


A composite image featuring a woman in the center with a large white floral lei around her neck. She is wearing a white, ruffled, sleeveless top. The background is dark. In the lower-left and lower-right corners, there are semi-transparent images of a hair salon scene. A hairdresser is styling a woman's hair, and another woman is looking down. The overall tone is artistic and elegant.

DO  
WHAT  
YOU LOVE

 AVEDA INSTITUTE

19  
78  
∞



welcome  
to

EDUCATION  
with  
**STYLE**

# COME WITH A DREAM

*train for a career*

1 - 2

The AVEDA Institute was founded to create some of the most successful entrepreneurs in hair, skin and nail esthetics, makeup and total body wellness. Students are educated by professionals, using innovative curriculums that blend professional techniques with retail and business-building skills. What sets the AVEDA Institute apart is the emphasis on personal well-being, as well as environmental responsibility. AVEDA's plant-based products use pure flower and plant essences, affirming the relationship between personal beauty, wellness and the environment.





DO  
WHAT  
YOU LOVE



C O N T E N T



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WHY  
AVEDA



## **THE AVEDA BRAND**

WITH OVER 30 YEARS OF NURTURING BEAUTY, ENVIRONMENTAL LEADERSHIP AND RESPONSIBILITY, AVEDA SOURCES ORGANIC, PLANT-BASED ALTERNATIVES TO SYNTHETIC CHEMICALS AND PACKAGING, PROVIDING HIGH-PERFORMING, AWARD-WINNING PRODUCTS THAT ARE GOOD FOR PROFESSIONALS, OUR GUESTS AND THE EARTH. AVEDA IS THE FIRST BEAUTY COMPANY MANUFACTURING WITH 100% CERTIFIED WIND POWER. BY COMMITTING TO ALTERNATIVE ENERGY SOURCES WE CAN ALL HAVE AN IMPACT ON THE ENERGY WE CONSUME AND HELP LOWER OUR CARBON FOOTPRINT. WE CONNECT OUR MISSION AND PRODUCT DEVELOPMENT BY SOURCING INGREDIENTS FROM INDIGENOUS COMMUNITIES AROUND THE WORLD. WE GATHER AS A GLOBAL COMMUNITY DURING EARTH MONTH TO RAISE AWARENESS AND FUND CAUSES CLOSE TO OUR HEARTS. DO YOU FEEL STRONGLY ABOUT PRESERVING OUR EARTH'S NATURAL BEAUTY? JOIN THE GREEN TEAM & WORK WITH OTHER STUDENTS TO INSPIRE FELLOW CLASSMATES AND GUESTS TO CARRY OUT AVEDA'S MISSION ON CAMPUS AND IN THE COMMUNITY ON A DAILY BASIS.



# THE AVEDA DIFFERENCE

## REAL WORLD DIFFERENCE

Each of our Institutes engage an Advisory Board of successful salon and spa owners to guide and assess the effectiveness of our curriculum. Each institute has a curriculum that provides hands-on training in our clinic salon and spa environment. You'll have licensed educators to advise and consult you as you become comfortable with your new skills, and a customer base who understands that you're here to learn — which is what it's all about!

## IN-DEPTH EXPERIENCE

An AVEDA Institute education is rigorous and thorough. Students are proud of the extensive details of their curriculum, which covers anatomy (the bones of the face, important for makeup application) to color theory (essential to understanding complementary colors in hair and makeup). When you immerse yourself in any of our programs, you'll cover topics in varying levels of depth and detail, giving you a foundation for your professional future.

## POST-GRADUATION & THE AVEDA NETWORK

AVEDA Institute graduates receive placement assistance in AVEDA's professional network of nearly 8,000 salons, spas, institutes and stores worldwide. Student placement in successful salons and spas is a priority, and AVEDA brings you incredible opportunities for growth — both personal and professional, however, our placement assistance does not guarantee employment.

## STATE LICENSING PREPARATION

Our programs are designed to prepare students for the state licensing examinations in their field. Students will be educated on state laws, safety, sanitation requirements, and will learn the technical, personal and business skills to prepare them for work in a professional salon or spa.

