



WE
ARE
ONE

We are One Nordic Education

 | AVEDA • Bumble and bumble.

EDUCATION CATALOG

FALL 2023

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AVEDA EVENTS

super naturals

AVEDA
CONGRESS 2023

Live and In Person | Minneapolis, MN

September 23–26, 2023

It's time to push the boundaries with four days of immersive artistry from top global artists, wisdom from industry leaders and insightful, expert-led workshops from the best in the business. Connect with your fellow artists and unlock your potential as an artist, an entrepreneur and a steward of the planet.

Are You Ready?

Four days of transformative education and inspiration await.



The Kickoff Jam

**CREATIVITY BEYOND
YOUR WILDEST DREAMS**

Kick off Congress with an electrifying stage spectacular and cocktail party. Featuring top artists from around the world, creating together alongside a live DJ.



The Experience Area

GET INTERACTIVE

Immerse yourself in everything Aveda. This selfie-worthy space features what's new and what's next with product demonstrations, sustainability achievements, new product information and much more.



The Global Stage

**DAZZLING PRESENTATIONS
AND BREATHTAKING TALENT**

The Global Stage is where you'll find the very best of the best. Master stylists from across the globe demonstrate their expertise and share their techniques and creative vision with you, from cutting-edge editorial work to celebrity styling.



The Evening Performance

JAW-DROPPING ARTISTRY

The culmination of the Congress experience: Beauty, fashion, technical expertise and artistry combine in a premier stage performance under the direction of the legendary Antoinette Beenders. Don't miss your chance to witness the art of hair at its finest.



The After Party

MIX AND MINGLE

Celebrate with the people who make it all possible—you and your peers!



The Aveda Retail Shop

**LIMITED-EDITION
AVEDA SWAG**

Shop exclusive merch available only at Congress 2023. This is the place for branded T-shirts, hats, bags, accessories and much more.



Workshops and Forums

**TAKE YOUR BEAUTY GAME
TO THE NEXT LEVEL**

Elevate your skills to the next level with business-focused and career development-centered workshops for owners and artists alike.

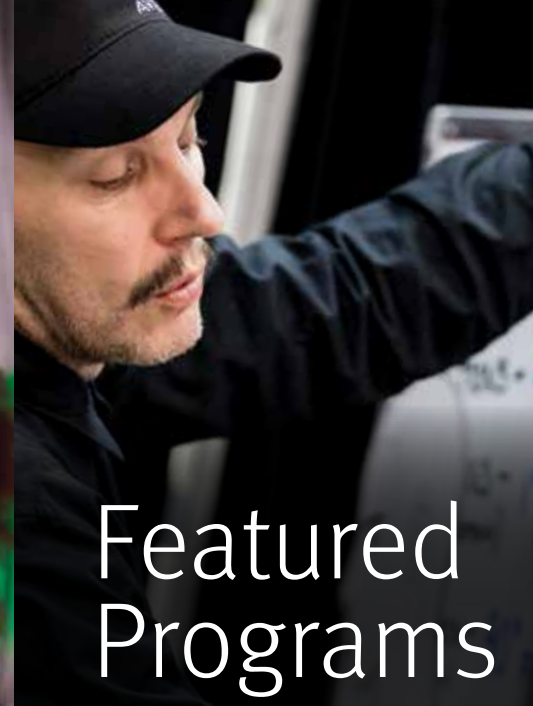


The Digital Experience

**CONGRESS CURATED
JUST FOR YOU**

The digital destination for the biggest and best moments from the live Congress 2023 shows, exclusive pro-led workshops, artist interviews and backstage access.

Contact SDP/RBC for package deals



Featured Programs



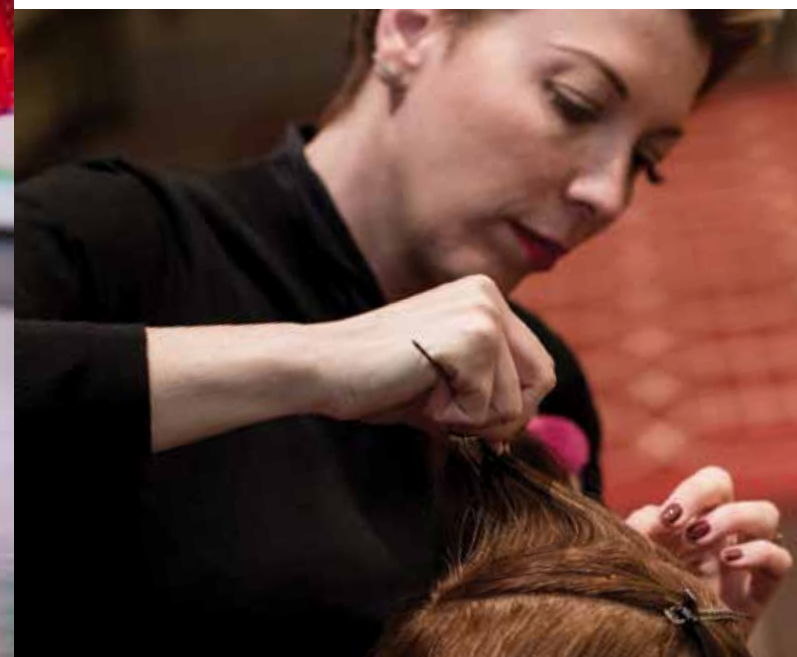
TREND

AVEDA GLOBAL ARTISTIC TEAM CONGRESS COLLECTION

Don't miss the Global Collection Launch Event

October 23, 2023 | Virtual Event

Join the Aveda Global Artistic Team as they introduce their Congress 2023 collection along with self-guided learning options and upcoming classes.





BUSINESS

WELCOME TO RIDDERVOLDS HOUSE

NETWORK MEETING AVEDA + BUMBLE LIVE AND VIRTUAL

LIVE:

AUGUST 29

TIME: 09:00 – 11:30

WHERE: RIDDERVOLDS GATE 4, 0256 OSLO

PRICE: FREE

VIRTUAL:

AUGUST 30

TIME: 09:00-10:30

PRICE: FREE

REGISTER VIA SDP/RBC

AVEDA
Bumble and bumble.



Winner Norwegian Hairdresser of the year 2023 - Colorist
Artist: Ingrid Yu @hairbyingridyu, Coma Frisør
Photo: Julie Mai Wiseth



Winner Norwegian Hairdresser of the year 2023 - Colorist
Artist: Ingrid Yu @hairbyingridyu, Coma Frisør
Photo: Julie Mai Wiseth

AVEDA PURE COLOR MASTER 🍷

CALLING AVEDA COLOR ARTISTS!

The Pure Color Master Program is LIVE, we are seeking passionate, confident, and influential Aveda Artists who are wanting to push the limits of their skillset. By graduating as an Aveda Pure Color Master, you will elevate your color and business knowledge to the highest accolade being mentored by fully certified and experienced Aveda Educators and salon professionals.

Over this live 6 day, 2-part learning program you will achieve:

- A full Aveda color expert induction, covering 7 key technical elements designed to give the knowledge of a true master
- Social media training from Aveda Influencer Artists
- Presentation and facilitation certification
- Business acumen and benchmarking to invoke revenue potential
- Color application mentorship with exclusive Trend forecast access
- The chance to test and give feedback on future technical innovations
- Final test and graduation with pass, credit, or distinction

Join our exclusive color club! Once your certified we will have regular virtual check-ins, exclusive product insights and an annual color network meet.

OCTOBER 17-19 + NOVEMBER 14-16
TIME: 09:00-17:00
WHERE: RIDDERVOLDS GATE 4, 0256 OSLO
PRICE: 15.990 NOK/SEK 11.990 DKK

REGISTER YOUR INTEREST NOW, LIMITED PLACES AVAILABLE



Photo and hair: Ida Gustavsson



ADVANCED COLOR LOOK AND LEARN - IDA GUSTAVSSON TREND & TECHNIQUES

POWER BLONDES AND PERFECT BRUNETTES

We've all seen the picture or friend with the "perfect hair". But what is the difference between a good hair color and a great hair color? And how do we make it happen? Come and learn all the tricks to what makes a hair color look 10/10. We will sort out simple mistakes and go deep into techniques & details suited for dimensional hair color on different levels. The course is for experienced hairdressers who want to sharpen their skillset and get new inspiration for their hair color designs.

OCTOBER 10

TIME: 10:00 – 16:00

WHERE: RIDDERVOLDS GATE 4, 0256 OSLO

PRICE: 3500 NOK/SEK 2600 DKK

IDA GUSTAVSSON

Ida Gustavsson is an experienced Aveda hair color technician and has been educating with Aveda hair color for 8 years. She is specialized in advanced color formulation for "lived in" hair color design, advanced foil techniques, foilage and balayage.

@idagunell





Artist: Charles Gray @hairinmotioneducation



Artist: Charles Gray @hairinmotioneducation

HAIRCUTTING

@hairinmotioneducation

WITH CHARLES GRAY

After 13 years in the hair and fashion industry, Charles has become one of the leading educators within men's hairdressing across the globe with a formidable reputation and unparalleled experience to most.

