

AVEDA



SALON  
EXECUTION  
FY26, Q4

APR—  
JUNE 2026

# APR—JUNE 2026

## PLANNING OVERVIEW

- 04 Aveda Buzz
- 05 Hair In Chairs Recap
- 06 Driving Your Business—Empower 8
- 08 Marketing Calendar

## NEW FULL SPECTRUM DEMI BLONDE TONERS

- 10 **NEW** Full Spectrum Demi Blonde Toners

## NEW TOUSLE TEXTURE

- 12 **NEW** Tousle Texture Dry Texture Spray
- 14 Inside the Bottle
- 16 Texture Comparison Chart
- 18 Tousle Texture in the Service Wheel
- 20 Complimentary Salon Experiences featuring TT
- 22 Eventing

## APRIL—JUNE ANIMATIONS

- 24 Invati Ultra Advanced™ Reanimation
- 26 Earth Month
- 28 Smells Like Aveda
- 30 Rosemary Mint & Shampure™ Line Extensions

## DRIVING RETAIL

- 32 Driving Retail & Aveda+ Rewards
- 34 Schematics & SDVM
- 54 What's Next

QR

IN THIS GUIDE, SCAN THE QR CODE  
OR CLICK FOR MORE INFORMATION

THIS GUIDE IS INTENDED FOR SALON OWNERS & SALON  
STAFF ONLY. PLEASE DO NOT REPRODUCE OR POST ANY PART  
OF THIS GUIDE IN GUEST AREAS, IN EMAILS OR ONLINE.

# AVEDA BUZZ



## ADVANCED BOTANICAL KINETICS™

Launched in late December 2025, Advanced Botanical Kinetics™ continues to gain national press momentum, reinforcing its position as a high-efficacy, results-driven skincare collection within the professional beauty space.

As shared by Women's Health writer Lauren Brown, "The biggest shift was in hydration: my skin felt consistently dewy (not greasy) and looked less tired... I did notice more radiance and 'bounce' to my skin."

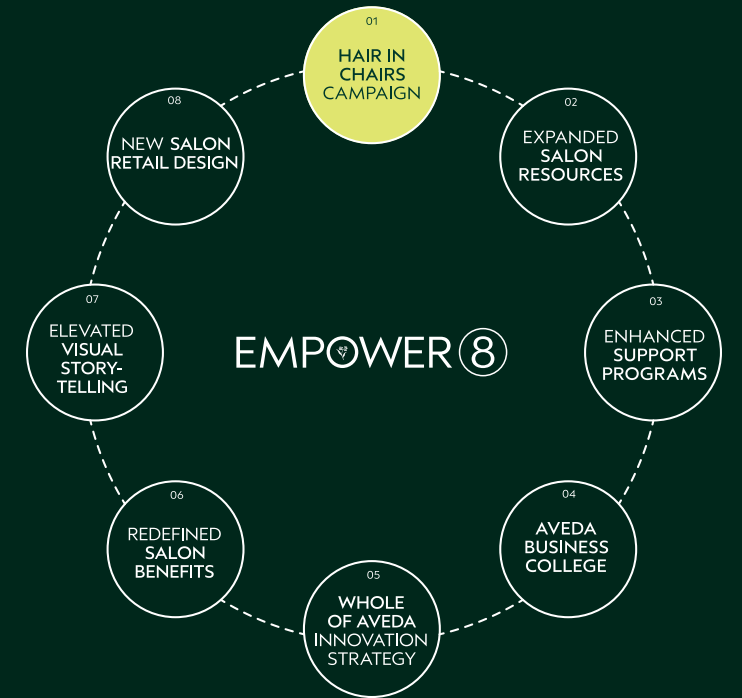
Advanced Botanical Kinetics™ is designed for seamless in-salon execution—no spa required. Stylists are confidently recommending and offering instant guest experiences the collection right from the chair, incorporating simple skincare conversations into every appointment. Whether during color processing or at checkout, Advanced Botanical Kinetics™ gives your team an easy, credible way to elevate guest care, strengthen loyalty, and drive meaningful retail growth—expanding your salon's service impact beyond hair alone.

4.7  
average rating

100%  
instantly had smoother, plump, hydrated skin

DERMATOLOGIST TESTED. SAFE FOR ALL SKIN TYPES, INCLUDING SENSITIVE.

# EMPOWER8, HAIR IN CHAIRS UPDATE



Since November, Aveda's new Hair Color campaign has continued to build momentum, reaching more guests and driving awareness for Aveda color services in salons. We expanded beyond Hulu and Amazon Prime into broader connected TV, and in January added YouTube TV and paid social, using a targeted geo strategy focused specifically on salons offering Aveda Hair Color services.

In mid-February, we launched a new YouTube Data Pilot that helps us better reach guests who are actively searching for professional hair color — meaning higher-quality leads and stronger booking potential for Aveda Salons.

### WHAT'S NEXT

We're now building the next phase of the campaign for a May launch, featuring high-impact, scroll-stopping hair color transformations designed to inspire guests and drive salon visits. This will be supported by a new campaign landing page that highlights Aveda salons offering hair color services, making it easier for guests to find a nearby salon and book an appointment.

Refreshed Marketing Tools for you to promote locally will be available on the Marketing Library prior to the May Launch. Scan QR Code below.

### CAMPAIGN RESULTS THROUGH JANUARY 2026

250% INCREASE YEAR OVER YEAR IN SEARCHES FOR "AVEDA HAIR COLOR"

+280M GUEST IMPRESSIONS FROM SEPT-JAN



# THE AVEDA LEARNING WALL RIPPLE EFFECT



STYLING & HAIR CARE DOMAINS



AROMA, BODY CARE, SKIN CARE

Our NEW Aveda Learning Wall is essential for your retail space because it turns education into action.

By providing a clear, visual guide to Aveda's products and rituals, it helps teams deliver consistent, confident recommendations that elevate the guest experience.

## \$59,500

POTENTIAL INCREASE OF ANNUAL RETAIL REVENUE VALUE FOR SALONS

## BENEFITS FOR STYLISTS

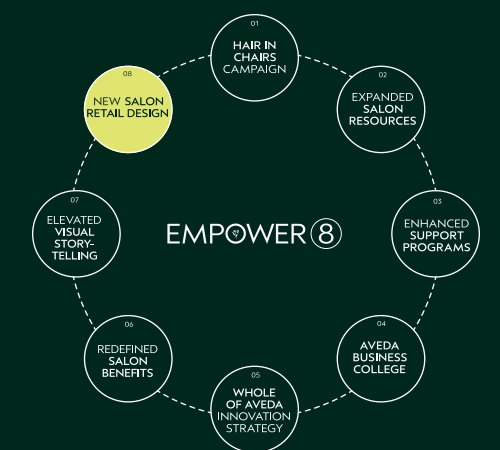
- Builds confidence through guided, visual learning that helps stylists quickly diagnose guests' hair needs and prescribe the right Aveda solutions
- Positions stylists as trusted hair care authorities, leading to more authentic consultations and stronger guest relationships
- Translates education into action, increasing individual retail per client ticket/transaction (RPCT)

## BENEFITS FOR SALON OWNERS & MANAGERS

- Empowers teams to make credible, personalized product recommendations that build trust and long-term guest loyalty
- Creates a direct correlation between RPCT and guest retention, driven by consistent education at the wall:
  - 1 product = 20% retention
  - 2 products = 40% retention
  - 3 products = 60% retention

## NEXT STEPS

Partner with your SDP to ensure your Learning Wall is fully activated. 2D elements (Domain Headers and Diagnostic Strips) are available for pre-order through Imaginal Marketing.



