

YOUR NEXT LEVEL:

AVEDA PUREPROFESSIONAL™ CERTIFICATION

Are you a natural mentor?
A passionate artist who loves Aveda?
A team player who is always learning?
Enrolled in an Aveda educator path?

Join this community and watch
more doors open.



FOUR STEPS TO HAIR COLOR CERTIFICATION:

STEP 1

Ask your salon owner to endorse you

Submit owner's form on PurePro™ with your
audition application.



STEP 2

Apply for a regional audition

Ask your SDP or local Technical Education Specialist
for the unique link to register.



STEP 3

Brush up on the curriculum for your learning path

See reverse side for the recommended progression of Hair Color
courses.



STEP 4

Audition!

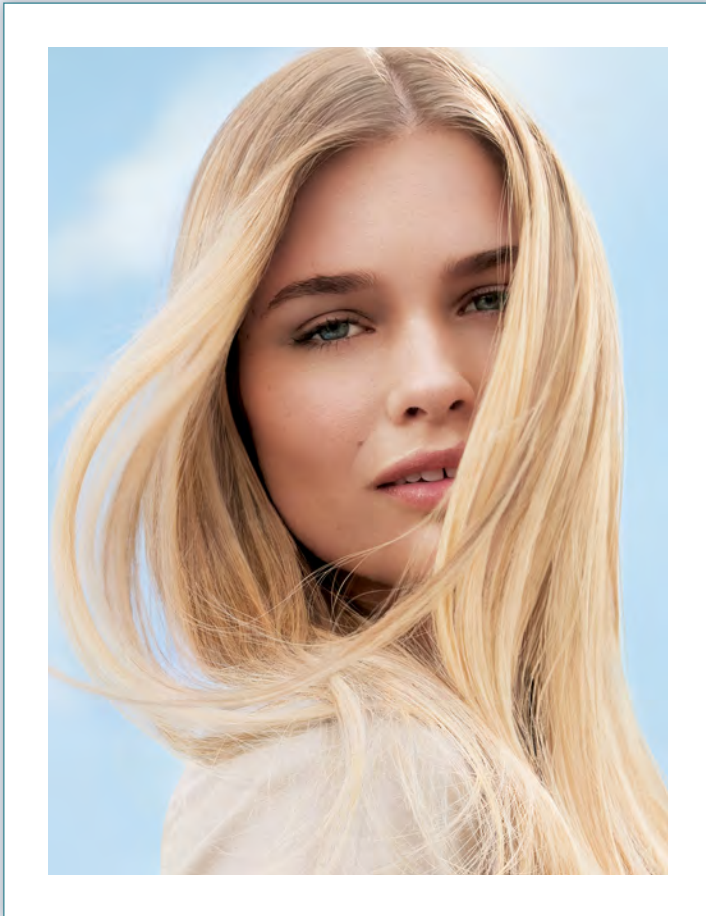
Auditions are planned based on a regional "as-needed" basis.

If there isn't an audition happening near you right now,
we urge you to continue your path to mastery, and stay tuned
for future audition opportunities.

PUREFESSIONAL™ LEARNING PATH:

HAIR COLOR

Master the Aveda Hair Color categories and learn the technical knowledge and skills you need. This path consists of four levels of self-guided, virtual and live training. Here's your starting point! Complete as many as you can to set yourself up for success in your pursuit of mastery toward your goal to Purefessional™.



HAIR COLOR

Level One: Aveda Foundations

Connect Aveda

Beyond the Salon

Texture for Retail

Texture Talk

Level Two: Domain Proficiency

Styling Essentials

Hair Color Systems

Hair Color Solutions

Full Spectrum Deep

Art and Science of Hair Color Set

Level Three: Mastery

Balayage Unlimited

Master your Mix

Alchemy of Hair Color

Color Craft

Texture Color

Educator Path:

Adult Learning and Facilitation

Or

Principles of Education

RECOMMENDED FOUNDATIONAL COURSES FOR ALL PATHS:

Connect Aveda, Beyond the Salon, Adult Learning & Facilitation/Principle of Education

TO ATTEND THE LEARNING OPPORTUNITIES:

For Live Events: Aveda PurePro™ > Shop Education / For Elearning: Aveda PurePro™ > Resources > Elearning

AVEDA

YOUR NEXT LEVEL:

AVEDA PUREPROFESSIONAL™ CERTIFICATION

Are you a natural mentor?
A passionate artist who loves Aveda?
A team player who is always learning?
Enrolled in an Aveda educator path?