Charles has recently set his sights on the fashion & editorial world by drumming up work with top brands such as Vetements, FILA, Haider Ackermann, Represent Clothing and Pretty Green just to name a few.

Charles' unique sense of styling has lead him to the stage of working under management at Leftside-Creative. With a wealth of experience, including working in men's fashion week and assisting top session stylists such as Eugene Souleiman & Jody Taylor for big campaigns, there's no surprise that Charles has been requested to style hair in front of thousands at worldwide events.

Charles now has his sights set on nurturing the next generation of budding Stylists and Educators through his unique online courses to follow in his footsteps.

SEPTEMBER 11

TIME: 10:00 – 15:00

WHERE: OSLO – Location TBC

PRICE: 3500 NOK/SEK 2600 DKK

@charliegray248





Winner Norwegian Hairdresser of the year 2023

– Womens collection

Artist: Jørgen Bech @jrgbch, Syvogtyve AS

Photo: Alvin Santos



RAZOR CUT'N STYLE

WITH JØRGEN BECH & ELLIOTT SOLLI

Jørgen and Elliott specialize in razor cutting and enhancing hair's natural texture. In this class attendants can expect to learn the anatomy of the razor, different razor techniques and when to use them. They will also learn how to hand style hair in its natural fall.

Elliott specializes in gender neutral hairdressing and focuses on razor cutting techniques. they've also worked paris fashion week, editorial shoots, and backstage events. they began hairdressing in 2019 and joined bumble and bumble in 2023.

WORKSHOP - OCTOBER 23

TIME: 10:00 – 17:00

WHERE: WE ARE ONE -

RIDDERVOLDS GATE 4, 0256 OSLO

PRICE: 3500 NOK/SEK 2600 DKK

LOOK & LEARN - OCTOBER 24

TIME: 18:00 – 20:30

WHERE: WE ARE ONE

RIDDERVOLDS GATE 4, 0256 OSLO

PRICE: 1500 NOK/SEK 1100 DKK

Jørgen has almost 10 years of experience in the field, and has educated since 2018. He has worked at both London and Paris fashion weeks, as well as winning the American Crew All Star in Norway in 2017, nominated in Hot Shot Men's during BTC One Shot 2017, nominated in Nordic Hairdresser of the Year 2019, winner of Bakstolen klipp 2021, nominated in Men's Hairdresser of the Year 2022 and winner of Womens hairdresser of the year 2023

@elliottsolli



@jrgnbch





BUMBLE AND BUMBLE.

Bumble and bumble. HAIR AND STYLING 101

ENHANCE YOUR NATURAL TEXTURE!

HAIR 101

We will give you a recap of the hair anatomy, and how hair pattern, texture, density, hair condition and porosity is key to discover which Bb. products are perfect for your client's hair.

LEVEL: DISCOVER

BOOK NOW VIA YOUR RBC

BUMBLE AND BUMBLE.

MINDFUL BLOWOUT WITH BIRGER LØKENG

ENHANCE YOUR NATURAL TEXTURE!

This workshop will focus on usage of Bumble and bumble. products and magic combos to play with the natural texture of the hair. Sleek styles, polished curls or messy, “undone” waves, we got you. Let's embrace the beauty of natural hair and discover the full potential.

BIRGER LØKENG

Birger Løkeng has worked as a hairdresser for 36 years and has for a number of years worked with education and training for hairdressers, made exhibitions at fashion weeks at home and abroad. He has a broad portfolio with publications in many countries. He became known to a wider audience through the recording of “Homsepatruljen” in 2004-2005. Today Birger runs Billy's by Bumble and bumble, one of two Bb. Flagship stores in Europe.

DEMO + WORKSHOP

OCTOBER 9

TIME: 10:00-17:00

WHERE: WAO – RIDDERVOLDS GATE 4, 0256 OSLO

@birgerlokeng





SKIN/BODY WITH KRISTA KILEY – FOR SPA PROFESSIONAL
THERMAL FACIAL THERAPY

**A WARM WELCOME
FOR YOUR SKIN**

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

LEARN

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

TIME: OCTOBER 25, 09:00-17:00
WHERE: WE ARE ONE – RIDDERVOLDS GATE 4, 0256 OSLO
LEVEL: SPA PROFESSIONALS
PRICE: 3500 NOK/SEK 2600 DKK

SKIN/BODY WITH KRISTA KILEY
SKIN AND BODY CARE
RETAIL WALKTHROUGH

SKIN/BODY CARE RETAIL CLASS DESCRIPTION
In this 3-hour class, take a deep dive into the world of Aveda Skin and Body care. Learn the 4 fundamentals that every person needs to have beautiful, healthy skin and how the Botanical Kinetics collection fills those needs for every guest. Discover the key ingredients and formulations of Aveda Skin and Body Care so you can choose the correct regimen for everyone. Practice mini wellness rituals that pair with our Skin Care products to inspire guests to obtain the best benefits from their home care. We will demonstrate how to customize a Body Care regimen for every customer's needs. Learn tips and tricks for how to introduce Skin & Body Care to guest who are receiving hair services in the salon.

TIME: 24 OCT. KL 09:00 - 12:00
WHERE: WE ARE ONE – RIDDERVOLDS GATE 4, 0256 OSLO
LEVEL: ALL ARTIST THAT WORK WITH OR PROVIDES AVEDA SKIN CARE RETAIL IN SALON
PRICE: FREE



KRISTA KILEY
In her more than 20 years in the spa and wellness industry, Krista Kiley has helped open spas in such diverse places as Asia, Australia, South America, Europe and the Middle East. Studying the beauty rituals and skincare traditions of diverse cultures has shaped her spa philosophy -- treating people on a very individual basis, fusing together world wisdoms -- such as Ayurveda -- with modern technology for real results.

Krista studied business & retail management at Purdue University in the United States before becoming a licensed beauty therapist, massage and spa trainer. In Krista's current consulting career, she is helping to create cutting-edge training materials, retail strategies and builds successful salons and spas around the world.

As a sought-after spa & wellness expert, Krista has contributed to and been quoted in numerous publications, including Les Nouvelles Esthetique (US), Vogue (Korea/Japan/Russia), Marie Claire (Korea), Beauty Market (Spain), and Tatler, Cosmo and Interview (Russia).

Currently Krista resides in both Switzerland and Germany, consulting for spas internationally and working as a stress-resiliency executive coach and nutritionist.



PROFESSIONAL SCALP AND HAIR TREATMENTS

SCALP SOLUTIONS PROFESSIONAL TREATMENTS

VISIBLY TRANSFORM HAIR AT THE SOURCE

Scalp health and care should be a part of every guest touchpoint. Guests come to us to understand how to not only address specific scalp concerns but also how to achieve their healthiest hair. It all starts at the scalp. Powered by Scalp Solutions, the Scalp Renewal Headspa, a luxurious, high-touch treatment, features professional-only products powered by plant actives to address key scalp concerns and help defend against the visible signs of premature scalp aging. This relaxing, sensorial scalp reset is designed to renew the scalp and senses and deliver visibly shinier, healthier hair after one service. This full-day, hands-on class for stylists allows you to learn, practice and receive the Scalp Renewal Headspa. Take your guest care to the next level with this luxurious, results-driven experience.

LEARN

- How to maximize your business with professional scalp services
- How the scalp ages and how Scalp Solutions products and services support a healthy scalp and healthy hair
- The 15-Minute and 75-Minute Scalp Renewal treatments and how to introduce to your guests

Note: This is a hands-on class for stylists where you will be both performing and receiving the service.
Level: Evolve

FOR BOOKING CONTACT YOUR SDP

BUSINESS

DISCOVER AVEDA & RITUALS OF RENEWAL

EXCEED EXPECTATIONS

Elevate your guest’s experience in an authentic, Aveda-way. Rituals of Renewal are complimentary, mini-services that we offer all Aveda guests and are deeply rooted in Aveda heritage.

Each ritual provides guests a moment of well-being and product experience using Aveda’s unique high-touch approach. Rituals of Renewal allow us to connect with guests in a meaningful way through the power of aroma, breath and touch and create memorable experiences that they keep coming back for. Join us to not only learn about the power of the rituals but also experience and practice them yourself. Take your service to the next level with Aveda’s Rituals of Renewal.

LEARN

- The benefits of aroma, breath and touch an how they affect our stress response
- What the core Rituals of Renewal are and how to perform them
- How to integrate the Aveda Rituals of Renewal into your service experience

Note: This is a hands-on class for stylists where you will be both performing and receiving the service. **Level:** Discover

OSLO
SEPTEMBER 7
NOVEMBER 1
TIME: 10:00-13:00
WHERE: RIDDERVOLDS GATE 4, 0256 OSLO
PRICE: FREE

COPENHAGEN
OCTOBER 9
TIME: 09:00-12:00
WHERE: BRØNNUMS HUS - August Bournonvilles
Passage 1 (Kgs Nytorv) 1055 KØBENHAVN K
PRICE: FREE



BENCHMARKING 2.0

NEXT-LEVEL SUCCESS IN YOUR SALON BUSINESS

Take the guesswork out of making your salon profitable. This course delivers foundational knowledge about Aveda's specialized financial systems and strategies as well as best practices that support growth and maximize opportunities for you and your team. Best of all, you create and refine a personalized action plan for your salon that enables you to focus on leadership and steer your business toward greater success.

