

product preview guide

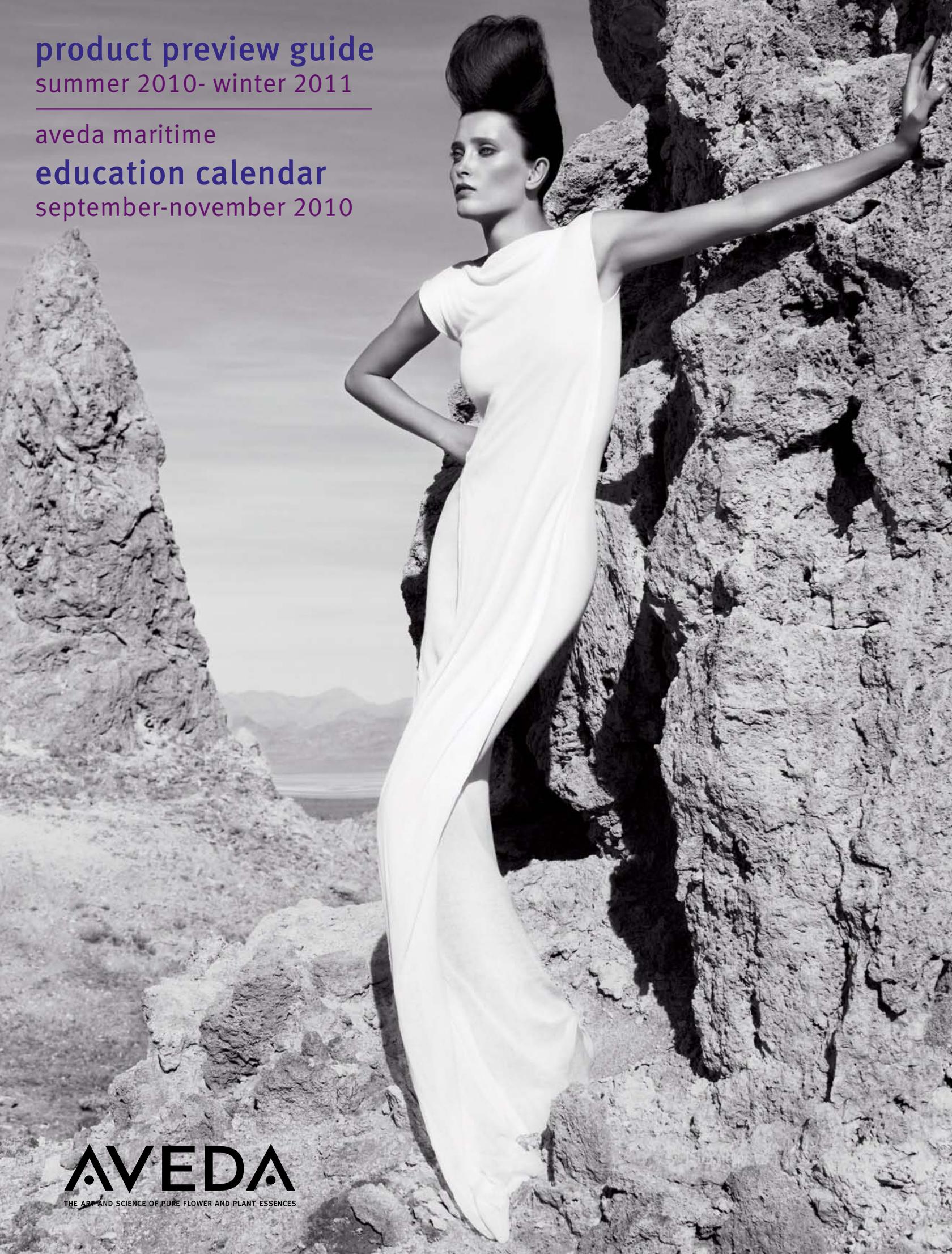
summer 2010- winter 2011

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aveda maritime

education calendar

september-november 2010



**AVEDA**

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES



# CONTROL FORCE™ FIRM HOLD HAIR SPRAY

FIRST BEAUTY COMPANY TO OFFER AEROSOLS WITH A NET-ZERO CLIMATE IMPACT\*

We care about the world we live in, so we couldn't make an aerosol without considering climate impact. We're proud to say that Aveda is the first beauty manufacturer to fund renewable energy projects to offset the CO<sub>2</sub> associated with the manufacturing, transportation and use of every Aveda aerosol hair spray sold globally, making it a more environmental choice. That way you can get the powerful performance you expect from an aerosol while keeping your earth-loving conscience clean.

## What is it?

Control Force™ Firm Hold Hair Spray provides all-day firm hold and control, with 24-hour humidity defense. It has UV filters, and anti-oxidants and has a net-zero impact on the Earth's climate through Aveda's funding of renewable energy.

## Why Control Force™ Firm Hold Hair Spray?

- Hair sprays are the strongest growing product type in the professional salon industry take-home sales category, and represent 36% of the total styling category sales\*\*
- Aveda's network has cited firm hold aerosol hair spray as the top priority for product development. We listened!†

## What's the Aveda difference?

- Both Control Force™ and Air Control™ hair sprays will have a net-zero impact on the Earth's climate through Aveda's funding of renewable energy.
- Organically-derived flax seed and marshmallow root help provide all-day hold and control.
- Contains rice bran, a naturally derived UV protectant and anti-oxidant.

See your Salon Development Partner for ordering information.



## DISCOVER A WORLD OF HOLD

← Lightest hold						Firmest hold →
<b>witch hazel</b> hair spray	<b>brilliant™</b> medium hold hair spray	<b>air control™</b> hair spray	<b>firmata™</b> firm hold hair spray	<b>pure abundance™</b> volumizing hair spray	<b>control force™</b> firm hold hair spray	
pump spray gives light hold. adds shine.	pump spray gives medium hold. adds shine.	aerosol gives light to medium, dry, flexible hold.	pump spray gives firm hold. adds shine.	pump spray gives extra firm hold. combats humidity.	aerosol spray gives firmest hold. lasts all day. 24-hour humidity defense.	

\* Through Aveda's funding of renewable energy to offset the CO<sub>2</sub> associated with the manufacturing, transportation and use of Aveda aerosol hair sprays.

\*\* Kline & Company, INC. Salon Hair Care 2007: U.S. Market Analysis and Opportunities.

† Aveda's European and North American "Blue Sky," "Salon Business" and Hispanic Stylist Advisory Panels cited firm hold aerosol hair spray as the top development priority.

# HAIR SPRAY YOUR WAY TO NEW YORK FASHION WEEK CONTEST



Enter for a chance to win a trip for one to New York City during Fashion Week. Be our VIP guest backstage and seated at a show we style. Your video may also be featured on Aveda PurePro™, Facebook and YouTube — it's a great way to build your name!

To enter, submit a 90-second video of yourself using Control Force™ to create a style that makes great use of firm hold. Two winners will be selected by a panel of experts — based on creativity, technical skill and artistic vision. Submissions are due by August 7, 2010. Only current Aveda stylists and Institute students are eligible. Visit [avedapurepro.com](http://avedapurepro.com) for complete contest details.

## RENEWABLE ENERGY OFFSET INITIATIVES

At Aveda, we reduce energy use whenever possible; choose renewable energy when reduction is not an option; or purchase offsets — credits that balance our carbon emissions by investing in more environmentally responsible energy sources and projects.

