Welcome to the new Aveda Advanced Academy Education Calendar

Aveda believes our actions, products and services should always embody excellence. Aveda Global Education touches people around the world, inspiring and teaching them skills and behaviours needed to grow and effect positive change.

At the Aveda Academy we offer a whole range of courses to support your career path; develop your technical, artistic and communication skills to reveal your potential and achieve maximum results to establish a professional presence in the industry.

I look forward to welcoming you to the Aveda Advanced Academy soon.

Yours in Service to the Earth

Hayley Hughes
National Education Manager, UK and Ireland
The Aveda Education Experience

Aveda Education provides dynamic learning opportunities that fuel your creativity and desire for excellence.

Whether you are fresh on the scene or a seasoned professional we provide courses that inspire and challenge every skill level.

To guide you through the Education journey our courses are grouped into 4 categories of skill level.

○○○○ DISCOVER
Build a strong foundation for professional growth with hands on learning that will refine your skills, reveal your potential and equip you for long term success.

1 Day £90
2 Days £170

○○○○ EVOLVE
Go beyond the basics with in-depth courses created to magnify your unique strengths while challenging you to develop in areas of opportunity.

1 Day £165
2 Days £300
5 Days £450

○○○○ ELEVATE
Take your skills to the next level with intensive learning courses designed to propel your career forward.

1 Day £215
2 Days £390
3 Days £400
5 Days £450

○○○○ ADVANCE
Challenge yourself to achieve maximum results with Aveda Business College and Aveda Advanced Academy courses that will help you establish a professional presence in the industry.

1 Day £260
2 Days £470
Career Path

Develop your career with Aveda Education.
Follow your path to a successful and skillful career.
* Minimum of 1 years experience  **Minimum of 2 years experience
Hair Colour Systems

Step inside the world of Aveda Hair Colour and discover the distinct methods and techniques that make it outshine the competition. Join Aveda’s colouring pros for an introductory workshop that will boost your confidence in formulating, mixing and applying different Aveda Hair Colour categories.

Key learnings
- Hair colour theory
- Product knowledge on Aveda Full Spectrum Hair Colour System
- Confidence in using Aveda Full Spectrum Hair Colour System

What to bring
- Tail comb
- Large comb
- Sectioning clips
- Styling brushes

Who should attend
- Colourists with a knowledge of colour application desiring a foundation of Aveda colour

Prerequisite
- Minimum 1 year experience

Duration  Cost
- 1 Day  £90

Hair Colour Solutions

What to do when a guest comes in with colour gone all awry? Launch a rescue mission with Aveda’s proven corrective colour techniques. From assessing the damage to performing corrective applications, this course will introduce you to Aveda’s step-by-step solutions for fixing common colour challenges.

Key learnings
- Learn to balance, colour cleanse and pre-colour using the Aveda Full Spectrum hair colour system
- Discover the contribution of Natural Remaining Pigment
- Hair Colour Solutions covers the significance of a in-depth hair colour consultation and home maintenance recommendations

What to bring
- Tail comb
- Large comb
- Sectioning clips
- Styling brushes

Who should attend
- Colourists with a good knowledge of foundation hair colouring

Prerequisite
- Minimum 2 years experience
- Hair Colour Systems

Duration  Cost
- 1 Day  £90

“Inspiring ideas from inspirational teachers, what more could we ask for?”
Elinor Blakeley
Paul Knights Hair Spa, Leeds
Full Spectrum Deep™

Why should blondes have all the fun? Celebrate the deep tones and rich pigments of your dark-haired guests with hair colour formulated just for them. Go inside the Full Spectrum Deep™ category and discover how to expertly formulate and apply colour that will enhance the striking beauty of naturally dark hair.

Key learnings
- Product knowledge on Aveda Full Spectrum Deep™ Hair Colour System
- Confidence in using Aveda Full Spectrum Deep™ Hair Colour System

Who should attend
- Colourists working with Aveda hair colour for a minimum of 6 months

Prerequisite
- Hair Colour Systems
- Hair Colour Solutions

What to bring
- Tail comb
- Large comb
- Sectioning clips
- Styling brushes

Duration  Cost
- 1 Day  £90

Pure Foiling

Think of highlights as hair’s perfect accessory – they accentuate the best in every guest. This course will explore how artful sectioning and placement techniques can create high-impact highlights that range from bold ribbons of colour to subtle radiance. Learn how Aveda’s signature application techniques will enable you to create seamless, multi-dimensional 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 colour service.

Key learnings
- How to determine a placement plan based on each guest’s hair type, cut and colouring
- Full and partial foil sectioning and subsectioning patterns
- Different foiling applications, including weaving, slicing, singles and tipping
- Product and foil placement techniques

What to bring
- Tail comb
- Large comb
- Sectioning clips
- Styling brushes

Who should attend
- Those new to foiling or who want to perfect their technique

Prerequisite
- Hair Colour Systems
- Hair Colour Solutions

Duration  Cost
- 2 Days  £300
Merging Colours

Awaken your guest's spirit of adventure with exciting hair colour options that reflect their personality and accentuate their style. This course will challenge you to expand your colour acumen by creating guest-inspired combinations of colour sectioning patterns and placements that yield creative-yet-flattering results.

Key learnings
- The art and science of hair colour and texture and its basic applications
- How to use hair colour to create dimension, variation and movement
- Block colouring application techniques, including circles, colour melting and arcs
- How to create a customised all-over colour plan for each guest

What to bring
- Tail comb
- Large comb
- Sectioning clips
- Styling brushes

Who should attend
- Colourists at an intermediate level

Prerequisite
- Hair Colour Systems
- Hair Colour Solutions

Duration | Cost
---|---
1 Day | £165

Master Your Mix

Creating the perfect hair colour requires a unique point of view and creative thinking – something that Aveda's top hair colour experts have mastered. This course takes you on an exploration of how the masters assess and select formulations using the colour 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 Colour components.

Key learnings
- Tips and tricks from Aveda Hair Colour masters
- How to expand beyond basic formulations and accurately select formulas for predictable customisation
- The art of control through hue, saturation and intensity
- How to build on your foundational colour skills and spark your hair colour creativity

What to bring
- Tail comb
- Large comb
- Sectioning clips
- Styling brushes

Who should attend
- Colourists at an intermediate to advanced level

Prerequisite
- Hair Colour Systems
- Hair Colour Solutions

Duration | Cost
---|---
2 Days | £300
Cultivate your Colour

Your ultimate revenue multiplier is here.

Key learnings
• The power of service add-ons and how they enhance the service experience
• Four easy colour placement techniques that update any look in minutes
• The art of layering Aveda services and how to use them to build your revenue

What to bring
• Clips
• Combs
• Hair Brushes
• Blow Dryer and Other Heat Styling Tools

Who should attend
• Colourists at an intermediate level

Prerequisite
• Hair Colour Systems
• Hair Colour Solutions

Duration Cost
• 1 Day £165

Balayage Basics

Liberate your highlights from foil, and embrace the balayage effect – a freehand hair colour technique that takes a painterly approach to traditional highlights. Understanding the basic techniques and tools behind this popular hair colour trend will increase your ability to create special effects on the hair – from subtle glimmers of blonde to ombre highlights with personality.