LEARN

- Analyze your salon's challenges and opportunities
- Integrate Aveda's benchmarking system of sustainable business practices
- Create a customized execution plan
- Practice Aveda's commitment to wellness in business and in life
- Prioritize leadership by focusing on your strengths

OSLO

OCTOBER 31

TIME: 09:00-17:00

WHERE: WE ARE ONE - RIDDERVOLDS GATE 4, 0256 OSLO

PRICE: 3500 NOK/SEK 2600 DKK



Ulf Schjerpen
CEO We are one AS

BUSINESS

BENCHMARKING FOR TEAM MEMBERS WITH MIKE MCLEOD



The success of a team lies not only in strong leadership, but also in the strength of its individuals. This course takes your team members through the key concepts taught in Benchmarking for Success and demonstrates the direct connection between meeting benchmarks and growing their business. Your team will learn the importance of setting goals and measuring their success—and gain the tools they need to achieve their personal career goals. The result is a win-win situation that benefits both your team members and your business.

LEARN

- How Aveda Benchmarks can drive personal career success for service providers
- Your individual growth opportunity and how to use benchmarks to grow your business
- Goal-setting strategies that work
- Practical ways to achieve your goals and increase your profitability

OSLO

OCTOBER 17

OCTOBER 18

OCTOBER 19

TIME: 09:00-17:00

WHERE: RIDDERVOLDS GATE 4

PRICE: 3500 NOK/SEK 2600 DKK

Mike McLeod & Wendy Lauricourt are the partners behind Fresh, opening their first salon, an Aveda Family location in May 2003. Mike having a MBA from one of the UK's most prestigious Universities. These skills, combined with rigorous application of Aveda's Benchmarking principles have propelled them to from small salon to a successful and sustainable, three location business, employing more than 60 people and with a turnover in excess of £2.5m. As one of two UK Purefessors, Mike has extensive experience bringing the Aveda Business College curriculum to life, having taught the programme to Aveda Salon Partners and SDPs in the UK, Spain, Italy and the rapidly developing Russian network.



Mike McLeod

HAIR STYLE

Rise to any style occasion with courses that teach you how to combine the right products and techniques to create beautiful hair styles on any head of hair.

PURE STYLING – NORDIC EDUCATION TEAM
2h theory + inspiration

Get a better understanding how to combine products that will complement each other and help you achieve the desired result. This class includes tips on how to enhance and defy frizz on curly hair

Level: Evolve

LIVE:
OCTOBER 30
TIME: 10:00-12:00
WHERE: RIDDERVOLDS GATE 4, 0256 OSLO
PRICE: FREE
LEVEL: DISCOVER

VIRTUAL:
SEPTEMBER 21
TIME: 09:00-10:30
PRICE: FREE
LEVEL: DISCOVER

AVEDA PRODUCT KNOWLEDGE
3h theory + inspiration

Are you new to AVEDA or just need to refresh your product knowledge? This class will give you a thorough tour of all AVEDA haircare and styling.

OSLO
SEPTEMBER 8
NOVEMBER 2
TIME: 10:00-13:00
WHERE: RIDDERVOLDS GATE 4, 0256 OSLO
PRICE: FREE
LEVEL: DISCOVER

COPENHAGEN
OCTOBER 4
TIME: 09:00-12:00
WHERE: BRØNNUMS HUS August Bournonvilles Passage 1 (Kgs Nytorv) 1055 KØBENHAVN K
PRICE: FREE
LEVEL: DISCOVER

ALCHEMY OF COLOR – NORDIC EDUCATION TEAM
3h theory + inspiration

Welcome to a new way of thinking about color theory, Natural Remaining Pigment (NRP) and tonal value, one that achieves the true neutral, cool or vibrant hair color results you’re looking for. In this course, you’ll take a close look at the weights of colors and how to balance color weights and choose the correct Aveda Hair Color tools when formulating for neutral, cool and vibrant results. You’ll leave the course prepared to take your newfound knowledge on how to enhance, refine and neutralize tone to create the hair color results you and your guests want.

Level: Evolve

LIVE:
OSLO
SEPTEMBER 13
TIME: 10:00-13:00
WHERE: RIDDERVOLDS GATE 4
PRICE: FREE
LEVEL: EVOLVE

VIRTUAL:
SEPTEMBER 19
TIME: 09:00-11:00
PRICE: FREE

THE ART OF COLOR CONSULTATION

TALK YOUR GUEST INTO BEAUTIFUL HAIR COLOR

Vibrant, beautiful hair color always begins with a great consultation. This course will reveal the essential connection between listening to your guest and selecting their ideal hair color shade. Learn how to use the consultation conversation to grow your benchmarks and keep your guests coming back for more great hair color.

Level: Discover

LIVE:
AUGUST 23
TIME: 10:00-12:00
WHERE: RIDDERVOLDS GATE 4
PRICE: FREE

VIRTUAL:
SEPTEMBER 20
TIME: 09:00-10:30

HAIR COLOR

Explore the endless possibilities with Aveda Hair Color systems and learn top placements, techniques and trends, from basic to advanced and everything in between. Live colorfully with beautiful, dimensional, 100% vegan hair color.

AVEDA HAIR COLOR SYSTEMS & SOLUTIONS

SYSTEMS:
HELLO, AVEDA HAIR COLOR!

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

LEARN

How to connect color theory to the art of hair color. The fundamentals of Aveda Hair Color categories, including Full Spectrum Permanent™, Enlightenment Blonding and Full Spectrum Demi+™ How to formulate each category successfully and create beautiful hair color results.

LIVE:
SEPTEMBER 5
TIME: 10:00-16:00
WHERE: RIDDERVOLDS GATE 4, 0256 OSLO
PRICE: FREE

VIRTUAL:
NOVEMBER 6
TIME: 09:00 - 11.00
PRICE: FREE

SOLUTIONS:
HAIR COLOR FIXES REVEALED

What to do when you encounter a tough hair color challenge? Tackle it confidently with Aveda’s proven color change techniques. From pre-treatments and post-treatments to performing color change applications, this course will guide you through Aveda’s step-by-step solutions for overcoming common hair color challenges. Work with Aveda’s expert colorists to decipher which technique to use and gain the hands-on practice you need to create the perfect hue for your guest—no matter what challenges you encounter along the way.

LEARN

Explain how to use Aveda Hair Color systems to solve common hair color challenges. Perform the six steps to a successful hair color consultation. Formulate and apply hair color changes with success.

LIVE:
SEPTEMBER 6
TIME: 10:00-16:00
WHERE: RIDDERVOLDS GATE 4, 0256 OSLO
PRICE: FREE

VIRTUAL:
NOVEMBER 7
TIME: 09:00 - 11.00
PRICE: FREE

NEW TALENT OF HAIRCOLOR

ALL TRAINEES, THIS IS FOR YOU!

Aveda hair color systems and solutions are for all artists new to Aveda hair color, but what if youre new to all hair color? This class will take you through all the laws of color and how we use it to mix beautiful customized hair color results using Aveda hair color.

Level: Discover

OSLO
AUGUST 22
TIME: 10:00-16:00
WHERE: WE ARE ONE – RIDDERVOLDS GATE 4
PRICE: FREE
LEVEL: DISCOVER

AVEDA FULL SPECTRUM DEEP SYSTEMS

EXPLORE EVERY COLORFUL POSSIBILITY

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

Level: Discover

VIRTUAL
OCTOBER 31
TIME: 09:00-11:00
PRICE: FREE

HAIR CUT

Be inspired by the masters of cutting with a variety of courses

that begin with the fundamentals and build into advanced courses that unleash your creativity so you can create any hair cut imaginable.

CORE CREATIVE CUTTING
CREATE WINNING COMBINATIONS
What comes after mastering the basics? Mixing and matching them to create winning combinations of head-turning hair cuts. This course teaches you how to combine basic techniques with texturizing, disconnecting and under-cutting to create three contemporary short, medium and long hair cuts applicable to any salon guest. You'll leave the course with endless combinations and opportunities.

Level: Evolve

CORE CUTTING I
A CUT ABOVE THE REST
Experience more consistent results and less tension in your body, and turn first-time guests into loyal regulars by mastering the foundation upon which every hair cut is built. During this course, you'll learn the six principles of hair cutting—perspective, dimension, distribution of weight, elevation, overdirection and body position—and how they relate to each other and inform technique and shape. You'll put the six principles into practice during a hands-on workshop that will fine-tune your one-length, graduation and layering techniques and prepare you to build on your Aveda hair cutting foundation.

Level: Evolve

CORE CUTTING II
PURSUE MASTERY WITH EVERY CUT
Mastery isn't achieved by chasing the latest trends—it's achieved by properly learning the basics. Continue your investment in the fundamentals of hair cutting, and watch your skills progress as you create three advanced hair cuts. After taking a more in-depth look at the six principles of hair cutting—perspective, dimension, distribution of weight, elevation, overdirection and body position—you'll leave with the ability to create more classic hair cut shapes with beauty and precision.