# Q4 PLANNING CALENDAR

FOCUS	APRIL	MAY	JUNE
<b>MORE GUESTS</b> Primary Retail	Tousle Texture OCD: 4/26	Tousle Texture	Tousle Texture
<b>MORE GUESTS</b> Secondary Retail	Invati Ultra Advanced™ Earth Month Rosemary Mint Candle ocd: 3/29	Aroma Body Care Extension (RMM & Shampure) ocd: 5/24 Invati Ultra Advanced™	Invati Ultra Advanced™ Aroma Body Care Extension
<b>MORE GUESTS</b>	<b>ALWAYS ON: MIRACULOUS OIL</b>		
<b>HIGHER TICKETS</b> Growing RPCT	20% off all Liters & 500 ml 4/13 - 4/23	25% off Body Care, Skin Care & Tea, \$100 Step Up GWP 5/1 - 5/10	25% off Aroma Hair Care and select Styling 6/12 - 6/21
<b>HIGHER TICKETS</b> Service	Professional Treatments	Professional Treatments	Professional Treatments
<b>HIGHER TICKETS</b> A+ Rewards	STYLIST APPRECIATION 200 Bonus Points with purchase of full size product 4/21 - 4/28 500 Bonus Points with any Pro or Color Service 4/21 - 4/28	Treatment Basket Builder 5/1 - 5/31 500 Bonus Points with any Pro Service 1/1 - 6/30	500 Bonus Points with purchase of Tousle Texture 6/1 - 6/30 500 ml Shampoo & Conditioner Duos 6/1 - 6/30
<b>BRAND LOVE</b> Ambassador Content	Tousle Texture Shine and Tone Treatments	Tousle Texture Shine and Tone Treatments	Tousle Texture Shine and Tone Treatments

## TIPS

### Aveda Experience

Offer each guest an instant lift with our Vitality Serum Lift Experience. This takes only 1 minute and can be done in the chair. Scan QR code to learn how.



VITALITY LIFT EXPERIENCE

## APR

6 13 20 27

## MAY

4 11 18 25

## JUN

1 8 15 22 29

**MIRACULOUS OIL**  
ALWAYS ON



**EARTH MONTH RMM CANDLE**  
OCD: 3/29



**TOUSLE TEXTURE**  
OCD: 4/26



**AROMA BODY SHAMPURE™ & RMM EXTENSION**  
OCD: 5/24



**INVATI ULTRA ADVANCED™ & MHO REANIMATION**  
OCD: 3/29

WALKS FOR WATER  
4/26

MOTHER'S DAY  
5/10

**MORE PRODUCT, LESS PACKAGING** 20% off Hair Care & Body Care Liters & 500 ml  
4/13 - 4/23

**GIFTS FOR MOM** 25% off Body Care, Skin Care & Tea + Step Up GWP with \$100 purchase  
5/1 - 5/10

**SMELLS LIKE AVEDA** 25% off Aroma Hair Care and select Styling  
6/12 - 6/21

**STYLIST APPRECIATION WEEK**  
200 POINTS with full-size purchase  
500 POINTS with Pro or Color Service  
4/21 - 4/28

**TREATMENT BASKET BUILDER**  
5/1 - 5/31

**500 BONUS POINTS** with purchase of Tousle Texture  
6/1 - 6/30  
**1,000 BONUS POINTS** with any Color Service  
6/1 - 6/30

**A+ REWARDS 500 POINTS** with any professional treatment  
DATES: 1/1 - 6/30



# THE FULL SPECTRUM DEMI-PERMANENT™ TONER FAMILY JUST GOT BIGGER

These three new toners now give you a total of 10 amazing ways to tone blondes. These looks were created by Luis Gonzalez, Creative Director and Co-Owner of VIDA Salon. Available to order now!



GREY/VIOLET  
(GR/V)



YELLOW/VIOLET  
(Y/V)



ORANGE/YELLOW  
(O/Y)



TONER USAGE TIPS



GREY/VIOLET, YELLOW/VIOLET, ORANGE/YELLOW

# MESSIER THAN THOU

NEW

TOUSLE TEXTURE  
DRY TEXTURE SPRAY

You asked, we listened — the #1 requested product by artists.

Experience instant lived-in texture that's soft, touchable and effortlessly tousled without dry out or stickiness. A translucent dry finishing spray with no powdery residue.

Inspired by nature, this unique spray features zeolite minerals that have a natural honeycomb-like structure to provide airy texture while cassava extract helps instantly boost volume and keep style in place. Created by award-winning, rule-breaking Aveda Artists.

# 100%

vegan

AIRY TEXTURE  
& WEIGHTLESS  
VOLUME

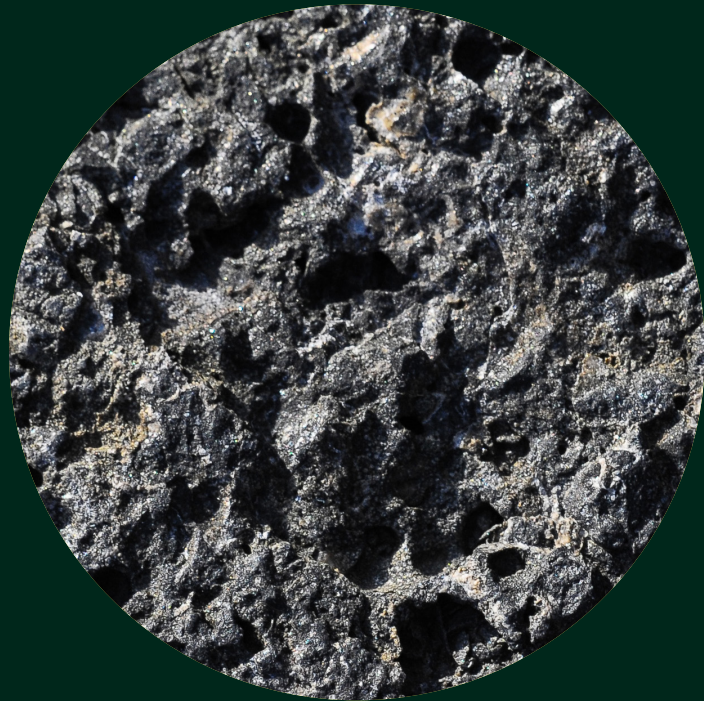
SOFT TOUCHABLE  
TEXTURE, LASTS  
ALL DAY

NO POWDERY  
RESIDUE

THERMAL HEAT  
PROTECTION



# INSIDE THE BOTTLE



## ZEOLITE MINERALS

Zeolite's natural honeycomb like structure provides airy texture and volume.



## CASSAVA EXTRACT

Helps to instantly boost volume and keep styles in place.



## OLIVE

Olive derived protectant helps provide thermal protection.