We buy our offsets from NativeEnergy — a company partly owned by an organization of Native American tribes. Through them we invest in renewable energy projects like these:

- **Wind Energy Development In India** Aveda purchases carbon credits that support wind energy development projects located in India. It reduces carbon emissions made in India: the birthplace of Ayurveda — the 5,000 year old healing tradition — from which we draw healing rituals.
- **Greensburg Wind Farm** Aveda supports the development of a wind farm in Greensburg, Kansas; a community rebuilding in the greenest ways possible after being devastated by a tornado in 2007. Aveda is delighted to support their environmentally conscious efforts.
- **Clinton County Sanitary Landfill Gas Project (LFG)** LFGs produce electricity by trapping and destroying landfill gas; including methane. They turn it into energy to power homes and businesses in Morrisonville and surrounding Clinton County, New York.

To learn more, please read our Earth and Community Care Report at [www.aveda.com/aboutaveda/ceres\\_08/](http://www.aveda.com/aboutaveda/ceres_08/) or visit NativeEnergy at [www.nativeenergy.com](http://www.nativeenergy.com).

# BEHIND THE SCENES

This season's strong beauty imagery was photographed on location at the Trona Pinnacles in California's Mojave Desert. This dry-lake bed features tufta pinnacles formed by minerals under water 10,000 to 100,000 years ago. The pinnacles communicate the power of nature to hold firm — just like Control Force.™

Fun Fact: The Trona Pinnacles have served as the backdrop for many imaginative fantasy and sci-fi movies such as "Battlestar Galactica," "Star Trek V: The Final Frontier," "Lost in Space," and Planet of the Apes."





# makeup evolution: phase 3

## Uruku Color Gloss

To refocus on the Uruku franchise and our valued partnership with the Yawanawa people, we are introducing Uruku Color Gloss, a modern hybrid product form in six wearable shades. With 100% color from the Earth,\* Uruku Color Gloss gives lips the shine of a gloss and the color saturation of a lipstick, featuring annatto pigment harvested from certified organic urukum seeds.

## Nourish-Mint™ Lip Definer

With Nourish-Mint™ Lip Definer, Aveda is introducing a multi-benefit, universal lip pencil that replaces the need for traditional colored lip liners and lip primers. Prep lips with colorless Lip Definer to shape, smooth and define lips. Plant waxes help to extend lip color wear and create a barrier to prevent lip color from “feathering.” The signature aroma/flavor of certified organic spearmint and vanilla refreshes.

## Nourish-Mint™ Rehydrating Lip Glaze

Building on Aveda makeup’s key franchise, new Nourish-Mint™ Rehydrating Lip Glaze is infused with a luscious plant and fruit blend clinically proven to hydrate, smooth and plump lips. New formula features signature aroma/flavor of certified organic spearmint and vanilla. Offered in 12 shades.

Uruku Color Gloss, Nourish-Mint™ Lip Definer and Nourish-Mint™ Rehydrating Lip Glaze are formulated without parabens and are free of carmine, talc and mineral oil.

## Inner Light™ Foundation Brush

Inner Light™ Foundation Brush partners with Mineral Dual Foundation to offer a flawless, full-coverage finish. Luxuriously soft, non-animal bristles deliver even, all-over color. The Kabuki-style handle is made of 25% post-consumer recycled (PCR) aluminum.



## Offer and Product Details

### Main Offers:

Quantity	Purchase:
12	Uruku Color Gloss (2 of each shade)
<b>Receive FREE:</b>	
6	Uruku Color Gloss (1 of each shade)
1	Collateral Kit

Quantity	Purchase:
24	Nourish-Mint™ Rehydrating Lip Glaze (2 of each shade)
<b>Receive FREE:</b>	
12	Nourish-Mint™ Rehydrating Lip Glaze (1 of each shade)

Quantity	Purchase:
5	Nourish-Mint™ Lip Definer
<b>Receive FREE:</b>	
1	Nourish-Mint™ Lip Definer
1	Pencil Sharpener (new, to fit Lip Definer)

Quantity	Purchase:
3	Inner Light™ Foundation Brush
<b>Receive FREE:</b>	
1	Inner Light™ Foundation Brush

### Finishing Touch Makeup Tower Offer:

Quantity	Purchase:
24	Nourish-Mint™ Rehydrating Lip Glaze (2 of each shade)
12	Uruku Color Gloss (2 of each shade)
4	Moss cara™ (2 of each shade)
2	Nourish-Mint™ Renewing Lip Treatment
<b>Receive FREE:</b>	
12	Nourish-Mint™ Rehydrating Lip Glaze (1 of each shade)
6	Uruku Color Gloss (1 of each shade)
2	Moss cara™ (1 of each shade)
1	Nourish-Mint™ Renewing Lip Treatment
1	Collateral Kit

\*From non-petroleum based mineral- and plant-derived pigments.

# makeup evolution: phase 3



## Experiential Makeup Display

The new Experiential Makeup Display offers a simplified system to showcase Aveda's streamlined makeup offering, while providing an inviting guest experience. The display is made of eco-responsible, aesthetic and functional materials. To create a clean, clutter-free system for viewing makeup, each display features three graduated layers. The design optimizes counter space as it houses all makeup applicators, brushes and compacts, eliminating the need for additional storage. The versatile display allows for placement on the counter, can partner with a free-standing floor pole or it can be mounted to the wall.



## Offer and Product Details

### New Experiential Makeup Display

The new Makeup Display will be offered for \$500. Display is eligible for co-op under Aveda's Concept Benefit program in FY 2011. The display comes with an accessory kit containing all of the applicators and collateral needed, including: all 3 Envirometal™ Compacts, Pencil Sharpener, Daily Effects Brush Set (3 brushes), Special Effects Brush Set (3 brushes), Retractable Lip Brush, Uruku Bronzing Brush, Inner Light™ Foundation Brush, Refillable Lip Case, Multi-Purpose Foam Applicators (25 pack), Lip Wand Applicators (50 pack), Mascara Wand Applicators (25 pack), Wood Spatula Applicators (500 pack), Wedge Sponge Applicators (100 pack), Headers and Shade Strips. Product shields and mirrors are also included.

### Floor Pole Retrofit Kit

This kit includes everything you need to convert your existing floor pole to hold the new Experiential Makeup Display.

### New Floor Pole Kit

This kit includes a free-standing floor pole and base to hold the new Experiential Makeup Display in salon environments with limited counter space.

### Display Wall Mounting Kit

Unique design creates a wall of color and uses empty wall space where counter space is not available. Includes all hardware and mounting brackets. Must be mounted to wall studs.

### Tissue Box Cover

Premium tissue box cover that matches the new makeup display for a cohesive aesthetic. Fits standard tissue box. Dimensions: 5.375" height x 4.5" width x 4.5" depth



# aveda men pure-formance™ skin and shave products

## DIFFERENT BY NATURE

### Why Aveda Men Pure-Formance™ Skin and Shave?

With the increase of male spa-goers, the need for gender-specific products are on the rise especially men's skin care and traditional shaving products. The International Spa Association reported that 31% of today's spa-goers are male — up from 24% four years ago. This is a growing industry for men of all ages.

### What is it?

Aveda Men introduces a system of high-performing, therapeutic skin and shave products formulated specifically for men.

**Pure-Formance™ Shave Cream:** Moisturizing formula preps skin for a close, comfortable, less resistant shave. Helps reduce razor burn during the shaving process.