Join this community and watch
more doors open.



FOUR STEPS TO HAIR CUT & STYLE CERTIFICATION:

STEP 1

Ask your salon owner to endorse you

Submit owner's form on PurePro™ with your
audition application.



STEP 2

Apply for a regional audition

Ask your SDP or local Technical Education Specialist
for the unique link to register.



STEP 3

Brush up on the curriculum for your learning path

See reverse side for the recommended progression of Hair Cut &
Style courses.



STEP 4

Audition!

Auditions are planned based on a regional "as-needed" basis.

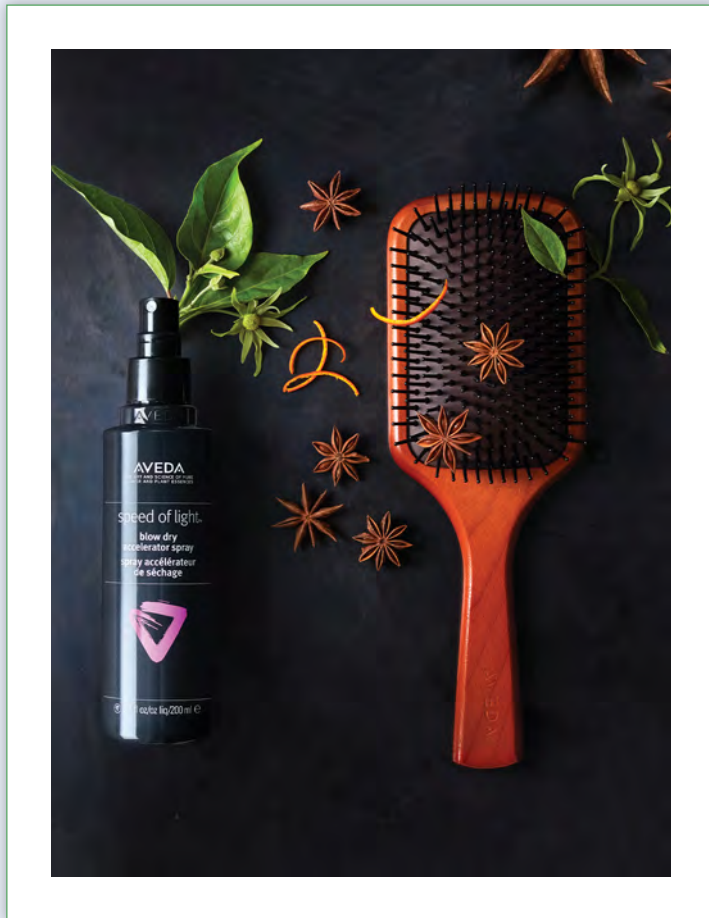
If there isn't an audition happening near you right now,
we urge you to continue your path to mastery, and stay tuned
for future audition opportunities.



PUREFESSIONAL™ LEARNING PATH:

HAIR CUT & STYLE

Focus on the key principles required to create **classic haircuts and the blow-drying and styling techniques for a perfect finish.** In this learning path, you will complete four levels of self-guided, virtual and live training.



HAIR CUT & STYLE

Level One: Aveda Foundations

Connect Aveda

Beyond the Salon

Texture for Retail

Texture Talk

Level Two: Domain Proficiency

Styling Essentials

Core Cutting I

Texture Cut

Level Three: Mastery

Core Creative Cutting

Curl Contemporary

Core Cutting II

Educator Path:

Adult Learning and Facilitation

Or

Principles of Education

RECOMMENDED FOUNDATIONAL COURSES FOR ALL PATHS:

Connect Aveda, Beyond the Salon, Adult Learning & Facilitation/Principle of Education

TO ATTEND THE LEARNING OPPORTUNITIES:

For Live Events: Aveda PurePro™ > Shop Education / For Elearning: Aveda PurePro™ > Resources > Elearning

AVEDA

YOUR NEXT LEVEL:

AVEDA PUREPROFESSIONAL™ CERTIFICATION

Are you a natural mentor?
A passionate artist who loves Aveda?
A team player who is always learning?
Enrolled in an Aveda educator path?

Join this community and watch
more doors open.



