

NEILL®

ENGINEERED VOLUME

fall / winter 2026 education catalog

neill.com

A MANIFESTO FOR

VOLUME ARCHITECTURE

Volume isn't accidental. It's engineered.

Not from teasing or spray —
but from structure, weight, and control.

Volume is architecture —
the blueprint of lift,
the balance of density and air.

Every section is a decision.
Every gram of weight supports it or collapses it.

We don't chase trends.
We build shape.

Because real volume isn't height in the moment —
it's integrity in the structure.

Precision. Intention. Control.

This isn't loud volume.
It's intelligent volume.

Master the blueprint.

Then decide how boldly it expands.



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



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THE POTENTIAL OF THE PASSIONATE

when dreams become lifelong passions

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.

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

@NEILL / DM CHANNEL

Follow along on social + join our "Neill Studio" DM channel for insider updates, education drops, launches, and everything happening behind the scenes.

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.



COLOR

ALCHEMY OF HAIR COLOR

Blonde Edition

The Blonde Edition solves the unique challenges of creating the ultimate blonde look.

During this class, you'll learn how to determine your guests' expectations through an effective consultation. Based on the look they're trying to achieve, you'll learn how to apply different blending techniques of babylights, balayage, and hair painting. These techniques will help you stay on trend, delivering the ultimate blonde experience.

JAMES MYLES

September 28 | Washington, DC
November 9 | Richmond, VA

WHAT YOU'LL LEARN

- *How to lead an effective consultation to determine your guests' overall expectations during your consultation.*
- *Blending techniques to create different looks.*
- *How to deliver the ultimate blonde experience*

TUITION: $350

VIRAL TO CHAIR

Haircolor Trends IRL

For the stylist who's tired of guessing when a client pulls up a screenshot and says, "Can you do this?"

In this class, we're breaking down the most viral, in-demand shades: from cozy teddy bear brunettes to creamy milk tea tones, glowing honey hues, and lived-in blondes — and showing you exactly how to bring them to life behind the chair. You'll learn how to formulate, place, and customize each look so it actually works for your client (not just for influencers).

And because great hair deserves to be seen, we're also diving into content creation. You'll learn how to capture your work, film quick clips during your service, and turn your finished look into posts that stop the scroll and hook in new clients.

If you're ready to feel more confident, create hair that looks just as good in real life as it does online, and finally turn those viral trends into booked-out days... this class is for you



BRANDIE DEVILLIER

@brandiedevillier

September 20 | Lafayette, LA
September 28 | Annapolis, MD
October 4 | Albuquerque, NM
October 11 | Knoxville, TN
November 2 | Arlington, VA

TUITION: $350

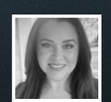
PRECISION FOILING

Foiling is not outdated. It is misunderstood. In a world chasing softness, speed, and "lived-in" results—precision has become the missing edge. Because luxury hair color is not accidental. It is engineered.

THIS CLASS IS ABOUT:

- *Seeing before doing*
- *Designing before applying*
- *Placing with intention—not habit*

Because when placement becomes strategic, your work becomes predictable. And when your work becomes predictable, your income becomes scalable.



TAYLOR CONTRERAS

@babytay_hair

September 20 | Austin, TX



KELSEY MCCARROLL

@kelseymccarroll

September 20 | Dallas, TX

TUITION: $350

FULL SPECTRUM DEEP

Custom Mix. Iconic Results.

The purpose of the Full Spectrum Deep Systems course is to educate hair colorists on Full Spectrum Deep, its components and when and why to use it to create beautiful, customized hair color results.

WHAT YOU'LL 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*
- *The steps to creating beautiful, customized hair color results*
- *How to increase productivity and efficiency in your hair color application*



HAYDIN BUTERBAUGH
@haydinbhair
August 23 | Dallas, TX



CORI GANGWER
@avedacori
August 30 | Houston, TX



JAMES MYLES
October 26 | Newport News, VA



CELINA LARA
@cellinassss
August 10 | San Antonio, TX



LESLIE MADDEN
@leslie.aveda
September 13 | Memphis, TN



ERYKA FORNEAR
@hairykastyles
August 23 | Nashville, TN



KRISTIN WALLS
@kristinwallshair
September 21 | Arlington, VA

TUITION: $50

THE ART OF POSSIBILTY

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™ Blonding, 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.*



ABBY HEALY
@abigailhealyhair
September 27 | Springdale, AR



JAMES MYLES
August 10 | Washington, DC
August 31 | Arlington, VA

TUITION: $25



CHRISTINA GARDUÑO
@christinacifanigarduno
September 27 | Knoxville, TN



DAWN CALDWELL
Septmber 28 | Vienna, VA



ROBERT BEAUMONT
@robertbhair
September 28 | Birmingham, AL

THE FUTURE IS NOW

In an industry driven by trends, true artistry is built on something deeper: foundation, intention, and precision.