**Pure-Formance™ Dual Action Aftershave:** Non-greasy, 2-in-1 post-shave moisturizer provides lightweight daily hydration and oil control while soothing and relieving freshly shaved or irritated skin. Clinically proven to help reduce razor burn and minimize in-grown hairs.

### What's the Aveda difference?

- Both products feature our exclusive phyto-active blend, proven effective in calming, soothing and relieving the skin. This exclusive blend along with other key botanicals have been included to address specific issues effecting men's skin such as irritation, dryness and loss of skin barrier.
- A minimum of 97% naturally derived formulas\*



## Salon/Spa Offers

### New Product Offer:

Quantity	Purchase:
12	Pure-Formance™ Shave Cream, 150 ml
12	Pure-Formance™ Dual Action Aftershave, 75 ml
Receive FREE:	
96	Pure-Formance™ Dual Action Aftershave, 7 ml samples**
1	Collateral Kit**

### Franchise Support Offer:

Quantity	Purchase:
6	Pure-Formance™ Shampoo, 300 ml
6	Pure-Formance™ Conditioner, 300 ml
Receive FREE:	
1	Pure-Formance™ Shampoo, 1000 ml BB

### Retail Opportunity

**GRM Postcard Mailing:** A GRM Postcard mailing will be sent to Pure Privilege™ Guests inviting them to receive a FREE 7 ml sample of the Aveda Men Pure-Formance™ Dual Action Aftershave.

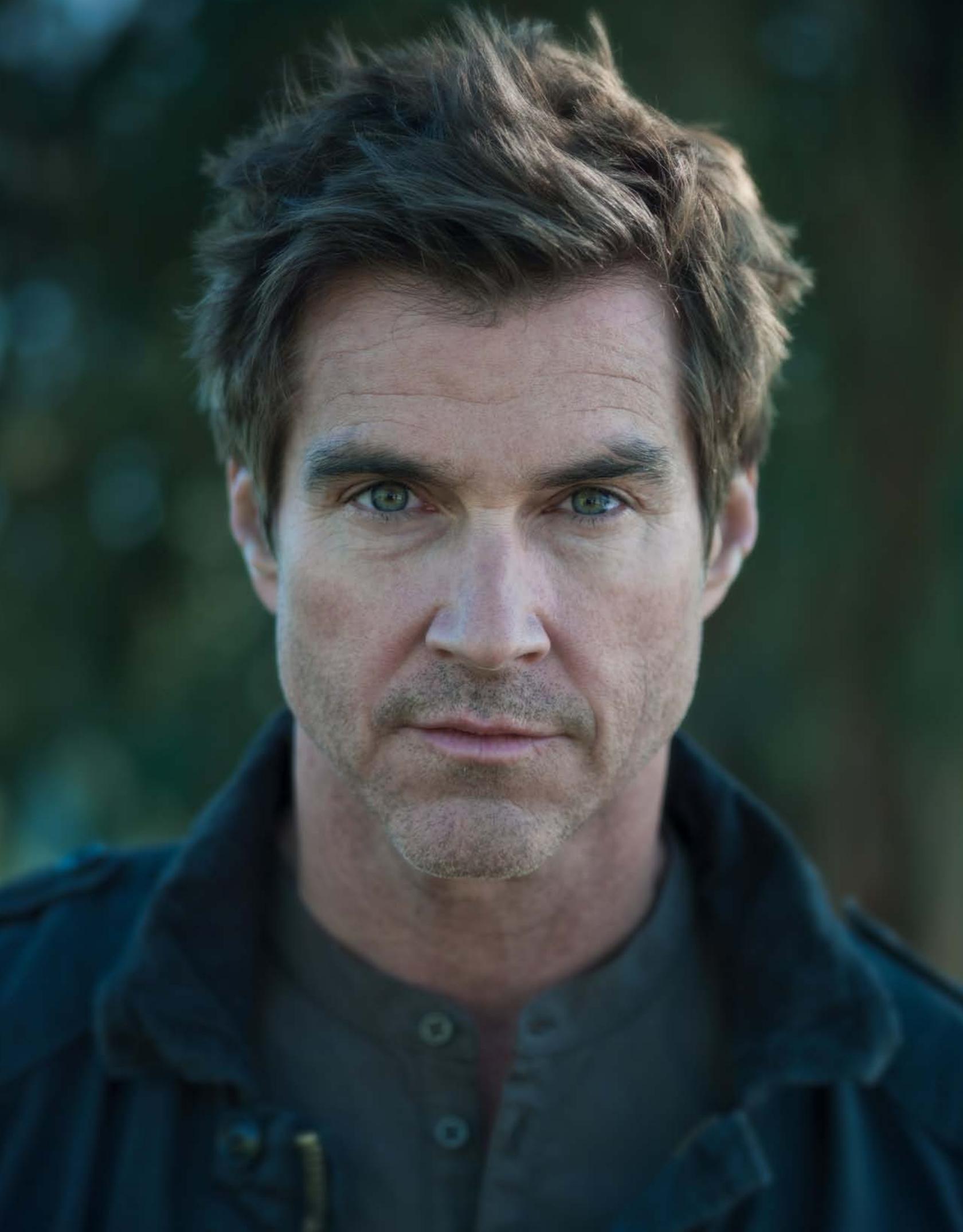
### Professional Spa Service

Like the key differences between men and women's skin, there are gender-specific differences in mindset, behavior, consumption and preferences in professional spa services.

With this launch there will be a new Aveda Men Pure-Formance™ Facial, menu highlighter and imagery. Our Aveda Men Pure-Formance Facial combines high-performance skin care with techniques and aroma specifically designed to treat gender-specific skin conditions. It is our goal to grow our men's spa business by delivering superior services and rituals that are specifically designed for the Aveda Man.



\*Includes ingredients from plants and non-petroleum minerals.  
\*\*Collateral Kit and Samples: One per door.



# bring in the men

## FEATURING EXCLUSIVE SALON SWEEPSTAKES

### What is it?

The Hair Color Business-Building Program for the Autumn/Winter 2010 period was designed to provide the Aveda hair color salon network with specialized tools to increase salon service revenues through the recruitment of new male hair color guests.

### Why was the program made?

To help Aveda hair color salons grow their color business.

### What makes this program work?

For the salon guest:

#### New Male Guest Recruit & Reward Program

A smarter and more resourceful approach to actively recruit new male salon guests by partnering with the women in their lives who are already loyal clients of the salon.

**The guest offer:** Offer a free Glossing Service or Express Botanical Hair Therapy™ add-on service to any current salon guest who recruits the man in their life to come into the salon for their first men's salon service (cut or color).

For exclusive Aveda Hair Color Salons:

#### Bring in the Men Sweepstakes\*

To reward stylist tracking and the in-salon focus on new male guest recruitment, Aveda will offer a Bring in the Men Salon Sweepstakes. The grand prize is an exclusive in-salon Men's Cut and Color Class with David Adams and Kurt Kueffner.



### What's the Aveda hair color difference?

Aveda's Full Spectrum™ Hair Color System offers:

- Up to 99% naturally derived formulas\*\*
- Protective plant oil blend featuring sunflower, castor and jojoba oils for amazing shine and condition.
- Inventory reduction of up to 68% with unlimited customization for creative results.
- Solely oxidative colorants that develop inside the cortical fiber to lock in color for long-lasting, fade-resistant results.

