Unite science, conscience and soul.
At Aveda, we believe in marrying high-touch treatments with a high-tech approach to botanical product development. Our approach to spa involves the ability to truly connect and consult with our guests to customize the complete experience. It is about cutting edge products and techniques for results driven solutions.

Enlighten your spa staff.
There is a lot to know and learn. That’s why Aveda is committed to offering you a full spectrum of professional spa educational opportunities from the fundamentals to highly advanced programs. The path of Aveda spa education is an ongoing cycle that continues to enlighten and inspire.

Where living is learning.
We invite you to engage in Aveda Spa Education’s dynamic, interactive classes and build your skill, confidence, enthusiasm and business.

I: SPA SYSTEMS
Classes designed to teach systems which increase productivity and profitability for spas.

III: SIGNATURE SERVICES
Learn treatments created for results driven services using high technology products and techniques inspired from around the world.

II: SPA FUNDAMENTALS
Classes to teach licensed professionals how to become an Aveda therapist in the areas of skin care, spa body treatments and massage.

IV: ADVANCED EDUCATION
Go beyond the basics. Enrich your practice and your life through a new kind of advanced education for the spa professional.

JOIN THE EVOLUTION
**GROW YOUR SPA BUSINESS**

**Education builds skills, confidence and enthusiasm**

Aveda Spa Education is designed to help you:

- Boost your business by increasing guest retention
- Provide consistency in service
- Align your services with increased retail sales
- Elevate your skill and knowledge and increase your revenue

To make our education offerings simple and intuitive, we have arranged classes in manageable groups that complement each other and help you steadily grow. Whether your spa is new to Aveda or you want to inspire new levels of growth, Aveda Spa Education will keep your staff enlightened and inspired.

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**SPA SYSTEMS**

Recommended for all staff including front desk/guest services, estheticians, massage therapists, nail therapists, Aveda advisors, spa owners and managers.

**Spa Experience (3 hour and 6 hour)**

Elevate all Aveda spa services to the level of true experience using distinctly Aveda approaches like the “12 Points of Connection” and Spa Rituals. The end result is the implementation of systems that bring to life the “blueprint” of a fabulous guest experience as designed in class.

**Elemental Nature (1 day)**

Understand Aveda's unique approach to delivering individualized spa services based on world wisdom traditions.

**Aromaology™ I: Singular Notes (1 day)**

Learn Aveda's approach to using essential oils and aromas to customize spa services and affect our guest's physiological and psychological wellbeing.

**Discover Aveda (1 day)**

Gain a deep understanding of who Aveda is and what defines our brand. Learn how the Aveda mission powerfully impacts everything we do.

**Productivity (2 days)**

Increase your productivity by understanding the unique positioning statements of the Aveda products in all domains. A fun, interactive two day class.

*DONE PRIMARILY IN-SPA*
**SPA FUNDAMENTALS**

**Skin Wise I (3 days)**
A condensed 3-day program to teach Aveda’s Spa Philosophy, Spa Rituals, signature Elemental Nature and Botanical Skin Resurfacing facial techniques and integration of Aveda’s professional skin care products to skin care professionals.

**Massage Wise (3 days)**
This 3-day course will teach you the foundations of becoming a massage therapist in an Aveda spa. This condensed program will allow you to understand the philosophies and techniques of the fundamental curricula.

**Massage Foundations (1 day)**
Learn to heighten and customize your guest’s massage experience by consulting with them effectively, focusing on the Aveda Spa Rituals and integrating Aveda products to their individual needs and preferences.

**Aromaology™ II: Pure Essences (1 day)**
Gain the information to integrate Aveda’s 25 Pure Essences into all aspects of the Spa Experience.

**Nail Principles (1 day)**
Enhance your skill and credibility as an Aveda Hand and Foot Therapist by learning how to customize your guests experience with Elemental Nature, Spa Rituals, and the Aveda professional products.

**SIGNATURE SERVICES**

**Green Science™ Skin-Renewing Treatment (1 day)**
Learn Aveda’s approach to mature skin needs, in-depth product knowledge of the Green Science™ skin care, and the Green Science™ Skin-Renewing professional facial treatment.

**Green Science™ Skin-Renewing Manicure (½ day – 1 day)**
Learn Aveda’s approach to mature skin needs, in-depth product knowledge of the Green Science™ skin care, and the Green Science™ Skin-Renewing Manicure.

**Perfecting Plant Peel™ (½ day)*
Learn how to use and integrate this highly effective professional product into your facial treatments.