## WE ARE SALON & SPA OWNERS

Since we are also salon & spa owners, we have first-hand knowledge of what owners want in an employee. Our curriculum reflects the insights of successful salon and spa professionals; when you graduate, you will know the qualities an owner looks for and will be equipped with an understanding of the standard of excellence which will meet their expectations.







20+ COUNTRIES WORLDWIDE

GLOBAL BRAND RECOGNITION

FIND YOUR PASSION



FILM,  
THEATER  
VIDEO,  
PRINT,  
RUNWAY

COLORIST  
STYLIST  
SALON OWNER  
CREATIVE DIRECTOR  
EDUCATIONAL DIRECTOR  
INSTRUCTOR  
IMAGE CONSULTANT  
MAKEUP ARTIST

# PATH- WAYS

TO YOUR FUTURE

FASHION EDITORIAL  
PHOTO SHOTS  
20+ COUNTRIES WORLDWIDE  
PRODUCT DEVELOPER  
PLATFORM ARTIST

PLATFORM ARTIST

EDUCATOR

FASHION EDITORIAL

PHOTO SHOTS

8000 SALONS/SPAS, INSTITUTES, STORES WORLDWIDE

MAKEUP ARTIST

A FUTURE  
IN CREATIVITY

AVEDA is a worldwide network of nearly 8,000 salons, spas, institutes and stores that feature products made with pure flower and plant essences. Some of our graduates go on to be part of creative teams that travel the world inspiring other beauty industry professionals, while others make an impact in their own communities. With the AVEDA name behind you, you can design your future! Let AVEDA lead the way to opportunities both within and outside the AVEDA global network.

9 - 10





EDUCATION WITH STYLE

## OUR SCHOOLS

*Inspired learning and education at stunning campuses located across the South.*

### LIVE THE MISSION

In keeping with our environmental mission, the construction and design of our buildings are done in an eco-friendly and sustainable manner to create a better and safer place for our students, guests, employees and Mother Earth.

### NATURAL RESOURCES

Our library offers various media sources on styling, motivation, health and wellness for our students to access whenever they need. Team leaders and admissions personnel are also available to respond to your questions and concerns.

### AVEDA EXPERIENCE CENTER

A retail store for Aveda hair care, skin care, Pure-Fume fragrances, body care, makeup and lifestyle products is located at each campus. The store gives you the opportunity to practice sharing your product knowledge with guests.