## Exclusive Aveda Hair Color Salon Offer

### Exclusive Aveda Hair Color Salon Offer

Salon receives **FREE** Autumn/Winter 2010 **Exclusive** Hair Color Business-Building Kit including:

- Program Overview and Dispensary Tip Sheet
- Aveda Men Natural Grey Blending Swatch Fan
- Aveda Men Salon Poster Gallery (3 images)
- Men's Hair Color Technique and Consultation Videos (accessed via Aveda PurePro™)
- Aveda Men Business-Building Portfolio
- 3 Men's Color Consultation Cards
- Self-Addressed Envelope (to submit Tracking Worksheet and Sweepstakes Entry Form)
- Men's Salon Service Menu (printable via Aveda PurePro™)
- New Male Guest Recruit & Reward Cards (distributed via SDP)
- Bring in the Men Salon Sweepstakes featuring an in-salon Cut and Color Class with David Adams and Kurt Kueffner

### Non-Exclusive Aveda Hair Color Salon Offer

Receive the following with purchase of any 48 tubes of Full Spectrum™ Permanent, Full Spectrum™ Deposit-Only and Full Spectrum Deep™

- Program Overview and Dispensary Tip Sheet
- Aveda Men Natural Grey Blending Swatch Fan
- Aveda Men Salon Poster Gallery (3 images)
- Men's Hair Color Technique and Consultation Videos (accessed via Aveda PurePro™)
- Aveda Men Business-Building Portfolio
- 3 Men's Color Consultation Cards
- Men's Salon Service Menu (printable via Aveda PurePro™)

**\*Includes any 2.8 oz shade or 1 oz Pure Tone tube from:**

- Full Spectrum™ Protective Permanent Creme Hair Color
- Full Spectrum™ Deposit-Only Color Treatment
- Full Spectrum Deep™ Extra Lift and Deposit Creme Color for Dark Hair

\*For exclusive salons only.

\*\*From plant and non-petroleum based minerals.

# all-sensitive™ skin care, new and improved

## What is All-Sensitive™?

All-Sensitive™ skin care — new and improved — is aroma-free, formulated without parabens and is suitable for people with sensitive skin. All-Sensitive™ Cleanser gently removes makeup and impurities from skin. All-Sensitive™ Moisturizer hydrates and conditions sensitive skin.

## What's the Aveda difference?

### All-Sensitive™ Cleanser:

- Organic jojoba oil helps maintain skin's lipid barrier during cleansing.
- German chamomile, witch hazel and soapwort extracts aid in conditioning skin.
- Gentle, coconut-derived surfactant cleanses skin.
- Contains anti-oxidant rich vitamins C and E.

### All-Sensitive™ Moisturizer:

- Caffeine, oat extract and organic aloe condition and calm skin.
- Rosemary leaf, lavender, and organic chamomile help condition skin.
- Emollients derived from coconut, olive and organic jojoba oil condition and moisturize skin.

### Retail Sizes:

- All-Sensitive™ Cleanser, 150 ml
- All-Sensitive™ Moisturizer, 150 ml

### Backbar Sizes:

- All-Sensitive™ Cleanser, 500 ml
- All-Sensitive™ Moisturizer, 500 ml

## Professional Spa Service

The Elemental Nature™ for Fire Nature Facial curriculum will be updated to include the new and improved All-Sensitive Cleanser and Moisturizer.



# hand relief™ for breast cancer awareness

## Why Breast Cancer Awareness?

Aveda perpetuates the mission of “caring for the world we live in” by honoring October as Breast Cancer Awareness Month with our special-edition Pink Ribbon Hand Relief.™ As a participating brand of the Estée Lauder Companies’ Breast Cancer Awareness campaign, Aveda is donating \$4 (U.S.) from the sale of each special-edition Hand Relief to the Breast Cancer Research Foundation (BCRF).\*

The foundation is a nonprofit organization founded in 1993 by Evelyn H. Lauder and is the only national organization strictly dedicated to funding clinical and genetic research on breast cancer. In alignment with Aveda’s mission and cruelty-free policy, Breast Cancer Awareness donations from limited-edition Hand Relief are directed to non-animal testing research projects to explore the environmental causes and links to breast cancer, such as exposures to toxic chemicals and pollutants. We are proud to have contributed over \$1.5 million to BCRF for cruelty-free research since 2004.

## What is it?

During the month of October, Aveda is offering a limited-edition, special-size Hand Relief™ (5 fl oz/150 ml), with pink cap and band, reminding guests to schedule an annual breast exam. It provides an opportunity for guests to support Breast Cancer Awareness by purchasing a favorite Aveda product, while also receiving a savings over existing Hand Relief. Four dollars from the sale of each special-edition Hand Relief will fund cruelty-free research to help find a cure.



## Salon/Spa Offers

### Salon Offer

With a minimum purchase of 6 Breast Cancer Awareness Hand Relief,™ every participating salon/spa will receive 1 Collateral Kit containing:

- 100 Pink ribbons made from 100% PCR PET
- 100 Breast Cancer Awareness Bookmarks
- 1 BCA Medium Easel
- 1 Hand Relief™ Small Easel
- 1 Pink Ribbon Tent Card
- 1 New Product Highlighter

### Guest Offer

An opportunity to support Breast Cancer Awareness organizations by purchasing a favorite Aveda product in a limited-edition larger size. The guest receives 19% more product while receiving a 7% price per oz savings over the regular 4.2 oz/125 ml tube.\*\* Guests can proudly show their support for the cause and the Earth by wearing BCA Pink Ribbons made from 100% post-consumer recycled PET plastic bottles.

\*Maximum Aveda donation of \$300,000 (U.S.)

\*\*Based on suggested retail price.