## PURE-FUME™ AROMA

Featuring a calming blend of 25 pure flower and plant essences, our signature Shampure™ Pure-fume™ aroma is a one-of-a-kind calming aroma that includes certified organic bergamot, lavender, lemon, petitgrain and ylang-ylang.



# COMPARISON CHART: TEXTURIZING STYLING



**NEW  
TOUSLE TEXTURE**



**TEXTURE TONIC**



**ABUNDANT BLOWOUT**



**VOLUMIZING TONIC**

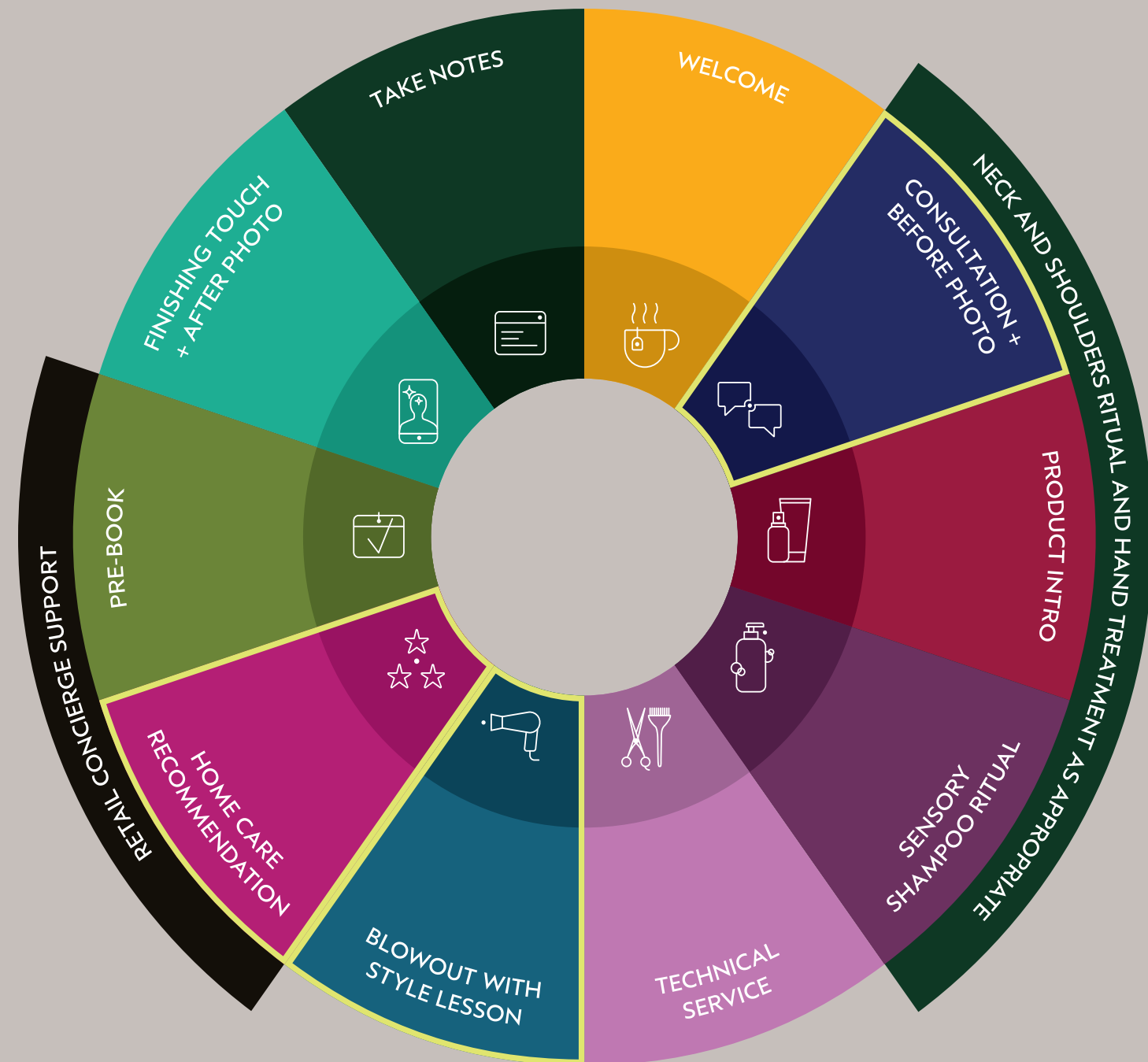


**THICKENING TONIC**

FORM	Dry aerosol	Liquid spray	Liquid spray	Liquid spray	Liquid spray
ROOT LIFT / VOLUME	Airy Volume	—	2X more volume, lasts all day	Weightless root lift	Instantly thickens by 20%
TEXTURE	Airy, tousled texture	Defines and enhances natural texture, creates piecey definition	—	—	—
HOLD	Soft touchable hold all day	Soft touchable hold	24-hour touchable hold	Light hold	Light hold
HEAT PROTECTION	Thermal heat protection	No	Thermal heat protection, up to 450°F	No	No
HUMIDITY RESISTANT	No	No	All day humidity protection	No	No
HEAT ACTIVATED	No	No	Yes	Yes	Yes
HAIR TYPE	Fine to medium, straight and wavy textures	Fine to medium, straight and wavy textures	Fine, medium and thick hair types	Fine to medium hair types	Fine to medium hair types
WHEN USED	Dry hair	Damp or dry hair	Damp hair	Damp hair	Damp hair

# AVEDA SALON SERVICE PROMISE FEATURING TOUSLE TEXTURE

The Aveda Salon Service Experience Wheel is how we live out our brand values. It's a promise we make to our guests—and to one another—to demonstrate our level of service excellence, commitment and care with every guest, every day.



## TOUSLE TEXTURE TALK TRACK

### DURING THE CONSULTATION

- "How do you style your hair?"
- "What type of style are you looking to achieve?"
- "What is your primary concern when styling your hair?"
- "What products are you currently using when styling your hair?"
- "You've probably seen the trends toward effortless, lived-in texture—is that look something that appeals to you?"
- "Based on our consultation, I want to introduce you to our new Tousle Texture Dry Texture Spray. It gives instant airy texture and weightless volume and it also has heat protection. It's really going to give you that beachy, done-but-undone look. We also love the calming, Pure-Fume™ aroma featuring 25 pure flower and plant essences."

### DURING THE STYLING LESSON

Use these three talking points when speaking with your guest:

- Touchable texture
- Weightless volume
- No residue or stickiness

### HOME CARE RECOMMENDATION

- "Based on what we discussed during your consultation and how your hair looks and feels today, I recommend Tousle Texture as part of your home styling routine. It is going to give you that effortless texture and slightly 'bedhead' look that is so on trend. Can I set one aside for you to take home today?"
- "While you're thinking about purchasing Tousle Texture, please enjoy this sample at home, and I would love to follow up to see how you like it. Is it OK if I call or text you to see how it's working?"

# COMPLIMENTARY SALON EXPERIENCES

EVERY GUEST, EVERY TIME



## AT THE LEARNING WALL/ GUEST CARE EXPERIENCE

**AT THE LEARNING WALL**  
Mention the talking points: touchable texture, weightless volume and no residue or stickiness.