### SALON/SPA CLINIC FLOOR

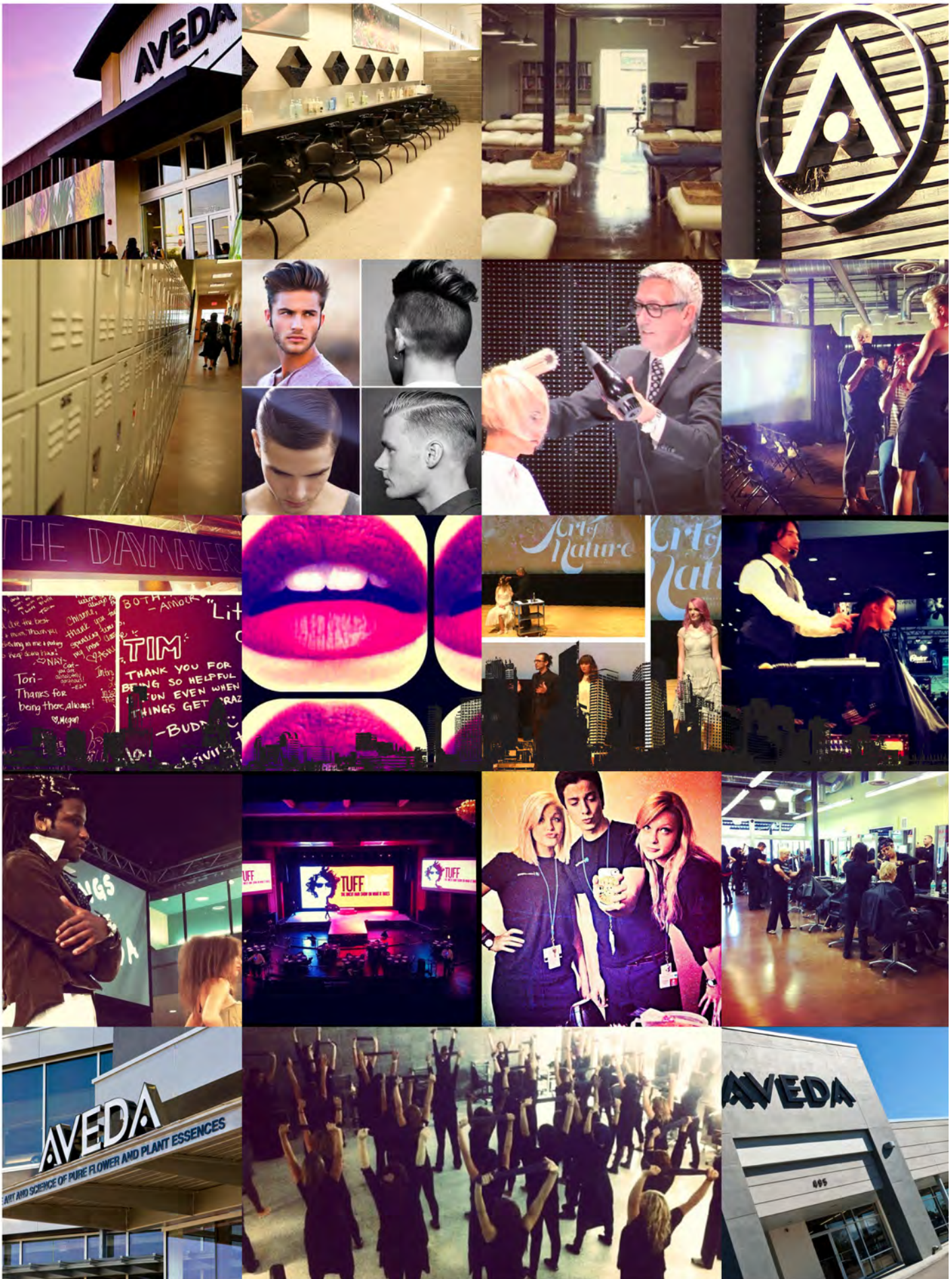
A diverse array of guests come to the Aveda Institutes for beauty and wellness services. As a student, you will have the opportunity to perform a spectrum of hair and spa services in a thriving salon/spa setting with supervision by certified instructors.

### CLASSROOMS, LOCKERS & STUDENT LOUNGE

Our classrooms have been designed to accommodate the beauty industry learning experience and convey the Aveda mission. It's an environment conducive to learning the craft of hair and spa services. Each campus offers a safe, clean student lounge and locker facilities.

### DIGITAL LEARNING

We incorporate state-of-the-art audio and visual equipment to enhance the learning experience. With digital lessons, web-based instructional tools and social media integration, we offer a completely modern and unique learning environment. Each student kit includes an iPad mini, allowing 24/7 access to the curriculum.



11-12



# OUR PROGRAMS

*Our experienced and certified educators infuse passion and technique into results-driven skills that will shape your creative future and personal development.*

## REAL WORLD EXPERIENCE

At each of our institutes, our programs include the opportunity to service guests in a high-energy salon/spa environment and learn firsthand the AVEDA difference. The practical exposure to the floor will help build your confidence and your guest base. You'll have licensed educators to supervise, advise, and consult with you as you develop relationships with the guests.

## HAIRDRESSING

You will experience the editorial, television, and film process by collaborating with a creative coach, wardrobe stylist, photographer, and makeup artist on your own editorial photo shoot during the master student phase.

## AVEDA BUSINESS COLLEGE

Using AVEDA Business College curriculum, we teach the skills and information necessary to become not only a stylist or spa therapist, but also an owner. We share the insights of successful salon and spa professionals to give you the standards of excellence expected in the industry.