FOUR STEPS TO TEXTURE CERTIFICATION:

STEP 1 _____

Ask your salon owner to endorse you

Submit owner's form on PurePro™ with your audition application.



STEP 2 _____

Apply for a regional audition

Ask your SDP or local Technical Education Specialist for the unique link to register.



STEP 3 _____

Brush up on the curriculum for your learning path

See reverse side for the recommended progression of Texture courses.



STEP 4 _____

Audition!

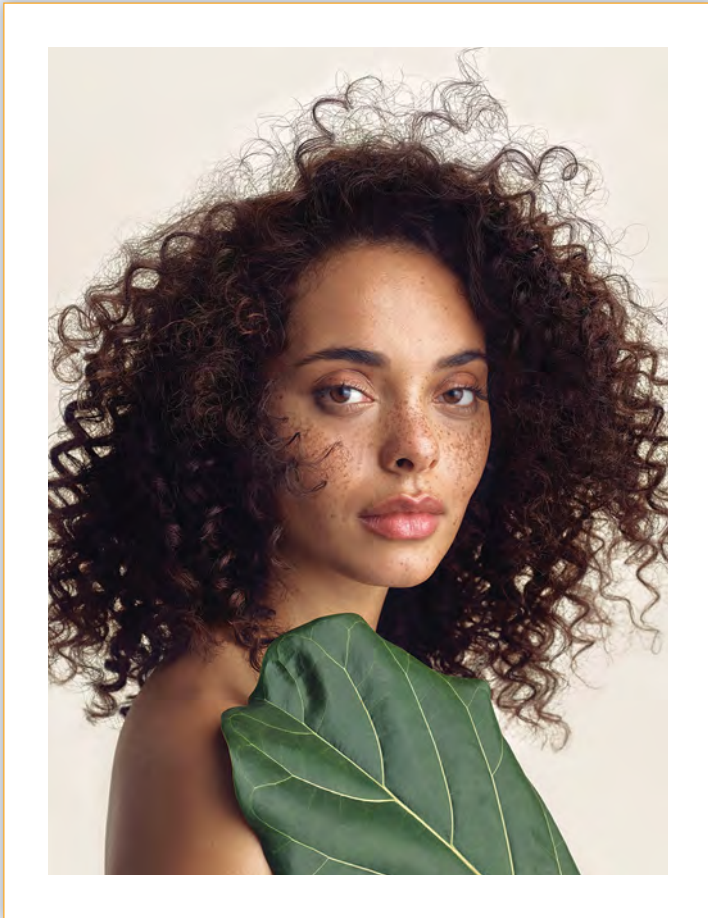
Auditions are planned based on a regional "as-needed" basis.

If there isn't an audition happening near you right now, we urge you to continue your path to mastery, and stay tuned for future audition opportunities.

PUREFESSIONAL™ LEARNING PATH:

TEXTURE

This four-course series—an exclusive in the industry—features the most sought-after results in styling natural hair from Aveda's top texture experts. You'll gain the knowledge and technical skills you need to create beautiful styles for guests embracing their **natural texture and living their best curly life.**



TEXTURE
Level One: Aveda Foundations
Connect Aveda
Beyond the Salon
Texture for Retail
Texture Talk
Level Two: Domain Proficiency
Styling Essentials
Texture Essentials
Texture Style
Texture Cut
Texture Color
Level Three: Mastery
Braids, Knots & Rods
Educator Path:
Adult Learning and Facilitation Or Principles of Education

RECOMMENDED FOUNDATIONAL COURSES FOR ALL PATHS:

Connect Aveda, Beyond the Salon, Adult Learning & Facilitation/Principle of Education

TO ATTEND THE LEARNING OPPORTUNITIES:

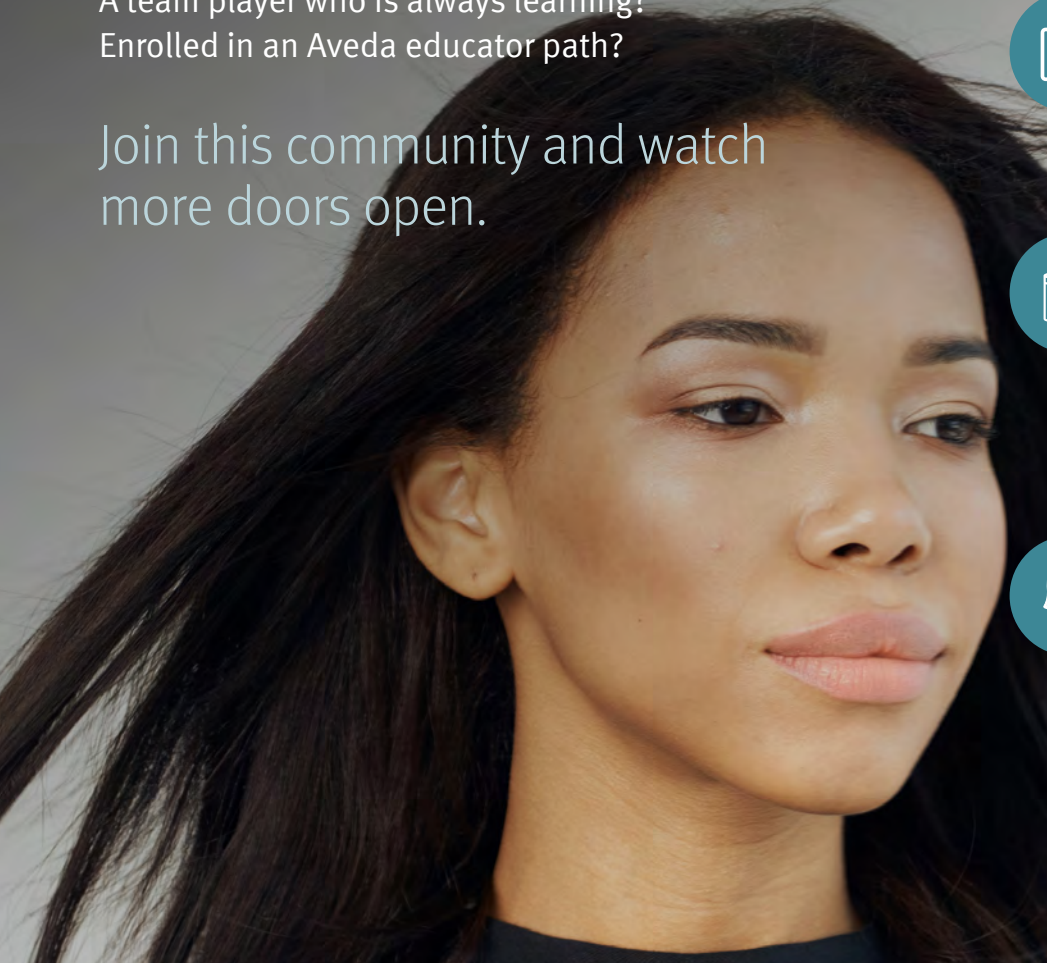
For Live Events: Aveda PurePro™ > Shop Education / For Elearning: Aveda PurePro™ > Resources > Elearning

YOUR NEXT LEVEL:

AVEDA PUREPROFESSIONAL™ CERTIFICATION

Are you a natural mentor?
A passionate artist who loves Aveda?
A team player who is always learning?
Enrolled in an Aveda educator path?

Join this community and watch
more doors open.



FOUR STEPS TO SKIN CARE CERTIFICATION:

STEP 1 _____

Ask your salon owner to endorse you

Submit owner's form on PurePro™ with your audition application.



STEP 2 _____

Apply for a regional audition

Ask your SDP or local Technical Education Specialist for the unique link to register.



STEP 3 _____

Brush up on the curriculum for your learning path

See reverse side for the recommended progression of Skin care courses.



STEP 4 _____

Audition!

Auditions are planned based on a regional "as-needed" basis.

If there isn't an audition happening near you right now, we urge you to continue your path to mastery, and stay tuned for future audition opportunities.

PUREFESSIONAL™ LEARNING PATH:

SKIN

Focus on the key principles required to understand and **care for skin care needs to best service within the treatment rooms**. In this learning path, you will complete four levels of self-guided, virtual and live training.