Through the partnership between Sassoon Connect and Aveda Arts & Sciences Institutes, we're bringing one of the world's most respected cutting methodologies directly to Aveda Institute students.

Great salons are built on great future talent. By investing in student education now, we're helping shape the next generation of hairdressers the industry is asking for.

The Sassoon Connect approach is rooted in shape, balance, and structure, where every section has purpose and every angle is intentional.

<u>FOR ARTISTS, THIS MEANS:</u>
- *Greater confidence in consultations*
- *More consistency behind the chair*
- *Shapes that grow out beautifully*
- *A more elevated guest experience*

When your foundation is strong, everything else follows... your creativity, your speed, your demand.

Because great hair isn't accidental.
It's designed.

AVEDA INSTITUTE x SASSOON CONNECT









SASSOON ABC+ CUT

The ABC+ One-Day Course builds on the foundation of the ABC cutting methodology, introducing modern cutting techniques designed for today's salon environment. Combining classic ABC techniques with contemporary cutting approaches, this course explores modern haircutting methods for a variety of lengths and textures.

Designed to strengthen & expand technical cutting skills, the course focuses on developing technical understanding through theory, demo, and hands-on training. Observe a live cutting demonstration in the morning followed by an afternoon work session on mannequins led by North American Creative Director, Allison Lyle.

This course provides practical techniques and creative approaches that can be immediately applied behind the chair.



ALLISON LYLE
@allisonlyle

November 8 | Nashville, TN

Full-Day Workshop

HANDS-ON WORK SESSION
Participants will work on mannequins to practice ABC+ cutting techniques through guided hands-on training. Work session focus includes:
- *Reverse layering*
- *Disconnection*
- *Reverse graduation*
- *Freehand cutting*
- *Combinations of ABC cutting techniques*

COURSE REVIEW & CLOSING
- *Review of key principles and techniques*
- *Final Q&A and course conclusion*

TUITION: $500* (MORNING DEMO INCLUDED)

Morning Demo

ABC+ THEORY
- *Introduction to the ABC+ cutting methodology, ABC principles, and foundations*
- *Understanding modern cutting techniques, shape, and the dynamics of haircutting*
- *Reverse layering, reverse graduation, disconnection, and freehand cutting techniques*

LIVE CUTTING DEMONSTRATION
- *Demonstration of ABC+ cutting techniques with a detailed technical breakdown and explanation*
- *Q&A discussion*

TUITION: $50

YOUR CREATIVITY. **THE SASSOON METHOD.**
A FUTURE WITHOUT LIMITS.

CUT



TAKE ON TEXTURE MEN'S CUTTING

This high-energy, technique-driven class is designed to fill the gap and take your skills to the next level. You'll get hands-on experience with unique haircuts, while learning the ins and out of working with textured hair— from tension and sectioning to clipper techniques and product applications.

WHAT'S IN IT FOR YOU:

- *Practice three hair cuts*
- *Master tension & diagonal sectioning*
- *Freehand clippering technique*
- *Bald fade with cropped top*
- *Learn burst fade*

PATRICK INA
@patrick_ina
August 30 | Richmond, VA

TUITION: $350

CUT PURESPECTIVE

Step into a fresh cut perspective and master the art of modern, fashion-forward cutting. In this immersive hands-on class, you'll create three signature looks—an invisible layer cut, soft bob and shaggy bixie—while exploring advanced texturizing, subtle disconnection, point-cutting and slicing techniques. Learn how to customize every look for effortless movement, lived-in texture and elevated wearability, then bring each finish to life with Aveda styling and finishing products.

Designed for stylists ready to sharpen their craft and spark new guest demand, this experience blends technical refinement, creative freedom and consultation strategies to help you deliver personalized results with confidence. Leave creatively re-charged and ready to bring a fresh perspective behind the chair.



SAM SULLINS
@samsullinshaircutter
September 21 | Mobile, AL
October 4 | Austin, TX
November 2 | Washington, DC



AMBER LYNN MAXWELL
@avedamber
October 11 | Dallas, TX
October 19 | *Kansas City, MO*



MARK MARTINEZ
@milagromark
August 9 | Albuquerque, NM
October 25 | Houston, TX



HAUNS KORPELA
@haunsie
October 5 | Arlington, VA



ANNA RAY
@annarayofsunshine
October 26 | Annapolis, MD

WHAT YOU'LL LEARN

- *Trend-driven cuts with modern texture and movement*
- *Advanced cutting techniques for personalized, wearable results*
- *Styling and finishing approaches to create multiple looks from one cut*
- *Consultation strategies to elevate the guest experience and build confidence*

TUITION: $400

HAIR INSPIRATION
with Susan Ford

With AI-generated hair images taking over Pinterest and other platforms, salon guests now arrive with fantastical, surreal inspiration photos. Are these images setting unrealistic expectations, or do they offer a new opportunity for creativity? In this class, we'll reframe how we view AI inspiration pictures and focus on bringing them into reality.

