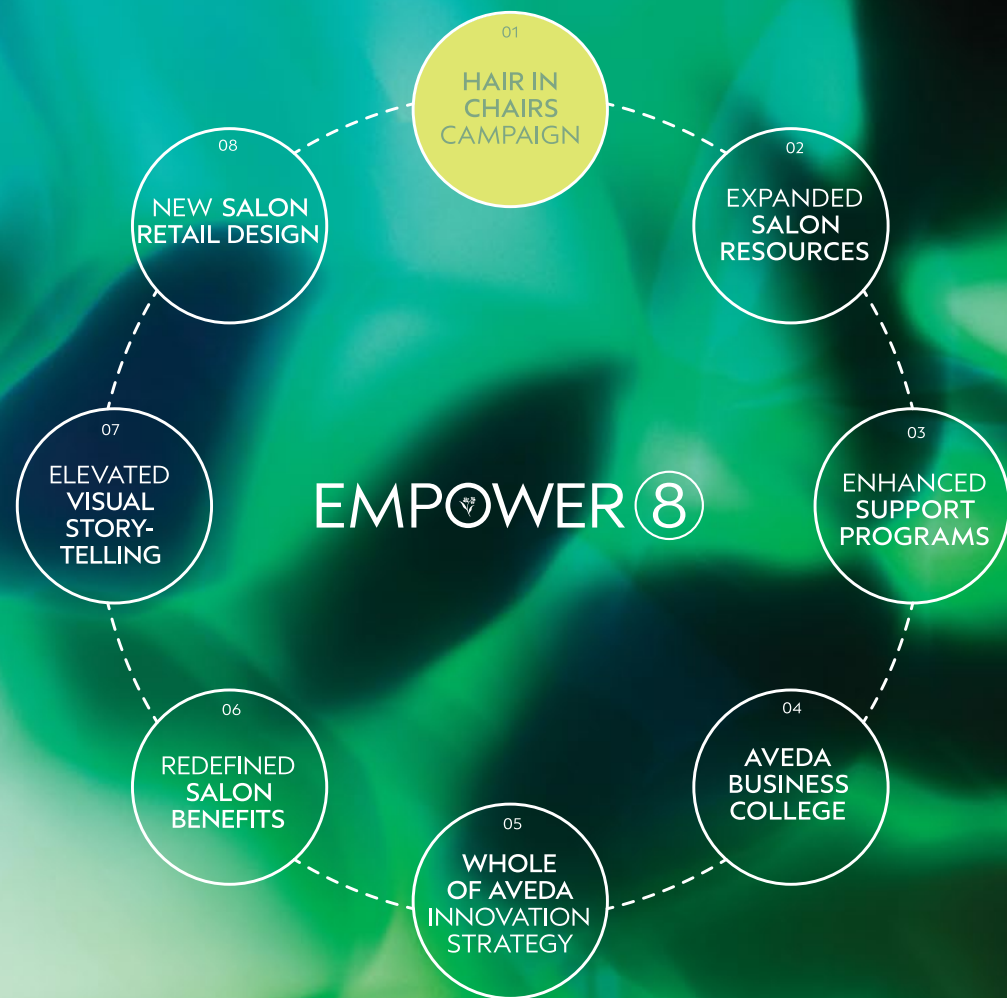
- Stylists who want to grow but hate posting
- Salon pros who feel behind on "how it all works now"
- Creatives who've ghosted their socials and need a gentle reentry
- Salon owners looking to empower their team with better tools



HAIR IN CHAIRS

AVEDA'S COMMITMENT TO SALON GROWTH

Hair in Chairs is Aveda's commitment to fueling your success behind the chair, by investing in national consumer campaigns that drive new guests directly into Aveda salons. Aveda is increasing awareness and demand for our vegan, high-performance color, empowering you to do more of the work you love. This movement isn't just about marketing... it's about momentum. When guests discover Aveda through these campaigns, they arrive already inspired by the artistry, care, and experience only you can deliver. Because when your chair is full, your creativity and our shared mission come to life.



