



Inspire
GREATNESS



AVEDA INSTITUTE
PHOENIX

Aveda Institute Mission

The Aveda Institute Phoenix’s mission is to provide quality, professional education and training to successfully pass the state licensure exam by:

- creating an environment of trust and respect;
- encouraging a commitment to teamwork;
- promoting personal and professional development;
- inspiring the continuous quest for knowledge and growth and;
- inspire greatness.

By supporting our Students in this manner, we prepare them for successful careers within their respective field and enable them to provide services that exceed our guest’s expectations.

The Aveda Mission

“OUR MISSION AT AVEDA IS TO CARE FOR THE WORLD WE LIVE IN, FROM THE PRODUCTS WE MAKE TO THE WAYS IN WHICH WE GIVE BACK TO SOCIETY. AT AVEDA WE STRIVE TO SET AN EXAMPLE FOR ENVIRONMENTAL LEADERSHIP AND RESPONSIBILITY, NOT JUST IN THE WORLD OF BEAUTY, BUT AROUND THE WORLD.”



AVEDA INSTITUTE PHOENIX

ADDRESS 8475 S. Emerald Drive, Suite 101, 104
Tempe, Arizona 85284
480-280-3781

TELEPHONE 480-280-3781

WEB www.aveda.edu/phoenix

FACEBOOK facebook.com/pages/Aveda-Institute-Phoenix-Official-Fan-Page

TWITTER twitter.com/avedaphoenix

Aveda Institute Phoenix is approved and regulated by the Arizona State Board of Cosmetology and NACCAS, National Accrediting Commission of Career Arts and Sciences

AZBOC
Arizona State Board of Cosmetology
1721 East Broadway
Tempe, AZ 85282-1611
480-784-4539
www.azboc.gov

NACCAS
Aveda Institute Phoenix is Accredited by NACCAS at
4401 Ford Avenue, Suite 1300 | Alexandria, VA 22302
703.600.7600



Fashion - Beauty - Wellness - Art	04
About Aveda Institute	05
Our Programs	06
Advanced Continuing Education Courses	06
Career Opportunities	06
Admissions Procedures	07
Cosmetology Curriculum Overview	08
Esthiology Curriculum Overview	10
Educator Training	12
Points of Difference / Belief Statements	14
Environmental Philosophy	15
Student Services	16
Sources of Financial Assistance	16
Graduation and Licensing Requirements	16
Cancellation and Refund Policies	17
Academic Information	18-20
Professional Standards	21
Policies and Procedures	22
Safety & Security	23
Drug Free School & Work Place Policy	24
Aveda Service Wheels	25-26
Inspired Coaching Wheel	27
Location and Directions	28
About Aveda	29

As an Aveda Institute Phoenix Student you'll experience extensive education through photo shoots, education workshops from industry masters, leadership, community events, and wellness. Experience Fashion-Beauty-Wellness-Art. Experience the Aveda difference.

Photoshoots

During your program you'll work with a model to create hair and makeup themed for your own photo shoot with a professional photographer. Images from this shoot can be used to begin your professional portfolio, setting a foundation for editorial work.

Leadership

Be a mentor and inspire yourself and others to become the best. Our leadership program allows students to participate in the Artistic Team, Men's Team and Earth & Community Care. Students can also interview for the honor roll in the salon life program during the last phase of the program.

Hair & Makeup Shows

Be your own fashion designer at our hair & makeup shows which are hosted twice a year to raise proceeds for local charities and our Earth Month partner. From the behind the scenes planning to creating the hair style and makeup for the models, you'll be involved in every aspect of the show.

Wellness

Institute huddles to host a wellness assembly to celebrate successes, honor day makers, review upcoming events and experience a wellness activity to set the tone for a great day at Aveda.

Workshops

The Education team hosts a workshop for students to hone-in on favorite practices or to improve technical skills. Workshops vary from styling and cutting techniques to makeup lessons, waxing and skin care. Our Experience Center also works closely with students to improve upon retailing, product knowledge and reservations.

Master Series

Aveda Institute invites the industry's top professionals to teach a seminar in the field in which they specialize. This includes Hair, Make Up, Skin Care, Franklin Covey and more.



This is an organic place!

The Aveda Institute Phoenix is located in the Emerald Design Center across from Ikea in Tempe, just East of the I-10. The Institute offers some of the latest developments in "Green Building". Our clinic floor features modern stations and comfortable styling chairs. The shampoo area was designed as a retreat with shampoo bowls and shiatsu massage chairs. The manicure and pedicure stations are in a comfortable, secluded environment. Aveda Institute also features individual spa rooms and classrooms that are set up with audiovisual support including a projection screen and a sound system all designed to enhance the Students learning.

Clinic

A diverse array of guests come to the Aveda Institute for beauty and wellness services. As a Student, you will have the opportunity to perform a spectrum of hair, skin and nail services in a salon setting, under the supervision of your instructors.

Classrooms

Classroom size and layout are designed to provide a productive learning experience for all learning styles. Classrooms are designed to incorporate both theoretical education and hands on experience.

Aveda Experience Center

A retail center for Aveda hair, skin, flower and plant Pure-Fume™ and body care, make-up and lifestyle products. The store gives you the opportunity to practice your guest service and retailing skills.

Equipment Inventory

Our teaching facilities are equipped with state of the art classrooms, clinic floors, cosmetology stations, shampoo stations and spa treatment rooms.

Lockers / Workstations

Students are responsible for all of their belongings. If Students leave the Aveda Institute by transfer, withdrawal, or extended leave of absence, they need to take all their belongings with them. Items left in the locker and/or workstation will be disposed of after 5 school days in order to provide space for other incoming students.

Resource Library and Administrative Offices

A resource library has books on styling, team development, health and wellness for your reference. Team leaders and admissions team are also available to respond to your questions and concerns.

"The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather in a lack of will."

— Vincent T. Lombardi

Areas of Study

Cosmetology

Explore the latest styles and techniques in hair styling, cutting and color; makeup application; skin care; and nail care.

Esthiology

Learn specialized Aveda techniques to purify, balance and renew the skin.

Cosmetology/Esthiology Educator

The educators program is designed to train professionals in the beauty industry to educate Students in every aspect of the beauty industry.

Training will encompass three types of learning:

Theoretical knowledge, the foundation of your education.

Practical experience, the application of your knowledge.

Professional business-building skills, vital for your success.

Each phase of your education will emphasize a different combination of learning approaches.

Advanced Continuing Education Courses

Editorial Remix

Grow your ability to market your skills as a makeup artist. Design your future in the world of beauty. Learn from respected Makeup Artists about the evolution of makeup, color theory, intense eye application, makeup for all ages, makeup for photography and editorial styling. This course is offered annually at Aveda Institute.

Study Abroad/Fashion Week

Each year Aveda Institute will host a week long study abroad opportunity that will be available to all currently enrolled students and alumni. Application details will be announced by the director each. Students will have exposure to global Aveda education as well as personal travel time. Tuition varies based on trip and location.

(These programs are not accredited through NACCAS.)

Career Opportunities

Salon/Spa Industry

hair stylist
esthetician
makeup artist
manicurist
sales representative
permanent waving specialist
hair coloring specialist
salon/spa manager
salon/spa owner

Education & Other Fields

educator
consultant/trainer
school owner
paramedical esthetician
state board member or inspector
freelance makeup artist
educational director for a product manufacturer
stylist or makeup for film, theater, fashion or print

Program Schedule and Information

Please refer to individual Program Pages for Program Start Dates.