SKIN

Level One: Aveda Foundations

Connect Aveda

Beyond the Salon

Level Two: Domain Proficiency

Professional Service Foundations

Deconstructing the Facial

Professional Product Knowledge

Level Three: Mastery

Exfoliation Design

Design Theory

Plant Stem Cell Acid Facials

Energizing Eye Treatment

Five Phase Face Massage

Educator Path:

Adult Learning and Facilitation

Or

Principles of Education

RECOMMENDED FOUNDATIONAL COURSES FOR ALL PATHS:

Connect Aveda, Beyond the Salon, Adult Learning & Facilitation/Principle of Education

TO ATTEND THE LEARNING OPPORTUNITIES:

For Live Events: Aveda PurePro™ > Shop Education / For Elearning: Aveda PurePro™ > Resources > Elearning

AVEDA

YOUR NEXT LEVEL:

AVEDA PUREPROFESSIONAL™ CERTIFICATION

Are you a natural mentor?
A passionate artist who loves Aveda?
A team player who is always learning?
Enrolled in an Aveda educator path?

Join this community and watch
more doors open.



FOUR STEPS TO MASSAGE CERTIFICATION:

STEP 1 _____

Ask your salon owner to endorse you

Submit owner's form on PurePro™ with your audition application.

STEP 2 _____

Apply for a regional audition

Ask your SDP or local Technical Education Specialist for the unique link to register.

STEP 3 _____

Brush up on the curriculum for your learning path

See reverse side for the recommended progression of Massage courses.

STEP 4 _____

Audition!

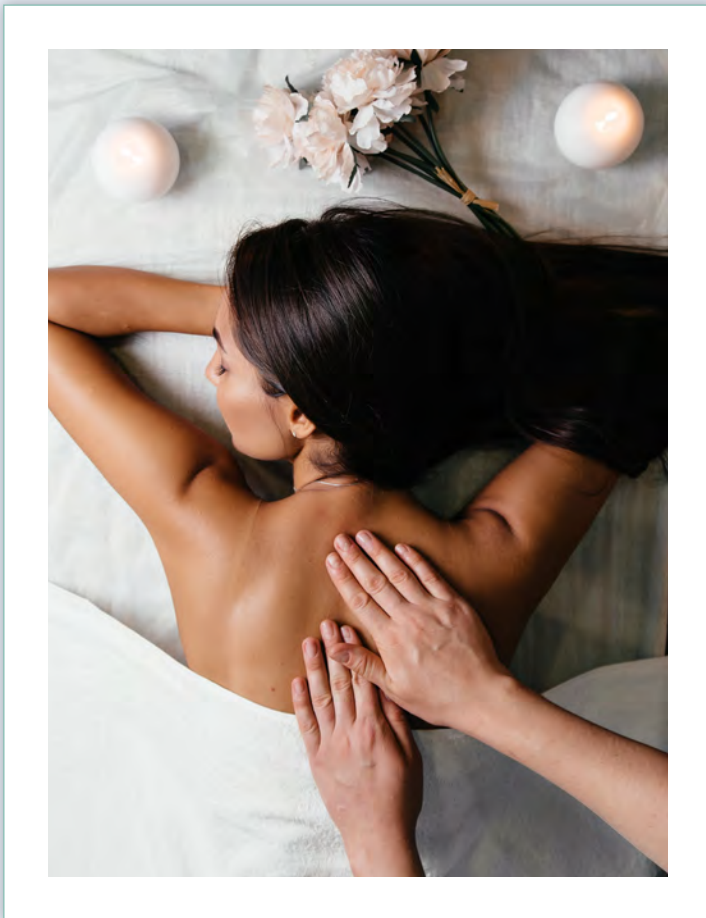
Auditions are planned based on a regional "as-needed" basis.

If there isn't an audition happening near you right now, we urge you to continue your path to mastery, and stay tuned for future audition opportunities.

PUREFESSIONAL™ LEARNING PATH:

MASSAGE

Focus on the key principles required to provide professional massage services tailored to your guests' unique needs. In this learning path, you will complete four levels of self-guided, virtual and live training.



MASSAGE
Level One: Aveda Foundations
Connect Aveda
Beyond the Salon
Level Two: Domain Proficiency
Professional Service Foundations
Level Three: Mastery
Stress-Fix™ Body Massage
Chakra™ Balancing Massage
Advanced Massage Techniques Foot Reflexology I
Advanced Massage Techniques Foot Reflexology II
Educator Path:
Adult Learning and Facilitation Or Principles of Education

RECOMMENDED FOUNDATIONAL COURSES FOR ALL PATHS:

Connect Aveda, Beyond the Salon, Adult Learning & Facilitation/Principle of Education

TO ATTEND THE LEARNING OPPORTUNITIES:

For Live Events: Aveda PurePro™ > Shop Education / For Elearning: Aveda PurePro™ > Resources > Elearning

YOUR NEXT LEVEL:

AVEDA PUREPROFESSIONAL™ CERTIFICATION

Are you a natural mentor?
A passionate artist who loves Aveda?
A team player who is always learning?
Enrolled in an Aveda educator path?