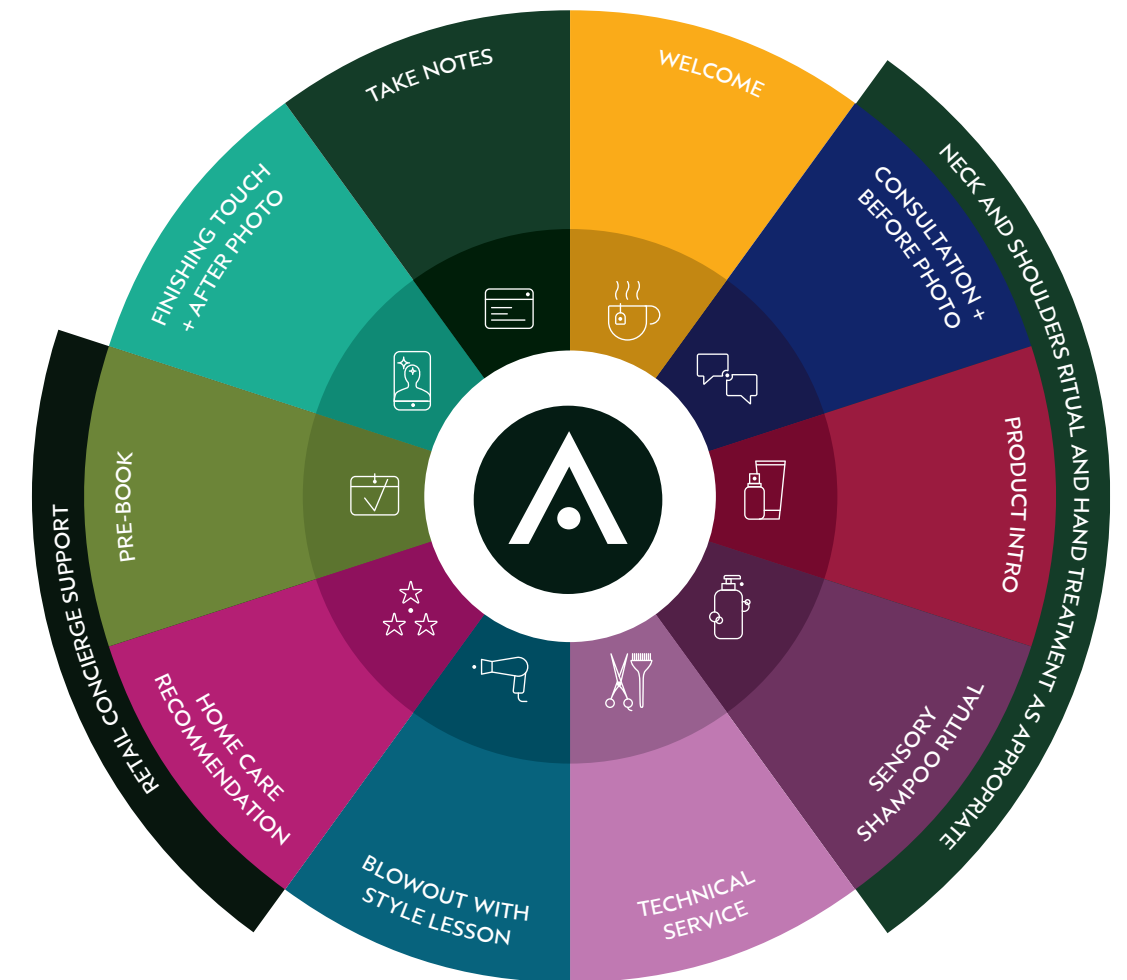
209M
PAID MEDIA
IMPRESSION

475%
INCREASE IN
"FIND A SALON"
CLICKS

12K+
SALON VISITS
FROM PAID MEDIA*

* Cubeiq reports visits attribute media spend across Meta to foot traffic at targeted salons. Based on geo targeting people that saw the ad/engaged and went in a geo radius the lists Aveda gave Meta.

THE SALON SERVICE PROMISE



The Aveda Service Wheel is more than a guide—it's your blueprint for delivering a luxury experience with every guest, every time. By committing to its principles, you elevate your service from routine to remarkable, deepening client loyalty, driving both service and retail sales, and setting your salon apart in a crowded market.

From detailed consultations to consistent rituals and a retail concierge approach, the Aveda Service Wheel helps create accountability, fosters team coaching, and ensures that new guests become returning clients—drawn in by a level of care they didn't know they were missing.

WANT TO GET HAIR IN CHAIRS CERTIFIED?
Connect with an SDP for in-salon education.

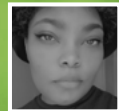
PRISMATIC RADIANCE

PRO-AGING WITH AVEDA PROFESSIONAL

Introducing pro-aging—a modern approach to skin care that celebrates the natural aging process while supporting skin vitality at every stage with a combination of intelligent botanicals, mindful rituals and performance-driven treatments. In this full-day course created for professional estheticians, you'll explore the signs of skin aging, the science and technology Aveda Skin Care uses to address those signs and a new facial and massage technique that provides transformative, age-supportive results. You'll leave the course confident in your ability to connect the science of pro-aging with the art of holistic, results-driven skin care to support skin health at any age.