Key learnings
• Basic balayage sectioning, techniques and placements
• How to apply colour with a brush and balayage paddle
• Freestyle hair colour applications

What to bring
• Tail comb
• Large comb
• Sectioning clips
• Styling brushes

Who should attend
• Colourists at an advanced level

Prerequisite
• Hair Colour Systems
• Hair Colour Solutions

Duration Cost
• 1 Day £165
Innovative Colour

Open your eyes to an innovative method of colouring hair, a contemporary twist on the basics. In this class, learn to stretch beyond what is comfortable, reaching for the ultimate hair colour experience. Over these two days, students observe live model demonstrations presented by the Academy Team, showcasing the most current colour techniques married with the most up-to-the-minute customised colouring formulas.

Key learnings
• Discover advanced level skills of the newest trends in colouring
• Gain confidence in creativity
• Explore new application techniques on either a model or mannequin

What to bring
• Tail comb
• Large comb
• Sectioning clips
• Styling brushes

Who should attend
• Colourists with a good knowledge of foundation and corrective hair colouring

Prerequisite
• Hair Colour Systems
• Hair Colour Solutions

Duration | Cost
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2 Days £470 (London)
1 Day £260 (Manchester / Bath / Glasgow)

NEW Texture 101
Take on texture with confidence

The great overlap of cultures occurring around the world is causing an exciting evolution of beauty. Physical characteristics and traits formerly attributed to specific ethnicities are becoming cross-cultural, and new textures of hair are emerging. As hair professionals, it is essential to understand the unique nature of texture and have the confidence and technical skill to deliver amazing results for guests with textured hair. This one-day programme featuring techniques by Tippi Shorter, Global Artistic Director of Textured Hair, will teach you the terminology, techniques and products you need to transform every type of texture into the exact look your guest desires.

Key learnings
• Why working with textured hair is essential to your business, benchmarks and success
• How to identify hair texture, choose the best hair styling technique and recommend products that deliver the guest’s ideal texture
• Texture terminology and the characteristics of different hair textures
• Hair styling techniques for wavy, curly and coily hair textures, including air-drying, setting and blow-drying methods
• How to create an outstanding service experience for guests with textured hair

What to bring
• Irons and tongs
• Wide tooth detangling comb
• Tail and cutting combs
• Flat & round brushes
• Section clips

Who should attend
• Stylist with at least one year’s experience on the salon floor

Prerequisite
• My Aveda
• Aveda Styling

Duration | Cost
--- | ---
1 Day £165
Styling

Say goodbye to old-hat hair styles, and start thinking high fashion. All you need is five essential hair styling techniques—the same techniques used by the industry's coveted style masters on every style, every day. Master them for yourself in this one-day, hands-on course that will revamp your hair style know-how and redefine how you use Aveda products to construct different styles—from salon updos to runway-worthy creations. This course draws inspiration from some of Aveda's award-winning stylists and the trendsetting looks they create on celebrities and runways around the globe. You'll be inspired to practice creating beautiful, well-crafted hair styles of your own design and bid run-of-the-mill hair styles farewell.

Key learnings
• The five essential hair styling techniques:
  • Ponytail
  • Texture
  • Braid
  • Freeform Shaping
  • French Twist
• How to choose the right styling products for your guest’s hair type and texture
• Creative combining of styling techniques to create artistic, editorial looks
• Define your technique for the ultimate blow-dry

What to bring
• Flat irons and tongs
• & crimpers
• Flat & round brushes
• Section clips
• Tail comb / cutting comb

Who should attend
• A person with two years experience upwards

Prerequisite
• My Aveda

Duration  Cost
• 1 Day  £165

Aveda Bridal Styling

This class is designed to enhance your creativity by starting with a structural base to work from. Learn the art of design and technique with a twist. The world of hair is changing, and so are the looks. Keeping up on current trends and styles will give you confidence to enhance and create for any occasion. Brides can be hard work and knowing where to start and how to map out your looks can be the hardest part. Our class offers new techniques and understanding of how to create styles, not just for the bride but anyone attending a formal event.

Key learnings
• Discover how to prep hair for a strong foundation
• Master 6 bridal style creations
• Learn how to finish hair with an Aveda aesthetic

What to bring
• Flat irons and tongs, wands & crimpers
• Flat & round brushes
• Section clips
• Tail comb / cutting comb
• Pins and grips, elastics

Who should attend
• Stylist with a least one year's experience on the salon floor

Prerequisite
• My Aveda
• Style Systems

Duration  Cost
• 1 Day  £215

aveda.co.uk  www.facebook.com/Aveda
Further your artistic ability and knowledge of trend styling techniques, this fashion forward class looks at the dressed shapes of tomorrow.

Key learnings
- Dressing skills to achieve catwalk effects
- The perfect styling products to help achieve the results
- Demonstrations and workshops teach different approaches to dressing hair

What to bring
- Irons, tongs & crimpers
- Tail and cutting combs
- Flat & round brushes
- Section clips

Who should attend
- Stylist with at least one year’s experience on the salon floor

Prerequisite
- My Aveda
- Aveda Styling

Duration  Cost
- 1 Day  £260
Cut straight to the heart of your scissor-cutting skills in this two-day workshop that will transform your talent from the inside out. You’ll break down a timeless classic haircut into its core components – from proper hand and body positioning to essential cutting techniques – and fine-tune your technical skills until they shine.

**Key learnings**
- Students will learn an understanding of the essential knowledge of haircutting and of where hair evolved.
- Students will study in detail head shapes, finishing techniques, product applications, weight and form.
- All student workshops are performed on models / mannequins

**What to bring**
- Tail comb
- Large comb
- Sectioning clips
- Styling brushes
- All of your scissor / cutting tools

**Who should attend**
- Licensed hair stylist / completed apprenticeship

**Duration** | **Cost**
--- | ---
2 Days | £390

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**Aveda Men**

This one-day inspirational workshop will take you deep into creative barbering, explore the phases that take you from classic shapes into fashion forward work.

**Key learnings**
- Scissor over comb with various outlines
- Shape refinement
- Finishing techniques
- Clippering

**What to bring**
- A selection of scissors including classic and thinning
- Cutting combs including a thin comb and wide tooth comb
- Clippers
- Section clips
- Brushes

**Who should attend**
- Licensed hair stylist / completed apprenticeship

**Duration** | **Cost**
--- | ---
1 Day | £215

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“The Education team has a passion for training, our team has a passion for learning and Aveda has a passion for excellence! What an amazing recipe. You know that you are going to experience something magical on these courses!”

Emma Cravo
Mowgli, Aveda Concept Salon, Primrose Hill

aveda.co.uk  www.facebook.com/Aveda
Aveda Collection

●●●● ELEVATE

Each season, the fashion industry reinvents itself - and Aveda’s world class experts are there to create cutting edge haircuts and colour that reflect the essence of the season.