Join this community and watch
more doors open.



FOUR STEPS TO MAKEUP CERTIFICATION:

STEP 1

Ask your salon owner to endorse you

Submit owner's form on PurePro™ with your audition application.



STEP 2

Apply for a regional audition

Ask your SDP or local Technical Education Specialist for the unique link to register.



STEP 3

Brush up on the curriculum for your learning path

See reverse side for the recommended progression of Makeup courses.



STEP 4

Audition!

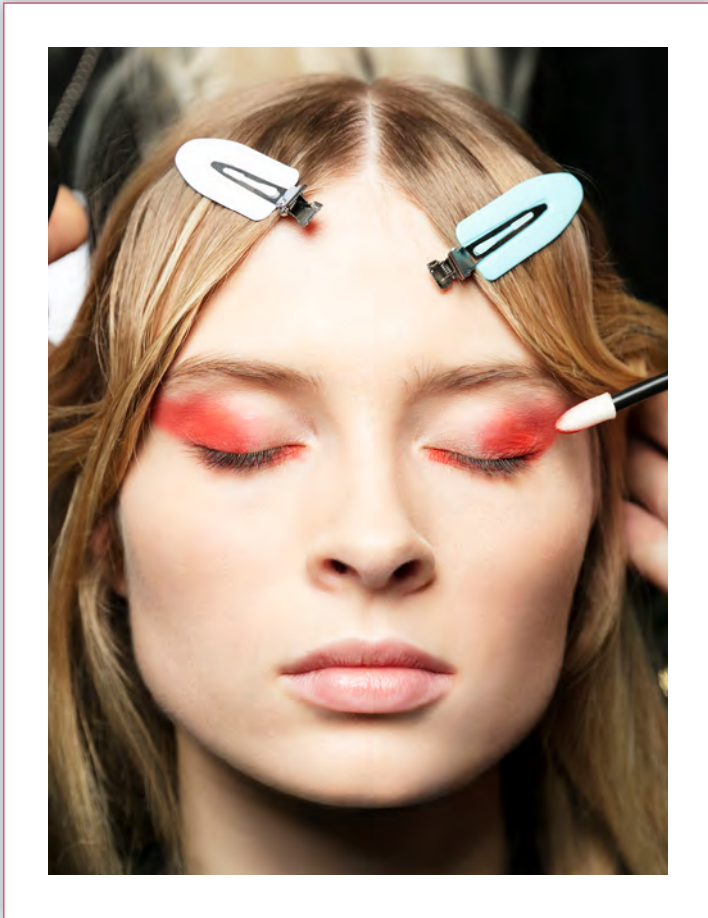
Auditions are planned based on a regional "as-needed" basis.

If there isn't an audition happening near you right now, we urge you to continue your path to mastery, and stay tuned for future audition opportunities.

PUREFESSIONAL™ LEARNING PATH:

MAKEUP

Focus on the key principles required to enhance natural beauty and create runway-ready makeup looks. In this learning path, you will complete four levels of self-guided, virtual and live training.



MAKEUP

Level One: Aveda Foundations

Connect Aveda

Beyond the Salon

Texture for Retail

Texture Talk

Level Two: Domain Proficiency

Face to Face

Brows that Wow

Level Three: Mastery

Advanced Face to Face

Color Connections

Ageless Beauty

Techniques for the Bride

Balancing Beauty

Educator Path:

Adult Learning and Facilitation

Or

Principles of Education

RECOMMENDED FOUNDATIONAL COURSES FOR ALL PATHS:

Connect Aveda, Beyond the Salon, Adult Learning & Facilitation/Principle of Education

TO ATTEND THE LEARNING OPPORTUNITIES:

For Live Events: Aveda PurePro™ > Shop Education / For Elearning: Aveda PurePro™ > Resources > Elearning

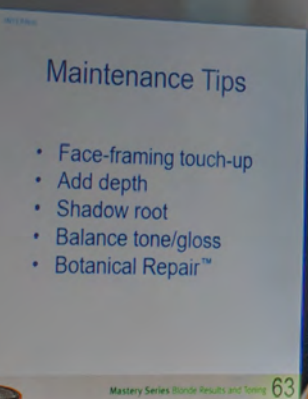
AVEDA

YOUR NEXT LEVEL:

AVEDA PUREPROFESSIONAL™ CERTIFICATION

Are you a natural mentor?
A passionate artist who loves Aveda?
A team player who is always learning?
Enrolled in an Aveda educator path?