We'll break down how to analyze the image: What shapes do you see? How many angels are involved with that shape? What tools, techniques, and products are needed to recreate the wispy, intricate details that are often present in these images? Stylists will learn to blend their foundational haircutting techniques, with a sprinkling of creativity, customize and bring AI-generated hair to life.



SUSAN FORD
@susanfordhair
September 20 | Knoxville, TN

TUITION: $400

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*

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

October 19 | Birmingham, AL

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.*

POLISHED TO POSTED:

Social Media Finishes and Best Practices with Alaina Barnes

This is an Aveda styling and social elevation class:
Polished to Posted is a modern, high-impact styling class designed for artists and salons who want to create beautiful, trending and post-worthy work for their social platforms. This immersive hands-on class blends behind the chair styling finishes and technique with strategic social media insight. Polished to Posted will help empower stylists and salons to not only craft trending looks but present them in a way that captures attention and helps to build your brand.



ALAINA BARNES

@alainakathleenhair

October 4 | Houston, TX
October 18 | Fayetteville, AR
September 28 | Lee's Summit, MO
November 16 | Columbia, MD

TUITION: $350

WHAT YOU'LL LEARN

Creating effortlessly refined, camera ready finishes that translate into real life digital impact, with a curated range of trending styles including but not limited to:

- *Bombshell Blowouts: luxe volume, modern movement and polished longevity.*
- *Quick Glam Waves: simplified techniques with high-impact client ready waves. Think refined glam not beach wave.*
- *Lived in Texture: exploring curl techniques and variations to display lived in color to its highest potential.*
- *Editorial Texture Creation: modern, undone texture with a high fashion edge.*

STYLE



CERTIFICATION

PRINCIPLES OF EDUCATION

Creating an effective educational 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.



ANNA RAY
@annarayofsunshine
August 24 | Virtual

TUITION: $50

WHAT YOU'LL LEARN

- *The basics of educating, including how to coordinate, present and facilitate information effectively*
- *The power of planning and preparation*
- *An introduction to delivery skills, including words, tones, and body language*
- *Tips and tricks to help you develop your presentation skills*
- *Fundamentals of facilitation and how to keep your learners engaged*

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.



JESSICA MCCARTHY
@jsimc
October 5 | Virtual

TUITION: $50

WHAT YOU'LL 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*

SOCIAL CLUB

More clients. More bookings. Less time wondering why it's not working.

You became a hairdresser — not a content creator. But here you are, posting into the void, watching the algorithm change again, and trying to figure out why your work isn't getting the attention it deserves. Sound familiar? Social Club is a self-paced digital course for salon professionals and educators who are done guessing and ready to build a presence that actually does something — fills your chair, books your classes, and positions you as the expert you already are. Six focused modules, 10–15 minutes each, built around a strategy you'll realistically stick to.

No fluff. No algorithm panic. Just a clear, creative roadmap from someone who lives in this industry

ACCESS ON NEILL U ANYTIME

PRESENTATION PRINCIPLES

Presenters deliver information to a number of different audiences. In this two-day class, you'll learn how to create impactful presentations and deliver them in an engaging way, from introduction to conclusion. Participate in interactive activities during which you record your own presentations to evaluate your progress and identify areas of opportunity. Broaden your presentation skills and gain the practice and confidence you need to deliver messages to diverse audiences big and small



ANNA RAY
@annarayofsunshine
September 13 - 14
New Orleans, LA

TUITION: $150

WHAT YOU'LL LEARN

- *The symptoms of presentation stress + tips for overcoming it*
- *Preparing an impactful presentation, including a simple process for writing a clear, organized body*
- *How to deliver an engaging presentation, including effective ways for grabbing attention and leaving the audience informed and empowered to act*
- *The fundamentals of how engaging presenters sound, including rate, projection, and tone*
- *Fundamentals of how presenters look, including physical appearance, movement, and body language*

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

SKIN + SPA

FACIAL FOUNDATIONS

The purpose of the Facial Fundamentals course is to introduce estheticians to the Aveda facial design system, with a focus on the signature focus components.