DANA BENSON
@theestheicloft
February 22 | Nashville, TN



JENNIFER HENSON
@phoneixbeauty101
February 22 | Houston, TX



JULIETA MANSPERGER
@julie_princess50
February 22 | Austin, TX

TUITION: \$200

WHAT YOU'LL LEARN:

- **Physiology Focus:** Explore skin physiology and the six signs of skin aging.
- **Aveda Skin Care Intelligence:** Learn Aveda Skin Care's newest product innovations, including ingredients and technology, formulated to support skin renewal, resilience and long-term health.
- **High-Performance Practice:** Participate in a hands-on workshop during which you'll use the new Advanced Botanical Kinetics™ products and Aveda Professional™ Plant Acid Skin Refiner to perform the Aveda Holistic Renewal Facial, including the new the Lift and Renew Massage featuring pro-infusion technique.

SKIN + SPA

SAN ANTONIO | HOUSTON | NASHVILLE | DALLAS
AUSTIN | BIRMINGHAM | NEW ORLEANS | BATON ROUGE

A BOTANICAL EVENING

feat. Advanced Botanical Kinetics™

An indulgent night of renewal awaits. Slip into something flowy, bring your fresh face, and immerse yourself in the soft glow of spa music, champagne bubbles, and botanical beauty. Experience the essence of Aveda's new Advanced Botanical Kinetics™ collection surrounded by locals, luxury, and a little self-care magic.

JANUARY 7 | 6 - 8PM

LOCAL'S

AUSTIN | DALLAS | HOUSTON | NASHVILLE | TULSA
KNOXVILLE | NEW ORLEANS | SAN ANTONIO | BIRMINGHAM

TOUSLED.

feat. Tousle Texture Dry Texture Spray

Turn up the Volume & Vibes — join us for an exclusive local's night celebrating Aveda's newest styling essential, Tousle Texture Dry Texture Spray. Experience effortless lift, lived-in movement, and that perfectly undone finish that defines modern volume. Connect with fellow artists, try it firsthand, and get inspired to bring big energy and bigger texture to every guest this season.

APRIL 29 | 6 - 8PM

NIGHT

IMPACT

Artists and owners come together to spark the next wave of growth and creativity.

MARCH 1 - 2 | NASHVILLE, TN
MARCH 22 - 23 | DALLAS, TX

Two days. Endless inspiration. Experience the energy of Elevate®, then get the tools to turn that spark into real growth. Owners and artists will split for focused development forums designed to help you elevate your career, your culture, and your guest experience— so every booking, every conversation, every moment behind the chair feels obsession-worthy.

SUNDAY: ELEVATE® LIVE SHOW

MONDAY: ARTIST FORUM + SALON OWNERS FORUM

Lunch included.

Hotel room block available.

TEAM IMPACT PACKAGE: \$250

Bring up to 3 team members + 2 owners (or a manager) with this exclusive pass: access to all tracks, all experiences, and lunch included. This is your moment to gather your top artists for team building, shared learning, and culture-deepening connection. Align your goals, strengthen your salon's creative energy, and return home re-energized to grow together.

ELEVATE® LIVE SHOW

From the stage to the dance floor — Elevate brings the party to beauty. Big hair, bold looks, and pure Aveda energy all night long.



A Neill Enterprise

For Owners:

AVEDA SALON OWNERS FORUM

We only reach our full potential through the support and inspiration of others.

Join our thriving community of empowered entrepreneurs and unlock the alchemy of connection at the Salon Owner's Forum. We'll discuss real-world examples of practices that are moving the industry forward and identify how to apply learnings to maximize growth in your business. After all, we achieve more when we move together by way of meaningful collaboration and mutual support.

March 2 | Nashville, TN

March 23 | Dallas, TX

For Artists:

ABC: BENCHMARKS + REVENUE FOR TEAM MEMBERS

Do you want to level up your career in beauty? If you want to achieve growth for yourself and your salon, this one's for YOU! In this dynamic interactive one-day class, get to know the key revenue benchmarks for team members and why they are important. Discover your greatest growth opportunities, visualize your potential, and practice the actions that will empower you to improve your results.

WHAT YOU'LL LEARN

- Aveda Revenue Benchmarks as the standard of excellence and why they matter
- Determining your greatest revenue growth opportunities
- Learning and practicing the skills to increase revenue
- Fast-to-action planning for you and your leader(s) on critical first steps when back in-salon



LUCA BOCCIA

@lucaboccia

March 2 | Nashville, TN

March 23 | Dallas, TX

TUITION: \$99

**Lunch included*



AVEDA
BUSINESS
COLLEGE

where beauty meets BUSINESS EVOLUTION

NEILL QUALITY COLLEGE

Success in the salon industry is changing — and Neill Quality College is where that shift comes to life. This immersive gathering of salon owners, leaders, and artists is built to spark growth, challenge comfort zones, and reimagine what thriving really looks like.

Forget chasing “busy.” This year is about building confidence, culture, and clarity.

FROM DOING IT TO LEADING IT

The salons growing in 2025 are led with intention — not reaction. At NQC, every session is crafted to help you move from working in your business to leading it. You’ll explore how to empower your team, develop systems that sustain success, and lead with vision instead of burnout.