Level: Evolve

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

Level: Evolve

PRECISION DRY-CUTTING
SMOOTH, SHARP AND SLEEK
We all know how the standard process goes: wash, cut, dry, style. But that isn't the only order of how a hair cut can go down. This class is all about learning the techniques behind dry-cutting. Learn soft texturizing techniques and time-saving approaches for dry-cutting on curly and wavy hair. Maximize the benefits of dry-cutting with these new techniques to achieve precision cuts and refined lines. The perfect cuts to go with the perfect blow dry—smooth, sharp and sleek.

Prerequisites: Core Cutting I and II

Level: Elevate

TEXTURE CUT
CUTS FOR EVERY CURL
More and more guests are embracing their natural texture—and that means opportunity for you. Boost your skills and confidence in cutting naturally textured hair in this one-day, industry-exclusive class. You'll learn and practice the fundamental techniques established by Aveda's top texture experts. And you'll be empowered to help your guests in achieving their hair goals.

Prerequisite: Texture Essentials e-learning module

Level: Evolve

UP CLOSE COLLECTION:
HAIR CUTTING TRENDS 2023
EVERY STRAND A STAR
Every day, we spend time on our phones looking at images, pinching in to get a closer look. If we don't, we miss the details and the subtleties. But are we doing this in real life? Are we getting close enough? In a world of filters, our desire to be seen as our true, authentic selves is the new trend. We must “pinch in” IRL to reveal the beauty marks, face shapes, colors in the eyes and skin tones that make each of us unique. Doing this allows us to create a customized look that enhances one's individual beauty. In the Up Close collection, the Aveda Global Artistic Team will share their perspective on the latest global trends for cut, color, texture, style and makeup and how to get up close and personal with guests to truly see them for who they are and bring out their unfiltered beauty.

Level: Elevate

HAIR COLOR

Explore the endless possibilities with Aveda Hair Color systems

and learn top placements, techniques and trends, from basic to advanced and everything in between. Live colorfully with beautiful, dimensional, 100% vegan hair color.

ALCHEMY OF HAIR COLOR
IT'S ALL IN THE WEIGH YOU MIX
Welcome to a new way of thinking about color theory, Natural Remaining Pigment (NRP) and tonal value, one that achieves the true neutral, cool or vibrant hair color results you're looking for. In this course, you'll take a close look at the weights of colors and how to balance color weights and choose the correct Aveda Hair Color tools when formulating for neutral, cool and vibrant results. During the optional second half of the course, you'll practice some of these new mixing guidelines on your own, with coaching from one of Aveda's hair color experts. You'll leave the course prepared to take your newfound knowledge on how to enhance, refine and neutralize tone to create the hair color results you and your guests want.

Level: Evolve

BALAYAGE BASICS
FORGET THE FOIL, GO FREESTYLE WITH BALAYAGE
Liberate your highlights from foil, and embrace the balayage effect—a freehand hair color technique that takes a painterly approach to traditional highlights. Understanding the basic techniques and tools behind this popular hair color trend will increase your ability to create special effects on the hair—from subtle glimmers of blonde to ombre highlights with personality. In this interactive course, you'll learn basic balayage skills that will help you create artisanal hair color that looks spontaneous, but was carefully handcrafted by you.

Level: Evolve

BALAYAGE UNLIMITED
BEAUTY IN EVERY DIMENSION
Seasons and trends may change, but natural, dimensional hair color is here to stay. Freehand techniques invite hair colorists to blend art, chemistry and shape, apply formulas in inventive ways and push convention to create never-before-seen effects. Take your balayage skills beyond the basics with expanded ways to do freehand techniques in less time than traditional foil placements. You'll learn techniques inspired by Aveda hair colorists just like you that can transition guests from season to season using any range of blonde, brunette and red shades.

Level: Evolve

COLOR CRAFT
CREATE HIGH-DEFINITION COLOR
Embrace the extreme side of Aveda Hair Color—colors so bright, vibrant and intense that they require a master's insight to get it just right. Inspired by Ian Michael Black, Aveda Artistic Director, Hair Color, this course reveals his creative process for achieving kinetic color with all Aveda Hair Color categories, including Full Spectrum Vibrants.™ Learn insider tips for pushing tones to the extreme, including tone selection and placements that ensure your vivid color combinations are gorgeous, not gaudy. There's never been a better time to explore extremes, think big and make every color beautiful.

Level: Elevate

COLOR TALK
TALK YOUR GUEST INTO BEAUTIFUL HAIR COLOR
Vibrant, beautiful hair color always begins with a great consultation. This course will reveal the essential connection between listening to your guest and selecting their ideal hair color shade. Learn how to use the consultation conversation to grow your benchmarks and keep your guests coming back for more great hair color.

Level: Discover

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

Level: Discover

COLOR WISE
WANTED: FEARLESS HAIR COLOR LEADERS
Think you'd make a great color educator? If you are a natural leader with an unbreakable loyalty to Aveda Hair Color, this course will prepare you to pass your expertise on to up-and-coming colorists at your salon. Under the expert guidance of seasoned Aveda educators, you'll learn the basic color curriculum and how to design and deliver interactive training that connects with every learning style. This three-day intensive learning retreat will push you out of your comfort zone and give you the tools, resources and hands-on practice you need to inspire the next generation of colorists.

Level: Elevate

CULTIVATE YOUR COLOR: PURE BLONDING
HELLO, BOMBSHELL! GIVE BLONDES THE GOLDEN TREATMENT
Struggling with blonding bloopers? Learn the Golden Rules of blonding, and turn every challenge into a brilliant, beautiful blonde. This hands-on class reinforces blonding basics with proven techniques that will get you on the path to blonding success. From exploring how to maximize Aveda's blonding components to hands-on practice with double processing, toning and lowlighting, you'll have the language, formulas and techniques you need to ensure your guests receive the golden treatment.

Level: Evolve

CULTIVATE YOUR COLOR: SHINE ON
MAKE EVERY GUEST TAKE A SHINE TO YOU
Today's guests value shiny, damage-free hair more than anything else. And you can meet that need in 30 minutes or less—in the same appointment. Maximize your books and your guest's time in your chair by enhancing their experience with quick and easy shine treatments and color placements that deliver an instant dose of glam. Learn how to recommend the appropriate shine treatments and color placements for different types of guests, including no-color, balayage, full foil and retouch; which formulas work best for warm and cool blondes, reds and brunettes; and how to price these add-on services. You'll leave the course with all the tricks you need to offer and perform the best add-on services for each guest, resulting in a customized service experience that delivers results—and full books.

Level: Evolve

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

Level: Discover

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

Level: Discover

FULL SPECTRUM™ FUSION
MIX IT UP
You are the artist, and the hair is your canvas. That's why Aveda Hair Color was designed with individual components—to allow you to be a true artist. Aveda offers a comprehensive array of hair color components, and your unique artistry turns them into beautiful hair color again and again, guest after guest. In this revolutionary, results-based course, you'll learn how to liberate your formulations by intermixing Full Spectrum Permanent™ and Full Spectrum Deep™ in new ways to achieve new results. You'll return to the salon ready to mix things up and create exciting new formulas for your guests with creative confidence.

Level: Discover

FULL SPECTRUM PERMANENT:™ THE NEXT GENERATION

HAIR COLOR THAT JUST GETS BETTER— FOR YOU AND THE PLANET

Welcome to the next generation of permanent hair color—introducing Full Spectrum Permanent™ Vegan Treatment Hair Color, with a proprietary alkalizer technology that provides increased color deposition, vibrancy and longevity. In this module, you'll meet the new and upgraded components—including two new bases, two new Pure Tones and one new Pure Pigment—and learn how to use them to create head-turning hair color your guests can feel good about. You'll leave the course ready to push your hair color customization as far as your imagination will take you.

Level: Discover

HAIR COLOR CERTIFICATION MAKE IT OFFICIAL: BECOME A CERTIFIED AVEDA HAIR COLOR EDUCATOR

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 be assigned a certification level based on your performance and work with your mentor to determine the steps required to reach your goal.

Level: Elevate

HAIR COLOR SOLUTIONS HAIR COLOR FIXES REVEALED

What to do when you encounter a tough hair color challenge? Tackle it confidently with Aveda's proven color change techniques. From pre-treatments and post-treatments to performing color change applications, this course will guide you through Aveda's step-by-step solutions for overcoming common hair color challenges. Work with Aveda's expert colorists to decipher which technique to use, and gain the hands-on practice you need to create the perfect hue for your guest—no matter what challenges you encounter along the way.

Level: Discover

HAIR COLOR SYSTEMS HELLO, AVEDA HAIR COLOR!

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

Level: Discover

MASTER YOUR MIX MASTER TIPS FOR CONSISTENTLY BEAUTIFUL COLOR

Creating the perfect hair color requires a unique point of view and creative thinking—something that Aveda's top hair color experts have mastered. This course takes you on an exploration of how the masters assess and select formulations using the color theory concepts of hue, saturation and intensity. Their approach is simple and easy to master with an open mind and a firm grasp of Aveda Hair Color components. Learn how to use the Aveda Color Wheel as a source of endless hair color inspiration and maximize Aveda Hair Color components to their fullest potential.