ASHLEY CAMP
@ashleyavedaarts
September 20 | Houston, TX



DANA BENSON
@theestheticloft
October 25 | Nashville, TN



JENNIFER HENSON
@jaytheesthiebestie
November 8 | Dallas, TX

WHAT YOU'LL LEARN:

- *Explain the purpose of Aveda's facial design system and its signature focus components: refinement, massage and treatment*
- *Determine the facial focus based on guest skin goals and needs*
- *Begin facial treatments with confidence using verbal focus statements*
- *Perform customized Aveda Holistic Renewal Facials using key refinement, massage and treatment techniques*

TUITION: $200

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 estheticans, 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.



ASHLEY CAMP
@ashleyavedaarts
October 4 | Lafayette, LA

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.*

HAIR IN CHAIRS

EMPOWER 8: SALON-FIRST INITIATIVE

Aveda's Empower 8 + Hair in Chairs ecosystem is all about putting salons (and artists) first, helping the beauty industry grow through education, business support, and marketing designed to bring more guests into the chair. It's about building stronger careers, stronger salon teams, and long-term success behind the chair.





"Of all the things I've done in my career... there's none that I value more than the title of hairdresser. I have always been, and will always be, a hairdresser first."

— Shane Wolf, Aveda Global President



MEET ME AT THE WALL

LEARNING WALL CERTIFICATION

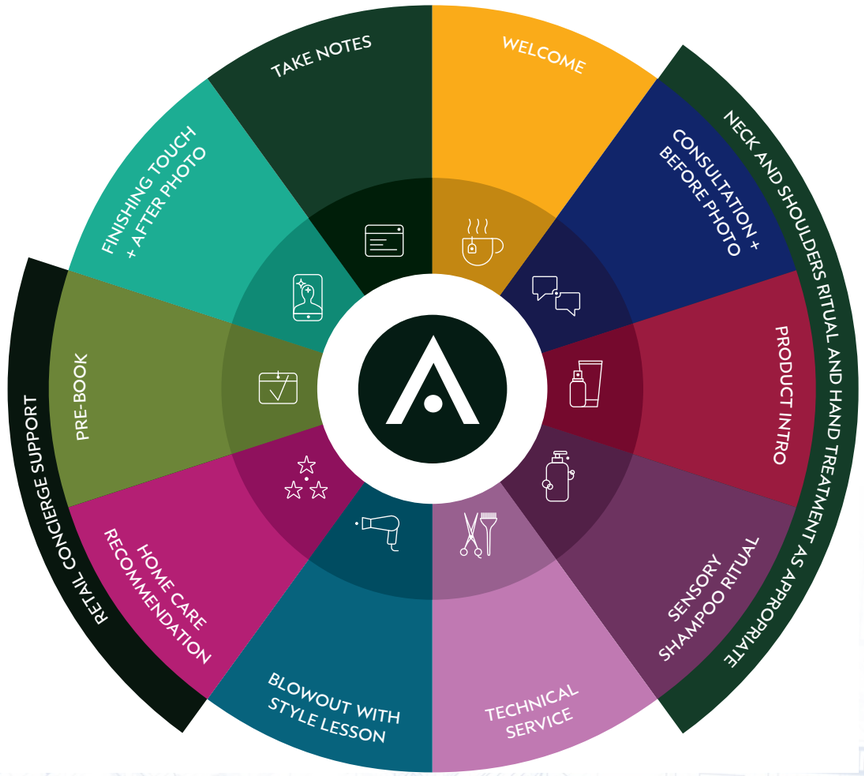
The Aveda Learning Wall turns retail into a more natural part of the guest experience, giving artists a simple, visual way to diagnose needs, recommend solutions with confidence, and help guests build routines that continue beyond the salon visit.

WANT TO GET LEARNING WALL CERTIFIED?
Connect with an SDP for in-salon education.

HAIR CARE AUTHORITY



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.

ADVANCED ACADEMY

Step into a higher level of artistic discipline, technical precision, and creative mastery through an exclusive Advanced Academy experience in New York City led by internationally respected educator Traci Sakosits. Designed for artists committed to refining their craft, this immersive two-day academy challenges the way you see shape, balance, movement, and design behind the chair.

THIS IS NOT TREND EDUCATION. THIS IS THE PURSUIT OF MASTERY.

ARTISTS WILL EXPLORE:

- *Advanced precision cutting + elevated salon artistry*
- *Consultation, silhouette, and intentional design*
- *Geometry, weight distribution, and technical execution*
- *Creative discipline behind every decision behind the chair*
- *Aveda + Neill's approach to guest experience, culture, and artistry*
- *Intensive demonstrations, theory, and hands-on refinement*

Set in New York City, this is more than a class. It's a new standard for advanced education.