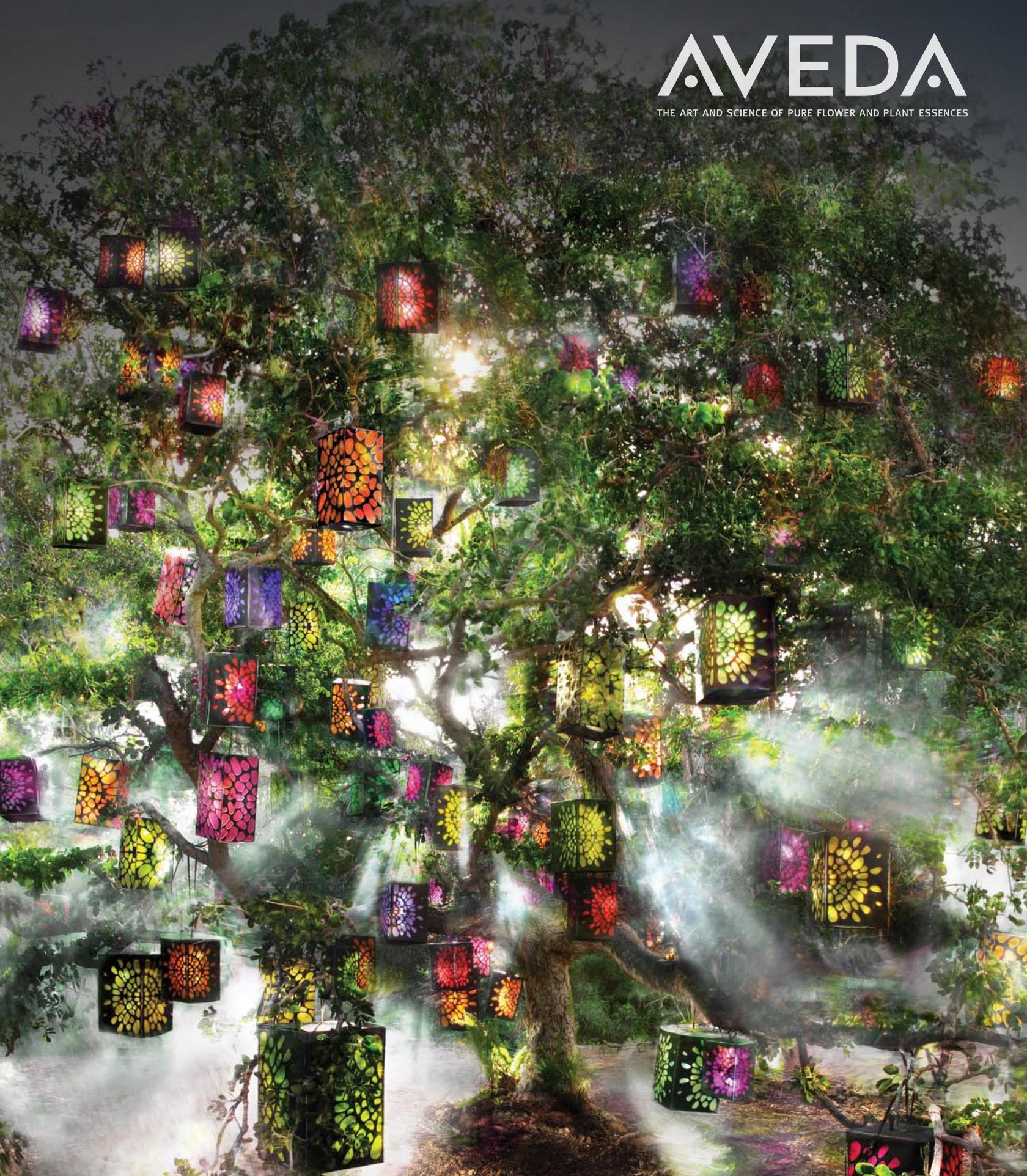


### LAPELS NOT LANDFILLS

Ribbons are made of 100% post-consumer recycled PET from recycled plastic bottles. In the spirit of recycling, reuse your ribbon.

# AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES



# GIFTS BRIGHT WITH HOPE

SUPPORTING COMMUNITIES PROTECTING THE RAINFOREST

# holiday: gifts bright with hope

## Why the Holiday program?

Holiday focuses on creating greater awareness of Aveda as a gifting destination. The program attracts new and existing customers during the holiday season.

## What is it?

Aveda creates gift set collections with product favorites and packaging that embody Aveda's commitment to its social and environmental mission.

## What's the Aveda difference?

An Aveda gift set makes a difference. This holiday season, Aveda is partnering with Fair Trade artisans in Colombia to help make our gift sets one of a kind. Each pre-made gift set will contain a beautiful, handcrafted tagua nut accessory helping to support families and provide economic independence to women in these communities. These unique accessories will touch the hearts of the gift recipients and change the lives of the women and families through our program.

We are working through Hope for Women, a socially and environmentally responsible Fair Trade organization committed to providing sustainable employment for economically disadvantaged women worldwide. Aveda's tagua nut purchase for Holiday 2010 is the **LARGEST FAIR TRADE, SUSTAINABLY HARVESTED PRODUCT EXPORT IN COLOMBIA'S HISTORY\***—helping improve lives. When you give an Aveda gift set, you make a difference—with GIFTS BRIGHT WITH HOPE.

## The program includes:

- Uniquely packaged pre-made gifts
- Custom gift boxes that tie to the overall theme to create custom gifts
- A travel-size program featuring limited-edition travel-size products

## Tools:

You can find all the program details and tools for making the holiday season a success in your salon on the Aveda Holiday Handbook website which can be found on Aveda PurePro.™ Make this site your one source for information on gift sets (codes, prices, etc.), event ideas and collateral, corporate gifting, custom gifting and best practices. Check this site early and often as new content arrives throughout the season!



\*Proexport Columbia, New York.

# pre-made gift sets

## 1. GROUNDING RITUAL

- soy wax candle with organic clove, vanilla and lavender aroma
- FREE GIFT OF HOPE tagua nut accessory

## 3. SENSORY TREASURES

- travel-size soothing aqua therapy
- replenishing body moisturizer
- lavender fleurs oil singular note
- travel-size chakra™ 4 balancing body mist
- chakra™ ritual card
- FREE GIFT OF HOPE tagua nut accessory

## 2. RITUAL OF RELIEF

- travel-size hand relief™
- hand relief™
- travel-size foot relief™
- foot relief™
- FREE GIFT OF HOPE tagua nut accessory

## 4. DESTINED FOR SMOOTHNESS

- smooth infusion™ shampoo
- smooth infusion™ conditioner
- travel-size smooth infusion™ style-prep smoother™
- travel-size light elements™ smoothing fluid
- FREE GIFT OF HOPE tagua nut accessory



## 5. UNEARTH EXHILARATION

### rosemary mint:

- shampoo
- conditioner
- body lotion
- FREE GIFT OF HOPE tagua nut accessory

## 7. FOLLOW THE SUN

### travel-size sun care:

- hair and body cleanser
- protective hair veil
- after-sun hair masque
- FREE GIFT OF HOPE tagua nut accessory

## 6. BALANCING RITUAL

- sandalwood oil singular note
- travel-size chakra™ 1 balancing body mist
- travel-size foot relief™
- chakra™ ritual card
- FREE GIFT OF HOPE tagua nut accessory

## 8. SHINING LIP TRIO

### 3 mini lip shine:

- juneberry
- night iris
- golden prism
- FREE GIFT OF HOPE certified organic cotton pouch with tagua nut embellishment



# be curly™ style-prep™

## Why Be Curly™ Style-Prep™?

Be Curly™ Style-Prep™ continues to build out the emerging Prep category for Aveda. It was developed to complement Be Curly™ Curl Enhancer, meeting the needs of curly-hair guests.

According to a recent guest panel survey of Be Curly™ users, the greatest needs identified included curl definition and the elimination of frizz. The survey also showed that 51% of the panelists do not wash their hair daily, but instead rinse or mist their hair with water, sometimes using a conditioner. This creates an opportunity for a leave-in product that will deliver results even when guests don't wash their hair.

## What is it?

Be Curly Style-Prep moisturizes and seals the cuticle for all-day frizz control and definition with plant actives, including Aveda's blend of wheat protein and organic aloe. It sets the perfect foundation for curly hair styles to make styling easier, while creating long-lasting curls.

Style-Prep breaks new ground as a prep product that works on both "shampoo days" and "non-shampoo" days—infusing curls with moisture, eliminating frizz and adding shine.

On shampoo days, after shampoo and conditioner, apply Style-Prep to damp hair and style with Be Curly Curl Enhancer. On non-shampoo days, reapply Style-Prep to dampened hair to reactivate and restyle their curls, adding frizz control, shine and a boost of moisture.



## What's the Aveda difference?

- Wheat protein and organic aloe blend expands when hair is wet and retracts when dry to enhance curl or wave.
- Organic baobab seed oil from South Africa, organic babassu oil sourced from the Brazilian rainforest and macadamia nut help seal, soften and moisturize the hair.
- Aroma contains certified organic lime, lemon, bergamot, orange and other pure plant and flower essences.

