



YOUR FUTURE IN BEAUTY:

Could Aveda Salon Ownership Be Your Next Chapter?

Opening an Aveda salon may not happen right after graduation, and that's okay.

Many successful Aveda salon owners start by building their skills behind the chair, growing a loyal clientele, and gaining experience before taking the leap into ownership. If owning an Aveda salon is part of your dream, here are a few things to start thinking about now.

1. Build Your Craft

Great Aveda salon owners start as great service providers.

- Master your technical skills
- Create memorable guest experiences
- Build client loyalty and retention
- Continue learning through advanced education

2. Develop a Leadership Mindset

Aveda salon ownership is about more than hair.

- Learn how successful teams work together
- Practice communication and problem-solving
- Build relationships within the beauty community
- Become someone others want to work with

3. Understand the Business Side

The most successful Aveda salon owners know their numbers.

- Learn retail and home care recommendations
- Understand pricing and profitability
- Explore marketing and social media strategies
- Gain experience with booking and POS systems

4. Find Your Purpose

Strong Aveda salon cultures start with strong values.

Ask yourself:

- What kind of experience do I want guests to have?
- What kind of team do I want to build?
- What impact do I want my business to make in my community?

Mission-driven businesses create lasting success.

5. Look for Opportunity

Successful owners pay attention to the market around them.

- What services are in demand?
- Where are guests underserved?
- What trends are shaping the future of beauty?
- How can you create something unique?

Want to learn more about opening your own Aveda salon?

Connect with the Aveda team. Call 877.622.5917 or email newbusiness@aveda.com



DREAM IT. BUILD IT. OWN IT.

Remember: Many Aveda salon owners began exactly where you are today: behind a chair, building confidence, growing their clientele, & dreaming bigger. Start with your license. Build your experience. Stay curious. Your future Aveda salon could be closer than you think.