## TWELVE POINTS OF DIFFERENCE

At AVEDA we believe in delivering world-class service. You will learn the fundamentals of the unique AVEDA Salon & Spa Service Cycle, its pure flower and plant-based products, the company's healing culture and commitment to individual well-being, sustainable living and creative technical systems.

## LICENSING AND CERTIFICATION

Our curriculum is designed to prepare you for state licensing exams and job placement within your desired field. You will learn the technical, personal and business skills to prepare you for a professional role in a thriving salon or spa environment, while specifically focusing on state requirements.

## NEXT-LEVEL PREPARATION

We encourage our students to push boundaries and allow themselves to be inspired. Our master student phase allows for the exploration of creative freedom and advanced techniques through intensive workshops, as well as providing behind the chair experience that mirrors the real world environment. The final result is a well-rounded knowledge of the profession and technical proficiency of the craft.

FOR IMPORTANT CONSUMER INFORMATION ABOUT OUR PROGRAMS, PLEASE VISIT:

[AVEDAINSTITUTESOUTH.EDU/STUDENT/CONSUMER-DISCLOSURES/](https://www.avedainstitutesouth.edu/student/consumer-disclosures/)





13-14

OUR CURRICULUM BECOMES YOUR CRAFT

CREATIVE TRAINING & PERSONAL DEVELOPMENT

# BORN:



# TO BE A STYLIST

AVEDA GLOBAL EDUCATOR



**OUR COSMETOLOGY PROGRAM IS FOR YOU**

EXPRESS YOUR CREATIVITY AND TALENT! OUR COSMETOLOGY COURSE AND MASTER STUDENT PHASE INCORPORATE THEORY WITH EXTENSIVE HANDS ON EXPERIENCE TO PROVIDE YOU WITH A COMPLETE UNDERSTANDING OF BEAUTY AND WELLNESS. THE COSMETOLOGY COURSE INCLUDES HAIR CUTTING, COLOR, TEXTURE SERVICES, NAIL CARE, MAKEUP APPLICATION, BUSINESS DEVELOPMENT, RETAIL KNOWLEDGE AND THE CONCEPT OF GAINING AND RETAINING CLIENTS. UPON COMPLETION, STUDENTS MOVE ON TO THE MASTER STUDENT PHASE FOR INTENSIVE REAL-WORLD TRAINING TO HONE THEIR SKILLS.

BASIC SKINCARE

15-16

HAIR REMOVAL



# THE CRAFT

## OF HAIRDRESSING

*Creative expression and technical competence are the focus  
during the final phase of training. Your future awaits!*



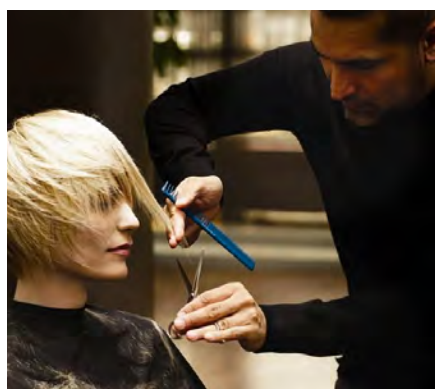
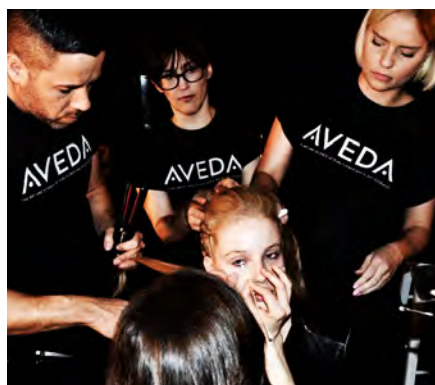


### MASTER STUDENT PHASE

LEADERSHIP & TECHNICAL SKILL TRAINING



INTERPERSONAL COMMUNICATIONS



SALON RETAILING



IMAGE CRAFTING TECHNIQUES

ADVANCED CUTTING AND STYLING TECHNIQUES



Our cosmetology course and master student phase incorporate theory with extensive hands-on experience to provide you with a complete understanding of beauty and wellness. Your newly acquired skills will continue to grow & DEVELOP by working alongside licensed *stylists* and colorists to deliver the latest trends in hair color, cutting and styling for men and women. **Upon graduation, students are equipped WITH THE SKILLS NEEDED TO TAKE THE STATE LICENSING EXAMINATION, OPENING THE DOOR TO A FUTURE IN BEAUTY.**

S O O T H E M O O V E

# SPA

## PROGRAM

TRAIN FOR A CAREER TOUCHING LIVES IN A POSITIVE WAY.