CULTURE THAT PERFORMS

Culture is your competitive edge. You will learn how trust, accountability, and vulnerability drive team performance. It’s not about perfection — it’s about alignment. When your people feel connected to a purpose, performance follows.

METRICS THAT MATTER

Success has new benchmarks — and they go beyond profit:

75%+ productivity
\$22 RPCT (Retail Per Client Ticket)
85% client retention
65% pre-book rate

These numbers reflect leadership in action. Understanding your business metrics is about creating freedom, not spreadsheets.

DESIGN YOUR LEGACY

NQC helps owners define what’s next. Through reflection and creative exercises, you’ll craft a clear vision for your salon’s story — one that honors both purpose and performance.



June 14 - 16, 2026

POTENTIAL OF THE PASSIONATE

Leadership, culture, and personal development

THRIVING TEAMS

Leading your team to results through culture

EMPOWERED ENTREPRENEURSHIP

Salon by the numbers, salon benchmarks

Your Experience

- *Networking with like-minded salon owners to collaborate, brainstorm, and share ideas*
- *An opportunity for skill shares & deep discussion on growth strategies, culture, intention, and purpose*
- *Building an intentional road map you can take home and immediately implement*
- *Breakfast and lunch every day*
- *Two dinners*
- *Lodging & Airport Transfer*
- *Morning meditations*



Fierce Conversations

The Fierce Conversations Series is an award-winning leadership development program whose methodologies — refined over nearly 20 years — are proven to help increase an organization's performance. The model is built on a single premise: What gets talked about in a company, how it gets talked about, and who is invited to the conversation determines what will happen and what won't happen. This program is designed for organizations to have candid conversations that will lead to higher engagement, productivity, and execution of ideas. In Fierce Feedback, you'll take performance conversations to the next level, learning techniques to both ask for and deliver direct feedback, in the moment.



LINDSAY STOGNER

@lindsaytarpleystogner
April 26 - 27 | Dallas, TX

WHAT YOU'LL LEARN

- Create a culture that values open and honest conversation 365 days a year.
- Define what feedback is, why it is important, and how to navigate feedback conversations.
- Learn techniques to both ask for and deliver direct feedback, in the moment.

TUITION: \$500

Front Desk, First Impressions: Mastering the Art of Luxury Service

Your front desk team does more than manage appointments—they shape the entire client experience. In this virtual training, we'll dig into what it really means to hold down the front line of a luxury salon. From delivering heartfelt, high-touch service to understanding the flow of retail and supporting the rhythm of your service providers, this class helps front desk professionals find confidence in their role as connectors, culture-setters, and sales allies.

Whether you're an owner looking to strengthen your brand from the inside out or a front desk pro ready to level up, this session is packed with practical insights, real-world scenarios, and mindset shifts that make the difference between good and unforgettable.



KARI DOLLINS

@kari_ave
March 23 | Virtual

TUITION: \$50

BUSINESS

EARTH MONTH WALK

Step into a world of change. Walk 3.7 miles, the distance many women and children walk daily for clean water. Your steps can make a difference. Raise funds for charity:water and help bring clean water to communities in need. Together, we can make a lasting impact.



APRIL 2026

Birmingham | Dallas | Gulf Coast | Hammond | Houston
Memphis | Nashville | San Antonio

Qnity

Helps Salons Become More Profitable



LEARN MORE OR BOOK A STRATEGY SESSION



NYFW

RUNWAY STYLING

Before you hit the Fashion Week trenches, work with Aveda's hair styling pros and learn everything from behind-the-scenes logistics to high-fashion hair styles ready to hit the runway.

WHAT YOU'LL LEARN

- How to create runway-worthy hair styles including the classic looks and seasonal trends
- Proper upstyling, backcombing, and foundational techniques for runway-worthy looks
- Backstage logistics and etiquette

ADVANCED RUNWAY STYLING

If you've tackled your maiden Fashion Week voyage and you're looking to make a repeat performance, this is the ticket. Using past experiences as a springboard, tackle more complex hair styles and push your talent to the extreme. Return to Fashion Week stronger, wiser and ready to create advanced runway looks that defy gravity and convention.

WHAT YOU'LL LEARN

- How to create more advanced and complex hair styling trends of the season
- How to complement a fashion designer's artistic vision with hair styling
- How to best utilize previous backstage experience with a review of etiquette and logistics



Jawara artistry commanding the stage with visionary craft.

READY TO STYLE AT NYFW?

*Visit Aveda PurePro for more details.
Questions? Call Aveda Education at 1-800-283-3244*



ELEVATE®

A Neill® Enterprise

LIVE SHOWS

Elevate® is what happens when hairdressing meets nightlife. Lights up. Music on. Artists unleashed.



