

2013
Education Calendar

*In-Salon classes
available*

Aveda Academy Denver Advanced Education

Learning never ends...

AVEDA ACADEMY DENVER

www.puretalenttraining.com



Cancelation Policy
 *cancel a registration more than 15 days prior to the start date for a full refund
 *cancel a registration within 15 days of the start date— no refund
 *you may substitute one participant for another with no penalty
 *no shows receive no refund

To register:
 Phone: 303-892-8922 ext. 5
 E-mail: education@avedaacademydenver.com

Retailing Rituals January 21	Essentials of Hair Coloring May 19-20
Creating Texture February 4	Anatomy of Men's Design June 10
Sessions Cutting February 10-11	Power of a Consultation June 17th
Masque Recipes February 25	Sessions Cutting June 23-24
Anatomy of Men's Design March 4	Pure Anthology July 28-29
Pure Anthology March 10-11	Creating Texture August 12
Business Forum March 18	Sessions Cutting August 25-26
Skin Care Behind the Chair March 25	Retailing Rituals September 9
Bridal Hair April 7	Business Forum September 16
Bridal Makeup April 8	Do It Up September 22-23
Color Smart April 14-15	EDGE Makeup October 7
Sessions Cutting April 21-22	Sessions Cutting October 27-28
Spa Product Knowledge April 29	Essentials of Hair Coloring November 10-11
Do It Up May 5-6	Anatomy of Men's Design December 9
Men's Skin Care May 13	<i>*All dates subject to change</i>

Advanced Education at the Aveda Academy Denver

Sessions Cutting Feb. 10-11, April 21-22, June 23-24, Aug. 25-26, Oct. 27-28	Color Smart April 14-15 EDGE Make Up October 7
Anatomy of Men's Design March 4, June 10, Dec. 9	Business Forum March 18, September 16
Do It Up May 5-6, September 22-23	Essentials of Hair Coloring May 19-20, November 10-11
Retailing Rituals January 21, September 9	Pure Anthology March 10-11, July 28-29
Bridal Hair & Makeup April 7-8	Spa Cluster Feb. 25, March 25, April 29, May 13, June 17
Creating Texture February 4, August 12	<i>*All dates subject to change</i>

Sessions Cutting \$350

With Kevin Krauklis

This two day class focuses on 10 essential cutting techniques that are needed to service and establish a salon clientele. New professionals, as well as seasoned pros, will receive an experience that will help you examine for yourself the importance of proper discipline behind the chair. Two mannequin heads used.

Anatomy of Men's Design \$150

with Kiko Montoya

In this one-day class you will learn a modern approach to classic barbering. The focus will be on the fundamentals for men's hair cutting as well as proper use of tools to help you gain consistency in your work. You will also learn verbiage and consultation tips for creating the best men's experience.

Essentials of Hair Coloring \$350

with Christina Herrera

This two-day class is for anyone who needs color placement inspiration. Expanding on what you already know, you will learn five color placements that are client friendly and easy to duplicate. You will also learn quick add-on color placements for those first time color guests. Live models used.

Creating Texture \$150

with Kevin Krauklis

This one-day class reviews Aveda's retexturing systems, including pre-treatments for permanent waves and the products that support the Aveda waving system. You will also learn five new wrapping techniques that support the latest looks in hair styles.

Color Smart \$450

with Stephen Falvo

By the end of this class, participants will be able to create hair color placements with great impact and little time. In this class you will review fundamentals and continue with fashion forward hair color placements. At the end of the class Stephen will discuss ways to help sell these new color techniques to your guests.

Do It Up \$250

with Jessica Leeb

This two-day class is designed to help you increase your efficiency and save time when dressing hair. Day one will focus on wearable up-dos you can do in 20 minutes. Day two's focus will be on current trends and editorial looks.

EDGE Make Up \$75

with Jena Westover

Join Jena for this hands on class filled with dramatic and groundbreaking makeup. This class revolves around editorial techniques allowing you to let your inner artist out. This class offers training in areas relevant to fashion makeup, allowing you to take your skills to the next level.

Business Forum: Good is Not Good Enough \$50

with Kevin Krauklis

In this one-day forum you'll discover why good isn't good enough. Learn the disciplines and practices for a sustainable salon future. You can claim to be surprised once, after that you are just unprepared. Topics for the day include culture, communication, career paths, benchmarking, leadership and having a clear vision. It is always better to prepare for the future than repair the past.

Bridal Hair & Makeup \$175 for two-day class, \$125 for Hair or Makeup one-day class

with Betsy Westhoven & Jena Westover

This hands on bridal hair and makeup course focuses on bride, wedding party and mother of the bride styling. Grasp the concept behind makeup and hair that provides longevity and gain confidence in building your bridal business.

Retailing Rituals \$50

with Anjni Manderscheid

This one day class will give you the tools you need to ensure you're taking every opportunity to inspire your guest with product. Through 12 cohesive steps you will focus on everything from Aveda's history to suggestive selling and verbiage. This class will build the confidence you need to sell, sell, sell!

Pure Anthology \$350

with the Aveda Academy Team

This two day class will bring a new, holistic approach to learning you have never experienced before. Cut, color, style and makeup—all in one experience. The Lolalalooza of salon education. Come join us and be a part of the future in education.

**Aveda Academy Denver reserves the right to change the date, time and educator for any class*

**AVEDA ACADEMY
DENVER**

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