BY INVITATION.



LED BY TRACI SAKOSITS

Traci Sakosits brings over two decades of global artistry and education to Aveda Arts as the former North American Creative Director for Sassoon Salons & Academies, a leader in precision haircutting education. Known for her technical mastery and passion for developing artists, Traci has inspired thousands through education, editorial work, and runway presentations around the world.

IMPACT

DARE TO ACHIEVE

JULY 20 | NEW ORLEANS, LA
AUGUST 24 | HOUSTON, TX
AUGUST 26 | AUSTIN, TX







AVEDA
BUSINESS
COLLEGE

FROM PASSION TO PROFITABLE.

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*

TUITION: $99

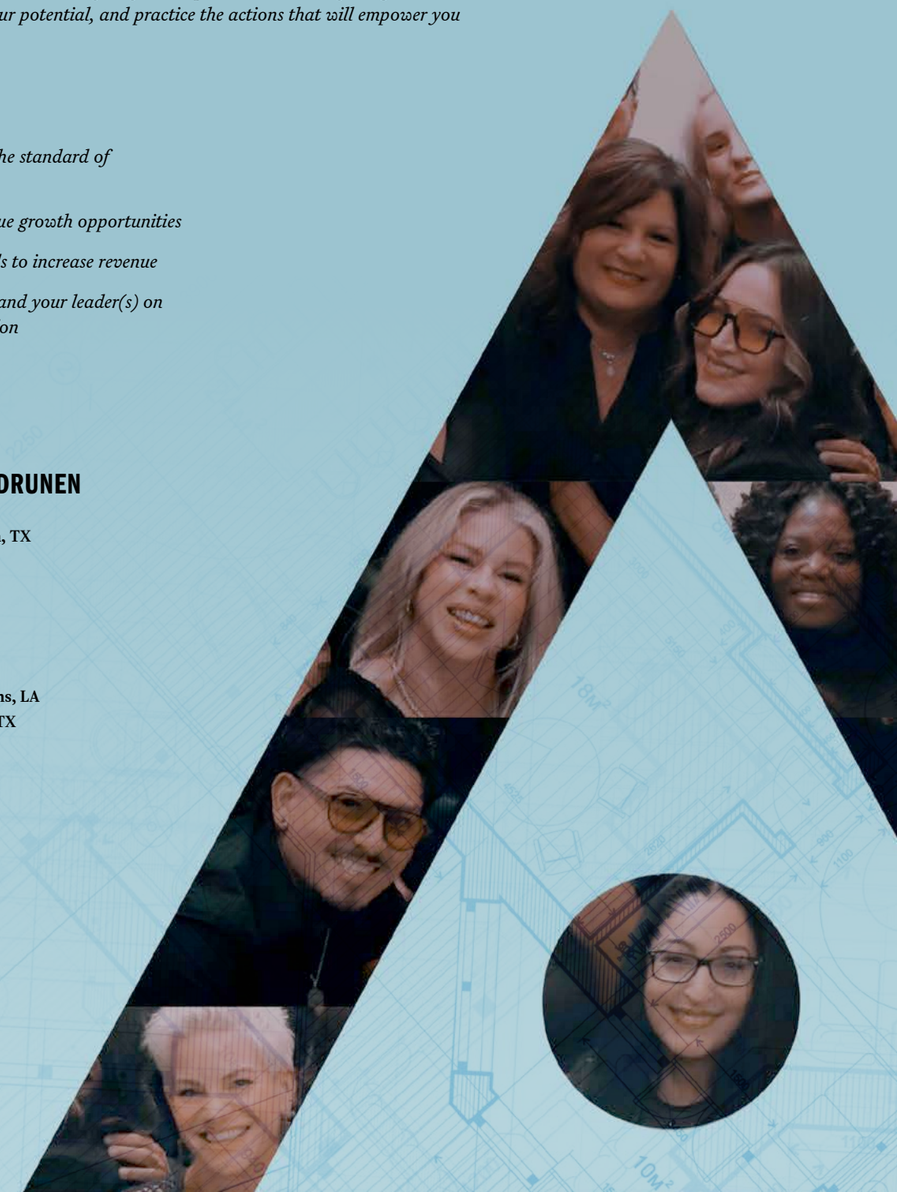
**Lunch included*



MELODY VAN DRUNEN
@puremel.aveda
August 24 | Houston, TX



LUCA BOCCIA
@lucaboccia
July 20 | New Orleans, LA
August 26 | Austin, TX



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

MEET THE ONE.