Level: Elevate

MERGING COLORS

BEAUTIFUL BLOCKING

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

Level: Evolve

NEXT LEVEL BLONDES

LIGHTEN UP

Are you a colorist looking to expand your blonding toolkit? In this advanced look-and-learn class, break down how to take basic blondes and turn them into the ultimate customized blondes. Explore assessing the health and integrity of the hair and enhancing a guest's features. Analyze a gallery of formulas and techniques for blonde and fashion hair color results, and review best practices to elevate your service and deliver the refined results your guests are seeking.

Level: Evolve

PURE FOILING

GIVE GUESTS THE HIGHLIGHTS

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

Level: Evolve

REVERSIBLE COLOR

A FRESH TAKE ON DIMENSION

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

Level: Elevate

TEXTURE COLOR

COLOR MY CURL

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

Prerequisite: Texture Essentials e-learning module

Level: Evolve

UP CLOSE COLLECTION: HAIR COLOR TRENDS 2023

CLOSE ENCOUNTERS WITH HAIR COLOR

Every day, we spend time on our phones looking at images, pinching in to get a closer look. If we don't, we miss the details and the subtleties. But are we doing this in real life? Are we getting close enough? In a world of filters, our desire to be seen as our true, authentic selves is the new trend. We must "pinch in" IRL to reveal the beauty marks, face shapes, colors in the eyes and skin tones that make each of us unique. Doing this allows us to create a customized look that enhances one's individual beauty. In the Up Close collection, the Aveda Global Artistic Team will share their perspective on the latest global trends for cut, color, texture, style and makeup and how to get up close and personal with guests to truly see them for who they are and bring out their unfiltered beauty.

Level: Elevate

HAIR STYLE

Rise to any style occasion with courses

that teach you how to combine the right products and techniques to create beautiful hair styles on any head of hair.

BEYOND BRAIDING

BROADEN YOUR BRAID HORIZONS

Embrace your fear of braiding! Begin with the basics, and then watch how quickly your confidence grows as you learn more advanced braiding techniques. From two-strand braids to eight-strand braids, from visible braids to traveling braids, in three hours you can master all of these techniques.

Level: Evolve

CREATIVE SHAPE

WHIP CLASSIC HAIR STYLES INTO SHAPE

Break down the classics, and learn traditional French hairdressing techniques to help create any shape for any big event, from white wedding to red carpet. During this three-hour module, you'll learn how to put a modern finish on some of the most iconic hair styles.

Level: Evolve

MASTERING MOVEMENT

THE ART OF THE BLOW DRY

Get to know the methods, attachments, products and tools for all hair types and textures. A beautiful, polished blow-dry, is without a doubt, the most coveted look for most of our guests. In this class, acquire a variety of blow-drying techniques to master the perfect blow dry on any movement pattern in hair. Gain confidence in all the elements you need to consider, including direction, tension and heat control, brush choice and cooling. Create that perfect finish for the guest after any service or for a special occasion: You have the power to make your guest look and feel great.

Level: Evolve

MODERN MOVEMENT

2 ELEMENTS = UNLIMITED STYLES

When it comes to styling, heat and water are your new best friends: They give you the power to create the beautiful, versatile styles your guests are looking for. In this hands-on course, get to know a wide variety of heat styling and wet setting skills to create foundational hair styles on any hair type or texture. You'll be prepared to achieve fresh, modern looks that move with the guest using these tried-and-true techniques.

Level: Evolve

SALON SPEED STYLING

GET UP TO SPEED

Some of the most beloved hair styles can be created in no time. They start with a basic foundation that can be quickly transformed into a runway-worthy look. During this three-hour module, you'll learn how to create some of these speedy editorial hair styles and tips and tricks from the runway that will help you create great finishes for guests.

Level: Evolve

TEXTURE AND SETTING

SET THE STAGE FOR GREAT HAIR STYLES

Knowing how to create texture is an invaluable skill because it can be incorporated into nearly every hair style. From classic 1920s Marcel waves to more modern barrel curls, in three hours, you'll learn the setting techniques that help create the effortless-looking texture you see walking the runway today.

Level: Evolve

STYLING ESSENTIALS

STUNNING HAIR STYLES START HERE

Bring out the beauty in your hair cuts with smart hair styling. In this hands-on course, you'll play with the full line of Aveda hair styling products and learn how to incorporate them into essential hair styling methods, drying techniques and curl/wave enhancements. Find out how to match up different products and techniques and give each guest a show-stopping hair style they can replicate at home—a perfect opportunity to recommend Aveda products and increase your retail sales. At the end of the course, you'll be inspired to conclude every hair cut with a flattering hair style that could boost your retention and revenue.

Level: Discover

TEXTURE STYLE

GO NATURAL

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

Prerequisite: Texture Essentials e-learning module

Level: Evolve

UP CLOSE COLLECTION: TEXTURE TRENDS 2023

THE BEAUTY IS IN THE DETAILS

Every day, we spend time on our phones looking at images, pinching in to get a closer look. If we don't, we miss the details and the subtleties. But are we doing this in real life? Are we getting close enough? In a world of filters, our desire to be seen as our true, authentic selves is the new trend. We must “pinch in” IRL to reveal the beauty marks, face shapes, colors in the eyes and skin tones that make each of us unique. Doing this allows us to create a customized look that enhances one's individual beauty. In the Up Close collection, the Aveda Global Artistic Team will share their perspective on the latest global trends for cut, color, texture, style and makeup and how to get up close and personal with guests to truly see them for who they are and bring out their unfiltered beauty.

Level: Elevate

MAKEUP

Let the colors of nature be your muse

with Aveda Makeup courses that explore foundational makeup principles, color theory, runway-worthy applications and more—everything you need to create flattering makeup looks for every guest.

ADVANCED FACE TO FACE

PUSH YOUR MAKEUP SKILLS TO THE MAX

Liberate the power of pigment, and bring your inner makeup diva out to play. In this course, you'll learn how to manipulate the ground rules you learned in Face to Face and completely transform your guest's face with makeup. From highlighting and contouring to dramatic makeup applications, you'll explore how to push Aveda Makeup to the max and give your guest a head-turning look with undeniable wow-factor.

Level: Elevate

AGELESS BEAUTY TECHNIQUES

BEAUTY AT EVERY AGE

Like everything in nature, our skin evolves as we age. Many makeup artists see the face of the mature woman as a challenging canvas, but it's easy to remove the intimidation factor. A solid understanding of the common skin care needs and textures of this large beauty demographic will help you create flattering looks for women of all ages. Learn how to combine Aveda's age-fighting skin care products with smart makeup applications—and help your guests keep their age an ongoing mystery.

Level: Elevate

BALANCING BEAUTY TECHNIQUES

MAKEUP IS A BALANCING ACT, BUT YOU CAN MASTER IT

No two faces are alike. The job of the makeup artist is to use the principles of makeup to bring out the natural beauty in their guests by balancing their unique facial features. Go beyond simple applications, and discover how Aveda Makeup pros balance different face, eye, cheek, lip and brow shapes. You'll leave with tips and tricks to help you create balanced looks that are distinctly beautiful—and distinctly Aveda.

Level: Elevate

BROWS THAT WOW

JOIN US—WE'RE GOING Highbrow

Brows are a big deal. You can't flip through a beauty magazine or scroll through social media without seeing products and tips for creating beautiful brows. In this three-hour module, you'll perfect creating customized brows using Aveda's Brow Definers. You'll learn the many brow considerations, including facial symmetry, facial zones, face shape, eye set and size, nose and forehead; guidelines for balancing and enhancing brows; simple consultation questions to ask guests that will jump-start the brow conversation; the three-step technique for creating beautiful brows using Brow Definers; and how to incorporate Invati Brow™ Thickening Serum into your guests' brow care routine.. After just three hours, you'll have the knowledge and skills you need to up your brow game— and keep it there. Because let's face it—brows are here to stay.

Level: Elevate

COLOR CONNECTIONS

MAKE A FACE

Unleash your artistry to help guests look their best. Use your expertise to evaluate their natural coloring and choose the ideal makeup palette. Learn the principles of color theory, light and dark color placement, and perfect color pairings for your guests that will boost their self-confidence—and your sales.

Level: Evolve

HOLIDAY MAKEUP TRENDS

LET THE SPARKLE OF THE HOLIDAYS BE YOUR MUSE

Get inspired by the season's most festive makeup colors and trends. Whether your guest is headed to an office party or a family gathering, you'll be able to create a show-stopping look perfect for the occasion and will keep them feeling merry and bright.

Level: Elevate

TECHNIQUES FOR THE BRIDE

BLISSFULLY BEAUTIFUL

Every bride shares the same dream—to look and feel beautiful on her wedding day. As a makeup artist, her wish is your command. Learn how to capture your bride's unique vision through an in-depth consultation and translate it into a timeless look that is radiant in photographs. You'll practice and perfect techniques that will make your bride look stunning on her day of wedded bliss—and in the photos she'll look back on for years to come.

