



| CLASS                                      |       | CITY  |                               | DATES       |
|--|-------|---|-------------------------------|-------------|
| ABC: Above and Beyond                      |       | St. Petersburg Hilton                                     |                               | March 4-5   |
| Aveda Hair Color:<br>Systems & Solutions   | \$150 | St. Petersburg Hilton                                     | Jen Pavluk                    | March 11    |
| Color Melting/Baliage                      | \$175 | Aveda Institute St. Petersburg                            | Hanna Cannon                  | June 24     |
| Color Soiree                               | \$150 | Aveda Institute Orlando/<br>Aveda Institute South Florida | Hanna Cannon<br>& John Hickey | January 15  |
| Colortalk                                  | \$100 | Aveda Institute Jacksonville                              | Corey Colfer                  | March 18    |
| Creative Cutting                           | \$200 | Aveda Institute St. Petersburg                            | Daniel Holzberger             | February 26 |
| Creative Cutting                           | \$200 | Aveda Institute St. Petersburg                            | Brandon Darragh               | March 18    |
| Creative Cutting                           | \$200 | Aveda Institute South Florida                             | Daniel Holzberger             | March 25    |
| Creative Cutting                           | \$200 | Aveda Institute Orlando                                   | Daniel Holzberger             | May 20      |
| Creative Cutting                           | \$200 | Aveda Institute Orlando                                   | Brandon Darragh               | June 3      |
| Creative Formulations V2.0                 | \$200 | Aveda Institute Orlando                                   | Jeffrey Scott                 | March 18    |
| Customizable Color                         | \$175 | Destin  | Hanna Cannon                  | March 11    |
| Customizable Color                         | \$175 | Aveda Institute South Florida                             | Hanna Cannon                  | May 6       |
| Customizable Color                         | \$150 | Aveda Institute St. Petersburg                            | Hanna Cannon                  | May 20      |
| Customizable Color                         | \$175 | Aveda Institute Tallahassee                               | Hanna Cannon                  | June 3      |
| Elemental Nature <sup>SM</sup>             | \$150 | Destin  | Michael Jordan                | February 19 |
| Full Spectrum™ ReVisioned                  | \$150 | Aveda Institute St. Petersburg                            | Greg Carter                   | February 5  |
| Full Spectrum™ ReVisioned                  | \$150 | Aveda Institute Orlando                                   | Jen Pavluk                    | February 5  |
| Full Spectrum™ ReVisioned                  | \$150 | Aveda Institute Jacksonville                              | Corey Colfer                  | February 5  |
| Full Spectrum™ ReVisioned                  | \$150 | Aveda Institute Tallahassee                               | Jamie Hardy                   | February 5  |
| Full Spectrum™ ReVisioned                  | \$150 | Destin  | Megan Aldridge                | February 5  |
| Full Spectrum™ ReVisioned                  | \$150 | Aveda Institute South Florida                             | Ronnie Pryor                  | February 19 |
| Full Spectrum™ ReVisioned                  | \$150 | Aveda Institute Jacksonville                              | Megan Aldridge                | February 26 |
| Full Spectrum™ ReVisioned                  | \$150 | Aveda Institute South Florida                             | Ronnie Pryor                  | March 18    |
| Full Spectrum™ ReVisioned                  | \$150 | Aveda Institute Tallahassee                               | Megan Aldridge                | May 6       |
| Full Spectrum™ ReVisioned                  | \$150 | Aveda Institute Orlando                                   | Jen Pavluk                    | May 20      |
| Green Science™ Skin-<br>Renewing Treatment | \$150 | Aveda Institute St. Petersburg                            | Brandi Johnson                | March 11    |
| Hair Color Solutions                       | \$150 | Aveda Institute St. Petersburg                            | Greg Carter                   | June 3      |
| Hair Color Solutions                       | \$150 | Aveda Institute Orlando                                   | Greg Carter                   | June 24     |
| Hair Color Systems                         | \$150 | Aveda Institute Orlando                                   | Megan Aldridge                | June 3      |