NO SWIPING REQUIRED

Featuring Aveda's NEW One For All Leave-In Elixir

JULY 29 | 6 - 8PM

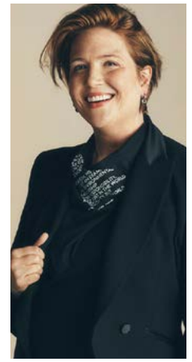
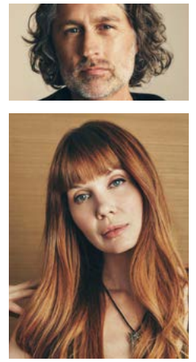
Good company. Good energy. And maybe... the one.

Join us for Local's Night — an evening made for mixing, mingling, and discovering something new. Sip, try, and experience Aveda's One for All Leave-In Elixir alongside your favorite people.



LOCAL'S NIGHT


















SOCIAL

LET'S GET REEL

A hands-on content creation class for hairdressers ready to show up on camera — finally.
You know you should be making video content. You also know that every time you hit record, something gets in the way — the lighting, the angle, the version of yourself that suddenly forgets how to talk. This class fixes that.

Let's Get Reel is a full-day (or half-day) workshop designed to get you comfortable, confident, and actually posting. We'll start simple — think FaceTime-style, shoot-from-anywhere videos — and work up to green screen productions that look like you have a whole creative team behind you. Spoiler: you don't need one.

No film school required. No perfect setup needed. Just you, your phone, and a willingness to hit record.

TATUM NEILL
@tatumneill
November 9 | Nashville, TN

WHAT YOU'LL LEARN:
- *Ready-to-post content created during class — not homework, done here*
- *Artistic direction for your future content so you always know what you're making and why*
- *A full toolkit of video tips, tricks, and workflow hacks to save you serious time*

TUITION: $100

VOMOR®
VOLUME AND MORE



THE EXTENSION ADVANTAGE

The Business of Hair Extensions

Hair extensions are more than a beauty domain — they're a business strategy. We'll explore how VoMor® hair extensions can drive revenue, increase guest loyalty & service tickets, and support long-term salon growth. Learn how transformational services create stronger businesses, higher-earning stylists, and more loyal guests behind the chair.

Extensions that grow more than length. Extensions that grow your business.



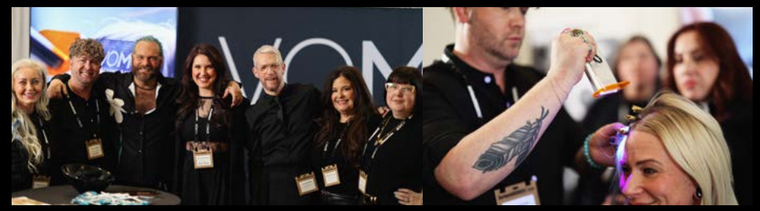
JASON SNYDER
@VoMor
September 14 | Nashville, TN
November 2 | Orlando, FL

TUITION: $30

Neill VOMOR®

VOMOR.COM @VOMOR

WHAT YOU'LL LEARN:
- *How extensions increase revenue + service tickets*
- *Why extension guests are often more loyal + higher-retention guests*
- *The connection between extensions, pre-booking, and homecare sales*
- *Using a revenue calculator to project growth opportunities*
- *How extensions support salon benchmarks + stylist growth*
- *Consultation + guest experience strategies that build long-term business*





ELEVATE

A **Neill** Enterprise

LIVE SHOWS

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

Get updates on upcoming live shows at ElevateHair.com

Want to join us on stage? Connect with us: onstage@elevatehair.com

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.





TOOLS WITH INTENTION

Hello Bleach is having a moment
- Performance-driven color tools
- Sustainable materials
- Elevated design + color story



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.

OCTOBER 24 - 27 | NEW YORK, NY

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*

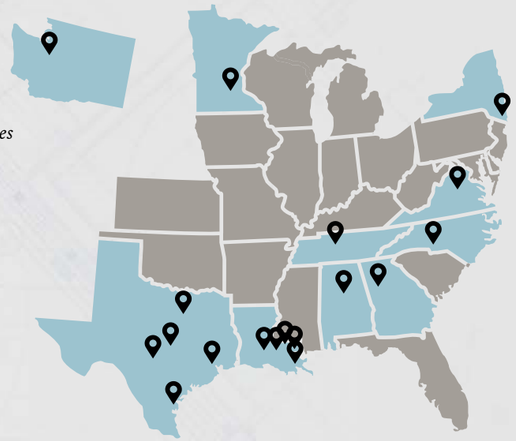
READY TO STYLE AT NYFW?

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

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



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!