ELEVATEHAIR.COM
@ELEVATEHAIR

- JANUARY 18 NEW ORLEANS, LA
- MARCH 1 NASHVILLE, TN*
- MARCH 22 DALLAS, TX*
- JUNE 14 AUSTIN, TX

**Make a weekend of it at Impact! See Page 28 for details.*

ELEVATE® LIVE

Get updates on upcoming live shows at ElevateHair.com



NOT JUST A VIBE. A REVOLUTION.

CURATED BY CREATIVES. TRUSTED ON STAGE.

From pro-grade tools, foils, combs, and brushes to cute merch and top-tier blowdryers, we've got everything you need to create magic for your guests.

DYSON IN THE HOUSE.

Dyson elevates the craft. Precision drying. Quiet power. Built for the hands that shape the culture.



SHOP NOW at ElevateHair.com





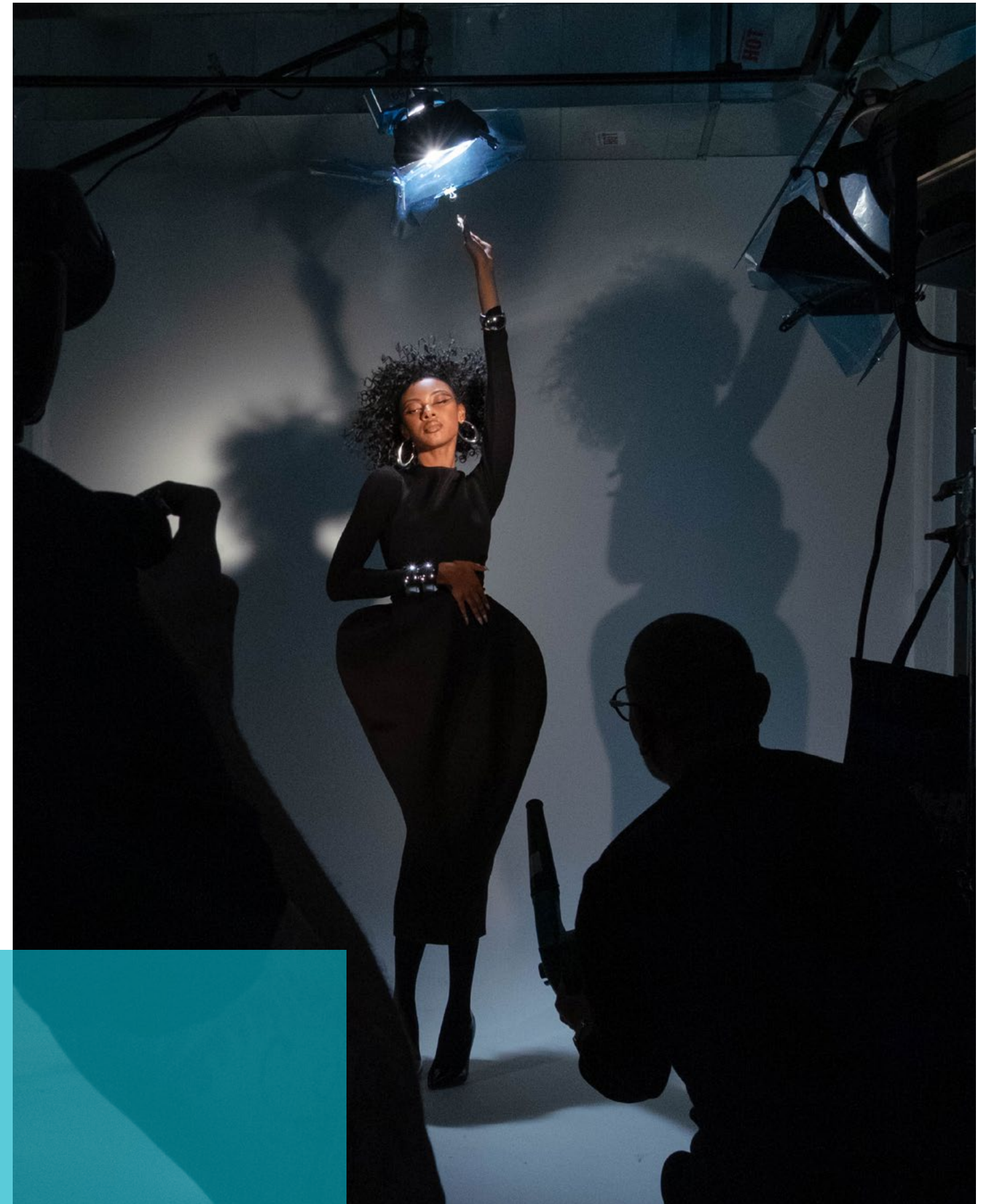
NEILL® COLLECTION

CREATIVE COLLABORATION

The Neill® Collection is our annual creative collaboration that brings together visionary artists from across our network to celebrate artistry, innovation, and the spirit of Aveda. Each year, this curated photoshoot showcases bold, trend-forward work—from hair and makeup to style and storytelling—reflecting the talent and passion that define our community.