# EDUCATION CALENDAR CONTINUED



| CLASS                                     |             | CITY   |                   | DATES         |
|---|-------------|--|-------------------|---------------|
| Innovative Cutting                        | \$150       | Aveda Institute Orlando  | Ronnie Appel      | February 5    |
| Learning Garden                           | \$225       | Aveda Institute Orlando  | Jen Pavluk        | April 15-16   |
| Learning Garden                           | \$225       | Aveda Institute Orlando  | Jen Pavluk        | June 24       |
| Makeup Essentials                         | \$150       | Aveda Institute St. Petersburg   | Fawn              | February 5    |
| Makeup Essentials                         | \$150       | Aveda Institute Orlando  | Fawn              | March 11      |
| Makeup Essentials                         | \$150       | Aveda Institute Jacksonville   | Fawn              | May 6         |
| Points of Connection                      | \$150       | Aveda Institute South Florida  | Monica Giffol     | February 26   |
| Razor Cutting                             | \$200       | Aveda Institute Orlando-<br>Masters Studio   | Jon Reyman        | June 24-25    |
| Seeds of Preparation                      | \$225       | Aveda Institute Orlando  | Jen Pavluk        | March 25      |
| Seeds of Preparation                      | \$225       | Aveda Institute Orlando  | Jen Pavluk        | May 6-7       |
| Serious Business®                         | see website | New Orleans  | Neill Corporation | January 22-23 |
| Skin Wise 2:<br>Signature Facial Services | \$150       | Destin   | Michael Jordan    | February 20   |
| Stress-Fix™ Body Massage                  | \$200       | Destin   | Michael Jordan    | March 11-12   |
| Stress-Fix™ Body Massage                  | \$200       | Aveda Institute Orlando  | Marc Zollicoffer  | March 19      |
| Stress-Fix™ Body Massage                  | \$200       | Aveda Institute Tallahassee  | Michael Jordan    | April 15-16   |
| Styling Essentials                        | \$150       | Aveda Institute Jacksonville   | Ronnie Appel      | February 26   |
| Styling Essentials                        | \$150       | Aveda Institute St. Petersburg   | Ronnie Appel      | March 18      |
| Styling Essentials                        | \$150       | Aveda Institute Orlando  | Ronnie Appel      | May 20        |
| Styling Essentials                        | \$150       | Aveda Institute Jacksonville   | Ronnie Appel      | June 3        |
| Technique vs Placement                    | \$200       | Aveda Institute Orlando  | Jeffrey Scott     | March 19      |
| Transformational Texture                  | \$150       | Aveda Institute Jacksonville   | Ronnie Appel      | February 19   |
| Transformational Texture                  | \$150       | Aveda Institute South Florida  | Ronnie Appel      | March 11      |
| Trend Cutting                             | \$250       | Aveda Institute Orlando  | Ronnie Appel      | April 15      |
| Tuff Love: Miami Hair Show                | see website | Miami, Florida<br><a href="http://www.TuffLoveMiami.com">www.TuffLoveMiami.com</a> |                   | April 22-23   |



For more information or to register, visit [thesalonpeople.avedaflorida.com/aveda-education.php](http://thesalonpeople.avedaflorida.com/aveda-education.php)

\*Classes are 50% Education Benefits Eligible and include mannequin heads when needed.



# HAIR



## Aveda Hair Color: Systems & Solutions

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

**PREREQUISITE:** None  
**COST:** \$150

| Date     | Location              | Educator   |
|----------|-----------------------|------------|
| March 11 | St. Petersburg Hilton | Jen Pavluk |

## Color Melting/Baliage

Transform your approaches to regular color technique and learn the Aveda approach to creating fashionable and contemporary looks like the Ombre. These can be achieved through free-hand techniques and color melting. Formulation, product mixing, and application techniques will be taught and demonstrated. Each of these techniques can be used on a variety of guests and aid in growing your skills and adding to your income potential.

**PREREQUISITE:** None  
**COST:** \$175

| Date    | Location              | Educator     |
|---------|-----------------------|--------------|
| June 24 | St. Petersburg Hilton | Hanna Cannon |

## Color Soiree

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**PREREQUISITE:** None  
**COST:** \$150

| Date       | Location                      | Educator                   |
|------------|-------------------------------|----------------------------|
| January 15 | Aveda Institute South Florida | Hanna Cannon & John Hickey |

## Colortalk

This is a color business-building class with focus on the consultation of the guest, pricing and add-ons for the guest using the NEW Hair Color Purescription™ Pad. Attend this class and watch your hair color business grow!