Level: Elevate

SKIN/BODY

Thrive as an Aveda salon/spa professional with courses that treat the guest as a whole and allow the body to restore itself naturally from the inside out—all grounded in Ayurveda, the ancient healing art of India.

SKIN

DECONSTRUCTING THE FACIAL

ROAD MAP TO RADIANT SKIN

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

Level: Evolve

EXFOLIATION DESIGN

BEAUTIFUL SKIN: EXPOSED!

Exfoliation is one of the most powerful aspects of a facial treatment—it can achieve immediate, visible results in the look and feel of the skin. Knowing when to exfoliate, what products to use and what process to follow depends on the guest's skin condition and imbalance. This advanced course takes exfoliation to the next level by teaching you Aveda's exfoliation products—including new customizable blends—and how to use them to create a customized facial treatment with exfoliation as the focus. Challenge your existing knowledge and enhance your skills as a professional esthetician as you learn how to customize every aspect of a facial treatment to achieve the short- and long-term results your guests are looking for through the power of exfoliation.

Level: Elevate

FACIAL FOCUS: MASSAGE

THE POWERFUL, POSITIVE RESULTS OF FACIAL MASSAGE

Facial massage is a powerful therapy that works to improve the function of the skin and visibly renew its appearance. In this exciting class in the Facial Focus series, you will be immersed in the signature Aveda massage techniques and learn how to choose the right technique for your guest based on their skin care needs and desired results. From the biological workings of facial anatomy to the intricacies of each massage movement, you'll learn and practice all four techniques under the guidance of Aveda facial massage experts. Then return to your spa with the ability to customize your facial treatments with massage and create extraordinary experiences and radiant results for your guests.

Level: Elevate

PLANT STEM CELL +

PLANT ACID FACIAL TREATMENTS

DUAL ACTION, THREE POWERFUL TREATMENTS

Transform your guests' skin with three innovative facial treatments powered by dual plant active technology, custom blends, and therapeutic elements of aroma, temperature and energy balancing and massage techniques that achieve immediate, visible results in just one treatment. In this course, you'll learn how the three Plant Stem Cell + Plant Acid Facial Treatments hydrate, luminize or refine pores and review the theory and advanced-performance products behind these powerful treatments. You'll also perform them during an optional hands-on workshop and explore ways to customize them to meet your guests' specific needs. This course will advance your technical skills, elevate your facial treatment portfolio and inspire you to create holistic treatment plans that recruit new guests and keep existing guests coming back.

Level: Evolve

PROFESSIONAL SKIN CARE FOUNDATIONS

IMMERSE YOURSELF IN AVEDA SKIN CARE

Aveda Spas are centers of transformation that combine the best spa experience in the industry with the advanced-performance results guests want. Created for estheticians who are new to Aveda, this class covers the foundations of becoming a successful Aveda Skin Care professional. You'll learn the unique Aveda Spa approach, including foundational philosophies and skin care products, and how to incorporate the Aveda Spa Service Cycle, Aveda Spa Rituals of Renewal and Focus-Touch-Offersm System into your facial treatments. You'll leave the course prepared to provide guests with the complete Aveda Skin Care experience.

Level: Discover

REJUVENATE: ELEVATE THE AVEDA FACIAL EXPERIENCE

TECHNIQUES THAT TRANSFORM

Enhance your Aveda facial experience with high-performing, non-surgical, face-lifting techniques inspired by ancient holistic healing. These holistic techniques create a rejuvenating facial experience when integrated into a 60- or 90-minute, customizable protocol. Developed and taught exclusively by North America Artistic Team Member Alicia Rae, this course will provide you with the knowledge and skills you need to elevate your Tulasāra™ Facial Treatments, including set-up, products and supplies, and techniques.

Level: Elevate

SCALP SOLUTIONS

PROFESSIONAL TREATMENTS

See Featured Classes section, page XX.

THERMAL FACIAL THERAPY

A WARM WELCOME FOR YOUR SKIN

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

Level: Elevate

TULASĀRA™ FACIAL TREATMENTS:

DRY/AGING/UNEVEN SKIN TONE

TRANSFORM SKIN WITH THE MAGIC OF MASSAGE

Immerse yourself in Aveda's Spa's customizable approach to skin transformation, and explore how the right combination of products and techniques can achieve immediate, visible results in dry, aging and uneven-looking skin, three of the top global skin care concerns. Learn how the massage-focused Tulasāra™ Dry/Aging/Uneven Skin Tone Facial Treatment featuring Aveda Professional™ Vitamin C Complex and Transforming Massage Masque increases microcirculation and improves hydration, moisturization,

radiance and the appearance of fine, dry lines. Review the theory and products behind this powerful treatment, perform it during a hands-on workshop and explore ways to customize it to meet the needs of guests struggling with these skin conditions. This course will help you advance your career as an esthetician and inspire you to create holistic treatment plans that keep these guests coming back.

Level: Evolve

TULASĀRA™ FACIAL TREATMENTS: DRY AND SENSITIVE

KISS DRY AND SENSITIVE SKIN GOODBYE

Immerse yourself in Aveda's Spa's customizable approach to skin transformation, and explore how the right combination of products and techniques can achieve immediate, visible results in dry, dull or sensitive skin, some of the top global skin care concerns. Learn how the Dry Facial Treatment improves skin moisturization, radiance and smoothness and how the Sensitive Facial Treatment improves skin moisturization and radiance and reduces visible skin redness. Review the theory and products behind these powerful treatments, perform them during a hands-on workshop and explore ways to customize them to meet the needs of guests struggling with these skin conditions. This course will help you advance your career as an esthetician and inspire you to create holistic treatment plans that keep these guests coming back.

Level: Evolve

TULASĀRA™ FACIAL TREATMENTS: DUAL EXFOLIATION PEELSM

EXPOSE BEAUTIFUL SKIN

The demand for professional exfoliation treatments continues to grow—a demand Aveda meets with the power of innovative botanical approaches that achieve immediate, visible results without jeopardizing the integrity of the skin. Learn how the treatment achieves better results than a combined microdermabrasion/30% glycolic peel treatment in both immediate smoothness and radiance as you watch a full demonstration of the treatment and participate in a hands-on workshop. Review the theory and products behind this powerful treatment and how to customize it to meet the needs of guests struggling with aging, hyperpigmented or acneic skin. This course will help you advance your career as an esthetician and inspire you to create holistic treatment plans that keep these guests coming back.

Level: Evolve

TULASĀRA™ FACIAL TREATMENTS: OILY AND ACNE

SKIN WITH A CLEAR CONSCIENCE

Immerse yourself in Aveda Spa's customizable approach to skin transformation, and explore how the right combination of products and techniques can achieve immediate, visible results in oily or acneic skin, two of the top global skin care concerns. Learn how the Oily and Acne Facial Treatment reduces surface sebum, clogged pores and the appearance of pore size and improves skin smoothness. Review the theory and products behind these powerful treatments, perform them during a hands-on workshop and explore ways to customize them to meet the needs of guests struggling with these skin conditions. This course will help you advance your career as an esthetician and inspire you to create holistic treatment plans that keep these guests coming back.

Level: Evolve

BODY

ADVANCED MASSAGE TECHNIQUES: DEEP TISSUE FOR THE SHOULDERS AND BACK I

THERE'S NO BUSINESS LIKE BACK BUSINESS

Change is good, but it often requires a stronger focus. Discover how you can promote true change in your guest's body using deep tissue massage techniques that concentrate on releasing the tension that lurks within the human anatomy. Under the expert guidance of advanced spa professionals, you'll focus on the posterior shoulder and upper, middle and lower back and practice the deep tissue massage techniques that stimulate healing in these areas. Find out how you can grow your business by offering this in-demand massage service to your guests and transforming their bodies for the better.

Level: Advance

ADVANCED MASSAGE TECHNIQUES: DEEP TISSUE FOR THE SHOULDERS AND BACK II

HAVE YOUR GUESTS' BACKS

Change is good, but it often requires a stronger focus. Continue to discover how you can promote true change in your guest's body using deep tissue massage techniques that concentrate on releasing the tension that lurks within the human anatomy. Under the expert guidance of advanced spa professionals, you'll focus on the neck, anterior shoulder, and lower back and hips, and practice the deep tissue massage techniques that stimulate healing in these areas. Find out how you can grow your business by offering this in-demand massage service to your guests and transforming their bodies for the better.

Level: Advance

ADVANCED MASSAGE TECHNIQUES: FOOT REFLEXOLOGY I

START OFF ON THE RIGHT FOOT

Our feet hold great healing power—a secret that ancient civilizations have known and practiced for centuries. This interactive workshop will introduce you to foot reflexology and how it triggers wellness from head to toe. You'll gain the know-how and hands-on practice you need to perform the techniques with confidence and sell them to your guests—no matter what your discipline. Estheticians and massage and nail therapists alike are invited to discover how foot reflexology can add another layer of wellness to their service.