AVEDA Institute's innovative curriculum offers Esthiology and Massage Therapy programs, as well as the first dual-licensing Massage Therapy/Esthiology program in the AVEDA network (Massage Therapy programs available at select locations). Students will learn specialized techniques to balance and renew the skin, body and elemental nature. Hands-on clinical experience includes facials, waxing, makeup application, business development, wellness and retail knowledge; the Massage Therapy programs also incorporate massage techniques for face, scalp and body. Upon graduation, participants will be prepared to take the state licensing examination, opening the door to a future as an esthetician and/or massage therapist.





WHAT  
THEY  
SAY  
ABOUT  
US



## **TESTIMONIALS**

“Graduating from Aveda Institute is the best thing I’ve ever done. I studied and worked in a real-life salon environment and dealt one-on-one with my own clients. Best of all, I found a job immediately after graduation. I am so glad that I chose to be an Aveda manicurist. It changed my life.”

– Stacie Simmons, Aveda Manicurist

My favorite part about the Aveda Institute is the level of growth I have experienced. This process began from day one with the specialized, individual attention I received from my educators. This attention has continued and I feel very comfortable being able to express myself in ways I didn’t think possible. Now I’m very outgoing and have the confidence to perform all techniques I’ve learned. So far this career is a really great journey and I enjoy being challenged at the Aveda Institute, which has truly encouraged me to be the best “me” I can be.

– Kaitlyn, student

“When I chose Aveda it was because of the mission, the dedication to the environment and beauty through technique and natural products. Everything I’ve put into this program was given back to me tenfold. When I started, I had no idea how to even blow dry hair. Now I’m an accomplished “Masters” student with a set of skills for a bright career.”

– Hans, student

“The extra education that they give us really sets you apart from any other school and definitely puts you at another level when you’re looking for a job. It really stands out on your resume. As a stylist, you’ll feel more confident in applying at those high end salons.”

– Aramis, student

“I definitely had a lot of doors open to me with the Aveda name behind me. I was more prepared to go into the salon – I knew how salons worked, what they expected, how to be a good intern, average salary, how to do well in an interview, etc.”

– Tiffany Clinton, Aveda Color Pureprofessional

“I really enjoy coming to school every day. I’ve never missed a day because I love it! I love the spirit inside, I love the educators that we have and also how we are more hands-on rather than just sitting in a classroom and studying. I toured this school and loved how professional everyone was. I knew right there the Aveda Institute was the school to go with. When I learned about the products and mission of caring for the world, that was a good find for me. I understood right there it was the perfect match for me.”

– Iryna, student



EDUCATION WITH STYLE

AVEDA INSTITUTE ATLANTA

1745 PEACHTREE STREET, NE  
ATLANTA, GA 30309  
404.649.7119

AVEDA INSTITUTE DALLAS

8188 PARK LANE  
DALLAS, TX 75231  
214.363.1291

AVEDA INSTITUTE NEW ORLEANS

3330 VETERANS MEMORIAL BLVD.  
METAIRIE, LA 70002  
504.454.1400

AVEDA INSTITUTE AUSTIN

6001 MIDDLE FISKVILLE ROAD  
AUSTIN, TX 78752  
512.320.8080

AVEDA INSTITUTE HAMMOND

104 EAST THOMAS STREET  
HAMMOND, LA 70401  
985.520.4124

AVEDA INSTITUTE ORLANDO

495 NORTH SEMORAN BOULEVARD  
WINTER PARK, FL 32792  
407.657.0348

AVEDA INSTITUTE BATON ROUGE

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225.295.1435

AVEDA INSTITUTE HOUSTON

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