This course will showcase their latest handiwork and teach you how to recreate these edgy new looks in your salon.

Key learnings
• Innovative cuts
• Pret a porter colours
• Fashion inspirations

What to bring
• Tail and cutting combs
• Cutting combs
• Sectioning clips
• Your scissor collection
• Razor
• Styling brushes

Who should attend
• Combined hairstylist / colourist

Prerequisite
• Hair Colour Systems
• Hair Colour Solutions
• Legendary Classics

Duration Cost
• 2 Days £390

Innovative Cutting

●●●●● ADVANCE

Feeling boxed in by traditional techniques? Break the cycle with a hands-on course that will crush your hair stereotypes and push you to try techniques that are as gusty as they are brilliant. You’ll learn how to use unlikely combinations of tools, products and techniques to invent groundbreaking cuts that are far from textbook – but completely guest friendly.

Key learnings
• Learn how to expand / evolve shapes and techniques
• Intricate shapes and how to make them accessible for your everyday guests
• Watch live demos and practice your new found knowledge on mannequins and models
• Learn how razor cutting can create diffused, weightless hair

What to bring
• Your scissor collection
• Cutting combs
• Sectioning clips
• Styling brushes

Who should attend
• Licensed hair stylist / completed apprenticeship

Prerequisite
• Hair Colour Systems
• Hair Colour Solutions
• Legendary Classics

Duration Cost
• 2 Days £470
  (London)
• 1 Day £260
  (Manchester / Bath / Glasgow)
NEW Master Class

Meet our Guest Artists

We bring the greatest talent from the Advanced Education Team to you – Be inspired and educated with a technical and creative Master Class from Aveda's Advanced Education Team. Inspiration and education at it's very best.

Jo McKay
Hair Colour Master Class

Bastian Casaretto
Hair Cutting Master Class

Cher D'Savery
Cutting, Blowdrying and Hair Finishing Master Class

Nick Marshall,
Makeup Master Class

AVEDA.CO.UK
WWW.FACEBOOK.COM/AVEDA
My Aveda

When Aveda first burst onto the beauty scene, it started a revolution of holistic service and wellness that continues to set Aveda apart from every other beauty brand. Experience Aveda like never before in an engaging, interactive environment that goes beyond product knowledge and benefits to reveal the mission, care and innovation behind every Aveda product. Get ready for a sensory experience that encourages discovery, helps you find products that work for you and invites you to experience the art and science of pure flower and plant essences from head to toe. Whether you’re new to the brand or a current Aveda enthusiast, every module will make you proud to be a brand ambassador and inspire you to share your Aveda love with family, friends and guests.

Key learnings
- The history, philosophy and formulation behind Aveda products in the following domains: Aroma & Body Care, Hair Care, Hair Styling, Skin Care and Makeup
- Foundational concepts in aroma, hair, skin and makeup
- How to make Aveda products work for you and your guests
- How to experience Aveda products and aromas through Rituals of Renewal
- How to evolve your current beauty regimen with Aveda products

Day 1 – Hair care product knowledge
- Haircare – product service and experience aroma and body care

Day 2 – Skin care product knowledge
- Skincare and Make Up – product service and experience

What to bring
- An open mind

Duration Cost
- 2 Days £170

Ayurveda

A course for practical application

True wisdom transcends time, culture and generations. This is the spirit of Ayurveda – an ancient Indian healing tradition that has been practiced for over five thousand years and continues to influence Aveda’s philosophy, products and services today.

This interactive course will challenge and inspire you to infuse Ayurveda’s holistic principles into every aspect of your life.

Key learnings
- Introduction and history of Ayurveda – the ancient healing art of India
- Objectives and principles of Ayurveda
- The 3 Ayurvedic doshas and how to discover your Ayurvedic body constitution
- Ayurvedic nutrition and lifestyle guidelines to promote health and wellbeing
- Advice on aroma selection, yoga and breathing exercises to balance your body constitution
- Explore the ancient Ayurvedic Chakra system and discover the Aveda Chakra™ Balancing Body Mists

What to bring
- An open mind

Duration Cost
- 1 Day £215

www.facebook.com/Aveda  aveda.co.uk
Face to Face

Want to turn your creativity loose? Get a firm command of the basics. Today's most extraordinary makeup looks were all built on tried-and-true makeup essentials. This class will solidify your knowledge of universal makeup concepts from colour theory to application. Find out how mastering the fundamentals will enable your artistry – and your imagination – to run wild.

Key learnings
- What sets Aveda makeup apart from other brands
- How to prep the skin for flawless makeup application
- How to prefect the classic and contour eye applications
- Complexion finishes that let your guest's natural beauty shine
- How to play with colour and texture to create stunning everyday looks
- The art of selecting simple, beautiful colour palettes for the entire face
- Tips for selling Aveda makeup products to your guests

What to bring
- 2 sets of Aveda Flax Stick Brushes
- Eyelash Curler
- Tweezers

Duration  Cost
• 1 Day  £165

Advanced Face to Face

Liberate the power of pigment, and bring your inner makeup diva out to play. In this class, 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.

Key learnings
- Inventive ways to use Aveda makeup to create stand out looks
- How to intensify the classic and contour eye applications
- Cutting-edge application techniques that transform bone structure and eye shape
- An expanded approach to colour theory
- The art of selecting bold colour palettes for the entire face
- How to add instant drama with false lashes
- Tips for selling Aveda makeup products to your guests

What to bring
- 2 sets of Aveda Flax Stick Brushes
- Eyelash Curler
- Tweezers

Prerequisite
- Face to Face

Duration  Cost
• 1 Day  £260
This two-day programme is designed for Salon Owners and Managers wanting to increase productivity. Introducing Aveda’s Benchmarking System, this course will provide industry standards that can be utilised to set salon goals and measure productivity. Emphasis will be placed on incorporating these benchmarks into your salon and strategies that will support you in meeting them. In addition to specific benchmarking and support systems, participants will study the role of leadership in a growing organisation.

**Key learnings**
- Why benchmarks?
- 9 primary benchmarks
- Calculating benchmarks
- Setting realistic goals
- Strategies to meet benchmarks
- Tips in leading a growing organisation
- Aveda Service Wheel

**What to bring**
- A calculator

**Who should attend**
- Salon Owners or Managers

**Prerequisite**
- Must be an Aveda Salon

**Duration** | **Cost**
--- | ---
2 Days | £470
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.

Prework
Prior to an In-Salon class please prepare individual year-to-date (YTD) results for the following Aveda Benchmarks:
- RPCT
- SPST
- Guest Retention % (new & existing)
- % of Service Guests Purchasing Product
- % of Service Guests Pre-Booked
- % Colour Transactions
- Productivity %

Who should attend
- Whole salon team

Prerequisite
- Salon Owner/Manager to have attended Benchmarking for Success.