Level: Elevate

ADVANCED MASSAGE TECHNIQUES: FOOT REFLEXOLOGY II

PUT YOUR BEST FOOT FORWARD

Our feet hold great healing power—a secret that ancient civilizations have known and practiced for centuries. This interactive workshop will refine your skills and teach you new ways to customize foot reflexology treatments using Ayurvedic/Elemental Naturesm and Chakra™ reflexology techniques. You'll gain the know-how and hands-on practice you need to perform the techniques with confidence and sell them to your guests—no matter your discipline. Estheticians and massage and nail therapists alike are invited to discover how foot reflexology can add another layer of wellness to their service.

Level: Elevate

AVEDA MANICURES AND PEDICURES

AVEDA NAILS HANDS AND FEET

Our hands and feet are some of the most overworked—and overlooked—parts of our bodies. Explore the unique role of the Aveda nail therapist in creating nail treatments that nourish the hands and feet using the power of aroma, high-performance body care products and wellness rituals. In this course, you'll gain the knowledge you need to perform Aveda nail treatments, including the structure and function of the nails and skin and Aveda's body care product offerings, and practice performing an Aveda manicure and pedicure treatment during a hands-on workshop. You'll leave the course prepared to create nail treatments for every guest and ensure their hands and feet stay healthy, nourished and beautiful.

Level: Evolve

CHAKRA™ BALANCING MASSAGE

GOOD, BETTER, BALANCED

Ancient healing traditions believe illness is a symptom of something greater—an internal imbalance. Experience a day of hands-on learning that demonstrates how combining Aveda's Chakra™ aromas with specific massage techniques can promote balance in the mind, body and spirit. You'll explore the role of the seven chakras—the spinning wheels of energy located along the spine—and how to influence them through the art of aroma, massage and energy work. Guests will leave the treatment room with a renewed sense of balance and well-being.

Level: Evolve

ELEMENTAL NATURESM

ENERGY MASSAGE TECHNIQUES

MAKE YOUR MESSAGES ENERGY-EFFICIENT

Ayurvedic tradition believes that our bodies are coursing with energy. Negative energy limits us, while positive energy keeps us balanced. Aveda believes that nature's five elements—infinity, air, fire, earth and water—play a critical role helping massage therapists create focused spa experiences for guests. This course will introduce you to subtle energy work—light touches with a strong emphasis on intention—and acupressure techniques that combine to bring your guests' bodies into balance. You'll group each technique by Elemental Naturesm for a fresh perspective on customizing your massages and a new way to speak with guests about the power of positive energy.

Level: Advance

STRESS-FIX™ BODY MASSAGE

GIVE STRESS AN EXIT STRATEGY

Stress is commonplace in the modern world—and the massage therapist plays a significant role in helping guests recover from the pace and pressures of everyday life. This one-day course focuses on the Stress-Fix™ Body Massage—a full-body treatment that merges the key stress-relieving techniques of Swedish and deep tissue massage, acupressure points, foot reflexology and meditation exercise. You'll also discover how to enhance your guest's recovery experience with Aveda's groundbreaking Stress-Fix™ aroma—a blend of lavender, lavandin and clary sage that is proven to relieve feelings of stress. By the end of the course, you'll be able to design a holistic, customized massage experience for your guests that will leave them feeling balanced and refreshed.

Level: Evolve

BUSINESS

Grow your professional development skills by attending courses

that focus on helping you be a great team member or leader, including coaching, presenting, managing, communicating and more.

TRAINING & DEVELOPMENT

AVEDA INTENTIONAL COACHING

COACH YOUR TEAMS TO GREATNESS

You are in a position of leadership, looking to cultivate the skills and talents of your team. Do you need concrete ideas on helping people reach their true potential? This course enables you to elevate your team using the Aveda Intentional Coaching model, which will help in any coaching situation. Learn how to connect on-the-job behaviors to business results and create a culture of accountability. Gain confidence in managing your own response to conflict and giving motivational feedback. Ultimately, you can empower your team members to find fulfillment while also taking the business to a higher level.

Level: Evolve

AVEDA RITUALS OF RENEWAL

EXCEED EXPECTATIONS

Elevate your guest's experience in an authentic, Aveda-way. Rituals of Renewal are complimentary, mini-services that we offer all Aveda guests and are deeply rooted in Aveda heritage. Each ritual provides guests a moment of well-being and product experience using Aveda's unique high-touch approach. Rituals of Renewal allow us to connect with guests in a meaningful way through the power of aroma, breath and touch and create memorable experiences that they keep coming back for. Join us to not only learn about the power of the rituals but also experience and practice them yourself. Take your service to the next level with Aveda's Rituals of Renewal.

Level: Discover

BEHIND THE SCENES

AVEDA IMMERSION

What does Aveda do that makes it different? When the company first burst into the beauty industry, it started a revolution with high-performance, plant-based products—which continues to set Aveda apart. Experience Aveda like never before in engaging, interactive education that goes beyond product knowledge to reveal the mission, care and innovation behind every Aveda product. Whether you're new to the brand or a current Aveda enthusiast, every module will deepen your knowledge of the brand and empower you to share the Aveda love. This program goes Behind the Scenes and gets you fully engaged with Aveda.

The modules take a deeper look into the top products in each category. You'll discover Aveda artists' favorite products along with usage and recommendation tips and also gain real-world insights by practicing with guest profiles. Each session ends with The Art of Aftercare, enabling you to elevate your guest care with effective, personalized consultations and product and service recommendations.

Modules may be taken individually or as a series:

- Aveda History & Mission
- Hair Care Product Knowledge
- Hair Styling Product Knowledge
- Skin Care Product Knowledge
- Body Care & Aroma Product Knowledge
- Makeup Product Knowledge

Level: Discover

BEYOND THE SALON

Just starting out in the Aveda world? Looking to amp up your retention rate and your retail numbers while providing top-level service the Aveda way? Everything comes back to educating your guest. An initial deep dive into Aveda's most popular products and practices, this class will help you elevate your service skills to continue that support through home-care recommendations. You'll come away with a better understanding of the products and of the Aveda approach to guest service and effective communication, with more confidence to educate your clients about home care (not to mention a mini-kit of Aveda cult faves).

NOTE: This course is intended for new Aveda team members.

Level: Discover

CONNECT AVEDA

AT AVEDA, WE BELIEVE THAT LEARNING NEVER ENDS.

While learning never ends, preferences in learning have changed greatly in the last few years. To reflect these trends, new hire training now includes self-guided, virtual and live training, with coaching support to continue development. Learn about Aveda's culture, products and the service we provide our guests in the following e-learning modules available on Aveda PureProSM

Level: Discover

THE FACILITATION PRINCIPLE

TURN PRESENTATIONS INTO LEARNING EXPERIENCES

Educators do more than just present. An educator strives to create a safe learning space, deliver information clearly and ensure that participants remain engaged throughout the process. In this motivational, activity-packed course, you will learn to identify different learning styles from the concept of doshas (mind-body types), based in Ayurveda, and adjust your teaching style to keep participants engaged.

NOTE: This course is intended for anyone who aspires to teach and current Aveda educators who want to improve their skills.

Level: Elevate

THE PRESENTATION PRINCIPLE

ENGAGE, PRESENT, IMPACT

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.

Level: Elevate

PRINCIPLES OF EDUCATION

GET SCHOOLED IN EDUCATION EXCELLENCE

Creating an effective education experience requires so much more than great presentation skills. As an Aveda educator, you need a strong command of three essential skills— coordinating, presenting and facilitating. The combination of these elements creates a firm foundation for world-class education and an active, inspiring learning environment for any audience. 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.

Level: Evolve

BUSINESS FOR OWNERS & STYLISTS: CONSULATION

TEXTURE TALK: THE ART OF CONSULTATION

MAXIMIZE YOUR TEXTURE BUSINESS

There's never been a more critical time for companies to build and sustain deeper, more meaningful connections with all guests—not only to grow their relationships, but to protect them. Join us for this two-hour educational event with a member of Aveda's Global Texture Team and learn to create systems that ensure a common language and consistent timing measures for all guests. Create safe, equitable places for every guest. Transition into a new standard of hair consultation.

Prerequisite: Texture Essentials e-learning module

Note: This class is focused content for professional salon teams

Level: Evolve

THE ULTRA-PERSONALIZED CONSULTATION

THE GAME-CHANGING CONSULTATION

Care for your guests AND your bottom line? Increase service and retail sales and improve guest retention at your salon. This 90-minute virtual class for owners and stylists provides the information you need to assess each guest's archetype. This allows you to prescribe customized service and product recommendations based on the guest's number one priority and preference. Elevate your consultations and recommendations—starting now.

Level: Elevate

BUSINESS FOR OWNERS & STYLISTS: SOCIAL MEDIA

BUILDING YOUR CONTENT:

CONTENT PLANNING

SOUNDS LIKE A PLAN!

The days of “just posting” on social media or only posting content every six months are over. If you are serious about growing your brand, your plan must include a content strategy. Join us to learn why content planning is important as well as how content calendars serve as a framework for what your brand/business plans to share and promote across your social media channels. Use this opportunity to learn how to best plan out your content, target your audience, and create consistency with your posting to lead to higher engagement rates and growth for your brand.