STEP INTO THE SPOTLIGHT.

On April 18, train with Allen Ruiz in the Award Winning Styles Class and audition for the next Neill® Collection team.



Industry Days & Stylist Recruitment

Aveda Arts & Sciences Institute is a collective of Aveda Institutes awakening people to the potential of beauty by elevating generations of creatives.

AvedaArts.edu | [@AvedaArts](https://www.instagram.com/AvedaArts)

INDUSTRY DAYS



Build connections and network with our Aveda Arts students twice a year at our Spring & Fall Industry Days. Connect with your local institute to reserve your spot!

Spring 2026 Dates*:

Arlington: April 29	Hammond: March 25
Atlanta: March 25	Houston: April 22
Austin: April 29	Lafayette: April 15
Baton Rouge: March 25	Minneapolis: Feb 10 & April 29
Birmingham: April 29	Nashville: April 16
Charlotte: April 13	New Orleans: April 15
Corpus Christi: April 29	New York: March 25
Covington: April 23	San Antonio: April 15
Dallas: April 29	Seattle: April 8

VISIT US

- Join us in person to get to know our students and staff
- Visit us for culture sessions, a morning wellness, or teach a class

OFFER ON-SITE OPPORTUNITIES

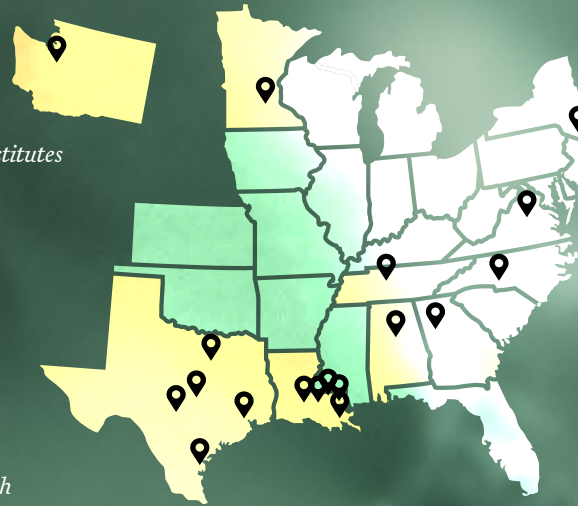
- Hire students for your front desk
- Request technical interviews or offer apprenticeships

CONNECT WITH US

- Follow [@AvedaArts](https://www.instagram.com/AvedaArts) & all of our location accounts
- Follow students on social media to preview talent, using keywords like [#avedainstitutes](https://www.instagram.com/hashtag/avedainstitutes) [#avedastudent](https://www.instagram.com/hashtag/avedastudent) and [#avedaarts](https://www.instagram.com/hashtag/avedaarts)

Visit AvedaArts.edu or Aveda.edu to learn about all the Aveda Institutes in the Aveda Network!

*Dates subject to change.



Neill U

Struggling to level up your skills? Neill University is your one-stop-shop for all things salon and spa education. Our professors are here to walk you through everything you need to know to enhance your artistry, get seen on social, and level up your business.

On-Demand Courses

We're like Netflix for salon and spa education. Prerecorded classes you can watch anytime, anywhere. Right at your fingertips.

Neill U Class Highlight: Pricing Modern Color

Learn how to confidently price today's advanced color services for profit, consistency, and growth.



ENROLL TODAY AT
U.NEILL.COM

In-Salon Catalog

The Neill Network's Top Educators at your service. Get personalized education from certified Neill® educators. The Neill Education team will personally connect you with an educator to develop educational content and experiences relevant to your unique needs and opportunities.



MEET THE TEAM &
BOOK A CLASS

INTERESTED IN MORE EDUCATION?

Visit neill.com/education to connect with an SDP for more business knowledge.

EXPOSE. EVOKE.

EVOLVE.

WHY CHOOSE **SERIOUS BUSINESS**®?

Serious Business® is the premier event for beauty industry leaders—a movement built to empower salon and spa owners and artists with the ideas, tools, and connection needed for holistic success, both personally and professionally.

Expect breakthroughs that strengthen your business and your sense of self while expanding your personal growth. It's the room that changes the trajectory of your year.