Venue
- This course can take place in your salon, quotation on demand.

Duration  Cost
- 1 Day  £260 per person

Key learnings
- 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

“The Benchmarking for Success Course has been a fundamental tool for me to measure all areas of the business, enabling me to set goals and track performance. It has truly helped my salon to grow”

Johnny Seckington
Seckingtons, Northampton
Culture and Leadership

Without followers, there is no leader. A key to salon success is a strong leader who can cultivate and develop a distinctive salon culture. This course focuses on how to bring your unique vision to life, build a sustainable salon culture and develop your leadership skills to create a positive salon environment that keeps your team happy and leads your business into the future. You’ll start by defining your salon vision, core beliefs and values – then align them with the Aveda Benchmarks to create a successful combination of culture, leadership and business acumen.

Key learnings
- The history and role of culture in business
- How to define, create, reinforce and sustain your salon culture
- Effective ways to communicate your vision and get team buy-in
- Qualities of outstanding leaders
- Proven leadership skills and rituals to help you lead your salon

What to bring
- 1–2 magazines that will be cut up during a collage activity

Who should attend
- Salon Owners or Managers

Prerequisite
- Benchmarking for success

Duration  Cost
- 1 Day  £260

Effective Team Meetings

Transform your team meetings into effective, business-building experiences your team can’t wait to attend. From creating a theme to creative delivery techniques to engaging every learning style, you’ll gain fresh ideas on how to design a meeting that will get your team on board and put your revenue on the rise. Then explore post-meeting best practices to keep score, track results and help your team stay motivated to bring new ideas and programmes to life in your salon – with the ultimate goal of celebrating their successes.

Key learnings
- Why, when and how to have a team meeting
- How to design, plan and facilitate a team meeting that inspires buy-in and action
- Creative meeting themes and delivery ideas
- How to engage every learning style
- Post-meeting strategies for tracking and celebrating results

What to bring
- Calculator
- An idea of a meeting you would like to facilitate in your salon or Spa

Who should attend
- Salon Owners or Managers

Prerequisite
- Benchmarking for success

Duration  Cost
- 1 Day  £260
Maximise your Front Desk

Key learnings

- The skills, behaviours and attitudes of successful front desk team members
- How to recruit and hire the right people
- How your front desk team affects benchmarks and service strategies for growing them
- Standards for running your front desk efficiently and implementation strategies

What to bring

- A calculator

Who should attend

- Salon Owners or Managers

Prerequisite

- Must be an Aveda Salon

Duration  Cost

- 1 Day  £260

A guest’s experience at your salon begins and ends in the same place – the front desk. Make the most of these high-profile positions by seeing your front desk team as an essential driver of business growth and success. Discover how to build and sustain a benchmark-growing front desk team, from recruiting and hiring the best people to training and implementing service standards that are proven to win guests over – and keep them coming back.
The Art and Science of Aveda Spa Facial Treatments

Aveda Spa merges the Art and Science of pure flower and plant essences with a high touch approach, to create an unforgettable Spa experience for our guests.

Begin your Aveda Skin Care education with the foundational courses of Skin Wise I & II, designed to immerse you into Aveda’s customisable professional skin treatment approach.

Skin Wise I & II are recommended for all Aveda skin therapists. We have designed the training to be taken together in five days or split into 2 learning modules if more convenient.

Skinwise I: Facial Foundations

Immerse yourself in Aveda’s customisable approach to skin care. This interactive workshop coaches you on the steps to enable you to perform an Aveda facial treatment—and reveals how the right blend of products and techniques can deliver visible results.

Key learning objectives
- Aveda Spa points of difference
- Ayurveda and Elemental Nature Philosophy
- Aveda Spa Service Cycle and Skin Care Rituals
- Consultation and retailing skills
- Facial design: implementing exfoliation, massage and masque options

What to bring
- Uniform, note pad

Who should attend
- Qualified Skin Therapists working in an Aveda Spa/Salon

Prework
- Please visit avedaprofessionalspa.com (username: Aveda password: elementalnature) to familiarise yourself with Aveda’s skin care products, and complete a short knowledge check which will be emailed to you prior to attending the course.

Duration | Cost
---|---
2 Days | £300
Pre-book and pre-pay Skinwise I and Skinwise II together and pay:
5 Days | £450
Skinwise II: Signature Facial Treatments

Discover the theory and techniques from Aveda’s key signature facial treatments; Outer Peace™ Blemish Relief Treatment, Green Science™ Skin-Renewing Treatment™ and Enbrightenment™ Discoloration Treatment™. This condensed programme will teach you to perform results-driven treatments using high technology products and techniques inspired from around the world.

Key learning objectives
- The science behind pigmentation, skin ageing and acne
- Product knowledge of Enbrightenment™, Green Science™ and Outer Peace™ skin care families
- Signature facial massages and specialised techniques for the Outer Peace™ Blemish Relief Treatment, Green Science™ Skin-Renewing Treatment™ and Enbrightenment™ Discoloration Treatment™

What to bring
- Uniform, course notes from Skinwise I

Who should attend
- Qualified Skin Therapists working in an Aveda Spa/Salon

Prework
- Skinwise I

Duration  Cost
- 3 Days  £400

Pre-book and pre-pay Skinwise I and Skinwise II together and pay:
- 5 Days  £450

NEW All About Eyes

The skin around the eyes is some of the thinnest and most delicate skin on the body, which means it needs extra care and attention to help prevent lines and wrinkles, dark circles and puffiness from taking hold. Caring for the skin around the eyes is the second leading global skin care concern. This new class will help to address this concern by focusing on this specific area of the face, teaching two innovative eye treatments – the Ayurvedic Restorative Eye Therapy and the new Energising Eye Treatment. These treatments are a great way to introduce Aveda skin care to guests, whilst addressing their ageing and stress-related eye concerns and driving your salon/spa benchmarks.

Key learning objectives
- The features, benefits and usage of the skin care products used in the Restorative Eye Therapy and Energising Eye Treatment
- How to perform the Restorative Eye Therapy treatment room service as well as the Beauty on Demand service – Restore Eye Treatment
- How to perform the new Energising Eye Treatment
- Wellness rituals and self-care advice for the delicate eye area

What to bring
- Uniform, note book

Who should attend
- Qualified Skin Therapists working in an Aveda Spa/Salon

Prerequisite
- Skinwise I

Duration  Cost
1 day  £165
Facial Focus: Dual Exfoliation Treatment

In this hands-on class, you will learn how to elevate your brow service to The Aveda Brow Ritual. Learn how to create a brow “experience” using Aveda techniques and products for pain and redness relief and learn how to design, shape and fill a perfect brow.

Key learning objectives
• Precision shaping of the brows using the ‘classic arch formula’
• How to implement Aveda skin care and makeup products into your brow design services
• How to incorporate unique Aveda ‘relaxing waxing’ rituals into your services to enhance your guests’ wellbeing

What to bring
• Uniform, note book

Who should attend
• Qualified Beauty Therapists working in an Aveda Spa/Salon

Duration
1 day
Cost
€215

NEW Relaxing Waxing: The Aveda Brow Ritual

In this hands-on class, you will learn how to elevate your brow service to The Aveda Brow Ritual. Learn how to create a brow “experience” using Aveda techniques and products for pain and redness relief and learn how to design, shape and fill a perfect brow.