Level: Evolve

BUILDING YOUR CONTENT:

INSTAGRAM VIDEO

LIGHTS, CAMERA, ACTION!

As the world of social media evolves, visual content is more likely to be shared than all-text content, and video is no exception. Video has quickly become the most successful way to communicate with and engage your followers. When done well, video captures peoples' interest within the first few seconds—and leaves them wanting more. Are you creating engaging video content? Are you making the most of your video assets across Instagram? In this course, you'll learn the importance of embracing video and how to create engaging Instagram video content that attracts and engages new followers and ultimately, builds your brand behind the chair or behind the front desk.

Level: Evolve

BUILDING YOUR CONTENT:

LIVESTREAMING/SOCIAL SELLING

LIVE AND IN PERSON!

Livestreaming hasn't been with us for too long, but it's quickly gaining traction and attention. This new way of connecting with your guests is projected to skyrocket in the coming years. Join us to learn more about this new way of reaching your existing followers and also recruiting new ones. In this course, you'll discover what is needed to create compelling, engaging and educational livestreams. Learn how to leverage livestreams across multiple social media platforms, feature products and services to support your social selling skills and watch your business grow!

Level: Evolve

BUILDING YOUR CONTENT: TIKTOK

TIME'S TIKTOK-ING. WHAT ARE YOU WAITING FOR?

In 2020, TikTok surpassed Facebook to become the most-downloaded app in the world. With more than 3 billion downloads globally, TikTok is a unique platform that relies on creativity, experimentation, entertainment and unpolished “real life,” which is why people love it. In this course, you'll learn the importance of embracing TikTok and how to create a TikTok presence in an authentic and unpretentious way that attracts new followers and ultimately builds your brand behind the chair or behind the front desk.

Level: Evolve

BUILDING YOUR CONTENT: YOUTUBE

STRAIGHT TO VIDEO

With YouTube being the worlds' second-largest search engine, second to Google, it is no wonder why every brand is on it. Every month, over a billion people visit this video-sharing site. The top content on YouTube is how-to videos, which is a natural fit for our industry. You are guaranteed to find an audience that you can engage and grow your brand with. In this class, you will learn how easy it is to get started, how it will be another platform to grow your brand and how you can leverage your other social media platforms to grow your YouTube channel.

Level: Evolve

SOCIAL MEDIA BUSINESS BUILDING:

A-COMMERCE

DON'T SLEEP ON IT

Still not convinced about the power of social media? Wondering what the benefit is to your brand/business? Social media is here to stay, and it's not too late to cultivate your presence on social and drive growth for your brand. Join us to learn how to leverage social media to grow your business, improve your communication to your guests, engage and reach new audiences, build authority and drive traffic to your salon. Build your strategy for your social media presence, and ensure that you are working on the best platforms to achieve your goals.

Level: Evolve

YOU AS A BRAND

CLIMB THE SOCIAL MEDIA LADDER

What makes someone want to follow you on social media? What makes someone continue to follow you? The answer is simple, though the process is a little more involved—establish your brand. In this course, you'll learn what goes into establishing your brand on social media and how to attract, engage with and retain followers. Whether you're just starting out using social media or a seasoned pro, whether you're behind the chair or behind the front desk, this course will help you grow your business—and a social following.

Level: Evolve

Aveda PureProSM

Instant inspiration. At Aveda, we believe that learning never ends. No matter your level of technical skill, job role or current place in your career, there are always opportunities to grow.

Aveda Education connects you to online learning that will inspire and motivate you to grow as an artist—anytime, anywhere and at your own pace.

Visit Aveda PureProSM at avedapurepro.com to learn more.



Additional Programs

SELF-GUIDED LEARNING

Learn what you want, when you want.

Aveda's self-guided learning series puts you in control of your learning goals and outcomes. Choose learning that interests you, learn when it's most convenient and go at your own pace.

FACE TO FACE

MAKEUP, PLAIN & SIMPLE

In this self-guided course, you will learn foundational makeup concepts, including color theory, the concept of texture, the principle of light and dark, and how to apply these concepts when creating complexion, eye, cheek and lip applications. You'll discover how to use Aveda Makeup to create beautiful makeup applications that will grow your makeup skills and business, including both retail and service sales.

Level: Evolve

HAIR COLOR SYSTEMS ONLINE

LEARN AVEDA HAIR COLOR 24/7

Learn the fundamentals of the Aveda Hair Color system and how to use it to formulate for beautiful, customized results. This self-guided course is organized into short, 10-minute modules that you can complete on any device: mobile, tablet or desktop. From natural to vibrant, Aveda Hair Color has a formulation for virtually every hair color guest.

Level: Evolve

PROFESSIONAL SPA SERVICE FOUNDATIONS

JOIN THE AVEDA SPA TRANSFORMATION

Aveda Spas are centers of transformation that combine the best spa experience in the industry with the advanced-performance results guests want. Created for estheticians, massage therapists and nail technicians, this self-guided learning series covers the foundations of becoming a successful Aveda Spa professional. You'll learn the unique Aveda Spa approach, including foundational philosophies and product knowledge, and how to incorporate the Aveda Spa Service Cycle, Aveda Spa Rituals of Renewal and Focus-Touch-OffeSM System into your treatments. After completing the series, you'll be prepared to provide guests with the complete Aveda Spa experience.

Level: Discover

STYLING ESSENTIALS

STUNNING HAIR STYLES START HERE

Bring out the beauty in your hair cuts with smart hair styling. In this self-guided learning series, you'll learn about the full line of Aveda Hair Styling products and how to incorporate them into essential hair styling methods, drying techniques and curl/wave enhancements. Find out how to match up different products and techniques and give each guest a show-stopping hair style they can replicate at home—a perfect opportunity to recommend Aveda products and increase your retail sales. After completing the series, you'll be inspired to conclude every hair cut with a flattering hair style that could boost your retention and revenue.

Level: Evolve

THE ART AND SCIENCE OF HAIR COLOR

CREATE COLOR MASTERPIECES

Coloring hair is a transforming experience that brings hair to life in a new way through chemistry—the way color formulas react with hair. That's why the application of hair color is both an art and a science that requires intuition; imagination; creative expression; soft skills, including the ability to consult with guests; and technical knowledge and skills. When all of these things come together, the results are inspiring, and the possibilities are endless. The Art and Science of Hair Color self-guided learning series will provide you with the tools you need to achieve consistency—and eventually, mastery—in hair color application.

Level: Discover

Aveda Artist International Portfolio

Learn from the best and be inspired by these talented, motivational artists.

Each artist is available to share their tips, creative vision and industry secrets, all of which will help you grow your business and achieve success.

The artists can be booked for team training and individual coaching or according to your individual requirements.

Please contact your SDP to book.



LOUISE KJÆR
EDUCATION MANAGER
Aveda Nordic



PAULINE DAVIDSSON
AVEDA EDUCATOR
Åresaksen, Sweden



EVA SANDELGÅRD
AVEDA EDUCATOR
Hejl, Sweden



MARI LUNDMARK
AVEDA EDUCATOR
By Deco, Sweden



INGRID FOSSUM
AVEDA EDUCATOR
Coma Frisør, Norway



IDA GUSTAVSSON
AVEDA EDUCATOR
Remedy, Norway



TRUDE NIKOLAISEN
AVEDA EDUCATOR
Remedy, Norway



BIRGER LØKENG
BUMBLE AND BUMBLE EDUCATOR
Billy's, Norway



MARTE BERGRUD
BUMBLE AND BUMBLE EDUCATOR
Norway



BECCA WESSEL
AVEDA EDUCATOR
Dugg, Norway



DANIELLA DIF
AVEDA EDUCATOR
Palma, Copenhagen



KATRINE JAKOBSEN
AVEDA EDUCATOR
Houlberg, Denmark



JØRGEN BECH
BUMBLE AND BUMBLE EDUCATOR
Syvogtyve, Norway



ELLIOTT SOLLI
BUMBLE AND BUMBLE EDUCATOR
Syvogtyve, Norway

Bumble and bumble Artist
Nordic Education Team



WAO EDUCATION PRICES 2023

1/2 day	WORKSHOP / TECHNICAL EDUCATION	2800 NOK/SEK 1900 DKK Pr. person.
1 day	WORKSHOP / TECHNICAL EDUCATION	3500 NOK/SEK 2600 DKK Pr. person.
2 days	WORKSHOP / TECHNICAL EDUCATION	6500 NOK/SEK 4200 DKK Pr. person.
2 hours	WORKSHOP / TECHNICAL EDUCATION	1500 NOK/SEK 1100 DKK Pr. person.
1/2 day	THEORY	FREE*
*950 NOK/SEK 750 DKK pr. person for no-show.		
IN SALON EDUCATION - price on request.		

HOW TO BOOK

All classes should be booked directly by the salon with their SDP/RBC
For any questions please contact our education manager Louise Kjær: louise@weareone.no

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 strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.



AVEDA EDUCATION

Bumble and bumble.



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