Memorial Day, Summer Break- 5.25.16-5.28.16, 4th of July, Labor Day, Thanksgiving- November 24, Holiday Break- 12.24.16-12.31.16



“Of the various educational accomplishments I’ve made in my life, few have made me as proud, as happy, or as successful as graduating from AIT.”

– Anne Skubis, Aveda Institute Tucson Alumna

Are you ready to begin?

If you’re excited about the prospect of training at the Aveda Institute Phoenix, here’s all you have to do to get started.

What We’re Looking For

Aveda Institute welcomes applications from motivated individuals who seek to fulfill a commitment to personal excellence. Assessment is based on review of the application materials listed above, references, and supplemental information from the interview. We look for the following qualities:

- Evidence of previously demonstrated skills or aptitudes
- Proven ability to work well with others
- Proven ability to set and achieve goals
- Proven communication skills, including comprehension of English
- Evidence that your intent to attend Aveda Institute represents a researched choice that fits with your career and personal goals.

Aveda Institute reserves the right to review each application on an individual basis. In the admissions, instruction, and graduation policies, we practice no discrimination on the basis of race, religion, color, financial status, sex, ethnic or national origin, age, veteran status, or sexual orientation. Aveda Institute does not recruit students that are currently attending or admitted to another school offering a similar program of study.

Transfer Students

Applicants for transfer into a program are considered on an individual basis. Aveda Institute may, at its discretion, refuse transfers if admission requirements, including tuition, cannot be met. Aveda Institute does not guarantee the ability to transfer hours to or from another school. The Aveda Institute does not guarantee transferability of our hours to another institution unless there is a written agreement with another institution.

Re-Admission

Students who withdraw or are terminated from their program may reapply for enrollment 30 days after withdrawal or termination. Students will meet before the board to be considered for reinstatement and will be notified within 48 hours if reinstatement has been granted. Re-registration fees do apply.

Within one year of withdrawal- 150\$ registration fee applies. Beyond one year new application and fees apply.

Take the next step.

- 1 **One-on-one.** Depending on location, schedule a phone interview or tour to learn why The Aveda Institute is the right fit for you.
- 2 **Prepare your application packet.** Following your information interview and tour if we feel you’re a great candidate for our programs, we’ll invite you to take the next steps to become accepted. You’ll prepare an application with the following requirements:

Complete the following and submit to our Admissions Team:

The items listed below must be provided as part of the application process. The Aveda Institute is required to maintain a copy of the items below for admission to the program.

- **Application:** Prior to submitting the application packet an application and \$50 non-refundable application fee will need to be turned in at the one-on-one meeting to be eligible for consideration.
- **Letter of Intent:** Please thoroughly and thoughtfully answer the questions stated below to determine your acceptance to the Aveda Institute.
 1. What will you contribute to the industry when you’re finished with your training?
 2. How will you Inspire Greatness during your training?
 3. How will you care for those around you?
 4. What belief statement do you connect with the most?
- **Copy of High School Diploma, official High School Transcript or GED.** You must be a high school graduate prior to the official start date of your course. Submit a high school transcript indicating graduation OR a copy of your General Education Diploma (GED) prior to the official start date.
- **Copy of Social Security Card, Passport, or United States Certificate of Naturalization or Citizenship.**
- **Proof of age** (i.e. copy of driver’s license, passport, or birth certificate).
- 3 **If Accepted, you will schedule an appointment to register and enroll into the program!**

Questions?

Contact the Admissions Department.

480-280-3781 | www.aveda.edu/phoenix

Program

Tuition: \$17,000.00 | Kit: \$2,500.00 (non-refundable) |
 Registration: \$150.00 (non-refundable) |
 Application: \$50.00 (non-refundable)
 Required for licensure: 1600 hours

The Scheduled hours of instruction are as follows: Wednesday, Thursday, Friday, Saturday 8:30am-5:30pm (33 hours a week)

Express your creativity and talent in hair, skin, nail care and make-up application. For more in-depth information on industry go to onetcodeconnector.org SOC Code 395112.00. Our cosmetology course provides 1600 hours of extensive hands-on learning to provide you a complete understanding of beauty and wellness. Upon completion, you'll be prepared to take the practical and theory examinations for The Arizona State Board of Cosmetology and be ready to succeed as a licensed cosmetologist, esthetician and nail technician.

Each graduate will receive an Aveda Institute Phoenix diploma, transcript and a state record of completion.

Cosmetology Start Dates: 1.6, 3.16, 6.1, 8.10, 10.19

(weeks may vary depending on holidays and missed time)

Earth

Phase 1 — Weeks 1-9 — 300

The emphasis in this phase is to introduce the fundamentals of shampooing, conditioning, hair coloring, haircutting, hair styling, facial makeup, facial hair removal, time management, ethics, interpersonal skills, salesmanship, disinfection, sanitation, and safe work practices. Students will learn Arizona State laws, rules, regulations, and safety requirements.

Water

Phase 2 — Weeks 10-18 — 300

Strengthening cutting, coloring, and styling skills are emphasized in this phase. Nail Care is introduced in this phase along with manicure and pedicure procedures. Students will review and practice foundational techniques and learn how to combine those techniques to achieve new results.

Fire

Phase 3 — Weeks 19-27 — 300

Part 1: The focus is Skin Care. Aveda Elemental Nature philosophy will be incorporated into facial treatments. Skin analysis, refinement, treatment, spa rituals, layers of the skin, diseases, disorders, and anatomy will also be emphasized during this phase.

Part 2: The focus is Chemical Texture. Students will be trained in different perming techniques and how to safely and effectively chemically texture various hair types. This phase will also focus on building strengths in cutting, styling, and how to effectively work on all hair textures.



Air

Phase 4 — Weeks 28-36 — 300

Part 1: The focus of this phase is to introduce advanced techniques in color, cutting, styling, chemical texture, artificial nails, and makeup. Industry trends are explored, including Aveda Collections and how to build your professional portfolio.

Part 2: The focus is Business with an emphasis on professionalism. Students will gain the skill and gather information needed to create a great resume and focus on their future success.

Infinity

Phase 5 — Weeks 37-45 — 300

The focus is to prepare the Students for Arizona State Board written and practical competency exams, Each week Students will practice exam scenarios and test on theoretical principles based on the requirements set by the Arizona State Board of Cosmetology. Students will also explore future job opportunities through salon visits, Premier Talent interviews, and clinic floor workshops.

Pure Talent

Phase 6 — Weeks 46-49 — 100+

The focus is Premier Talent and Specialized Techniques. Students will learn business building skills, guest retention, and techniques on how to become a successful stylist. Hours and weeks for this phase will be determined by the amount of hours the Student needs to complete the required 1600 hours for state licensure.

Curriculum Overview

Throughout the cosmetology program, you'll cover the following topics in varying levels of depth and detail, giving you an exceptional foundation for your professional career.

Physical and Safety Demands for the Cosmetologist, and Esthetician include standing on your feet for long hours of the day; using your hands, arms and wrists continuously; stretching and bending; possible exposure to chemical odors; possible contact with communicable disease.

Grading Procedure:

- Maintain an 80% or higher grade average for the following:
 - Weekly Written Tests
 - Daily Classroom Participations and Quota Work
 - Weekly Home Play Assignments
 - Written and Practical Finals
 - Phase Projects
- Maintain an 88% attendance average for the phase.