Join this community and watch
more doors open.



FOUR STEPS TO CULTURE AND LEADERSHIP CERTIFICATION:

STEP 1 _____

Ask your salon owner to endorse you

Submit owner's form on PurePro™ with your audition application.

STEP 2 _____

Apply for a regional audition

Ask your SDP or local Technical Education Specialist for the unique link to register.

STEP 3 _____

Brush up on the curriculum for your learning path

See reverse side for the recommended progression of Culture and Leadership courses.

STEP 4 _____

Audition!

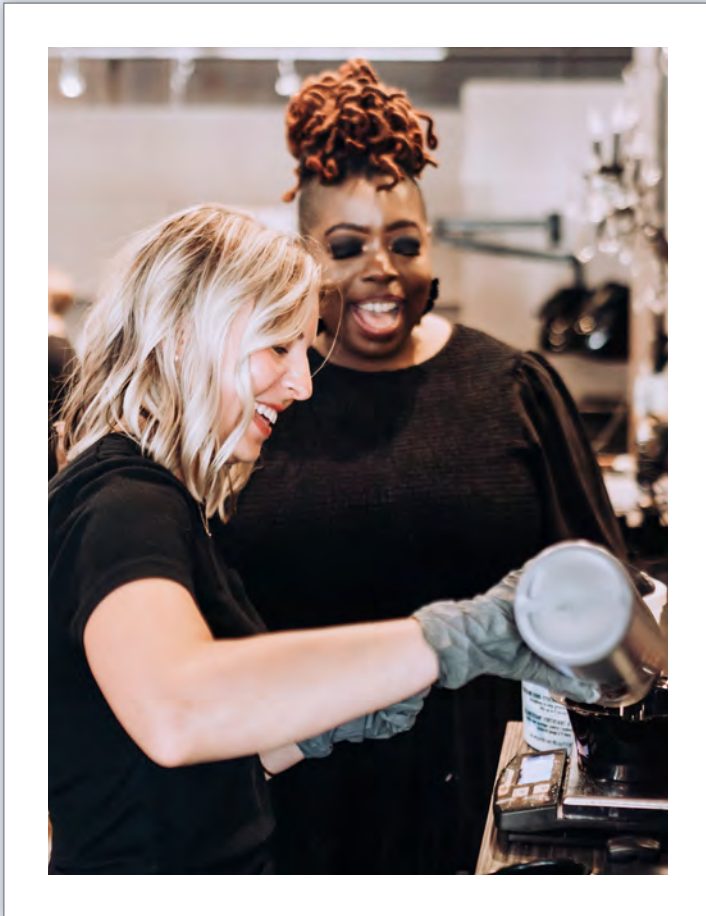
Auditions are planned based on a regional "as-needed" basis.

If there isn't an audition happening near you right now, we urge you to continue your path to mastery, and stay tuned for future audition opportunities.

PUREFESSIONAL™ LEARNING PATH:

CULTURE AND LEADERSHIP

Focus on the key principles required to create a strong Aveda culture and foster leadership within your salon team. In this learning path, you will complete four levels of self-guided, virtual and live training.



CULTURE AND LEADERSHIP

Level One: Aveda Foundations

Connect Aveda

Beyond the Salon

Texture for Retail

Texture Talk

Level Two: Domain Proficiency

Behind the Scenes: Haircare

Behind the Scenes: Hair Styling

Behind the Scenes: Skincare

Level Three: Mastery

Aveda Service: Points of Difference

Aveda Service: Customizing your Guest Conversation

Aveda Service: Effective Consultations

Aveda Service: Holistic Recommendations

Educator Path:

Adult Learning and Facilitation

Or

Principles of Education

RECOMMENDED FOUNDATIONAL COURSES FOR ALL PATHS:

Connect Aveda, Beyond the Salon, Adult Learning & Facilitation/Principle of Education

TO ATTEND THE LEARNING OPPORTUNITIES:

For Live Events: Aveda PurePro™ > Shop Education / For Elearning: Aveda PurePro™ > Resources > Elearning

AVEDA