**PRODUCT DEMONSTRATION**

- Shake well.
- Lift a section, and mist evenly from mid-lengths to ends.
- Tousle and scrunch to activate.
- Emphasize airy, non-sticky texture.



## TOUSLE TEXTURE AT THE CHAIR

"This is Tousle Texture Dry Texture Spray. It gives instant volume and that soft, lived-in texture without feeling sticky or stiff."

"I love it as a finishing spray after a blow-dry or to refresh second-day hair. It's super lightweight, has heat protection, and smells amazing."

"I'm just misting a little through the mid-lengths and ends to add movement. Go ahead and touch it, see how it feels full but still soft and natural? Now I'll have you try it yourself so you can feel confident using it at home."



## WATCH ANTOINETTE BEENDERS CREATE TEXTURE

See Antoinette Beenders, Senior Vice President, Professional Global Artistry, expertly create gorgeous S-shaped waves with a flat iron and style with Tousle Texture Dry Texture Spray for an intentionally "done but undone" look.



1. AT THE WALL / GUEST CARE EXPERIENCE
2. AT THE CHAIR EXPERIENCE
3. ARTIST TIPS

# NETWORK KICK-OFF CALL



JOIN US ON APRIL 20  
11:00 AM CENTRAL

Be the first to hear about this multi-benefit styling product straight from the expert, Bea Carmichael, Global Educator, Hair Styling.

- Five reasons to believe in the performance and market potential of the product
- Ingredients and technology that deliver airy texture and weightless volume without stickiness
- Guest experiences and multiple styling options
- Content to support artist engagement and sell-through



REGISTER NOW

# SALON EVENTING PROGRAM FOR GUESTS

With just 8 guests,  
salons were able  
to drive, on average

**\$3,200**

in retail sales.

At Aveda, we celebrate lives (and hair) that are well lived-in. We suggest treating your guests to live demonstrations of three distinct tousle-inspired hair looks, along with hands-on instruction and tips to recreate at home.

#### THE VIBE

Partner with local artist-minded businesses to create a buzzy and elevated environment – daytime / evening DJs, photographers to capture 'tousled' headshots and florists with loose and organic style.

#### LET YOUR ARTISTS SHINE

Position artists to talk through 3-5 creative looks. Aveda will provide the inspiration, we encourage you and your team to make it yours.

#### CREATING COMMUNITY

Turn messiness into something beautiful through a Living Art activation. Gather botanicals, moss, flowers and offer guests opportunity to create their own nature-inspired piece.

#### THANKING YOUR GUESTS

Offer a bounce back card for their next service, work with your SDP to create gift bags and a giveaway. Ask your guests to share the excitement on social.

#### MARKETING TOOLS

- Customizable Printed Invite
- Social Post Invitation (static)
- E-mail Invitation Banner
- Referral card
- Bounce back card
- SDP presence and support



MARKETING LIBRARY



# POWER-FULL BY NATURE

## INVATI ULTRA ADVANCED™

Invati Ultra Advanced™ is more than a solution for guests experiencing hair thinning. This franchise is designed to fortify and thicken hair, invigorate the scalp, and support follicle vitality. It's an ideal preventative and strengthening system for many guests looking to maintain fuller-looking, healthier hair at any stage.

During this Reanimation, you will receive new collateral designed to help you confidently speak to guests about achieving Power-full shine. Using the 5x7 Artist Handout cards, guests can learn how to create full, shiny, effortlessly undone hair at home.

# 82%

felt more confident about the appearance of their hair\*

### 3 STEPS TO FULL, SHINY, UNDONE HAIR

#### 01 BOOST FULLNESS

Apply Invati Ultra Advanced™ Thickening Foam to damp hair, focusing on the roots and working through mid-lengths. Blow dry.

#### 02 ILLUMINATE WITH SHINE

Warm a few drops of Miraculous Oil High-Shine Hair Concentrate in your hands and smooth through mid-lengths and ends.

#### 03 ADD UNDONE TEXTURE

On dry hair, apply Tousle Texture Dry Texture Spray from mid-lengths to ends. Scrunch, twist or shake out with fingers to build movement.



\*Consumer testing on 103 women after using the Invati Ultra Advanced™ 4-step system for 4 weeks.

# WHAT WE DO RIGHT NOW IMPACTS TOMORROW

Since 1999, our Aveda network of salons, spas, Aveda Institutes and Experience Centers, dedicated beauty industry professionals, employees, and guests celebrate Earth Month, a month-long campaign with a simple mission to love, celebrate and raise funds to protect people, animals and the environment with a special focus on protecting clean water.

## WHY CLEAN WATER?

Clean water creates healthier, stronger communities, keeps kids in school, gives women agency to start new businesses and gain financial independence. Clean water changes everything.

## EARTH MONTH PARTNER SPOTLIGHT: CHARITY WATER

100% of all donations goes directly to clean water. Charity Water tracks every dollar Aveda raises; showing the water projects that have been funded and the lives that have been changed. Learn more or donate directly at [charitywater.org/Aveda](http://charitywater.org/Aveda).



BEGINS MARCH 15

## CLEAN WATER CHALLENGE

Scan the QR code to access the Aveda 6 week Earth Month Challenge for your salon team and guests to ignite change in everyday actions and increase awareness of our brand mission – clean water for all!

- WEEK 1: Whats Your Number?
- WEEK 2: Go Vegan
- WEEK 3: Reduce, Reuse, Recycle
- WEEK 4-5: No-Wash Day
- WEEK 6: Aveda Walks for Water

OCD MARCH 29

## LIGHT THE WAY™ CANDLE

Limited-edition product made just for Earth Month  
 Invigorating rosemary mint aroma  
 5 oz/150 g vegan soy wax candle in glass vessel  
 Paper packaging is 100% FSC-certified post-consumer recycled (PCR) fiber  
 100% of the purchase price of \$15 is donated to charity: water for clean water projects in Ethiopia

EARTH DAY APRIL 22

## #NOWASH DAY

Did you know skipping a wash helps save an average of 2.1 gallons of water per minute?\*

Encourage your guests to extend their styles for this year's No Wash Day by using Aveda products such as Scalp Solutions Refreshing Protective Mist, Shampooer™ Dry Shampoo and Heat Relief™ Thermal Protector & Conditioning Mist.

Skip a wash, post a photo or video and join the #avedacleanwaterchallenge by posting with #nowashday.

\*Source: US EPA Save Water and Energy by Showering Better Pub. 2017, based on an 8-minute shower.

GLOBAL UNIFIED DATE APRIL 26

## AVEDA WALKS FOR WATER

On one day, all Aveda participating stores and salons globally will walk 3.7 miles to make a difference.

Share your walk with #AvedaWalksforWater #AvedaCleanWaterChallenge



# SMELLS LIKE AVEDA

Our iconic aromas offer a holistic experience, with benefits felt inside and out. We craft our aromas using pure flower and plant essences that care for your whole being and the planet and unmistakably smell like Aveda.

**HAIR**  
From purifying to shine-boosting, nurturing, and hydrating, we offer solutions for all hair needs, each with a unique aromatic experience.

**BODY**  
Purify, revitalize, and renew your skin while letting your senses transport you to a moment of pure delight for a holistic, whole body experience.