## Salon/Spa Offers

### Be Curly™ Style-Prep™ Intro Offer

Quantity	Purchase:
11	Be Curly™ Style-Prep,™ 100 ml
Receive FREE:	
1	Be Curly™ Style-Prep,™ 100 ml – Tester
1	Collateral Kit*

### Be Curly™ Family Re-Promote Offer

Quantity	Purchase:
6	Be Curly™ Shampoo, 250 ml
6	Be Curly™ Conditioner, 200 ml
6	Be Curly™ Curl Enhancer, 200 ml
Receive FREE:	
6	Be Curly™ Style-Prep™ BB, 100 ml

### Retail Opportunity

**GRM Postcard Mailing:** During the launch period, a targeted GRM Postcard will go to Aveda guests. Guests bring the Postcard to a participating salon, spa and/or store and redeem for a free 10 ml sample of the new Be Curly™ Style-Prep.™

### Professional Preview Samples

Full size (100 ml) samples of Be Curly™ Style Prep™ and Professional Preview Tip Sheets will be available for all stylists and Advisors. Ask your SDP for details.

\*One Collateral Kit per door.

# advertising at-a-glance

## FY 2011 Focus on Smooth Infusion™ with 360° support program

- Print advertising
- Online initiatives
- Sampling
- In-store
- Public Relations



# calendar at-a-glance

## Summer

June 20 – August 28, 2010

- Control Force™ Firm Hold Hair Spray

July 25 – August 28, 2010

- Uruku Color Gloss
- Nourish-Mint™ Rehydrating Lip Glaze
- Nourish-Mint™ Lip Definer
- Experiential Makeup Display
- Inner Light™ Foundation Brush



## Autumn

August 29 – October 30, 2010

- Aveda Men Pure-Formance™ Shave Cream and Dual Action Aftershave
- Breast Cancer Awareness Hand Relief™
- Autumn/Winter 2010 Hair Color Business-Building Program
- All-Sensitive™ skin care re-launch



## Holiday

October 31 – January 1, 2011

- Gifts Bright With Hope



## Winter

January 2 – February 18, 2011

- Be Curly™ Style-Prep™



# aveda education calendar

september - november 2010



**Maritime Beauty**

## september

- 12-13 **Productivity**- Moncton
- 12-13 **Productivity**- Halifax EC
- 13 **Hair Colour Systems & Solutions**- Life DC
- 19-20 **NYC Advanced Academy- Innovative Essentials**- Halifax EC \*
- 21 **Full Spectrum Deep**- Halifax EC
- 27-28-29 **Skinwise I**- Halifax EC

## october

- 4 **Aveda Men Distribution of Weight**- Moncton \*
- 4-5-6 **Skinwise II**- Moncton
- 17 **Men's Pureformance Facial**- Halifax Hotel \*
- 18-19-20 **Skinwise II**- Halifax Hotel
- 24 **Hair Colour Systems & Solutions**- Halifax EC
- 24 **Recharge with Aveda Makeup**- Moncton \*
- 25-26 **Colour Wise**- Halifax EC \*
- 25 **Colour and Texture: Makeup as Art**- Moncton \*
- 26 **Holiday Makeup Trends**- Moncton

- Legend:
- Hair Cut
  - Hair Colour
  - Skin Care
  - Makeup
  - General
  - Alternative

## november

- 7 **Intro to Reflexology**- Halifax Hotel
- 8 **Tibetan Energy Massage**- Halifax Hotel \*
- 14-15 **Facial Massage Fundamentals**- Moncton \*

\* new class!  
All Classes 9am - 4pm  
(unless specified in class description)

# book your classes now!

For information, or to book classes please call Olwyn Davidson  
902.429.8510 ext. 249 or toll free: 1.800.565.7721 ext. 249 odavidson@maritimebeauty.com

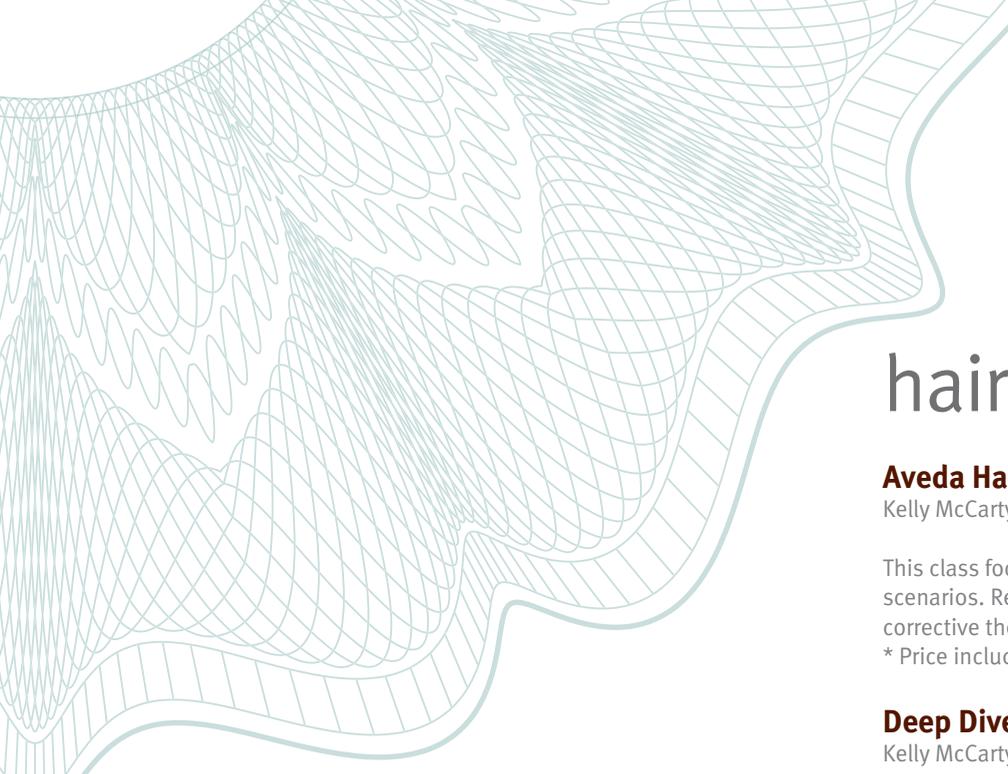
## locations— \*ask for the MBS special hotel rate

**Halifax EC**  
Education Center— MBS  
3695 Barrington St  
902.429.8510  
800.565.7721

**Halifax Hotel**  
Prince George  
1725 Market St  
902.425.1986  
800.565.1567

**Moncton**  
Future Inns  
40 Lady Ada Blvd  
506.869.9632  
877.389.9600

**Life SalonSpa**  
Dartmouth Crossing  
99 Hector Gate  
Dartmouth  
902.423.7771



# General

## Product-ivity

Krista Randall (Moncton) Katie MacDonald (Halifax) | COMPLIMENTARY

During this two-day interactive program, participants will learn about Aveda's philosophy and points of difference. They will practice how to connect, discover needs and offer solutions to their guests, using appropriate product systems for in-salon services and guest take home care. Participants will leave feeling confident about Aveda products, experience rituals and service.

\* There will be a \$25 non completion/noshow fee.

# Hair Cut

## Aveda Mens Distribution of Weight

Tim Howard | \$150

DISCOVER how to reach a new level of men's hair cut design based on the distribution of weight on each guest's unique head shape. ENERGIZE your ability to assess and evaluate head shapes and create the most effective design concepts for your male guests. ELEVATE your knowledge of how to execute technical strategies that result in today's most advanced and appealing looks for men. GROW your business by tapping into the rich opportunity to recruit and retain more male guests.

