



Aveda, a leading all-natural company, has products to suit a diverse clientele and quality institutes to prepare professionals for salon and spa careers

By Samelia Bankole

**A**veda is an all-natural beauty brand that uses pure flower and plant essences from all over the world. The brand was launched in 1978 by hairdresser Horst Rechelbacher, who was inspired by the ancient Indian healing tradition of Ayurveda. Rechelbacher worked to integrate natural and organic ingredients into his products and to adopt an environmentally friendly mission for his company. The beauty brand now stands out as one of the few beauty companies in the world with a dedicated commitment to serving the environment. It is the only company that uses 100 percent wind power in its manufacturing process.

Aveda carries products in hair care, skin care and makeup. These products consist of plant and flower oils, minus any synthetic chemicals. Aveda's selection has products for both women and men. **Invati**, for instance, is a special line that has unique hair products for men and women that address thinning hair and promote thicker and fuller hair growth. This collection utilizes natural oils and butters for the hair's benefit.

Other Aveda hair care products follow the same vision of treating different hair types and conditions. With so many options, Aveda products are worth a second glance for beauty professionals serving a multicultural and diverse clientele. There are products for every hair type and need including (but not limited to) curly textures, dry and damaged, dull hair that lacks shine, oily hair, and colored-treated hair.

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There is something to be said about the quality and diversity in Aveda's skin care products as well. The brand has a variety of cleansers, lotions, crèmes and masques for dry, normal and oily skin types. Each is designed to revitalize skin. There are also products for acne relief and treatment of uneven skin. If professionals prefer to order skin care products in one collection, there are **skin kit options** for several of Aveda's top collections.

Aveda also sells makeup collections with products for the lips, eyes, face, and cheeks, and offers special collections of organic body mists and oils for personal and salon use. Selections like **Chakra Body Mists and Singular Notes Oils** can be helpful for spa purposes.

### **Aveda's High Quality, Earth-conscious Education**

In addition to its line of natural products, Aveda prides itself in having signature beauty institutes across the country. **The Aveda Institutes** provide accredited cosmetology programs for students. Hair cutting, nail care, color services, texture services and makeup techniques are some of the areas covered in the curriculum. Aveda Institutes aim for their students to be highly trained in their field.



"Students are educated by professionals using innovative curriculums that blend professional techniques with retail and business-building skills," says Lisa Hebert, executive assistant of Aveda Institutes South. "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."

During their time at an Aveda Institute, students are provided with real-world experience in a topnotch salon or spa setting with their professors. "At each of our institutes, our programs include the opportunity for students to service guests in a high-energy salon or spa environment and learn firsthand the Aveda difference," says Hebert. "The practical exposure to the floor helps build confidence and skills, with licensed educators to supervise, advise, and consult with the students as they develop relationships with the guests."

After graduation, Aveda Institute students have several options open to them. "Using the Aveda Business College curriculum, we teach the skills and information necessary to become not only a stylist or spa therapist, but also an owner" explains Hebert. "We share the insights of successful salon and spa professionals to give students the standards of excellence expected in the industry."

Aveda's all-natural, environmentally conscious background also factors into the programs. "Students 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," says Hebert.

Aveda clearly has much to give for professionals looking for an all-natural choice in the beauty world that represents quality, diversity, and wellness. You can visit their website at **www.aveda.com** to learn more.