**AVEDA ICONIC AROMAS ARE SCENTS WITH BENEFITS:**

- 100% naturally derived
- Aromas made from only pure flower and plant essences
- Free from synthetic fragrance
- Developed in-house in the Aveda Aroma Lab with Expert Pure-Fumers™

## CLASSIC SMELLS LIKE AVEDA AROMAS



### SHAMPURE™ CALMING

The calming Shampure™ functional aroma is crafted with Lavender, Petitgrain and Ylang-Ylang to inspire a sense of serenity and emotional balance.



### ROSEMARY MINT INVIGORATING

The invigorating Rosemary Mint functional aroma is crafted with Rosemary, Peppermint oil and Spearmint to invigorate and energize, supporting feelings of vitality and clarity.



### CHERRY ALMOND BLISSFUL

The comforting Cherry Almond functional aroma is crafted with Tonka Bean, Orange and Ylang-Ylang to provide comforting warmth and evoke bliss.

## FRANCHISE ADDITIONS TO SMELLS LIKE AVEDA AROMAS



### BRILLIANT™ REFRESHING

The refreshing Brilliant™ functional aroma is crafted with Jasmine, Rose and certified organic Clove to foster a sense of inner strength and renewed vitality.



### SAP MOSS™ GROUNDING

The grounding Sap Moss™ functional aroma is crafted with Jasmine, certified organic Olibanum and Cypress to promote inner balance and harmony.



### BEAUTIFYING UPLIFTING

The uplifting Beautifying functional aroma is crafted with Rosemary, Lavender and Bergamot to evoke a luminous confidence and feelings of clarity.



# CAN YOU FEEL IT?

Evolving is in our nature. We now have new ways to enjoy the iconic aromas you love. The Shampure™ and Rosemary Mint body care lines feature new products and modernized packaging.

## NEW INNOVATION ROSEMARY MINT

**ROSEMARY MINT COMPOSITION OIL™**  
Invigorating aromatic oil for bath, body and scalp. Moisturizes and provides instant radiance. (50ml)  
OCD: 6/1

**ROSEMARY MINT HAND RELIEF™  
MOISTURIZING CREME**  
Intensely moisturizes hands with the signature Rosemary Mint invigorating aroma. (100ml)

**ROSEMARY MINT FOAMING HAND WASH**  
A luxurious, velvety foam gently cleanses away impurities without stripping the moisture barrier for refreshed and revived hands and senses. (240ml)

Refills for this product have also been produced in 500ml with 40% less plastic, compared to the purchase of two 240ml standard size bottles.

## NEW INNOVATION SHAMPURE™

**SHAMPURE™ HAND RELIEF™  
MOISTURIZING CREME**  
Intensely moisturizes hands with the signature Shampure™ calming aroma. (100ml)

**SHAMPURE™ FOAMING HAND WASH**  
A luxurious, velvety foam gently cleanses away impurities without stripping the moisture barrier for refreshed and revived hands and senses. (240ml)

Refills for this product have also been produced in 500ml with 40% less plastic, compared to the purchase of two 240ml standard size bottles.

## CONVERSATION STARTERS

### AT THE LEARNING WALL/GUEST CARE TEAM

"If you already love these aromas in your shampoo or conditioner, the new Foaming Hand Wash and Hand Creme make it easy to recreate that same sensory experience at home. Would you like to try a quick stress-relieving hand ritual to experience it?"

### AT THE CHAIR

"I'd like to offer you a Stress-Relieving Hand Ritual while you relax. One of the things I love about Aveda is that our aromas are designed to shift how you feel, not just how you look. I'm using Hand Relief, it's really nourishing but not greasy, and it just got beautiful new packaging. We've also expanded the line, so if you're curious, I'd love to share more with you."

# DRIVING RETAIL & AVEDA A+ REWARDS

- Monitor your top SKUs and proactively reorder to avoid running out before the event — make sure your bestsellers stay in stock.
- Download and share digital assets (email banners, social graphics), and work with your Salon Development Partner to roll out cohesive promotional materials. Visit Pure Pro for a Front Desk Promo One Pager, an overview of Retail Skus Included in Promo Events.
- Rally your team: review event goals in a staff meeting, set clear sales targets, and train your front desk to talk about the promo with every guest.
- Execute the plan: set up signage, launch client emails + social posts, track weekly sales, and adjust your goals — don't forget to celebrate the wins.

## APRIL

**DRIVING RETAIL**  
20% off all liters and 500ml  
4/13 – 4/23

**AVEDA A+ REWARDS**  
Stylist Appreciation Week  
4/21 - 4/28

200 Bonus Points with purchase of a full-size product.

Styling Basket Builder  
4/1 - 4/30

500 Bonus Points with any Professional Treatment or Color Service

## MAY

**DRIVING RETAIL**  
25% off Body Care, Skin Care & Tea (Mother's Day is May 10!)

Step-Up: Spend \$100 and receive a free note card set and bamboo pen.  
5/1 - 5/10

**AVEDA A+ REWARDS**  
Treatment Basket Builder  
5/1 - 5/31

500 Bonus points with any Professional Treatment  
1/1 - 6/30

## JUNE

**DRIVING RETAIL**  
25% off all Aroma Hair Care and select Styling products  
6/12 - 6/21

**AVEDA A+ REWARDS**  
500 Bonus Points with purchase of full-size Tousle Texture  
6/1 - 6/30

500ML Shampoo & Conditioner Duos

500 Bonus points with any Professional Treatment  
1/1 - 6/30



June promo: 25% off Aroma Hair Care (Rosemary Mint, Shampure™, Cherry Almond, Sap Moss™, Beautifying and Brilliant™)



Q4 MARKETING ASSETS



APRIL-JUNE PROMOTIONAL NEWSLETTER

DRIVING RETAIL & A+ REWARDS

# SALON ENTRANCE & CASH WRAP



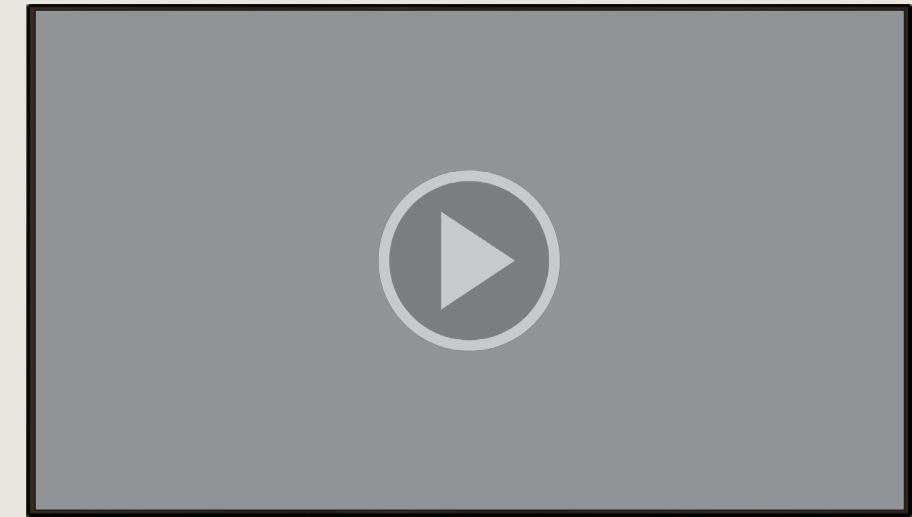
SALON JUMBO POSTER  
Tousle Texture

CTA POSTER  
Aveda Hair Color Services

LAUNCH PAD  
Tousle Texture

PRODUCTS WE LOVE BOWL  
Miraculous Oil

STYLIST STATION  
Tousle Texture Mirror Cling  
& Glorifier



CASH WRAP  
Earth Month Medium Esels & Product

Water Droplet  
Invite your guests to share their commitment to support clean water. Display in retail area and showcase your water drops on social with #AvedaCleanWaterChallenge.