SeriousBUSINESS®

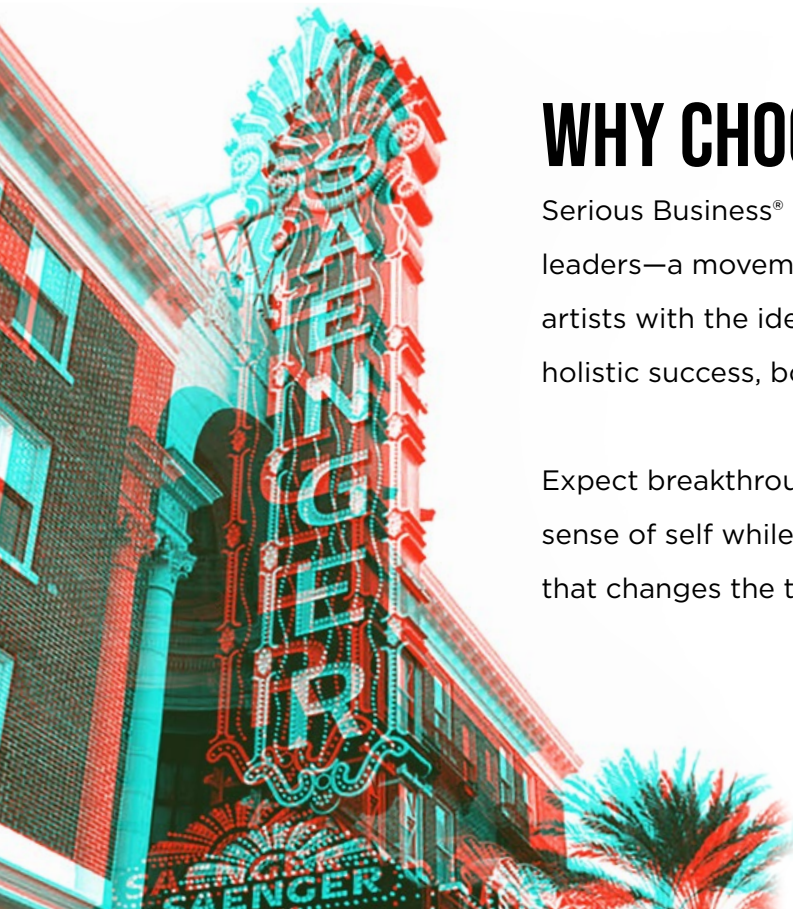
NEW ORLEANS, LA

JANUARY 17-19, 2026

JANUARY 16-18, 2027 (TO BE CONFIRMED)

GROW TOGETHER, LEAD STRONGER.

Bring your team to Serious Business® and multiply the impact. With discounted group pricing, it's the smartest way to align your vision, build culture, and create lasting change, together.



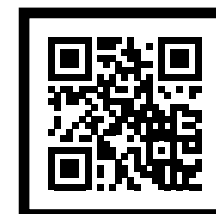
EDUCATION AT A GLANCE

DATE	CLASS/EVENT	EDUCATOR/HOST	CITY
1/5	Social Anxiety	Tatum Neill	Knoxville
1/7	Local's Night - A Botanical Evening	#TeamNeill	Austin, Birmingham, Dallas, Houston, San Antonio, Nashville, New Orleans, Baton Rouge
1/17 - 1/19	Serious Business®	#TeamNeill	New Orleans
1/18	Elevate®	#TeamNeill	New Orleans
2/12	Endless Summer Love - Luminous Color that Lasts	Greg'ry Doom	Austin
2/15	The Art of Possibility: Aveda Hair Color Systems and Solutions	Alexy Corona	Austin
2/15	The Art of Possibility: : Aveda Hair Color Systems and Solutions	Abby Healy	Dallas
2/15	The Art of Possibility: Aveda Hair Color Systems and Solutions	Cori Cole	Houston
2/15	The Art of Possibility: Aveda Hair Color Systems and Solutions	Eryka Fornear	Nashville
2/16	The Art of Possibility: Aveda Hair Color Systems and Solutions	Celina Lara	San Antonio
2/22	Endless Summer Love - Luminous Color that last	Greg'ry Doom	Cookville
2/22	Prismatic Radiance: Pro-Aging with Aveda Professional	Julieta Mansperger	Austin
2/22	Prismatic Radiance: Pro-Aging with Aveda Professional	Jennifer Henson	Houston
2/22	Prismatic Radiance: Pro Aging with Aveda Professional	Dana Benson	Nashville
2/23	Modern Muse: Bridal & Event Styling	Alaina Barnes	Huntsville
3/1	Elevate®	#TeamNeill	Nashville
3/1 - 3/2	IMPACT: Elevate® ABC: Benchmarking for Team Members Aveda Salon Owners Forum	#TeamNeill Luca Boccia #TeamNeill	Nashville
3/9	The New Classics: Men's Hair Cutting	Patrick Ina	San Antonio