Instructional Methods:

- Lecture
- Hands-On Training
- Group Study
- Audio/Visual
- Textbooks
- One-on-One Coaching

Grading Scale:

- Academics
 - 80%-100% Satisfactory
 - 79%> Unsatisfactory
- Attendance
 - 88%-100% Satisfactory
 - 87%> Unsatisfactory

Chemistry - 60 hours

scalp and hair analysis
 bacteriology
 infection control
 safety, sanitation, and sterilization
 ingredient analysis
 skin disorders
 aids and hepatitis

Shampooing/Conditioning - 70 hours

product analysis
 procedures/techniques
 draping for wet and dry
 chemical services
 selecting correct shampoo/
 conditioner

Chemical Hair Relaxing/Restructuring - 70 hours

product analysis
 guest hair analysis
 application techniques
 equipment, implements and materials

Anatomy & Physiology - 60 hours

cells, tissue and organs
 muscular system
 nervous system
 circulatory system
 endocrine system
 excretory system
 respiratory system
 digestive system
 nutrition

Hair Cutting - 250 hours

implements and techniques
 sectioning
 scissors
 clippers
 razors
 guest consultation

Nail Care - 80 hours

manicures/pedicures
 nail design and artistry
 nail extensions
 massage techniques for hands,
 arms and feet

Make-up - 100 hours

color theory
 contoured and natural application
 lash application
 subtle and dramatic application

Permanent Restructuring - 70 hours

history of permanent waving
 chemistry of solutions
 pre-perm analysis
 rod selection
 perming techniques
 custom perm design and wrapping

Hair Styling - 140 hours

wet styling
 fingerwaving
 pin curl techniques
 roller curls
 comb out techniques
 artistry in hair styling
 thermal styling
 conventional thermal (marcel) irons
 oven press curl
 blow-dry styling

Hair Coloring - 270 hours

color theory
 classifications of hair color
 product analysis
 corrective coloring
 contemporary techniques
 one dimensional
 multidimensional
 foil placement
 enlighten & tone

Skin Care - 90 hours

histology
 disorders
 facials including:

- cleansing
- refinement
- treatment
- massage

State Rules and Regulations - 90 hours

state laws and rules
 safety and sanitation requirements

Extracurricular Activities - 100 hours

hair and makeup shows
 salon/spa visits
 industry days
 industry events
 hair competitions
 community involvement

Personal/Career Development - 100 hours

time management
 goal-setting
 team building
 communication
 cover letter/resume writing
 interview techniques
 job requirements
 employee benefits and wages

Program

Tuition: \$8,500.00 | Kit: \$1,800.00 (non-refundable) |
 Registration: \$150.00 (non-refundable) |
 Application: \$50.00 (non-refundable)
 Required for licensure: 600 hours

The scheduled hours of instruction are as follows: Full Time Wednesday, Thursday, Friday, Saturday 8:30am-5:30pm (33 hours per week). Part Time Monday-Friday 5pm-10pm (25 hours per week)

Prepare for an exciting future in skin care with Aveda Institute Phoenix. For more in-depth information on industry go to onetcodeconnector.org SOC Code 39-5094.00. Our Esthiology curriculum provides 600 hours of skin care training with an emphasis on using pure flower and plant essences in treatments. Upon completion, you'll be prepared to take the practical and theory examinations for The Arizona State Board of Cosmetology and be ready to succeed as a licensed esthetician.

Each graduate will receive an Aveda Institute Phoenix diploma, transcript and a state record of completion.

2016 Esthiology Starts: 3.16, 6.1

**2016 Esthiology (Evening): 3.28

(weeks may vary depending on holidays and missed time)

Earth 300

Learn the fundamentals of dermanalysis, facial manipulations, makeup and hair removal as you study the related sciences of anatomy and histology, along with state safety requirements. Combining theoretical knowledge and hands-on experience, this unit puts you on your way to a career in skin care.

Infinity 300

Apply your knowledge through clinic experiences and increase your understanding in the classroom. In this unit, you'll refine your skills and gain the expertise you need to meet the Aveda Institute's skin care and makeup service standards and state safety requirements. Learn real-world strategies to get the job of your dreams, from interviewing to resume writing and beyond. At this point, you'll have the competency required for the skill certification examination, as well as the theoretical knowledge needed to pass the examination required by Aveda Institute Phoenix and the State of Arizona for licensure. Now you're ready to start your career in skin care.



Curriculum Overview

The following topics will be taught in great depth and detail to give you a deep knowledge of esthiology to build a professional career.

Physical and Safety Demands for the Cosmetologist, and Esthetician include standing on your feet for long hours of the day; using your hands, arms and wrists continuously; stretching and bending; possible exposure to chemical odors; possible contact with communicable disease.

Grading Procedure:

- Maintain an 80% or higher grade average for the following:
 - Weekly Written Tests
 - Daily Classroom Participations and Quota Work
 - Weekly Home Play Assignments
 - Written and Practical Finals
 - Phase Projects
- Maintain an 88% attendance average for the phase.

Instructional Methods:

- Lecture
- Hands-On Training
- Group Study
- Audio/Visual
- Textbooks
- One-on-One Coaching

Grading Scale:

- Academics
 - 80%-100% Satisfactory
 - 79%> Unsatisfactory
- Attendance
 - 88%-100% Satisfactory
 - 87%> Unsatisfactory

Chemistry - 30 hours

bacteriology
 safety, sanitation, and sterilization
 ingredient analysis
 skin disorders

Anatomy & Physiology - 40 hours

cells, tissue and organs
 muscular system
 nervous system
 circulatory system
 endocrine system
 excretory system
 respiratory system
 digestive system
 nutrition

Makeup - 15 hours

color theory
 contoured and natural application
 lash application
 subtle and dramatic application

Facial Massage - 40 hours

relaxation through massage
 detoxification massage for
 lymphatic drainage
 basic touch
 facial massage

Clinic Practice - 40 hours

clinic setup
 sanitation
 time management
 daily goals

Treatments - 270 hours

Aveda product systems
 facial treatments
 full body waxing
 methods of hair removal

State Rules and Regulations - 40 hours

state laws and rules
 safety and sanitation requirements

Personal/Career Development - 55 hours

time management
 goal-setting
 team building
 communication
 cover letter/resume writing
 interview techniques
 job requirements
 employee benefits and wages
 Small Business Development Center

Extracurricular Activities - 50 hours

hair and makeup shows
 salon/spa visits
 industry days
 industry events
 hair competitions
 community involvement

Program

Tuition: \$0.00 | Kit: \$0.00 | Registration: \$0.00 | Application: \$0.00

Please speak with your admissions representative for current program schedule.

Each Graduate will receive an Aveda Institute Phoenix diploma, transcript, and state record of completion.

Required for licensure: Cosmetology 650 hours / Esthiology 500 hours

The scheduled days of instruction are as follows: Wednesday, Thursday, Friday, Saturday 8:30am-5:30pm (33 hours a week)

Prepare for a new stage in your career as a Cosmetology/Esthetics Educator. For more in-depth information on industry go to onetcodeconnector.org SOC Code 39-5012.00. Aveda Institute Phoenix's Educator Program is designed to train professionals to educate Students in every aspect of the beauty industry. Our Educator Curriculum focuses on lesson planning, presentation skills, time management, interpersonal skills, and leadership training. Our Educators are trained extensively in Aveda Culture, Guest Relations, Student Coaching, State Rules and Regulations, and Cosmetology/Esthiology Arts. They also have the opportunity to become Aveda Certified in Women's Cutting, Men's Cutting, Aveda Hair Color, and Aveda Spa. Educators acquire the skills and knowledge needed to successfully complete the Theory and Practical Competency examinations for the State of Arizona Educator Licensure.