**PREREQUISITE:** None  
**COST:** \$100

| Date     | Locations                    | Educator     |
|----------|------------------------------|--------------|
| March 18 | Aveda Institute Jacksonville | Corey Colfer |

## Creative Cutting - Above and Beyond

This course places a strong focus on how to bring cutting-edge and creative techniques and ideas into day-to-day salon work. Learn how to take your wildest inspirations and use them to stay motivated behind the chair and consistently produce fresh, technically superior haircuts that will keep clients loyal and wanting more. Take your work to a higher level and perfect the art of fusing classic technique and whimsy.

**PREREQUISITE:** None  
**COST:** \$200

| Dates       | Locations                      | Educators         |
|-------------|--------------------------------|-------------------|
| February 26 | Aveda Institute St. Petersburg | Daniel Holzberger |
| March 18    | Aveda Institute St. Petersburg | Brandon Darragh   |
| March 25    | Aveda Institute South Florida  | Daniel Holzberger |
| May 20      | Aveda Institute Orlando        | Daniel Holzberger |
| June 3      | Aveda Institute Orlando        | Brandon Darragh   |

## Creative Formulations V2.0

This class will teach participants to train their eye in a one-day class (6-hour or 8-hour) focusing on the many different varieties of mixing and rule bending, crossing all domains of Aveda Hair Color and focusing on how to expand on the new revision of Full Spectrum™ Hair Color. Learn to make such colors as sunfire, sunburn, bruise, coppercino, butterscotch, slate grey, spicy copper, baby pink, salmon, silver blue white and many others. Learners will create their own swatch board and get consultation tips on how to expand their color business. A model or mannequin workshop can be added to the class.

**PREREQUISITE:** None  
**COST:** \$200

| Dates    | Locations               | Educators     |
|----------|-------------------------|---------------|
| March 18 | Aveda Institute Orlando | Jeffrey Scott |



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# HAIR



## Customizable Color

This class will teach participants to train their eye to bring out the most in Aveda Hair Color. This hands-on class will feature different advanced techniques and creative formulations.

**PREREQUISITE:** None

**COST:** \$175, \$150

| Dates    | Locations                      | Educators    |
|----------|--------------------------------|--------------|
| March 11 | Destin                         | Hanna Cannon |
| May 6    | Aveda Institute South Florida  | Hanna Cannon |
| May 20   | Aveda Institute St. Petersburg | Hanna Cannon |
| June 3   | Aveda Institute Tallahassee    | Hanna Cannon |

## Elemental Nature

THIS IS DUMMY TEXT participants to train their eye to bring out the most in Aveda Hair Color. This hands-on class will feature different advanced techniques and creative formulations.

**PREREQUISITE:** None

**COST:** \$150

| Date        | Locations | Educator       |
|-------------|-----------|----------------|
| February 19 | Destin    | Michael Jordan |

## Full Spectrum™ ReVisioned

Come and learn the latest in Aveda Hair Color technology. Improved formulas. A kaleidoscope of shade possibilities. Bolder hues. Better results. The evolution of Full Spectrum™ permanent hair color has begun! Attend this three-hour training and learn it firsthand. Learn what's new and see how just a few hours can rekindle your passion for the industry's favorite hair color. Let your artistry shine with completely customizable Full Spectrum™.

**PREREQUISITE:** None

**COST:** \$150

| Dates       | Locations                      | Educators      |
|-------------|--------------------------------|----------------|
| February 5  | Aveda Institute St. Petersburg | Greg Carter    |
| February 5  | Aveda Institute Jacksonville   | Corey Colfer   |
| February 5  | Aveda Institute Tallahassee    | Jamie Hardy    |
| February 5  | Aveda Institute Orlando        | Jen Pavluk     |
| February 5  | Destin                         | Megan Aldridge |
| February 19 | Aveda Institute South Florida  | Ronnie Pryor   |
| February 26 | Aveda Institute Jacksonville   | Megan Aldridge |
| March 18    | Aveda Institute South Florida  | Ronnie Pryor   |
| May 6       | Aveda Institute Tallahassee    | Megan Aldridge |
| May 20      | Aveda Institute Orlando        | Jen Pavluk     |

## Innovative Cutting

This one-day, interactive workshop will give you a new perspective when you are seeking some new inspiration to help create diversity in your cutting style. This class is designed to inspire and push your creativity by using all aspects of combination cutting and technique. Designed for advanced stylists looking for a fresh perspective, this class will take you to new places. Tripod Required.