Prerequisite: PRODUCT-IVITY

## Aveda NY Advanced Academy– Innovative Essentials

Gerard Scarpici | \$350

In this 2-day class we answer the call to help you "get out of your box" by encouraging you to break out of your routine and challenge conventional techniques. Fashion Forward, Directional, and edgy; you will learn to utilize disconnection and develop your eye. Explore dry cutting, free-hand cutting, tool usage, styling product control and layering.

# hair color

## Aveda Hair Colour Systems and Solutions

Kelly McCarty | \$75

This class focuses on using Full Spectrum Hair Colour in corrective scenarios. Review of Full Spectrum theory as well as an introduction to corrective theory will be the focus for the morning portion of this class.

\* Price includes cost of mannequin.

## Deep Dive- Full Spectrum deep

Kelly McCarty | \$75

DISCOVER how to expertly formulate color for naturally dark hair using Aveda Full Spectrum Deep™ hair color. ENERGIZE your ability to understand Aveda's permanent hair color categories and recommend Full Spectrum Deep when it is the best option. ELEVATE your knowledge of how to customize Full Spectrum Deep formulations to enhance your guest's natural coloring. GROW your business by offering your guests the most advanced and innovative color techniques for dark hair.

Prerequisite: HAIR COLOR SYSTEMS

## Colour Wise

Kelly McCarty | \$150 | 2-day course

DISCOVER your love of Aveda Hair Color through this two day course. ENERGIZE your ability to facilitate training of Aveda's foundational color courses and applications. ELEVATE your knowledge of how to successfully formulate and apply Aveda Hair Color while learning to train new Aveda colorists on how to achieve brilliant, consistent results. GROW personally and professionally by incorporating Aveda's learning tools and systems into your own salon environment.

Prerequisite: HAIR COLOR SYSTEMS

## required tools

For all **hair colour classes**, the following tools are required: Foil Comb, One Dozen Sectioning Clips, Colour Bowl and Brush, Foils, Cape, Gloves, Wide Tooth Comb, Brushes, Blow Dryer and any other tools needed to finish hair.

For all **hair cutting classes**, the following tools are required: Scissors, Razor, Texturizing Thinning Shears, Clipper, Metal Tip Rat Tail Comb, Assorted Combs, Water Bottle, Clips, Assorted Brushes, Blow Dryer and any other tools needed to finish hair.

For all **makeup classes**, the following tools are required: Complete set of face colour brushes, eyelash curler and tweezers.

# Skin Care

## Skin Wise I

Jill Harris | \$250 | 3-day course

DISCOVER the foundations of becoming a skin care therapist in an Aveda Spa. This program will ENERGIZE your ability to understand the philosophies and techniques of the esthetic fundamental curricula. ELEVATE your knowledge of Aveda's Signature Professional Skin Care Services including Botanical Skin Resurfacing and Perfecting Plant Peel. GROW your business by learning how to incorporate Aveda products into facial services and their positioning. Prerequisite: PRODUCT-IVITY

## Skin Wise II

Jenna Bannister (Moncton & Halifax) | \$250 | 3-day course

DISCOVER the theory and techniques from Aveda's key signature facial treatments; Outer Peace™ Acne Relief Treatment, Green Science™ Skin-Renewing Treatment, Enbrightenment™ Discoloration Treatment. This program will ENERGIZE and ELEVATE you to perform treatments that were created to GROW your business by using high technology products and techniques inspired from around the world. Prerequisite: SKIN WISE I

## Men's Pureformance Facial

Jenna Bannister | \$50 | Half Day (choice of 9am or 1pm)

DISCOVER how to grow your men's business by delivering superior services and rituals that are specifically designed for the Aveda Man. Come learn about the new Men's Pure-formance Skin & Shave product launching in fall. This short 4hr presentation and demo-only session will focus on the facial techniques for the male guest as well as product knowledge and is open to anyone from the salon but especially your lead Estheticians and of course salon owners. Two identical sessions held on the same day to accommodate more people. Prerequisite: PRODUCT-IVITY  
\* There will be a \$25 non completion/noshow fee.

## Facial Massage Fundamentals

Jenna Bannister | \$150 | 2-day course

LEARN the theory and specific techniques of Aveda's signature massages. Through hands-on workshops discover Aveda's holistic approach to facial treatment design and detailed theory of massage techniques. Achieve mastery of Detoxifying Manipulations, Aveda's Relaxing Massage, Elemental Nature<sup>SM</sup> Pressure Point Techniques and Aveda Massa. Increase the power of one of your most valuable tools as a skin care professional. Pre-requisite: Technical training classes on OUTER PEACE, GREEN SCIENCE and ENBRIGHTENMENT.



# Makeup

## Recharge With Aveda Makeup

Janessa Paré | \$100

DISCOVER how Aveda Makeup has evolved and learn how to recreate the 2 looks on the display, Color Fusion and Rainforest Glow. This class is designed to re-ENERGIZE your makeup sales and skills by re-introducing you to Aveda Makeup. Release your potential as a makeup artist, GROW your business and enrich your knowledge of Aveda Makeup. Prerequisite: PRODUCT-IVITY

## Color And Texture: Makeup As Art

Janessa Paré | \$200

DISCOVER the creative possibilities of working with Aveda makeup. ENERGIZE knowledge of new colors and textures that are needed as a makeup artist. ELEVATE your ability to mix products and textures together to create new versions. GROW your business by learning how to intensify existing products using Color Options™ Eye Shadow Transformer and layering techniques. Prerequisite: FACE TO FACE

## Holiday Makeup Trends

Janessa Paré | \$100

DISCOVER how to help guests dress up the holiday season with a magical balance of beauty, glamour and taste. ENERGIZE and unleash your inner artist and reveal your guests' beauty potential. ELEVATE your knowledge of the Aveda makeup products and techniques that help your guests glitter and shine. GROW your business by offering guests a comprehensive set of expert services to complete their holiday look.

# Alternative

## Tibetan Energy Massage

Rosemary Dove | \$150

Tibetan Energy Massage is an ancient massage technique that uses, among other movements, a sweeping figure eight motion on the body. This stimulates the circulation and moves any stagnant energy within the body and the body's energy field. It is especially good for re-energizing an exhausted or stressed out client. LEARN The philosophy of the effect that stagnant energy has on the body. Learn a massage technique that has been used for centuries by Tibetan Monks. \*\*not eligible for concept benefit.

## Introduction to Reflexology

Rosemary Dove | \$150

Explore the balancing benefits of Foot Reflexology while learning over 30 reflexology points and their connection to health and wellness. Incorporate the Aveda spa rituals into reflexology treatments. Add a new treatment to your menu or create enhancements to massage, facial and/or nail services. \*\*not eligible for concept benefit.



# educators



## **Jenna Bannister:** Moncton, New Brunswick – Aveda Esthetics Specialist

Jenna brings with her 11 years of experience as an esthetician and feels truly privileged to be part of the Aveda network in the Maritime Provinces. The opportunity to connect with such a talented team of Aveda Beauty Therapists has been very rewarding. Jenna hopes to care for and inspire through education, support and her passion for Aveda, those who have chosen the selfless quest to bring out the beauty in their guests through genuine care.