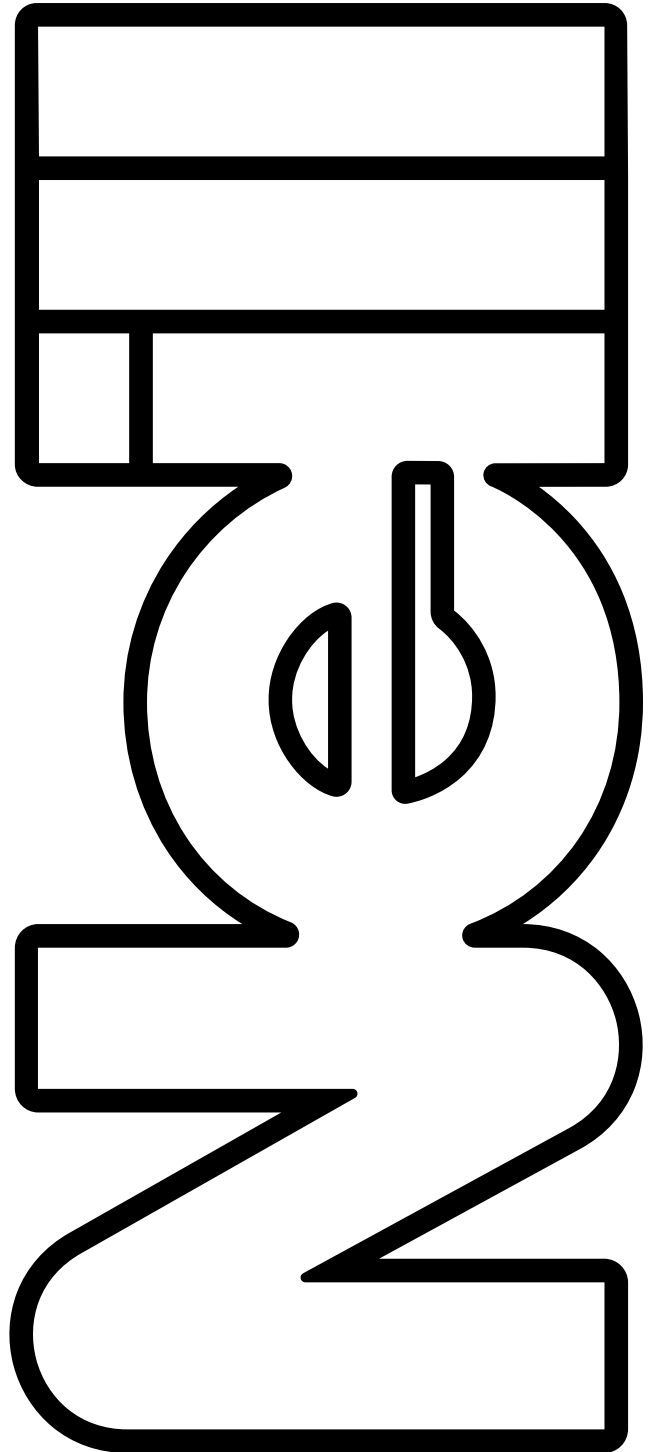
DATE	CLASS/EVENT	EDUCATOR/HOST	CITY
3/22	Connecting Texture with Aristry	Tracy Freeman	Austin
3/22	Modern Muse: Bridal & Event Styling	Alaina Barnes	Nashville
3/22	Elevate®	#TeamNeill	Dallas
3/22 - 3/23	IMPACT: Elevate® ABC: Benchmarking for Team Members Aveda Salon Owners Forum	#TeamNeill Luca Boccia #TeamNeill	Dallas
3/23	Front Desk, First Impressions: Mastering the Art of Luxury Service	Kari Dollins	Virtual
TBD	Earth Month Walk	#TeamNeill	Birmingham, Dallas, Gulf Coast Hammond, Houston, Memphis Nashville, San Antonio
4/12 - 4/13	Cutting Certification	Brandie Devillier	Dallas
4/19	Award Winning Styles with Allen Ruiz	Allen Ruiz	Dallas
4/19	Endless Summer Love - Luminous Color that Lasts	Greg'ry Doom	Houston
4/26	Connecting Texture with Artistry	Tracy Freeman	Knoxville
4/26	Fierce Conversations	Lindsay Stogner	Dallas
4/29	Local's Night - Tousled.	#TeamNeill	Dallas, Houston, Nashville Tulsa, Knoxville, New Orleans
5/3	Flow Form: The Art of Wavy to Curly Cutting	Charles Lane	Nashville
5/11	Trend to Technique	Sam Sullins	Tulsa
5/17 - 5/18	Color Certification	Nicole Nedom	Dallas
6/14 - 6/16	Neill Quality College	#TeamNeill	Hammond
6/14	Elevate®	#TeamNeill	Austin

Dates are subject to change, and additional classes to be added. Visit Neill.com/Events for the most up-to-date calendar.

ENROLL:



®



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Photography by Erika Loeks / Cameron Blake / Aveda