# LAUNCH PAD, PWLB & STYLIST STATION



LAUNCH PAD KIT A  
Touse Texture

LAUNCH PAD KIT B  
Touse Texture



PRODUCT WE LOVE BOWL  
Miraculous Oil

Signage available on the Marketing Library



STYLIST STATION  
Touse Texture Glorifier, Kit A only

# STYLING & HAIR CARE DOMAINS



**STYLING**  
Add Tousle Texture to Finishing Spray shelf. Replace with new prescription card.



**HAIR CARE**



INVATI ULTRA ADVANCED™ & MIRACULOUS OIL NUTRIPLENISH™ REPACK  
Replace prescription cards for Nutriplenish repack phase-in. Add Miraculous Oil to Invati Ultra Advanced™ shelf with updated benefit cards.



**HAIR CARE AROMA REPACKS**

# AROMA, BODY CARE & SKIN CARE DOMAINS



**SMELLS LIKE AVEDA AROMA REPACKS**  
 Replace Aroma benefit easels and prescription cards with updated visuals. Add candles to the Smells Like Aveda domain.



**AROMA BODY CARE ADDITIONS**  
 In May, replace cards for Shampure™ and RMM to show the new products.  
 Add hang tags to the Foam Wash & Refills. (Free with Launch Offer.) If no Smells Like Aveda domain, replace the Stress Fix card with the new Smells Like Aveda card.  
 Move candles to the third shelf (Relieve Tension) to make space for new products.

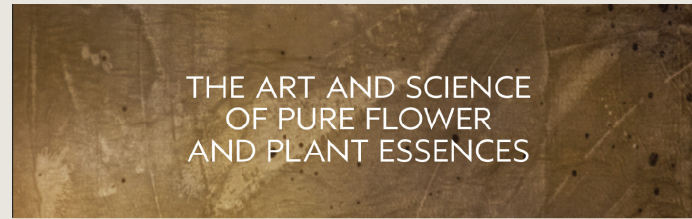


**BOTANICAL KINETICS™ REPACK**

# STYLING & HAIR CARE DOMAINS



**STYLING**  
 Add Touse Texture to Finishing Spray shelf. Replace with new prescription card. Add Miraculous Oil Disrupter Unit in styling domain. (Sold separately, available to order while supplies last.)



**HAIR CARE**

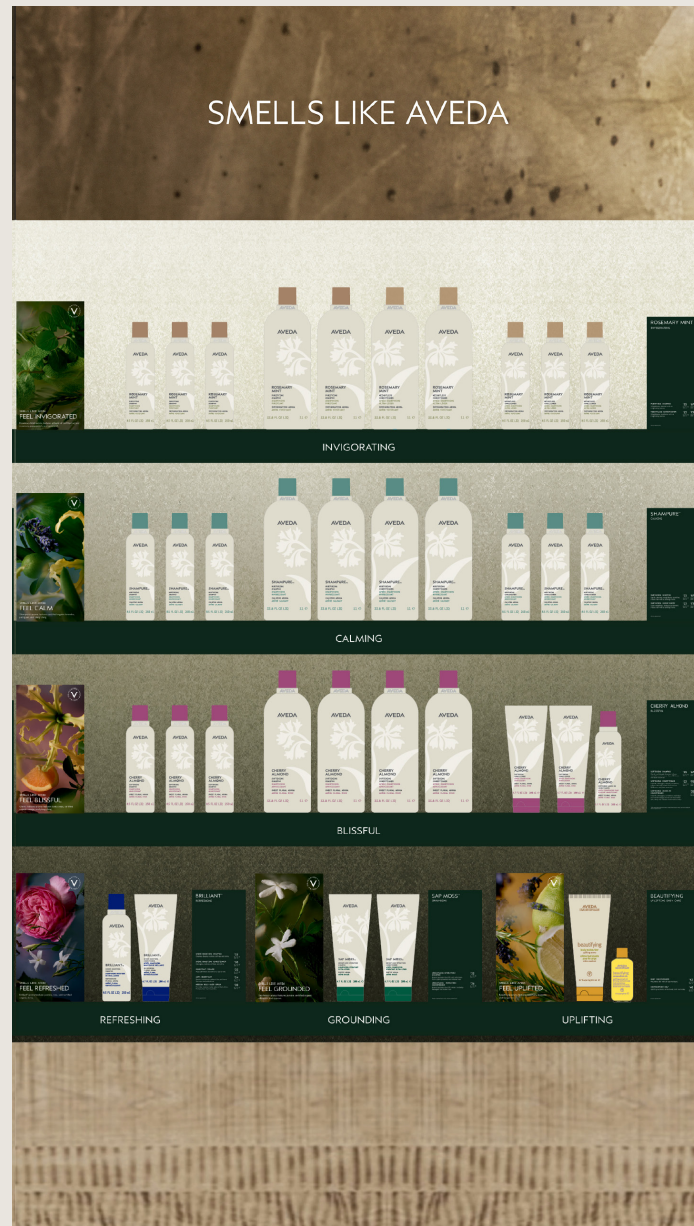


INVATI ULTRA ADVANCED™ & MIRACULOUS OIL  
 NUTRIPLENISH™ REPACK  
 Replace prescription cards for Nutriplenish™ repack phase-in. Add Miraculous Oil to the Invati Ultra Advanced™ shelf with updated benefit cards.



**HAIR CARE AROMA REPACKS**

# AROMA, BODY CARE & SKIN CARE DOMAINS



SMELLS LIKE AVEDA AROMA REPACKS  
Replace Aroma benefit easels and prescription cards with updated visuals.



AROMA BODY CARE ADDITIONS  
In May, replace prescription cards for Shampure™ and Rosemary Mint to showcase the new products.  
Add hang tags to the Foam Wash & Refills. (Free with Launch Offer purchase.) If you don't have a Smells Like Aveda domain, replace the Stress Fix benefit card with the new Smells Like Aveda benefit card.



