

 | AVEDA EDUCATION

THE ART & SCIENCE OF MEN'S HAIR DESIGN

EDUCATOR REFERENCE GUIDE

AVEDA VISION CONNECTING BEAUTY, ENVIRONMENT AND WELL-BEING.

AVEDA BELIEFS

1. We believe in treating ourselves, each other and the planet with care and respect.
2. We believe social responsibility is our responsibility.
3. We believe ecological and profit goals are mutually achievable.
4. We believe our authenticity and experience are our points of difference.
5. We believe in inspiring and educating people to integrate wellness and beauty in their lives.
6. We believe in the power of oneness, from our global image to a focused network.
7. We believe learning never ends.
8. We believe in encouraging innovation and empowered decision-making.

9. We believe our actions, products and services should always embody excellence.
10. We believe personal and organizational balance is the key to sustainable success.
11. We believe true leadership is delivered with passion and by example.

INTRODUCTION

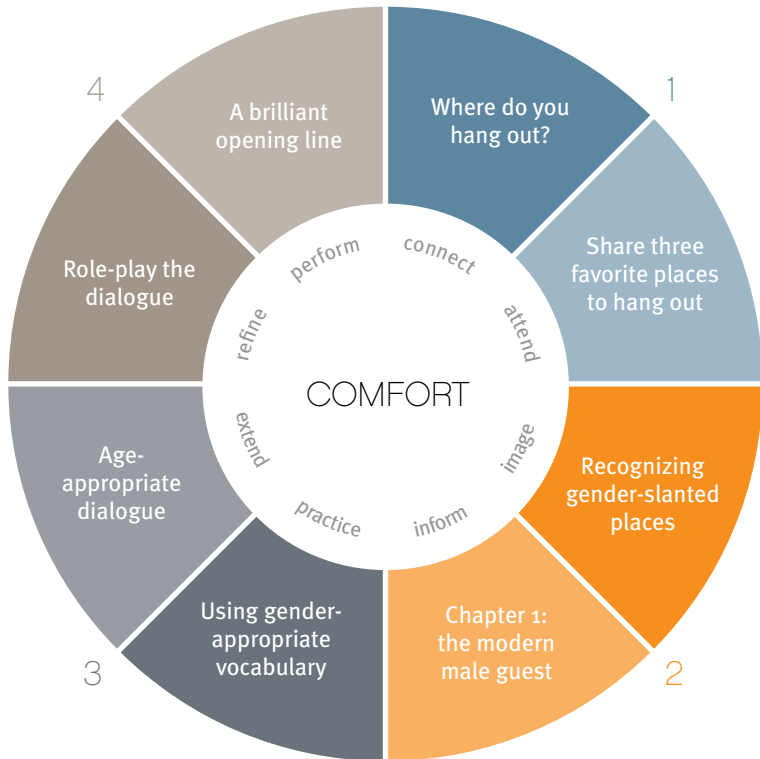
Because men's expectations are often different than women's, it's vital that male-specific design objectives, techniques and service philosophies are applied to meet or exceed each male guest's expectations.

It's important to develop a mindset and vocabulary that is in synch with his persona, to create clear consensus around design objectives and to execute them with strong technical strategy and skill. This approach to service, delivered in an atmosphere of care and comfort will help you build a healthy male clientele.

Aveda continues our commitment to bringing all relative technical knowledge to the industry by offering a comprehensive approach to serving the male guest.

CONCEPT: COMFORT

4MAT LESSON PLAN: CHAPTER 1



SUPPLIES NEEDED PRIOR TO CLASS:

- Lined paper and pens or pencils
- “Comfort” graphic (CD)
- Home decor magazines
- Print ads without logos
- Images of people related to quotes
- Flip chart or white board and markers
- “Expectation” quotes (CD)
- Images of places
- People images
- Bell or buzzer

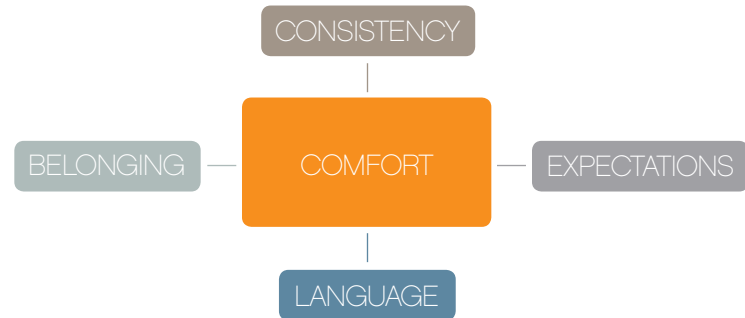
CHAPTER 1: THE MODERN MALE GUEST

As men focus on optimizing their look, they turn to salon professionals for elevated levels of design and technical expertise. An understanding of how to ensure that your male guests have a positive salon experience can lead to loyal guests who return with confidence.



CONNECT: WHERE DO YOU HANG OUT?

Think about the places where you work or hang out when you’re not at school. Everybody has favorite spots: a coffee shop, a bar, a bookstore, a workout place, a mall. Where do you like to go, time after time?



Comfort graphic for use in ATTEND