Fall 2026 Dates*:

Arlington: September 23
Atlanta: September 23
Austin: September 23
Baton Rouge: September 2
Birmingham: October 14
Charlotte: October 5
Corpus Christi: September 30
Covington: September 23
Dallas: October 1
Hammond: September 23
Houston: September 24
Lafayette: September 16
Minneapolis: Sept 30, Feb 10, July 14
Nashville: September 24
New Orleans: October 14
New York: October 15
San Antonio: October 14
Seattle: October 7

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 & all of our location accounts*
- *Follow students on social media to preview talent, using keywords like #avedainstitutes #avedastudent and #avedaarts*

BOAST YOUR BUSINESS

- *Share what you offer & showcase benefits beyond compensation*
- *Offer a structured training program and career path*
- *Make the interview and new-hire process seamless*

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.

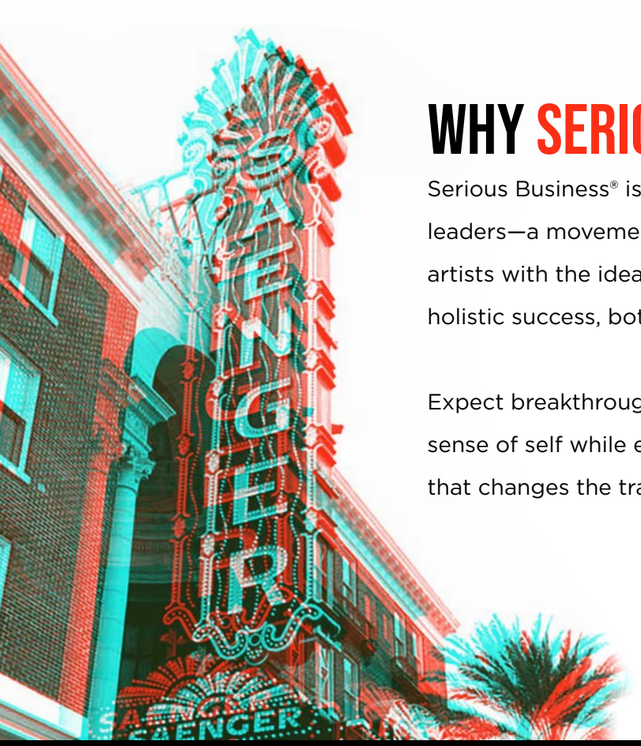
ENROLL TODAY AT U.NEILL.COM

Qnity

HELPS SALONS BECOME MORE PROFITABLE

LEARN MORE OR BOOK A STRATEGY SESSION

EXPOSE.
EVOKE.
EVOLVE.



WHY 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 16-18, 2027

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.

SERIOUSBUSINESS.NET @SERIOUSBUSINESSCONF

GET TICKETS



2TO10
LEADERSHIP RETREAT

OCTOBER 18–20, 2026

Hotel Hartness | Greenville, South Carolina

The 2TO10 Leadership Retreat is an exclusive, invitation-only gathering for multi-location salon and spa owners and leaders. Designed as a retreat, not a traditional conference, 2TO10 brings together some of the most respected operators in the industry for honest conversations, collaborative problem-solving, benchmarking insights, and meaningful connection.

This experience is intentionally designed to create space for deeper conversations, strategic thinking, leadership development, and authentic peer connection with others who truly understand the complexities of the multi-location model.

INTERESTED IN ATTENDING?

Reach out to jp.gunderson@qnityinc.com for more information.

hairstylists, this is for you.

MORE THAN BEAUTY. AN AVEDA MOVEMENT.

"Our process for product development begins with our 50,000 plus artists around the world. I'm much more interested in what our artist community has to say than I am with a boardroom of marketing executives. I've always believed that true innovation is an act of bravery."

— Shane Wolf, Aveda Global President

MORE CREATIVITY. LESS ROUTINE.

New styling and color innovation built for texture, shine, expression, and obsession-worthy results. Meet your new creative toolkit:

Full Spectrum Demi-Permanent™ Toners

Dimensional color, customizable tones, luminous shine.

Abundant Blowout

Weightless body and fuller-looking hair with touchable movement.

Miraculous Oil

High-shine finishing + softness artists and guests become addicted to.

Tousle Texture

Undone texture, separation, grit, and effortless cool-girl styling.

One For All Leave-In Elixir

The do-it-all essential with 25+ benefits for hydration, protection, softness, and everyday styling support.



READY TO BUILD AN OBSESSION-WORTHY CHAIR?

More artistry. More connection. More demand.