Key learning objectives
• Precision shaping of the brows using the ‘classic arch formula’
• How to implement Aveda skin care and makeup products into your brow design services
• How to incorporate unique Aveda ‘relaxing waxing’ rituals into your services to enhance your guests’ wellbeing

What to bring
• Uniform, note book

Who should attend
• Qualified Beauty Therapists working in an Aveda Spa/Salon

Duration
1 day
Cost
€215
NEW Facial Focus: Exfoliation Design

ELEVATE

Exfoliation is one of the most powerful aspects of a facial treatment – it can deliver 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 class takes exfoliation to the next level by teaching you Aveda’s exfoliation products – including new customised professional formulations – and how to use them to create a customised facial treatment with exfoliation as the focus.

Key learning objectives
• The Aveda approach to exfoliation and how it addresses every skin condition
• How to implement Aveda’s new professional customised exfoliation formulas
• How to implement Aveda’s new professional customised professional exfoliation formulas into your facial treatments

What to bring
• Uniform, note book

Who should attend
• Qualified Skin Therapists working in an Aveda Spa/Salon

Prerequisite
• Skinwise I

Duration  Cost
1 day  £215

Elemental Nature Massage: Massage Foundations

EVOLVE

Massage is one of the most requested services in the spa. This class will explore how to create a customised massage experience that targets your guest’s high-stress areas and promotes wellness. Learn how to customise your massage with Aveda products, spa rituals and specialised techniques such as deep tissue and reflexology in order to elevate the treatment to a massage experience.

Key learning objectives
• Ayurveda and Elemental Nature Philosophy
• Aveda Spa Service Cycle and Aveda Massage Rituals
• Effective massage consultation and retailing skills
• Customising deep tissue and reflexology techniques for Elemental Nature

What to bring
• Uniform, note book

Who should attend
• Qualified Massage Therapists working in an Aveda Spa/Salon

Prerequisite
• Skinwise I

Duration  Cost
1 day  £165

“Aveda education classes are bespoke and provide tools for a competitive edge in today’s business. The varied curriculum caters for all levels and aspects of our industry and is a welcome support mechanism for salon owners looking to progress their team members”

Amanda Marsden,
Aveda Lifestyle Salon, Totnes
NEW Body Wise: Body Treatment Design

Learn how to use Aveda’s signature aromas of rosemary mint, shampure™, beautifying and stress-fix™ to design high touch and results-driven body treatments. In this class you will learn treatment techniques for body exfoliation, back treatments and body wraps to enable you to elevate your body treatments to a fully customised experience.

Key learning objectives
• How to incorporate Aveda Spa Rituals into body services to engage the relaxation response and enhance well being
• How to implement Aveda’s key four body care families into a variety of body treatments in order to create a completely customised body treatment offering

What to bring
• Uniform, note book

Prework
• Please visit www.avedaprofessionalspa.com (username: aveda, password: elementalnature) to familiarise yourself with Aveda’s body care products and complete a short knowledge check which will be emailed to you prior to attending the course

Who should attend
• Qualified beauty therapists or massage therapists working in an Aveda Spa/Salon

Duration  Cost
2 days  £300
Chakra™ Balancing Massage

ELEVATE

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™ Balancing Blend Aromas with specific massage techniques can stimulate harmony in your guest’s mind, body and spirit.

Key learning objectives
- The Chakra system
- Aveda’s Chakra™ Balancing Blend Aromas and Chakra™ Balancing Body Mists
- How to incorporate deep tissue massage, reflexology and energy work into the Chakra™ Balancing Massage
- Protocols for the Chakra™ Balancing Hand Treatment and Chakra™ Balancing Foot Treatment

What to bring
- Uniform

Who should attend
- Qualified Beauty Therapists working in an Aveda Salon/Spa

Duration | Cost
--- | ---
1 day | £215

Stress-Fix™ Body Massage

ELEVATE

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 massage experience that merges the key stress-relieving massage techniques of Swedish, deep tissue, acupressure and reflexology.

Key learning objectives
- How to incorporate the Aveda Spa Rituals into the Stress-Fix™ Body Massage
- How to combine Swedish, deep tissue, reflexology and acupressure techniques with the Stress-Fix™ products to create a unique massage experience
- Visualisation and meditation techniques to enhance relaxation and wellbeing

What to bring
- Uniform

Who should attend
- Qualified Beauty Therapists working in an Aveda Salon/Spa

Duration | Cost
--- | ---
1 day | £215
MasterJam Europe

MasterJam Europe is our most exciting event in the region. It’s Inspiration and education at it’s very best. We bring the greatest talent in our Aveda network to you all on one stage.

This spectacular two day event is a melt of exceptional Hair shows and technical, business and communication workshops. Our shows will take your breath away and combined with the intense learning of the workshops elevate you to the next dimension of your career.

It’s a moment to bring our network of Aveda partners together to showcase our special brand points of difference at their very best.

Look out for MasterJam coming your way!
Congress Minneapolis

Aveda Congress is the ultimate gathering of the Aveda network of beauty industry professionals – stylists, hair colourists, makeup artists, students and salon owners – in celebration of the craft of hairdressing. The Congress festival honours top talent, inspires and educates with technical and creative presentations, and fosters a deep sense of connection to Aveda’s heritage of distinctive artistry and social responsibility.
Take advantage of the Aveda Education Team from foundation techniques essential for the new salon stylist/spa therapist to innovative ideas and techniques for your creative director/Advanced spa therapist.

All of our Academy classes can be adapted to take place in your salon where we can inspire your entire team with intensive training.

We can also create a tailor-made class for your specific needs.

For more information please speak to your Salon Development Partner (SDP) or call Aveda Education on 0870 428 6383.

Duration
You can choose 1, 2 or 3 day classes:
- Cut only
- Colour only
- Cut & Colour
- Spa courses

Cost
Quotation on demand
Education on the Road
TERMS AND CONDITIONS

Fees and Enrolment

1. A participant is accepted for enrolment on and subject to the condition that the participant will attend on the date(s) and the times specified.

2. Discover education: All individuals must possess basic qualifications to participate in discover technical skin/spa/hair classes.

3. Spa education: All individuals must complete the prerequisite required for advanced classes. Grooming Guidelines: When performing treatments during spa classes, uniforms must be worn, long hair must be tied back and nails must be short, clean and free of nail varnish.

4. Academy education: All individuals require a minimum of 3 years experience for advanced academy technical hair courses.