BOTANICAL KINETICS™ REPACK

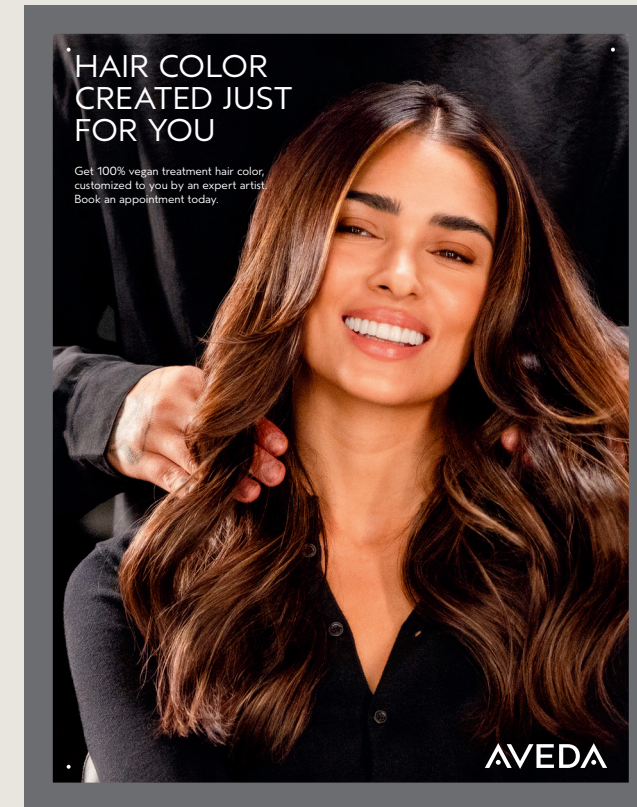
# SALON COLLATERAL KIT A



JUMBO POSTER



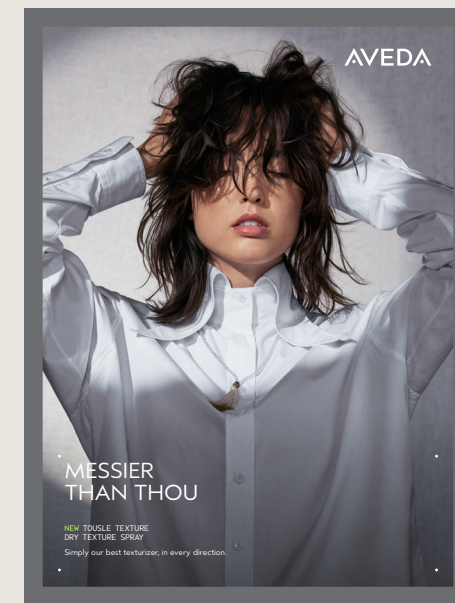
JUMBO POSTER, IF SALON HAS A SECOND WINDOW



CTA



MIRROR TALKER FOR RESTROOMS  
Please have a matching set of Foaming Hand Wash & Hand Relief™ in either RMM or Shampure™ at the sink for guest use.



LAUNCH PAD, FRONT



LAUNCH PAD, BACK

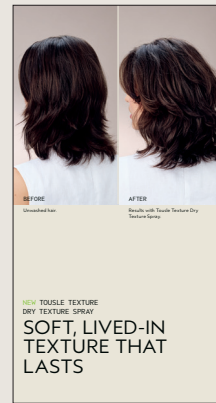


MIRROR TALKER FOR STYLIST STATIONS

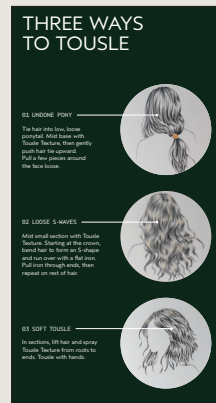
# SALON COLLATERAL KIT A



LAUNCH PAD LARGE TENT, FRONT & BACK



LAUNCH PAD TT MEDIUM TENT



MEDIUM EASEL (WAVE 2)



STYLIST STATION TT GLORIFIER



IN-DOMAIN PRICING



IN-DOMAIN NP PRICING (WAVE 2)



IN-DOMAIN NP PRICING (WAVE 2)



EARTH MONTH WATER DROP (WAVE 2)



EARTH MONTH PRICE TENT



EARTH MONTH MEDIUM TENT, FRONT



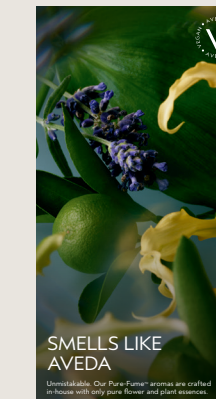
EARTH MONTH MEDIUM TENT, BACK



EARTH MONTH MEDIUM TENT, FRONT



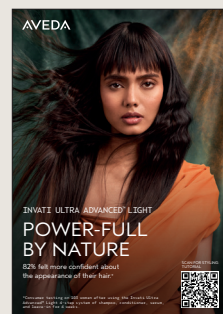
EARTH MONTH MEDIUM TENT, BACK



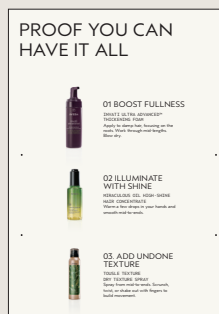
IN-DOMAIN AROMA MEDIUM EASEL



CASH WRAP AROMA MEDIUM TENT



IUA/MHO/TT ARTIST HANDOUT, FRONT & BACK



IN-DOMAIN IUA B/A MEDIUM EASEL



IN-DOMAIN IUA/MHO MEDIUM EASEL



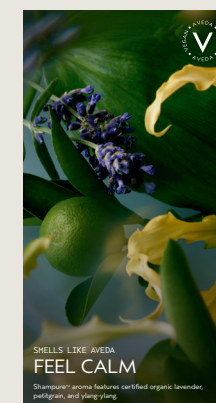
IN-DOMAIN AROMA PRICING (WAVE 2)



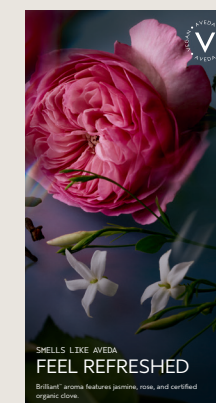
IN-DOMAIN AROMA PRICING (WAVE 2)



IN-DOMAIN AROMA MEDIUM EASEL



IN-DOMAIN AROMA MEDIUM EASEL



IN-DOMAIN AROMA MEDIUM EASEL



IN-DOMAIN AROMA MEDIUM EASEL



IN-DOMAIN AROMA MEDIUM EASEL



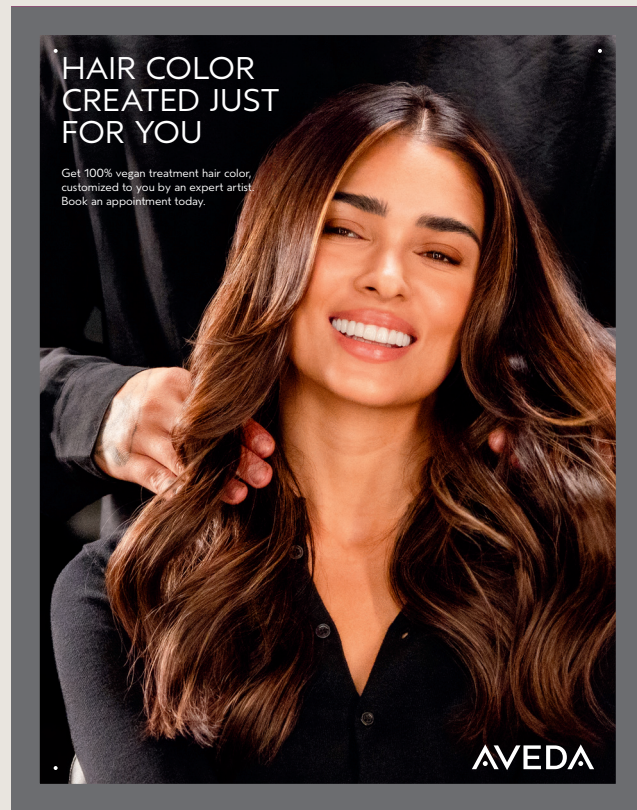
IN-DOMAIN AROMA MEDIUM EASEL

RMM Bath Bar will have a repack and shape refresh with a price change.