EDUCATION AT A GLANCE

DATE	CLASS/EVENT	EDUCATOR/HOST	CITY
7/20	IMPACT: Dare To Achieve	Luca Boccia	New Orleans
7/29	Local's Night featuring One For All	#TeamNeill	Austin, Baton Rouge, Birmingham, Dallas, Houston, Knoxville, Nashville, New Orleans, Oklahoma City, San Antonio
8/9	Cut PUREspective	Mark Martinez	Albuquerque NM
8/10	Full Spectrum Deep	Celina Lara	San Antonio
8/10	The Art of Possibility: Aveda Hair Color Systems and Solutions	James Myles	Washington, DC
8/23	Full Spectrum Deep	Haydin Buterbaugh	Dallas
8/23	Full Spectrum Deep	Eryka Fornear	Nashville
8/24	IMPACT: Dare To Achieve	Melody Van Drunen	Houston
8/24	Principles of Education	Anna Ray	Virtual
8/26	IMPACT: Dare To Achieve	Luca Boccia	Austin
8/30	Full Spectrum Deep	Cori Gangwer	Houston
8/30	Take on Texture: Men's Cutting	Patrick Ina	Richmond, VA
8/31	The Art of Possibility: Aveda Hair Color Systems and Solutions	James Myles	Arlington, VA
9/13	Full Spectrum Deep	Leslie Madden	Memphis
9/13	Presentation Principles	Anna Ray	New Orleans
9/14	The Business of Hair Extensions	VoMor®	Nashville
9/20	Precision Foiling	Taylor Contreras	Austin
9/20	Precision Foiling	Kelsey McCarroll	Dallas
9/20	Facial Foundations	Ashley Camp	Houston
9/20	hAIr Inspiration with Susan Ford	Susan Ford	Knoxville
9/20	Viral to Chair: Hair Color Trends IRL	Brandie Devillier	Lafayette
9/20	NYC Academy	Traci Sakosits	New York
9/21	Cut PUREspective	Sam Sullins	Gulf Coast
9/21	Full Spectrum Deep	Kristin Walls	Arlington, VA
9/27	The Art of Possibility: Aveda Hair Color Systems and Solutions	Christina Garduño	Knoxville
9/27	The Art of Possibility: Aveda Hair Color Systems and Solutions	Abby Healy	Springdale
9/28	The Art of Possibility: Aveda Hair Color Systems and Solutions	Robert Beaumont	Birmingham

DATE	CLASS/EVENT	EDUCATOR/HOST	CITY
9/28	The Art of Possibility: Aveda Hair Color Systems and Solutions	Dawn Caldwell	Vienna, VA
9/28	Viral to Chair: Hair Color Trends IRL	Brandie Devillier	Annapolis, MD
9/28	Polished to Posted	Alaina Barnes	Lee's Summit MO
9/28	Alchemy of Hair Color: Blonde Edition	James Myles	Washington, DC
10/4	Cut PUREspective	Sam Sullins	Austin
10/4	Polished to Posted	Alaina Barnes	Houston
10/4	Prismatic Radiance	Ashley Camp	Lafayette
10/4	Viral to Chair: Hair Color Trends IRL	Brandie Devillier	Albuquerque NM
10/5	Adult Learning and Facilitation	Jessica McCarthy	Virtual
10/5	Cut PUREspective	Hauns Korpela	Arlignton, VA
10/11	Cut PUREspective	Amber Lynn Maxwell	Dallas
10/11	Viral to Chair: Hair Color Trends IRL	Brandie Devillier	Knoxville
10/18	Polished to Posted	Alaina Barnes	Fayetteville
10/18	2to10	2to10 Team	Greenville
10/19	Flow Form: The Art of Wavy to Curly Cutting	Charles Lane	Birmingham
10/24	Neill Collections	#TeamNeill	New York
10/25	Cut PUREspective	Mark Martinez	Houston
10/25	Facial Foundations	Dana Benson	Nashville
10/26	Full Spectrum Deep	James Myles	Newport News, VA
10/26	Cut PUREspective	Anna Ray	Annapolis, MD
11/2	The Business of Hair Extensions	VoMor®	Orlando
11/2	Viral to Chair: Hair Color Trends IRL	Brandie Devillier	Arlignton, VA
11/2	Cut PUREspective	Sam Sullins	Austin
11/8	Facial Foundations	Jennifer Henson	Dallas
11/8	Sassoon ABC+ Cutting - DEMO ONLY	Allison Lyle	Nashville
11/8	Sassoon ABC+ Cutting - FULL CLASS	Allison Lyle	Nashville
11/9	Lets Get Reel	Tatum Neill	Nashville
11/9	Alchemy of Hair Color: Blonde Edition	James Myles	Richmond, VA
11/16	Polished to Posted	Alaina Barnes	Columbia, MD

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

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