5. Payment: All fees quoted are payable upon booking.

6. VAT included: All fees quoted are inclusive of VAT.

7. In the event of an Education course cancellation or postponement a minimum of 2 weeks notice must be given. If a cancellation or postponement is made after the above notice period, no refund will be given. If the participant fails to attend or complete the course without notice, no refund or rescheduling will be permitted. If the course is free of charge and the participant fails to attend the course, the cost of the course will be charged in full to the salon.

General

8. Please confirm your registration before making travel arrangements and check the venue address before attending your course.

9. The use of video cameras and audio recording equipment is not permitted.

10. Individuals unable to understand and speak English will not be permitted to take part in practical and theory sessions without the assistance of a suitable qualified interpreter.

11. Aveda Limited does not accept liability for anything lost, stolen or damaged while participating in or travelling to, or from, one of our training courses.

12. It is the individual’s responsibility to inform the Aveda Limited appointed educator of any medical condition that may be affected by the use of products based on essential oils or that may affect the individual’s health and safety whilst attending one of the training courses. Students must accept full personal responsibility for the management of any medical conditions.

13. Please note course dates are subject to change or cancellation.

How to book

Please contact your Salon Development Partner, a Technical Hair Educator, or Aveda Education on 0870 428 6382 or avedaeducation@aveda.co.uk

www.facebook.com/Aveda  aveda.co.uk
Meet the Experts

Nick Riley,
Education Executive – North

Nick has been in the hair and beauty industry for over 20 years, during this time he has gained a wealth of experience, including a portfolio which has featured in numerous magazines. As a previous salon owner of a very successful business Nick brings a wealth of not only technical colour knowledge but also the fundamentals of a productive salon and spa business.

Nick joined Aveda over 10 years ago as a Technical Hair Educator, in his current role as Northern Education Executive he is proud to run bespoke education initiatives across the Northern region.

“I am continually inspired by seeing people grow from great education, this together with Aveda’s ethos of making people not only look beautiful but also feeling beautiful gives so much fulfilment.”

James Valentine,
Education Executive – South

James has worked as a hairdresser for 20 years, both in salon and as a Technical Educator. Currently he is an Educator for Aveda at both the London Academy and within the network salons in the South of UK.

James is heavily inspired by the brand, by the aesthetics and looks which can be created with our customisable colour.

“The statement I love most is ‘colour with a conscious’ when I joined Aveda I was wowed by the passion and deeper understanding that our Colour Artists had, working on events like MasterJam, continues to inspire.”

Ilona Macdonald
Technical Hair Educator - North

Ilona embarked on her hairdressing career 11 years ago in Newcastle and has been in and around the industry her entire life. In salons, she really focused on colour as that’s where her passion lay and took the role of salon trainer for colour.

At 22, she started her path in education working for a colour house as an educator in the northern areas. In 2014 she became a certified technical educator for Aveda.

Jade Tinker
Technical Hair Educator – South

Jade is a passionate educator who has followed her career in hairdressing for 14 years. Her keen eye for fashion and design, as well as taking inspiration from the environment around are elements she has applied in her work. She believes in striving to attain the highest standard and pushing the boundaries of creativity. She has worked in some of the most prestigious salons in England giving her an extensive insight into the running of the salon environment and the importance of education. Some of her greatest achievements have included winning major national hairdressing competitions leading to a BBC breakfast news interview about the industry and shooting for Vogue magazine; her work has been featured in the major hairdressing publications. Jade has worked at both London and New York fashion weeks showcasing her talent.

Jo McKay
European Education & Hair Colour Specialist

Born into an Australian hairdressing family Jo McKay was raised in a salon. Officially starting her career in 1990, when she qualified in hairdressing at the “Institute of Technology” Canberra Australia.

After ten year of working in Australia she had a desire for new challenges and travelled to London where she joined the team of the first Aveda lifestyle salon “Martin Gayle”.

In 2002 she joined the Aveda Academy team in the position of Senior Colour Educator for the U.K; she now works as European Education & Hair Colour Specialist.

Jo has been part of the Aveda Education team for 12 years and this has given her the possibility to develop into a highly skilled colour expert. She travels around the world to teach classes and participate in shows and events. She has been part of Aveda Master Jams and she assist the Aveda Global Director Antoinette Beenders in Global collections and is part of the European Artistic Team. She has worked on many photo shoots, films and fashion shows and she has had her work published in magazines.

Jo’s career focus is education, and she looks after the colour training of the European affiliates training both educators and clients. Jo plays an important role in the Aveda’s expansion strategy as she actively collaborates to support and open new markets, developing coaching programmes for the newly joined members of the Aveda network.

Bastian Casaretto
Artistic Director
Aveda Germany, Switzerland and Austria

Bastian started out a two-year training with a private hairdressing school. After further training with Vidal Sassoon in London, Bastian worked for several salons in the metropolis before returning to Vidal Sassoon London and Frankfurt/Germany. Bastian worked 13 years for Vidal Sassoon, eight years of them as Creative Director. He played a decisive role in setting up a seminar system and was busy doing seminars and shows in Germany and throughout Europe. Bastian took part in different hair and fashion photo shoots. Apart from that he was responsible for the training and development of employees.

In 2008 Bastian discovered Aveda where he was given the position of Artistic Director Aveda Germany, Austria, and Switzerland. In this position he is responsible for the artistic direction as well as the training and development of the Aveda Lifestyle Salon & Spa team in Berlin to provide guests a superior service. Furthermore, he is representing Aveda in Germany, Austria and Switzerland and continuously developing the Aveda Academy in Berlin.

Bastian has immediately become an important member of the Aveda network. He is part of the European and global artistic team and he works backstage in shows and events around the world. He has participated in the Berlin Fashion week and the Düsseldorf trend and fashion days. He has also joined the Aveda USA team on various occasions during the New York fashion weeks.
Cher D’Savery, Aveda Purefessional
Cher was lured to London from Oxford by fashion and pop culture where she quickly became a key member of Vidal Sassoon’s international art team and was introduced to the world of session work. As well as continuing her work as a session stylist, Cher is currently an editorial creative director at the prestigious Aveda Lifestyle Salon Covent Garden. With a unique and conceptual approach, Cher’s work has been featured in many publications such as US Vogue, Glamour, Numero China, Elle and Harpers Bazaar.
Advertising clients have included Burberry, Selfridges, Max Factor, All Saints and Triumph underwear.
Cher has worked with numerous celebrities such as Willy Moon, Hailee Steinfeld, Diane Kruger, Carey Mulligan and Christina Hendricks and has led her team in the launch of Tom Ford’s White Patchouli fragrance at Selfridges.
In addition, Cher is also a presenter at international seminars and demonstrations, reporting on developing trends and techniques.

Bruno Elorrioroz, Aveda Purefessional
Bruno has always found inspiration in the colourful world that surrounds him. Loving every colour in every sense, Bruno constantly challenges himself to create new and innovative colour combinations, always looking at ways to emphasise the business of hair colour.
Bruno works both in the salon and as an Educator across Europe, his enthusiasm for the brand and life in general combined with his list of achievements make him a unique teacher and true ambassador of the brand.
As part of the international creative team his portfolio includes presentations globally. He often assists Antoinette Beenders in shows, seminars, photoshoots and education programmes.