**Enbrightenment™ Discoloration Treatmentsm (1 day)**
Learn Aveda’s approach to correcting hyperpigmentation, in-depth product knowledge of the Enbrightenment™ Brightening skin care line, and the Enbrightenment™ Discoloration Treatment™.

**Chakra™ Balancing Massage (1 day)**
Gain the ability to combine Aveda Chakra™ Balancing Blends with massage techniques that affect the seven energy centers along the head and spine.

**Chakra™ Balancing Hand and Foot Treatment (½ day – 1 day) • Can be done in conjunction with Green Science™ Manicure.**
Gain the ability to combine Aveda Chakra™ Balancing Blends with foot reflexology techniques that affect the seven energy centers.

*DONE PRIMARILY IN-SPA*
Caribbean Therapy™ Body Treatments (1 day)
Learn Aveda's signature Caribbean-inspired body treatments, Aveda's unique Caribbean Therapy™ products and the tropical ingredients that nurture the skin and rejuvenate the senses.

Caribbean Therapy™ Hand & Foot Treatments (½ day – 1 day)
Learn Aveda's signature Caribbean-inspired hand and foot treatments, Aveda's unique Caribbean Therapy™ products and the tropical ingredients that nurture the skin and rejuvenate the senses.

Rosemary Mint Awakening Body Wrap (1 day)
Learn this cooling, rejuvenating, invigorating body wrap using Aveda's popular Rosemary Mint Body Care products.

Fusion Stone Massage (1 day)
Learn this unique signature service that blends traditional massage strokes with the use of hot and cold stones.

Himalayan Rejuvenation Treatment* (1 day)
Learn this unique and intense, 2 hour Aveda signature service based on the ancient healing traditions of Ayurveda.

Body Elixir Treatment* (1 day)
This in-spa class helps you to integrate exfoliation techniques, use of the Scots Hose and Vichy Shower, and our Aveda products into a unique and invigorating hydrotherapy service.

Skin Wise II – Signature Facial Services (3 days)
This is a condensed three day class to learn Aveda's signature facial treatments including; Outer Peace™ Acne Relief, Green Science™ Skin-Renewing Treatment and Enbrightenment™ Discoloration Treatment™

Botanical Skin Resurfacing (½ day – 1 day)
Learn this truly competitive and highly results driven alternative to Microdermabrasion. Understand how to integrate the Aveda Tourmaline skin care products into this treatment as well as home care for your guest to accomplish the changes they desire in their skin.

Outer Peace™: Aveda's Approach to Acne (1–2 days)
Learn the contributing factors of acne and Aveda's unique treatment approach. Learn in-depth product knowledge of the Outer Peace™ Acne Relief skin care line.

*DONE PRIMARILY IN-SPA

Green Cosmetic Chemistry (1 day)
Learn about Aveda's unique and mission driven approach to developing products. Untangle the mystery of cosmetic ingredient labels and gain valuable insight directly from Aveda's Research and Development team.

The Science of Skin Aging (1 day)
Explore the science and physiology of the skin with a focus on the extrinsic, environmental factors that cause signs of aging. Understand from a holistic approach what can be done to prevent and treat the visible signs of aging.

Traditional Nutritional Practices for Well-Being (2 days)
This is a life-changing course designed to not only assist you in the practical guidelines of healthy eating for your own health and well-being, but also to enable you to become an inspirational guide for others in their path to better health, happiness and vitality.

The Science of Plant Actives and Essential Oils (2 days)
Learn about the use of essential oils and plant derived actives in cutting-edge beauty care products. Understand the science and efficacy of these ingredients and how and why they are used.

Advanced Massage Techniques; Foot Reflexology (2 days)
Learn more than 30 reflexology pressure points and their connection to different aspects of the body's anatomy. Use the principles of foot reflexology and Aveda Spa Rituals to enhance your massage, facial, or nail services.

Ayurveda: A Course for Practical Application (2 days)
Explore Ayurveda, the ancient healing art of India that has been in practice for more than 5,000 years. Learn the practices to promote wellness for both you and your guests.

Advanced Skin Care Techniques (2 days)
Take this opportunity to immerse yourself in a intensive technical class for the skin care professional and learn specific skin care techniques to further enable you to meet your guest's needs.

Shows and Events
Learn from the industry's most influential global talent who share their philosophies, science, and techniques through workshops, lectures, demonstrations, shows, and more.

*ADVANCED SPA ACADEMY COURSES ARE OFFERED THROUGHOUT THE US. VISIT WWW.AVEDAADVANCEDACADEMY.COM OR CONTACT YOUR LOCAL DISTRIBUTION FOR DATES AND LOCATIONS.