(weeks may vary depending on holidays and missed time)

COSMETOLOGY EDUCATOR

Earth

Weeks 1-10 – 325

The focus of this phase is lesson planning and presentation skills. Future Educators will learn how to create theory and practical lesson plans. Additionally, they will learn how to present lesson plans to classes and effectively communicate with Students. They will also receive extensive training in Aveda Culture, Techniques, Guest Relations, Student Coaching, Clinic Floor Training and Arizona State Rules and Regulations.

Infinity

Weeks 11-20 – 325

PART ONE:

The focus is of this phase is certification. Future Educators will have the opportunity to become an Aveda Certified Educator. Certification options include Aveda Hair Color and Techniques, Women's Haircutting, and Men's Haircutting. Lastly, Future Educators will receive training in Franklin Coveys "7 Habits of Highly Effective People" and Leadership.

PART TWO:

The focus is to prepare the Future Educators for Arizona State Board Theory and Practical Competency exams.



ESTHIOLOGY EDUCATOR

Earth

Weeks 1-8 – 250

The focus of this phase is lesson planning and presentation skills. Future Educators will learn how to

create theory and practical lesson plans. Additionally, they will learn how to present lesson plans to classes and effectively communicate with Students. They will also receive extensive training in Aveda Culture, Techniques, Guest Relations, Student Coaching, Clinic Floor Training and Arizona State Rules and Regulations.

Infinity

Weeks 9-16 – 250

PART ONE:

The focus is certification. Future Educators will have the opportunity to become an Aveda Certified Spa Educator. They will also receive training in Franklin Coveys "7 Habits of Highly Effective People" and Leadership.

PART TWO:

The focus is to prepare the Future Educators for Arizona State Board Theory and Practical Competency exams.

Curriculum Overview

The following topics will be taught in great depth and detail to give you a deep knowledge of Cosmetology/Esthiology Instruction.

Physical and Safety Demands for the Cosmetologist, and Esthetician include standing on your feet for long hours of the day; using your hands, arms and wrists continuously; stretching and bending; possible exposure to chemical odors; possible contact with communicable disease.

Grading Procedure:

- Maintain an 80% or higher grade average for the following:
 - Weekly Written Tests
 - Daily Classroom Participations and Quota Work
 - Weekly Home Play Assignments
 - Written and Practical Finals
 - Phase Projects
- Maintain an 88% attendance average for the phase.

Instructional Methods:

- Lecture
- Hands-On Training
- Group Study
- Audio/Visual
- Textbooks
- One-on-One Coaching

Grading Scale:

- Academics
 - 80%-100% Satisfactory
 - 79%> Unsatisfactory
- Attendance
 - 88%-100% Satisfactory
 - 87%> Unsatisfactory

Esthiology Educator

- Orientation** to state Board Rules and Regulations - **55 hours**
- Curriculum and **Lesson Plan Development**, making the most of the tools to create success for the students. **Utilizing 4MAT**, a learning system created for Harvard. A system creating a dynamic atmosphere for all learning types. - **125 hours**
- Classroom and Clinic Floor **Management Skills** - **90 hours**
- Implementation** of Practical and Theoretical Test Writing, Grading and Organizing - **125 hours**
- Develop personally and professionally** through engaging in the 7 Habits of Highly Effective People Course. - **60 hours**
- Educator Certification - **45 hours**

Cosmetology Educator

- Orientation** to state Board Rules and Regulations - **55 hours**
- Curriculum and **Lesson Plan Development**, making the most of the tools to create success for the students. **Utilizing 4MAT**, a learning system created for Harvard. A system creating a dynamic atmosphere for all learning types. - **200 hours**
- Classroom and Clinic Floor **Management Skills** - **90 hours**
- Implementation** of Practical and Theoretical Test Writing, Grading and Organizing - **200 hours**
- Develop personally and professionally** through engaging in the 7 Habits of Highly Effective People Course. - **60 hours**
- Educator Certification - **45 hours**

Our Points of Difference

CURRICULUM Aveda Institute Phoenix's programs embody a balanced view of beauty that encompasses nutrition, body care, health and wellness. Our exclusive curriculum sets the trend within the beauty and wellness industry-worldwide.

BEAUTY IS AS BEAUTY DOES An Aveda education teaches how to become environmentally responsible by giving you the tools to minimize your global footprint, thus creating a greener planet. Aveda is also one of the largest purchasers of organic ingredients working with indigenous peoples and farmers all over the world. Aveda has also increased its PCR packaging up to 95%.

LIFESTYLE CAREER Aveda Institute Phoenix offers a large network of global job opportunities. As an Aveda graduate, students have access to our worldwide network of over 7,000 salons and spas in over 20 countries. In the last two years there's been a 61% increase in the number of Aveda salons and spas.

GLOBAL RECOGNITION Aveda is synonymous with innovation and excellence. Once you have completed your education, your diploma will have international brand name recognition. Employers will recognize the standard of an Aveda education and consider this when offering you employment.

PRACTICAL EXPERIENCE At Aveda, students receive practical hands-on experience with a diverse clientele. This allows students the opportunity to work with many different skin, hair, body and personality types while perfecting their skills. Our locations offer great exposure to potential guests that work, live or visit the area.

WELLNESS From Aveda Sensory Journeys to Rituals of Renewal, we teach our students to individually pamper our guests to increase retention and offer a unique point of difference. We also strive to set an example by instilling personal wellness with yoga classes, nutrition workshops and health fairs.

CONNECT AVEDA Retailing accounts for a large portion of income in a salon/spa. Our students learn retail skills through educating guests on products and services and home care. By doing so, you will be able to retail more effectively and successfully.

LIVE THE MISSION Aveda Institute Phoenix utilizes Aveda's plant-based products exclusively in all activities, educational and merchandising programs. Our brand has always been rooted in environmental sustainability.

CONTINUING EDUCATION Learning never ends! As a student, you'll have the opportunity to study abroad in locations like London, Madrid, India and Tokyo. Our Master Series workshops and community events take your education to the next level.

PROFESSIONAL CONNECTIONS Aveda is a fast growing worldwide salon networks and a successful salon business model in the industry. You're a part of the family from the first day of school through continued education and employment.

Belief Statements

Vision

Connecting fashion, beauty, wellness and art.

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 business.
11. We believe true leadership is delivered with passion and by example.



"Environmental responsibility means adopting business strategies and activities that meet the needs of the enterprise today while protecting, sustaining and enhancing the human and natural resources that will be needed in the future"

As we look back over the past 10 to 15 years, we think it's clear that we have come a long way from the time when business thought that environmental measures were simply a cost. Most now recognize that there are many financial, economic, and environmental benefits to cutting waste and pollution. We have seen a growing awareness that responsible corporate environmental stewardship is also smart business practice. The corporate landscape is filled with examples of positive environmental action yielding positive results on the bottom line.

We believe companies that take advantage of environmental opportunities can gain a competitive advantage over their peers through cost reductions, quality improvements, increased profitability, and access to new and growing markets. Sustainable development is good business in itself. It creates opportunities for suppliers, developers of environmentally safer materials and processes, firms that invest in eco-efficiency, and those that engage themselves in social well-being. We strongly believe these companies will have a competitive advantage. They will earn their local economy's goodwill and see their efforts reflected in the bottom line.