## **Rosemary Dove:** Orangeville, Ontario

Rosemary is trained in Reflexology and certified with the C.R.A. She is also an Independent Reiki Master, qualified to certify level one and two Reiki Attunements. A Touch for Health Practitioner, she has extensive experience and knowledge in Auricular Coning, Tibetan Energy Massage, Raindrop Therapy, Hot Stone Massage Therapeutic Touch and Axiatonal Alignment. Rosemary also utilizes Essential Oils, Flower Essences, Crystals and Dousing in her practice. Whilst working in the Holistic field in these varying roles for the past twenty years, she has also been instrumental in supporting parents in the role of Doula through the birthing of their children. Rosemary's experience in life coaching and her role as a Doula, have all contributed to her success in living the up to the tenets of an Anam Cara, in her community.



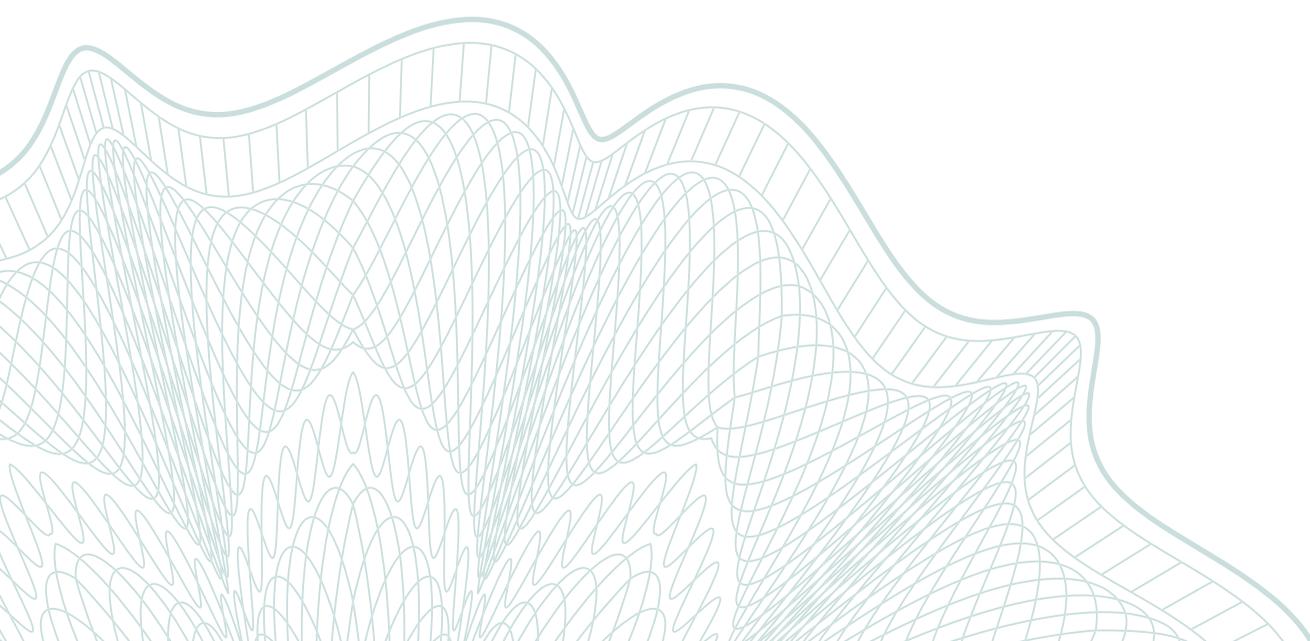
## **Jill Harris:** Victoria, British Columbia– Aveda Purefessional – Esthetics

Jill Harris has been involved with the Aveda family for more than half a decade. She is a graduate of the Aveda Institute Victoria and has earned her separate Aveda certifications as Educator and Coach. Jill has touched the lives of many students and imparted knowledge and inspiration as they begin their careers. She was Head Esthology Instructor for three years at the Aveda Institute Victoria and a Skin Care Specialist for an Aveda distributor. Jill brings her competence, educational backgrounds and teaching expertise to the classroom for an enjoyable, informative and complete educational experience.



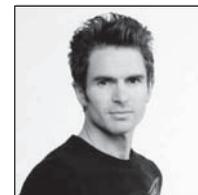
## **Timothy Day Howard:** St. John's, Newfoundland – Aveda Purefessional – Hair

As an Aveda Haircutting Purefessional Timothy has been educating stylists all over the U.S. and Canada. His Purefessional career has given him the opportunity to work with world renowned educators and editorial stylists. Being involved in stage performance, Aveda photo shoots and runway shows at New York Fashion week, as well as his fresh, creative approach to teaching makes Tim an inspiring and much sought after educator. His most recent work is as a featured artist on Aveda's Men's Start to Finish tour.



**Peter Lawson:** Halifax, Nova Scotia – Aveda Purefessional – Hair

Peter Lawson, owner and Creative Director of Life SalonSpa as featured in Salon 200 Magazine, brings 20 years of salon/spa experience. Peter has been a colour specialist with Aveda hair colour since 1999 and thrives on teaching the fundamentals of hair colour then breaking the rules. As Canadian record holder in both the indoor and outdoor masters 400m track and field events, Peter pursues excellence in sport and business and applies the same principals of success in business for stylists to be outstanding behind the chair.



**Kelly McCarty:** Charlotte, North Carolina – Aveda Purefessional – Hair Colour

Kelly has served as Director of Hair Colour Education for Carmen! Carmen! Salon E'spa for the past 8 years. Since Joining the Aveda Purefessional Team, she has been involved with the 2002 Aveda Congress and teaches workshops for both Fall/Winter and Spring/Summer Portfolio collections. She has assisted Global Masters such as Antoinette Beenders and David Adams. A highlight in her career was her debut as a guest presenter for Master Jam On The Road in Dallas, TX in 2004. Her work can often be seen in trade publications such as Passion.



**Janessa Paré:** Springfield, Massachusetts – Aveda Purefessional – Makeup

Janessa Paré began her career with Aveda in 2004, as a hairstylist and makeup artist in Massachusetts and is very passionate about continual growth. She has worked alongside Rudy Miles as a member of the New York Fashion Week makeup team since 2007. She has also worked behind the scenes doing makeup for many shows such as Aveda Congress. She has extensive bridal and photography makeup experience, making her an effective educator due to her constant use and thorough understanding of Aveda makeup. Being an active Aveda Freelance Advisor and successful Aveda hairstylist, Janessa is able to relate and communicate with each domain on how to utilize and retail Aveda products effectively. She believes that through education everyone will be excited about the colours and textures in Aveda makeup, allowing creativity and success as an Aveda makeup artist.



**Gerard Scarpio:** New York, Artistic Director, Aveda Advanced Academy

After almost ten years at Vidal Sassoon, Gerard opened his own salon in New York. He opened "Spin" in 2000 while simultaneously working as an education director for Paul Mitchell The School, developing curriculum and training teachers. These diverse experiences have developed Gerard's personal education philosophy—"Education should balance the practical needs of the salon professional with the need for personal expression" Gerard has long been a fan of the Aveda aesthetic and concept and is thrilled to have the opportunity to contribute to its future. He is keen to pass on the most importance lesson he has learned throughout his career, that "...the eye is the sharpest tool a stylist has."



*Payment and Cancellation Policy:* We reserve the right to substitute educators without notice. We also reserve the right to cancel classes without assuming any liability beyond the value of the course fee. To ensure placement, all classes must be pre-paid. To avoid cancellation of classes, seats must be reserved a minimum of 2 weeks prior to the class. Full refunds will be given only for cancellations made at least 10 business days prior to the class date. Classes are not refundable after the 10-day cancellation notice.

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.

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