Paul Goodier, Aveda Purefessional
Paul has been a hairdresser for 30 years; He is a Creative Director of the Aveda Institute in London as well as heading up their in-house Assistant education programme.
He has worked backstage for several fashion weeks and participated in many Aveda shows both in the UK and Europe.
Paul has always enjoyed developing others and is constantly challenging himself to improve his teaching skills.
His passion is to demonstrate and achieve the techniques which are very on brand and in line with current trends.

Nick Marshall, Aveda Purefessional
Nick has worked with Aveda for more than 13 years, starting his career in the Aveda Institute in New York where he qualified in Make-up Artistry after two years. He has appeared in many Global editorial campaigns from ELLE, Cosmopolitan and Russian VOGUE. Nick has worked on many runway campaigns from New York Fashion Week to named artist in London Fashion Week 2006 in shows for Ghost, Reiss, and recently Topshop. Working with Aveda on the European Team has meant he teaches the European Network all the latest classes within the Aveda Curriculum. He has also featured alongside Janell Geason (Aveda Global Make Up Artist) at Congress 2013 as a featured artist as well as at MasterJam 2014.

Christophe Potin, Aveda Purefessional
Christophe started his career in 1987 in his France. In 2001 he began to work at the Aveda Institute London, where he covers the role of Advanced Creative Director.
Christophe is a great and loyal ambassador for Aveda. During his time with the brand he has gained a considerable level of experience working backstage at Fashion and hair shows as well as assisting in photo shoots and developing through the highest standard of education.
Christophe has developed his talent travelling around the world, and his career boasts Education presentations in many cities such as Tokyo and Osaka.

Dominic Roach, Aveda Purefessional
Dominic has been hairdressing for over 10 years. He started at the Aveda Lifestyle Salon and Spa in 2004, where he covers the role of Advanced Creative Director of colour. He has a strong focus on education, devising the Aveda London Institute Assistant Colour Academy programme which is extremely successful and inspiring.
Dominic conducts both basic and advanced education in the London academy as well as being part of the European creative network working on shows and events along side the creative team.
Dominic can boast several achievements in his career path. His talent has been recognized since the early stages of his career and has a number of awards and trophies from the industry's best.
Dominic believes that learning never ends and that education is an integral part of this learning process. He thinks that education is give-and-take: “It’s amazing to inspire and educate others, but it’s incredible what you can learn in the process.”
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Zac Fennell, Certified Educator

Zac has been hairdressing for over 15 years and has always worked with Aveda. Zac is a company director for Artizan which is based in Bath.

His work exudes great passion and is regularly seen in many printed fashion and hair publications. Zac has also created show stopping hair creations for many stage and catwalk shows.

“I believe you only get out what you put in, attention to detail is everything. I’m passionate about education - I believe you can never know it all. Hairdressing is brilliant because you can always evolve and improve.”

Zac teaches in the Aveda Advance Academy and the Regional Training Centre, Bath.

John Mulhern, Certified Educator

John has a career spanning 27 years and this has taken him in many directions within the industry. His heart lies on the salon floor and within education – working with a team; inspiring and being inspired.

Since joining Mowgli London eleven years ago, first as a stylist and working up to Creative Managing Director, John has embraced Aveda and become an Aveda Purefessional this year.

He was the winner of the Aveda Pure Image award 2011/12.

John relishes a diverse challenge; as both salon stylist, salon manager and educator, his career goes from strength to strength and his passion for this industry never wains.

Tom O’Brien, Certified Educator

From an early age it was obvious that Tom had an almost obsessive preoccupation with hair. He stood out from the crowd with striking blonde curls, but he hated them...

At the age of 16 his Saturday job became his full-time career and he was quickly recognised for his growing talent. The following year he was awarded ‘runner up’ for the Wella ‘Next Generation’ award. The same year he was awarded ‘runner up’ for the Wella ‘Next Generation’ award. The following year he came third nationally for the L’Oreal Colour Trophy.

Tom has worked for the leading salons in the area and at only 17, he was invited to become a session stylist for Toni & Guy and later taught following year he came third nationally for the L’Oreal Colour Trophy.

In 2010, Padraig moved to London, and started work with Gina Conway. In the 3 years at Gina Conway, Padraig has progressed from Director level to Salon Manager. He manages the Chelsea property as well as running the Gina Conway Advanced Academy and Foundation Colour Program.

In January 2013, Padraig qualified as a Purefessional and has been teaching classes at the Aveda Advanced Academy as well as working on shows and presentations with the other Aveda Purefessionals.

Throughout Padraig’s career, education has always been a huge part. Padraig believes in sharing the skills and experience he has been lucky to have gained in his years in the industry in an encouraging and positive manner. Ongoing education is crucial to ones career path and in keeping oneself motivated and driven.

“Having become a Purefessional and having experienced how positive and professional Aveda deliver their education and message has been very inspiring”

Gill Owen, Certified Educator

Gill began her hairdressing career over 20 years ago in Aberdeen. Inspired by a stint at the Toni & Guy Academy she moved to London living and working on Portobello Road. She then moved to Asia where she spent the next eight years working in Hong Kong, Tokyo and Bangkok.

During a trip to India she became interested in Ayurvedic and holistic healing. On her return to Scotland she started working for James Duns House Aveda Lifestyle Salon where she is now a Creative Director and Educator. Her passion for education has given her the chance to give back to the industry.

“Educating, inspiring and exciting the next generation of hairdressers is what really motivates me, a fantastic hairdresser is always learning.

As well as being an Aveda Purefessional, Gill is a qualified NVQ Assessor and educator.

Brad Perry, Certified Educator

Brad began hairdressing in Canada more than 15 years ago, training with Aveda and subsequently working in both the Toronto Academy and Institute. In 2009 Brad relocated to London, to hone his skills in the world’s hairdressing capital.

Brad has developed and implemented an extensive in-house assistant training programme for Fresh Lifestyle Salon and Spa and is now building an extension to include intermediate and advanced education for the salon. He believes that learning never ends and he lives by the philosophy that there are no mistakes, only gifts.

Padraig O Cathain, Certified Educator

Padraig has been hairdressing for over 11 years, qualifying with Toni & Guy in Dublin. From the beginning, Padraig showed promise winning awards and excelling in customer care. Padraig also worked with one of Ireland’s top session stylists on photoshoots and fashion shows.

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With a lifelong commitment to Aveda Spa, Her strength lies in helping her businesses grow.

In 2007, She moved to the west coast to become the Spa Specialist for Aveda Southwest. This enabled her to keep learning while helping her businesses grow.

As a Spa Specialist, she was given the honorable title of one of only four worldwide Spa Mentors and became a member of the Spa Leadership task force.

Cortny recently relocated to England and is excited about becoming a member of the Aveda Spa UK Tribe.

With a lifelong commitment to Aveda Spa, Her strength lies in a creative drive that always leads her to seek programmes and systems to push the spa industry to grow and flourish.