# SALON COLLATERAL KIT B



SALON POSTER



CTA



LAUNCH PAD LARGE TENT, FRONT



LAUNCH PAD LARGE TENT, BACK

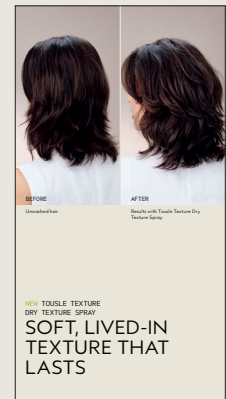


MIRROR TALKER FOR RESTROOMS  
Please have a matching set of Foaming Hand Wash & Hand Relief™ in either RMM or Shampure™ at the sink for guest use.

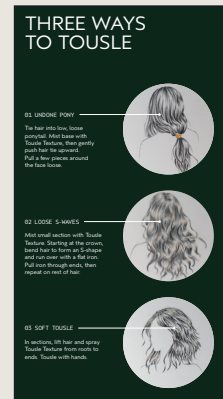


MIRROR TALKER FOR STYLIST STATIONS

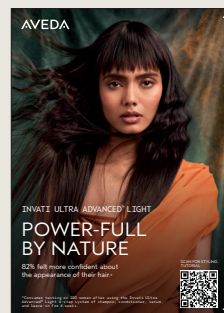
# SALON COLLATERAL KIT B



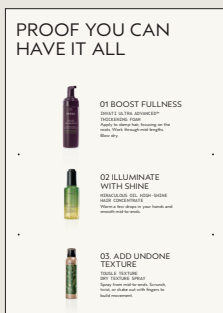
LAUNCH PAD TT MEDIUM TENT



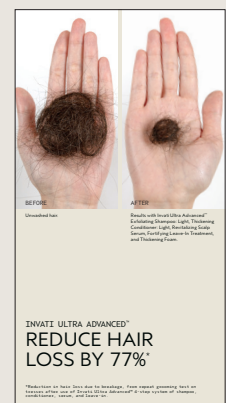
MEDIUM EASEL (WAVE 2)



IUA/MHO/TT ARTIST HANDOUT, FRONT AND BACK



IN-DOMAIN PRICING



IN-DOMAIN IUA B/A MEDIUM EASEL



IN-DOMAIN IUA/MHO MEDIUM EASEL



IN-DOMAIN AROMA PRICING (WAVE 2)



IN-DOMAIN AROMA PRICING (WAVE 2)

RMM Bath Bar will have a repack and shape refresh with a price change.



IN-DOMAIN NP PRICING (WAVE 2)



IN-DOMAIN NP PRICING (WAVE 2)



EARTH MONTH WATER DROP (WAVE 2)



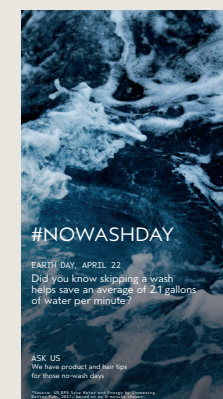
EARTH MONTH PRICE TENT



EARTH MONTH MEDIUM TENT, FRONT



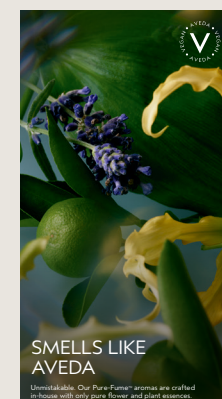
EARTH MONTH MEDIUM TENT, BACK



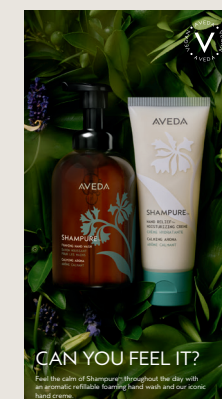
EARTH MONTH MEDIUM TENT, FRONT



EARTH MONTH MEDIUM TENT, BACK



IN-DOMAIN AROMA MEDIUM EASEL



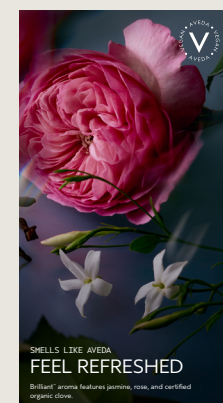
CASH WRAP AROMA MEDIUM TENT



IN-DOMAIN AROMA MEDIUM EASEL



IN-DOMAIN AROMA MEDIUM EASEL



IN-DOMAIN AROMA MEDIUM EASEL



IN-DOMAIN AROMA MEDIUM EASEL



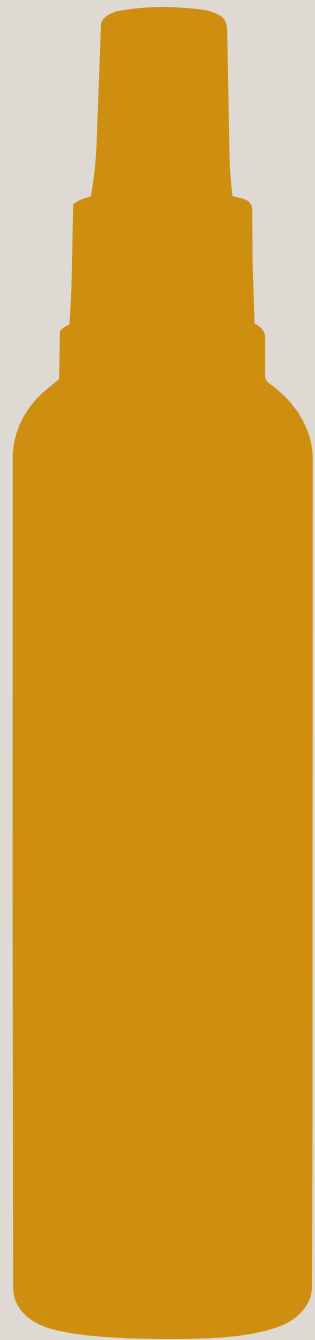
IN-DOMAIN AROMA MEDIUM EASEL



IN-DOMAIN AROMA MEDIUM EASEL

COMING SUMMER 2026

# AVEDA'S NEXT BIG THING. 7.21.26



REGISTER HERE FOR THE  
NETWORK KICKOFF CALL ON 7.20

# AVEDA

Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society.

At Aveda, we believe in environmental leadership and responsibility, not just in the world of beauty, but around the world.

PLEASE RECYCLE.

©AVEDA CORP., MINNEAPOLIS, MN 55449-7106  
800.328.0849 USA/763.951.6999  
AVEDA.COM