Over the last decade, we have seen many polls confirming the importance of the environment to Americans.

Only an irresponsible company would dismiss this trend as a passing fad or fail to recognize the need to integrate environmental considerations into every aspect of its business. Environmental excellence has to become part of strategic thinking. It is in our best economic interests to do so. In fact, whenever we are forced to change, we often find opportunities.

A new study by Winslow Management Company adds to the evidence that companies that are good to the environment are also good to their shareholders, partners, and clients. And in our case students.

So as we face the next generation of environmental challenges, we must do so together. We must engage the many minds and listen to the many voices that share our determination to discover the best solutions to our complex problems. Our business practices impact the environment in several ways. We therefore will seek to conduct our business in a manner that protects and sustains the environment.

We look forward to exploring ways that we can work with Aveda to advance toward our common goals. We want a partnership with someone who shares our same goals and values.

Our institute will be committed to the conservation, sustainable use and enhancement of the local, and global environment for the present and for the future. We will meet our commitment through leadership by example in education, environmentally responsible practices and through equitable and participatory partnerships. Aveda Institute is committed to environmental responsibility in the areas of the natural environment; development, design and management of the built environment, and resource conservation.

Education must strive to honor systems which encourage a public vision of inclusive human societies dedicated to enhancing the social, intellectual and spiritual growth of all people.

It should encourage the celebration, unity and diversity of life, and recognize the need to maintain a balance between the human uses of natural wealth and the regenerative limits of the earth's ecosystem for the benefit of present and future generations.

Cosmetology educational institutions have a pivotal role in the promotion of environmentally sustainable management, i.e. management which is appropriate to the cultural and historical context of the society where

it takes place, and where economic and social objectives are achieved within the limits of ecological systems.

The commitment to environmental sustainability is an ethical commitment. Education for sustainability therefore requires academic staff to consider promoting it where appropriate in their teaching.

Sustainability should be practiced by every member of academic and general staff in each of the areas for which they have responsibility.

The development and operation of Aveda Institute must allow for a clean, safe and healthy environment for members of Aveda Institute and community. This will be achieved through the avoidance, remediation or mitigation of any adverse effects of Aveda Institute's activities upon the natural and built environment and the local community.

Aveda Institute will enhance amenity and aesthetic values at Aveda Institute. This will include efforts to:

- Ensure that buildings are designed to incorporate and enhance the use of open and green space;
- Encourage the use of environmentally responsible transportation and provide facilities for that use; (light rail)

Aveda Institute will minimize waste and other pollution discharges from Institute facilities. This will include efforts to:

- Establish environmentally responsible and appropriate purchasing practice;
- Promote the efficient use of Institute classrooms, clinic floor, equipment, resources, materials and utilities;
- Undertake a comprehensive waste management program to reduce the quantities of waste being generated and, where possible, reuse or recycle wastes which are still produced;
- Energy provider will conduct an audit of facility's energy use
- Use equipment with energy saving features
- Use compact fluorescents
- Insulate pipes and water heaters
- Install lighting controls with occupancy sensors
- Ensure all wastes are properly managed and handled, particularly hazardous materials.
- Integrate environmental considerations into our business planning and decision making processes.
- Comply with all applicable legal and regulatory requirements and, to the extent we determine it appropriate, adopt more stringent standards for the protection of our employees, students, and the community which we live in.
- Provide regular communications to, and training for, employees and students to heighten awareness of, and pride in, environmental issues.

In closing, without the active involvement at the corporate level it would be difficult to implement sustainable business practices. As, Horst Rechelbacher stated, "We are committed to working for these ends by expressing our values and serving as agents of change in our workplaces, with our families and friends, and in our communities. We believe that the microscopic actions of single individuals have the power to change the course of human civilization. We aim to help steer society in a more sustainable direction for our benefit and the benefit of generations to come".

We are excited for you to begin a partnership with a corporate culture that has the same values, beliefs, and philosophies as we do. We look forward to developing an Aveda Institute Phoenix and bringing our values and beliefs to help our environment.

Student Services

Career Placement

The Aveda Institute maintains close lines of communication with many of the 7,000 Aveda Salons, Spas, and Aveda Experience Centers worldwide. The Aveda Institute offers employment assistance through Industry Day, resume and self-promotion techniques and access to the Aveda Pure Pro marketing tools. While we offer assistance in job placement we do not guarantee job placement as an inducement to enroll students.

Student Activities

While at Aveda Institute, you will be exposed to a variety of event opportunities including monthly workshops, Master Series guest speakers, community events, hair and makeup shows, industry days, salon and spa visits, industry competitions, photo shoots and more. All event opportunities are posted on the communication board.

Leadership Team

Students will have the opportunity to audition for leadership teams involving academics, wellness, artistry, men's cutting, community, the environment, and salon & spa life.

Academic and Individual Advising

The Aveda Institute Phoenix provides academic advising to all Students. We will help you with tutoring, should you experience challenges in meeting the minimum performance standards and course requirements as set by Aveda Institute and the state board.

If you experience personal challenges, the Aveda Institute Phoenix encourages Students to contact Student Services for a list of local crisis hotlines, which provide personal counseling referrals to a network of professionals.

Alumni

Student records are maintained at Aveda Institutes. Current Students may review their file upon request to Student Care – file will include enrollment documents. Attendance and grades are posted weekly. Transcripts are available to former Students and Alumni. Students may request Transcripts, by completing a request and paying a fee of \$10.00. For more information contact Administrative Services at info@avedaphoenix.com.

Veteran's Affairs

Aveda Institute will inquire about each veteran's previous education and training, and request transcripts from all prior institutions, including military training, traditional college coursework and vocational training. Previous transcripts will be evaluated and credit will be granted, as appropriate.

Leave of Absence/Re-admission

If a veteran has been enrolled and attended Aveda Institute, and is then deployed, the Student will be placed on an administrative leave of absence or withdrawn as appropriate. If the Student will be returning in 180 days or less, the Student will be placed on an administrative leave of absence. If the Student will be returning after more than 180 days, the Student will be withdrawn in accordance with required refund policies and funds may be returned as required by law. Upon their return the veteran will be re-admitted with no additional registration fee, and tuition assessed according to the amount of hours remaining in the program. The applicable funds will be requested and reinstated upon their return.

Sources of Financial Assistance/Payment Options

Private Scholarships

A number of organizations and corporations offer scholarships. Check with your employer or parents' employers for available scholarship programs.

Forms of Payment

Automatic withdrawal is accepted for monthly payment. Pay in full students may use any form of payment.

Financial Aid

Financial aid is available to those who qualify through the Free Application for Federal Student Aid "FAFSA" online at www.fafsa.ed.gov

Mountain America Credit Union

Mountain America Credit Union Students may be eligible for financing up to 100% of tuition for those who qualify. Student loans department 800-748-4302 or at www.macu.com

In-House Financing

Monthly payment plans are available. A \$25 late fee/insufficient fund fee will be assessed to any tuition payment after the selected due date

Fee Waiver

Aveda Institute offers a \$500 tuition waiver on tuition and registration fee for Students that enroll in a second program. To be eligible, Students must enroll into the second program no more than one year from the first completion date. Students who pay all tuition and fees within 30 days of enrollment receive a fee waiver (\$1,000 for Cosmetology and \$500 for all Esthiology programs). Students currently working in the Aveda network, prior to signing enrollment agreement, receive \$500.00 fee waiver.