**PREREQUISITE:** None

**COST:** \$150

| Date       | Location                | Educator     |
|------------|-------------------------|--------------|
| February 5 | Aveda Institute Orlando | Ronnie Appel |

## Miami Hair Show: Tuff Love

Come experience the examples of the rigor and determination that demonstrate what it takes to be the BEST! This event will bring cutting-edge education and inspiration. Only here can you experience this much energy in one place. Learn what it takes to be the best at what you do. Space is limited.

[www.TuffLoveMiami.com](http://www.TuffLoveMiami.com)

**COST:** General Session - \$200  
Premier Seating - \$395  
Hands-on Technical Workshops - \$200

- Styling with Caterina DiBiase
- Cutting with James Morrison
- Cutting with Brooks and Brooks
- Cutting with Ricardo Dinis
- Color with Ian Michael Black

| Dates       | Locations         | Educators   |
|-------------|-------------------|-------------|
| April 22-23 | Miami South Beach | See website |



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# HAIR



## Styling Essentials

Bring out the beauty in your haircuts with smart styling. In this hands-on course, you'll play with the entire domain of Aveda styling products and learn how to incorporate them into essential styling methods including brush work, iron work, drying techniques and curl/wave enhancement. Tripod Required.

**PREREQUISITE:** None  
**COST:** \$150

| Dates       | Locations                      | Educators    |
|-------------|--------------------------------|--------------|
| February 26 | Aveda Institute Jacksonville   | Ronnie Appel |
| March 18    | Aveda Institute St. Petersburg | Ronnie Appel |
| May 20      | Aveda Institute Orlando        | Ronnie Appel |
| June 3      | Aveda Institute Jacksonville   | Ronnie Appel |

## Technique vs Placement

A one-day class (8-hour) where learners are taught the difference between a placement of color versus technique to introduce color to the hairstyle. There is a demonstration of many different types of techniques like Dimensional Color Balancing, Color Melting and its variations, progressive variation of shade, Baliage, Surprise Highlights, and also a few quick placements of foils like "windmill partial" and "block coloring" work is done on mannequins for maximum practice. (Men's short hair foiling technique can be included)

**PREREQUISITE:** None  
**COST:** \$200

| Dates    | Locations               | Educators     |
|----------|-------------------------|---------------|
| March 19 | Aveda Institute Orlando | Jeffrey Scott |

## Transformational Texture

Take your technical and creative edge to a new level with Technical Texture. Utilizing the concepts of Pure Form, you will learn how to create texture within haircutting. Discover how to create the type of texture that will support your client's current look to a new trend. The class looks at the creation of texture within one-length, graduation and layering by trying on each approach within each technique. Then you will stretch your mind and imagination in creating haircuts with only texture. You will learn the process by which looks are broken down to create a new haircut from the technical cut to the style and the finish. Technical Texture starts the process of opening your mind to a creative edge when working behind the chair and keeping your clients' hair feeling current with trends today and in the future. Tripod Required.

**PREREQUISITE:** Pure Form  
**COST:** \$150

| Dates       | Locations                     | Educators    |
|-------------|-------------------------------|--------------|
| February 19 | Aveda Institute Jacksonville  | Ronnie Appel |
| March 11    | Aveda Institute South Florida | Ronnie Appel |

## Trend Cutting

Get ahead of the game by learning the latest cutting trends in the Aveda world of fashion while also learning ways these high fashion looks can be adapted for everyday salon work.

**PREREQUISITE:** None  
**COST:** \$250

| Date     | Location                | Educator     |
|----------|-------------------------|--------------|
| April 15 | Aveda Institute Orlando | Ronnie Appel |



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# SKIN



## Green Science™ Skin-Renewing Treatment

We can't prevent aging—but using the right skin care products and treatments can slow the aging process and minimize its unwanted effects. In this course dedicated to the Green Science™ Skin-Renewing Treatment, you'll learn how to perform the service and practice new and unique massage techniques that will showcase how plant technology and high-touch service merge to create results. Together with your guest, you'll be able to identify their top aging concerns, recommend Green Science™ skin care products for daily use and instantly demonstrate the products' skin renewing benefits by performing this age-defying treatment.

**PREREQUISITE:** None

**COST:** \$150

| Dates    | Locations                     | Educators      |
|----------|-------------------------------|----------------|
| March 11 | Aveda Institute St Petersburg | Brandi Johnson |

## Makeup Essentials

What's the best way to finish off your guests' cut, color or spa service? With beautiful Aveda makeup. This hands-on course will introduce you to the natural pigments and products that make Aveda Makeup unique and show you how adding a Finishing Touch Makeup Ritual to any service will make a remarkable impression on your guests. Learn how to talk about Aveda Makeup, get your guests excited to experience the products and conduct a thorough consultation that will take the guesswork out of choosing colors and textures for different skin types and tones. You'll leave the course with the confidence to conclude your guest's visit with a flattering makeup look that will perfectly accentuate your service.