In addition to running and growing the business with her partners, Sheona has also spent the last nine years sharing the Aveda Business College Program with UK and other European salon partners.

Aveda Business College is like the business version of a haircut or colour step by step. This industry is so dynamic, to succeed and grow, you need a strong sense of leadership, and business systems that are comprehensive. That combination lets you get on with the really important stuff - having great working relationships with your team and providing fantastic service to the guests. ABC is a unique and inspiring programme to help you do that; quite simply, we wouldn’t be where we are without it.

Sheona Forrest
Aveda Purefessor

Sheona Forrest is one of the most respected Aveda Spa therapists within the UK and Ireland. She has been taught by the very top elite Aveda Professionals who developed the Aveda Facial and Body treatments on offer on our service menus. Her role has allowed her to travel and see beautiful parts of the world.

Lindsay has a true passion and enthusiasm for Aveda, believing that the unique combination of science with pure flower and plant extracts really give the most powerful results for targeted concerns.

The ancient Ayurveda philosophy that Aveda is rooted in, really makes this brand unique. I thoroughly enjoy coaching therapists through our points of difference and signature spa rituals.

“My inspiration is that Learning never ends…”.

Antonia began her career in the beauty and spa industry over 20 years ago working on board cruise liners. She discovered Aveda 17 years ago when she moved to London and has since been an Aveda spa therapist, spa manager and spa educator, specialising in providing technical training, spa consultancy services and business development to Aveda salons and spas throughout the UK, ROI and Europe.

Her Aveda awards include the Professional Spa Growth Award, International Holistic Spa Award, Education Crusader Award and Spa Educator of the Year Award. Over the years, Antonia has drawn her inspiration from working with the team of highly talented Aveda global spa educators in Minneapolis.

After 2 years spent doing voluntary work overseas, Antonia is happy to return to Aveda and is excited to be involved in the launch of the Aveda Spa Ambassador Programme. She is a passionate devotee of Ayurveda and has spent time developing her knowledge by studying with an Ayurvedic doctor in London.

In 2006 and is currently educating and inspiring Aveda Spa therapists within the UK and Ireland. She has been taught by the very top elite Aveda Professionals who developed the Aveda Facial and Body treatments on offer on our service menus. Her role has allowed her to travel and see beautiful parts of the world.

In 2003, Cortny proudly became a Spa Purefessional for both Skin and Massage. This allowed her to be mentored by Aveda Spa Masters such as Marc Zollicoffer, Krista Kiley, and Helga Heffner.

Cortny McCathie began her career with Aveda in 1996, when she attended the flagship Aveda institute Minneapolis for Skin Care and Massage. In 2003, Cortny

Lindsay Blaney
National Aveda Skin & Spa Educator

Cortny McCathie, Aveda Spa Purefessional

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As one of two UK Purefessors, Mike has extensive experience bringing the Aveda Business College curriculum to life, having managed several multi-million pound service, retail and leisure operations and having a Master in Business Administration (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, (2 Lifestyle Salons and 1 Exclusive Salon), employing more than 60 people and with a turnover in excess of £2.5m.

In addition to running and growing the business with her partners, Sheona has also spent the last nine years sharing the Aveda Business College Program with UK and other European salon partners.

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Antonia Wheatley
Acting National Skin & Spa Educator

Antonia began her career in the beauty and spa industry over 20 years ago working on board cruise liners. She discovered Aveda 17 years ago when she moved to London and has since been an Aveda spa therapist, spa manager and spa educator, specialising in providing technical training, spa consultancy services and business development to Aveda salons and spas throughout the UK, ROI and Europe.

Her Aveda awards include the Professional Spa Growth Award, International Holistic Spa Award, Education Crusader Award and Spa Educator of the Year Award. Over the years, Antonia has drawn her inspiration from working with the team of highly talented Aveda global spa educators in Minneapolis.

After 2 years spent doing voluntary work overseas, Antonia is happy to return to Aveda and is excited to be involved in the launch of the Aveda Spa Ambassador Programme. She is a passionate devotee of Ayurveda and has spent time developing her knowledge by studying with an Ayurvedic doctor in London.

In 2006 and is currently educating and inspiring Aveda Spa therapists within the UK and Ireland. She has been taught by the very top elite Aveda Professionals who developed the Aveda Facial and Body treatments on offer on our service menus. Her role has allowed her to travel and see beautiful parts of the world.

In 2003, Cortny proudly became a Spa Purefessional for both Skin and Massage. This allowed her to be mentored by Aveda Spa Masters such as Marc Zollicoffer, Krista Kiley, and Helga Heffner.

Cortny McCathie, Aveda Spa Purefessional

As a Spa Specialist, she was given the honorable title of one of only four worldwide Spa Mentors and became a member of the Spa Leadership task force.

Cortny recently relocated to England and is excited about becoming a member of the Aveda Spa UK Tribe.

With a lifelong commitment to Aveda Spa, Her strength lies in a creative drive that always leads her to seek programmes and systems to push the spa industry to grow and flourish.

As one of two UK Purefessors, Mike has extensive experience bringing the Aveda Business College curriculum to life, having managed several multi-million pound service, retail and leisure operations and having a Master in Business Administration (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, (2 Lifestyle Salons and 1 Exclusive Salon), employing more than 60 people and with a turnover in excess of £2.5m.

In addition to running and growing the business with her partners, Sheona has also spent the last nine years sharing the Aveda Business College Program with UK and other European salon partners.

Aveda Business College is like the business version of a haircut or colour step by step. This industry is so dynamic, to succeed and grow, you need a strong sense of leadership, and business systems that are comprehensive. That combination lets you get on with the really important stuff - having great working relationships with your team and providing fantastic service to the guests. ABC is a unique and inspiring programme to help you do that; quite simply, we wouldn’t be where we are without it.

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Our programmes are designed to reach every individual in the salon and spa from assistant to salon owner. Aveda education is all encompassing, we apply the best in science and the cutting edge of technical and creative techniques that give to our network the ultimate education experience to develop skills and grow the salon business. We pride ourselves in offering high touch education that is created and facilitated by the best in the industry.

Our advanced academies and training centres are located in the heart of the major European cities; London, Bath, Manchester, Glasgow, Berlin, Milan, Madrid and Brussels. As well as offering classes and events on a more local level, we showcase the brand and Aveda talent at our high end events. Come and see all that Aveda is, at our European MasterJam. This is the pinnacle of learning and inspiration as well as the chance to network and socialise with the European network.
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**London Academy**  **Holborn Hall**  **Manchester**  **Glasgow**  **Bath**  **Liverpool**
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<th>Date</th>
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<td>18 Sa</td>
<td>Hair Colour Systems</td>
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<td>Relaxed Waxing: The Aveda Ritual</td>
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<td>Chakra Balancing Massage</td>
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Note: The table is a schedule for various events and services provided by Aveda, including hair colour systems, Ayurveda exfoliation, body wraps, and massages.
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.