*If a Student withdraws or is terminated at any point during the program, fee waivers do not apply.

Graduation and Licensing Requirements

Graduation Requirements

In order to graduate from the program/course of instruction, the student must:

- a complete the hours in the course of instruction.
- b meet minimum course requirements

Exit Interviews

Students will meet with administrative services prior to graduation to review requirements for completion, including academics, attendance, financials and graduation requirements for completion of the program. If a contract extension is necessary, the

student services coordinator will review the plan of action with the Student.

During an exit interview, Students will review with student services the following requirements:

- a complete financial aid file (see Financial Aid Team Leader) including:
 - full payment of all tuition and fees
 - a final tuition statement
- b complete course requirements
- c complete academic file

Licensing Requirements

For all programs, a Student is required to:

- a complete the hours in the course of instruction.
- b complete tuition and fee obligations
- c once a,b are completed, to license in this state, Student must successfully complete the state law examination conducted by the state board"

Additional Hours

If a Student does not graduate within the maximum time frame outlined in the Contract, additional training will be provided at the rate of \$10/hr.

Refund Policy

Students not accepted to participate in the Aveda Institute Phoenix's program are entitled to a refund of all monies paid, less the \$50.00 non-refundable application fee. Students who cancel this contract by notifying the school within three (3) days of contract signing are entitled to a full refund of all tuition and fees paid, less the non-refundable \$50.00 application fee. This policy applies whether or not the Student has begun training. Students who withdraw after three (3) days, but before the commencement of classes, are entitled to a full refund of all tuition and fees paid except the \$50 non-refundable application fee and \$150 registration fee. In the case of students withdrawing after commencement of classes, the school will retain the application fee and the registration fee plus a percentage of tuition fees, based on the table below. The amount of any refund is based on scheduled hours as the last day of attendance as outlined in the Refund Table.

- 1 Any students who withdraw or terminate prior to course completion are also charged the cancellation charge or fee referred to in the table above. Other charges the student may have incurred at the institution, such as student kit, products, policy or postponement fees, and an application fee are non-refundable and will be calculated and paid by such student separately at the time of withdrawal.



Refund Table

Percent of scheduled time enrolled to total course or program	Shall receive/retain
Within .01% to 4.9% of program	20% of tuition <i>Student receives 80% / \$150.00 cancellation charge</i>
Within 5% to 9.9% of program	30% of tuition <i>Student receives 70% / \$150.00 cancellation charge</i>
Within 10% to 14.9% of program	40% of tuition <i>Student receives 60% / \$150.00 cancellation charge</i>
Within 15% to 24.9% of program	45% of tuition <i>Student receives 55% / \$150.00 cancellation charge</i>
Within 25% to 49.9% of program	70% of tuition <i>Student receives 30% / \$150.00 cancellation charge</i>
50% or more	100% of tuition NO REFUND

- 2 Aveda Institute will make all refunds within 30 days from the date of determination, whether officially or unofficially, with the exception of the non-refundable \$50 application fee and the non-refundable \$150 registration fee. The official date of termination or withdrawal of a student shall be determined in the following manner:

- i The date on which the school receives notice of the student's intention to discontinue the training program; or the cancellation date will be determined by the postmark on written notification, or the date said information is delivered to school in person; or
 - ii The date on which the student violates published school policy, which provides for termination.
 - iii Should a student fail to return from an excused leave of absence, the effective date of termination for a student on an extended leave of absence or a leave of absence is the earlier of the date the school determines the student is not returning or the scheduled date of return from the leave of absence.
 - iv Should a student fail to attend school for 30 consecutive calendar days, the school will terminate the Student's attendance. Attendance is monitored on a monthly basis.
- 3 If a course and/or program is cancelled subsequent to a Student's enrollment, and before instruction in the course and/or program has begun, the Institute shall provide a full refund of all monies paid.
 - 4 If the Institute cancels a course and/or program and ceases to offer instruction after the Students have enrolled and instruction has begun, the Institute shall provide a refund for all students transferring to another Institute based on the hours accepted by the receiving Institute or provide a refund of all monies paid.
 - 5 The policy for granting credit for previous training shall not impact the refund policy.
 - 6 In the case of disabling illness or injury, death in the Student's immediate

family or other documented mitigating circumstances, a reasonable and fair refund settlement will be made. Any settlement made will be determined on a case by case situation by a board made up of the Owner, Director and the Student Services department, these settlements are private and not to be shared with anyone but the parties involved.

Refunds are based on scheduled hours and calculated from the last date of attendance.

School Closure

If school closes permanently and ceases to offer instruction after students have enrolled and instruction has begun, school will notify student individually and perform a pro-rata refund of tuition.

Postponement of starting date

Whether at the request of the school or the Students, postponing your start date requires a written agreement signed by the student and the school. The agreement must set forth; (a) whether the postponement is for the convenience of the school or student; (b) a deadline for the new start date, beyond which the start date will not be postponed, and; (c) if postponement is at the request of student a \$150.00 fee will be applied.

If the course is not commenced, or the Student fails to attend by the new start date set forth in the agreement, the Students will be entitled to an appropriate refund of prepaid tuition and fees within 30 days of the deadline of the new start date set forth in the agreement, determined in accordance with the school's refund policy and all applicable laws and rules concerning the Private Occupational Education Act of 1981.

Satisfactory Academic Progress Policy

The Satisfactory Academic Progress Policy is consistently applied to all students enrolled at the Aveda Institute Phoenix. It is printed in the catalog to ensure that all students receive a copy prior to the first day of class. The policy complies with the guidelines established by the National Accrediting Commission of Career Arts and Sciences (NACCAS) and the federal regulations established by the United States Department of Education.

Evaluation Periods

Students are evaluated for Satisfactory Academic Progress as follows:

- Cosmetology 450, 900, 1250 scheduled hours
- Esthiology 250, 500 scheduled hours
- Cosmetology Educator 325 scheduled hours
- Esthiology Educator 250 scheduled hours
- Transfer Students: Midpoint of the contracted hours or the established evaluation periods, whichever comes first.

Evaluations will determine if the student has met the minimum requirements for satisfactory academic progress. The frequency of evaluations ensures that students have had at least one evaluation by midpoint in the course. Progress records are maintained by institution and furnished to students at each evaluation period.

Attendance Progress Evaluations (Qualitative) Pace

Students are required to attend a minimum of 88% of the hours possible based on the applicable attendance schedule in order to be considered maintaining satisfactory attendance progress. Evaluations are conducted at the end of each evaluation period to determine if the student has met the minimum requirements. The attendance percentage is determined by dividing the total hours accrued by the total number of hours scheduled. At the end of each evaluation period, the school will determine if the student has maintained at least 88% cumulative attendance since the beginning of the course which indicates that, given the same attendance rate, the student will graduate within the maximum time frame allowed. Standard rounding rules apply. E.g. 66.5% is rounded up to 67%

- ≥88% satisfactory
- ≤87% unsatisfactory

Academic Progress Evaluations

The qualitative element used to determine academic progress is a reasonable system of grades as determined by assigned academic learning. Students are assigned academic learning and a minimum number of practical experiences. Academic learning is evaluated cumulatively. Practical assignments are evaluated as completed and counted toward course completion only when rated as satisfactory or better (the computer system will reflect completion of the practical assignment as a 100% rating). If the performance does not meet satisfactory requirements, it is not counted and the performance must be repeated. At least two comprehensive practical skills evaluations will be conducted during the course of study. Practical skills are evaluated according to text procedures and set forth in practical skills evaluation criteria adopted by the school. Students must maintain a written grade average of 80% and pass a FINAL written and practical exam prior to graduation. Students must make up failed or missed tests and incomplete assignments. Numerical grades are considered according to the following scale:

- >80% Satisfactory
- <79% Unsatisfactory

Maximum Time Frame

The maximum time (which does not exceed 114% of the course length) allowed for students to complete each course at satisfactory academic progress is stated below:

Maximum Time Allowed

Course

Cosmetology (Full time, 33 hrs/wk) – 1600 Hours	56 Weeks	1848 Scheduled Hours
Esthiology (Full time, 33 hrs/wk) – 600 Hours	22 Weeks	726 Scheduled Hours
Esthiology (Part time, 25 hrs/wk) – 600 Hours	43 Weeks	1075 Scheduled Hours
Cosmetology Educator (Full time, 33 hrs/wk) – 650 Hours	23 Weeks	759 Scheduled Hours
Esthiology Educator (Full time, 33 hrs/wk) – 500 Hours	18 Weeks	594 Scheduled Hours

The maximum time allowed for transfer students who need less than the full course requirements will be determined based on 88% of the scheduled contracted hours.

Determination Of Progress Status

Students meeting the minimum requirements for academics and attendance at the evaluation point are considered to be making satisfactory academic progress until the next scheduled evaluation. Students will be notified of their Satisfactory Academic Progress Determination at the time of each of the evaluations. Students deemed not maintaining Satisfactory Academic Progress may have their Title IV Funding interrupted, unless the student is on warning or has prevailed upon appeal resulting in a status of probation.

Warning

Students who fail to meet minimum requirements for attendance or academic progress are placed on warning and considered to be making satisfactory academic progress while during the warning period. The student will be advised in writing on the actions required to attain satisfactory academic progress by the next evaluation. The student may continue to receive Title IV aid for one payment period during the warning period without an appeal. If at the end of the warning period, the student has still not met both the attendance and academic requirements, he/she may be placed on probation and, if applicable, students may be deemed ineligible to receive Title IV funds.

Probation

Students who fail to meet minimum requirements for attendance or academic progress after the warning period will be placed on probation and considered to be making satisfactory academic progress while during the probationary period, if the student appeals the decision, and prevails upon appeal. Additionally, only students who have the ability to meet the Satisfactory Academic Progress Policy standards by the end of the evaluation period may be placed on probation. Students placed on an academic plan must be able to meet requirements set forth in the academic plan by the end of the next evaluation period. Students who are progressing according to their specific academic plan will be considered making Satisfactory Academic Progress. The student will be advised in writing of the actions required to attain satisfactory academic progress by the next evaluation. If at the end of the probationary period, the student has still not met both the attendance and academic requirements required for satisfactory academic progress or

by the academic plan, he/she will be determined as NOT making satisfactory academic progress and, if applicable, students will not be deemed eligible to receive Title IV funds.

Re-Establishment Of

Satisfactory Academic Progress

Students may re-establish satisfactory academic progress and Title IV aid, as applicable, by meeting minimum attendance and academic requirements by the end of the warning or probationary period.

Interruptions, Course Incompletes, Withdrawals

If enrollment is temporarily interrupted for a Leave of Absence, the student will return to school in the same progress status as prior to the leave of absence. Hours elapsed during a leave of absence will extend the student's contract period and maximum time frame by the same number of days taken in the leave of absence and will not be included in the student's cumulative attendance percentage calculation. Students who withdraw prior to completion of the course and wish to re-enroll will return in the same satisfactory academic progress status as at the time of withdrawal.

Appeal Procedure

If a student is determined to not be making satisfactory academic progress, the student may appeal the determination within 10 calendar days. Reasons for which students may appeal a negative progress determination include death of a relative, an injury or illness of the student, or any other allowable special or mitigating circumstance. The student must submit a written appeal to the school on the designated form describing why they failed to meet satisfactory academic progress standards, along with supporting documentation of the reasons why the determination should be reversed. This information should include what has changed about the student's situation that will allow them to achieve Satisfactory Academic Progress by the next evaluation point. Appeal documents will be reviewed and a decision will be made and reported to the student within 30 calendar days. The appeal and decision documents will be retained in the student file. If the student prevails upon appeal, the satisfactory academic progress determination will be reversed and federal financial aid will be reinstated, if applicable.

Noncredit And Remedial Courses

Noncredit and remedial courses do not apply to this institution. Therefore, these items have no effect upon the school's satisfactory academic progress standards.

Transfer Hours

With regard to Satisfactory Academic Progress, a student's transfer hours will be counted as both attempted and earned hours for the purpose of determining when the allowable maximum time frame has been exhausted.

Phase Progress

Educators will review progress of the students periodically throughout the phase. Students must achieve at least 80% in academics, 88% in attendance and pass all FINAL written and practical exams in each phase to be in good standing and to earn credit for completion of each phase. Students will be evaluated for competency and may need to repeat phase.

Failed Phase

Students must pass each phase with 80% academics and 88% attendance as well as pass each phase final examination. If a student fails a phase, he/she will retake the phase and pay additional money for completion of that phase. The fee to repeat a phase is based on the hourly rate of the program multiplied by the number of hours needed to repeat. Students that fail more than one phase will be subject to termination. Phase incompletes and repetition of phases have no effect upon the school's satisfactory progress standards.

Leave of Absence (LOA) Policy

If a Student desires to take a leave of absence from his/her studies, then the following policy will be in effect:

1. The request must be made in advance of the leave. The Student provides requested documentation to Student Services and the Director and will be reviewed on an individual basis.
2. The request must be made in writing and the reason(s) for the leave must be specified.
3. The leave request must contain the Student's signature.
4. The leave of absence does not exceed 180 calendar days in a 12-month period.
5. In the event the Student cannot make the request in advance (i.e., due to a car accident or other unforeseen

circumstance), then the Institute may still allow a leave. The beginning of the leave will be determined as the first date the Student was unable to attend the institution because of the accident and an end date will be noted that will not exceed the 180 day maximum. The Institute will document the reason(s) for its decision and collect the request from the Student at a later date.

6. There must be a reasonable expectation that the Student will return from the LOA.
7. The Student shall not owe any additional fees during any approved leave of absence and will not be granted any additional financial aid assistance as a result of any extension of the term of this contract as a result of any approved leave of absence.
8. If enrollment is temporarily interrupted for a leave of absence, the Student will return to class in the same progress status as prior to the leave of absence.
9. Hours elapsed during a leave of absence will extend the Student's contract period and maximum time frame by the same number of days taken in the leave of absence and will not be included in the Student's cumulative attendance percentage calculation.
10. A leave of absence will be granted at the discretion of the administrative board. Students who withdraw prior to the completion of the course and wish to re-enroll will return in the same satisfactory academic progress status as the time of withdrawal.
11. A Student granted an LOA that meets these criteria is not considered withdrawn, and no refund calculation is required at that time;
12. If the Student fails to return from the LOA, the withdrawal date for the purpose of calculating a refund is always the Student's last date of attendance.