**PREREQUISITE:** None

**COST:** \$150

| Dates      | Locations                      | Educators |
|------------|--------------------------------|-----------|
| February 5 | Aveda Institute St. Petersburg | Fawn      |
| March 11   | Aveda Institute Orlando        | Fawn      |
| May 6      | Aveda Institute Jacksonville   | Fawn      |

## Skin Wise 2: Signature Facial Solutions

Sharpen your ability to perform Aveda's highly requested trio of facial treatments - all of which are on a mission to change your guests' skin for the better. Under the expert guidance of spa professionals, you'll get a high level overview of the products and procedures behind the signature [facial treatments inspired by the Outer Peace™,] Green Science™ and Enbrightenment™ skin care lines - and how to perform them correctly and confidently. Watch your career as an Aveda skin care therapist grow as your perfect your ability to execute these in-demand facial treatments that are clinically proven to leave your guests' skin looking fresher, younger and healthier.

**PREREQUISITE:** None

**COST:** \$150

| Dates       | Locations | Educators      |
|-------------|-----------|----------------|
| February 20 | Destin    | Michael Jordan |

## Stress-Fix™ Body Massage

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

**PREREQUISITE:** None

**COST:** \$200

| Date        | Location                    | Educator       |
|-------------|-----------------------------|----------------|
| March 11-12 | Destin                      | Michael Jordan |
| March 19    | Aveda Institute Orlando     | Marc Zolicofer |
| April 15-16 | Aveda Institute Tallahassee | Michael Jordan |

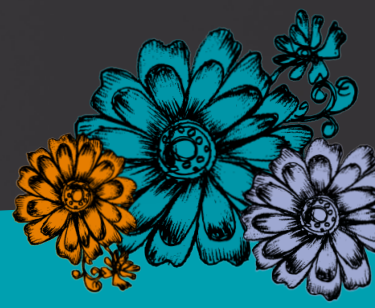


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# BUSINESS



## Seeds of Preparation

Part 1 of 2, this two-day course focuses on creating the most effective learning environment. You will learn how others learn, and that will strengthen how you educate. Begin developing your strong presentation and facilitation skills while putting them into practice in this fun, safe environment. This 2-part course is a must for participants beginning their careers as trainers and beneficial to anyone in a mentor or leadership role. Participants will improve their staff meetings and in-salon education.

**PREREQUISITE:** None  
**COST:** \$150

| Dates    | Locations               | Educators  |
|----------|-------------------------|------------|
| March 25 | Aveda Institute Orlando | Jen Pavluk |
| May 6-7  | Aveda Institute Orlando | Jen Pavluk |

## Serious Business®

What's the Future? 2012 is a significant year with extreme possibilities and predictions. Join us at this business forum that brings the salon and spa industry together to experience and learn from a group of innovative, insightful, thought-provoking presenters. These authors, breakthrough thinkers, and entrepreneurs share stimulating, concepts that will contribute to our personal and business potential. What's Your Future? For more information or pricing, call 1-800-333-0100 or visit [seriousbusiness.net](http://seriousbusiness.net)

**PREREQUISITE:** None  
**COST:** See Website - [www.SeriousBusiness.net](http://www.SeriousBusiness.net)

| Dates         | Locations   | Educators   |
|---------------|-------------|-------------|
| January 22-23 | New Orleans | See website |

## Learning Garden

Part 2 of 2, in this two-day course you'll explore your own unique style of learning. Develop the steps to create your own lesson plans utilizing 4-Mat learning styles. Strengthen your new series of skills, with the opportunity to plan and deliver a fun, interactive, effective training. This 2-part course is a must for participants beginning their careers as trainers and beneficial to anyone in a mentor or leadership role. Participants will improve staff meetings and in-salon education.

**PREREQUISITE:** Seeds of Preparation  
**COST:** \$225

| Dates       | Locations               | Educators  |
|-------------|-------------------------|------------|
| April 15-16 | Aveda Institute Orlando | Jen Pavluk |
| June 24     | Aveda Institute Orlando | Jen Pavluk |