Access to Records

Student records are maintained at Aveda Institutes. Current Students may review their file upon request to Student Care – file will include enrollment documents. Attendance and grades are posted weekly. Transcripts are available to former Students and Alumni. Students may request Transcripts, by completing a request and paying a fee of \$10.00. For more information contact Administrative Services at info@avedaphoenix.com. (info@avedadenver.com for Denver), (info@avedatucson.com for Tucson), (info@avedaprovo.com for Provo)

FERPA

Family Education Rights and Privacy Act (FERPA)

Students and Parents/Guardians of dependent minor have a right to:

- inspect and review the student's education records to ensure they are not inaccurate, misleading or otherwise in violation of the Student's privacy or other rights;
- request the amendment of the Student's education records;
- consent to the disclosure of personally identifiable information contained in the Student's education records, except for the information the regulations in this act authorize disclosure without consent, including disclosure to the school's accreditation agency;
- file a complaint with the Department of Education under section 99.64 concerning alleged failure by the school to comply with the requirements of the FERPA; and
- obtain a copy of the policy.

Aveda Institute Phoenix will disclose information from a Student's education records only with the written consent of the Student or parent/ guardian of dependent minor, except:

- To school officials who have a legitimate educational interest in the records.
- To officials of another school, upon request, in which a student seeks or intends to enroll.
- To certain officials of the U.S. Department of Education, and state and local educational authorities, in connection with certain state or federally supported education programs.
- In connection with a Student's request for or receipt of financial aid, as necessary to determine the eligibility, amount or conditions of the financial aid, or to enforce the terms and conditions of the aid.
- To accrediting organizations to carry out their functions.
- To parents of an eligible student who claim the student as a dependent for income tax purposes.
- To comply with a judicial order or a lawfully issued subpoena.
- To appropriate parties in a health or safety emergency
- The Aveda Institute Phoenix also allows access to student's records to its accrediting body.

Students must allow reasonable time to assemble records. (No more than 45 days).

Title IV Policy

(1) Verification Policy

- All students selected for verification must provide to the Financial Aid Administrator the following information:
 - Use the IRS Data Retrieval Tool within the FAFSA or
 - Provide a copy of their IRS Tax Return Transcript
 - Signed Verification Worksheet

Documentation must be received and verified before any aid is awarded. All documentation must be received within 14 days and no later than the start date the student wishes to be a part of. If a student is unable to provide the verification documents within the time frame, the student must meet with the Financial Aid Administrator to request an extension (an extension must be requested in writing from the student within 14 days as stated above.) For Pell Grant eligibility, the student must provide acceptable verification documentation no later than the date established each year by the Secretary of Education, or 120 days after the last date of the student's enrollment, whichever is earlier.

- If a student fails to provide verification documentation within the guidelines set forth in paragraph 1 above, student financial aid will not be awarded or disbursed.
- If the student's EFC changes as a result of verification and results in a change in the award, the student will be notified by mail or email.
- If any of the student's information is found to be incorrect, the school will electronically process the correction, or notify the student to correct through his/her FAFSA)
- Department of Education regulations (34 CFR 668.16(g)) require schools to refer to the Department's Office of Inspector General any credible information indicating that an applicant for Title IV aid may have engaged in fraud or other criminal misconduct in connection with his or her application. The school will report any suspected fraud to OIG at 1-800-MISUSED.

(2) Treatment of Title IV Aid When a Student Withdraws

The law specifies how schools must determine the amount of Title IV program assistance that you earn if you withdraw from school. The Title IV programs that are covered by this law are: Federal Pell Grants, Academic Competitiveness Grants, National SMART Grants, Stafford Loans, PLUS Loans, Federal Supplemental Educational Opportunity Grants (FSEOGs), and Federal Perkins Loans.

When you withdraw during your payment period, the amount of Title IV program assistance that you have earned up to that point is determined by a specific formula. If you received (or your school or parent received on your behalf) less assistance than the amount that you earned, you may be able to receive those additional funds. If you received more assistance than you earned, the excess funds must be returned by the school and/or you.

The amount of assistance that you have earned is determined on a pro rata basis based on the scheduled hours/credits as of your date of withdrawal. For example, if you were scheduled to complete 30% of your payment period at the time you withdrew, you earn 30% of the assistance you were originally scheduled to receive. If more than 60% of the scheduled hours of the payment period have passed at your date of withdrawal, you earn all the assistance that you were scheduled to receive for that period.

If you did not receive all of the funds that you earned, you may be due a post-withdrawal disbursement. If the post-withdrawal disbursement includes loan funds, the school must get your permission before it can disburse them. You may choose to decline some or all of the loan funds so that you don't incur additional debt. The school may automatically use all or a portion of your post-withdrawal disbursement (including loan funds, if you accept them) for tuition, fees and books/supplies. For all other school charges, the school needs your permission to use the post-withdrawal disbursement. If you do not give your permission (which some schools ask for when you enroll), you will be offered the funds. However, it may be in your best interest to allow the school to keep the funds to reduce your debt at the school.

There are some Title IV funds that you were scheduled to receive that cannot be disbursed to you once you withdraw because of other eligibility requirements. For example, if you are a first-time, first-year undergraduate student and you have not completed the first 30 days of your program before you withdraw, you will not receive any FFEL or Direct Loan funds that you would have received had you remained enrolled past the 30th day.

If you receive (or the school or parent receives on your behalf) excess Title IV program funds that must be returned, the school must return a portion of the excess equal to the lesser of:

- Your institutional charges multiplied by the unearned percentage of your funds, or
- The entire amount of excess funds.

If the school is not required to return all of the excess funds, you must return the remaining amount. Any loan funds that you must return, you (or your parent for a PLUS Loan) repay in accordance with the terms of the promissory note. That is, you make scheduled payments to the holder of the loan over a period of time.

Any amount of unearned grant funds that you must return is called an overpayment. The amount of a grant overpayment that you must repay is half of the grant funds you received or were scheduled to receive. You must make arrangements with the school or the Department of Education to return the unearned grant funds.

The requirements for Title IV program funds when you withdraw are separate from any refund policy that the school may have. Therefore, you may still owe funds to the school to cover unpaid institutional charges. The school may also charge you for any Title IV program funds that the school was required to return. A copy of the school's refund policy is contained in the School Catalog.

Procedure for Withdrawing from School

The requirements and procedures for officially withdrawing from school are: If a student wishes to withdraw from Aveda Institute they must first notify their educator via written or verbal notice. Secondly, the Student will need to provide a brief, written explanation of why they wish to discontinue their education to the Student Services Administrator. The date upon which the Student Services department receives the written notification will be the date of determination for withdrawal.

POST WITHDRAWAL DISBURSEMENT (PWD)

- A PWD is due when the amount of Title IV aid earned is greater than the amount of Title IV aid disbursed. The actual amount of the PWD is the difference between the amount of Title IV aid earned and the amount of Title IV aid disbursed.
- If outstanding charges exist on the student's account, the school may credit the student's account with all or a portion of the PWD. However, if Title IV loan funds are used to credit the student's account the school must first notify the student/parent and provide the opportunity to cancel all or a portion of the loan.
- Any amount of a PWD that is not credited to the student's account must be offered to the student within 30 days of the date of that the school determined that the student withdrew. The offer must be made in writing and will also notify the student that no PWD will be made if the student does not respond within 14 days of the date that the school sent the notification. The notification will also inform the student that they may accept or decline some or all of the PWD that is not credited to the student's account.
- If the student responds within 14 days the PWD funds will be disbursed as soon as possible but no later than 180 days from the date that the school determined that the student withdrew.
- If the student responds late, the school may choose to make the PWD at its own discretion depending on the circumstances. The student is reminded that the school has no obligation to make a PWD after the 14-day timeframe.

To help you achieve excellence in our programs, we have established these guidelines to ensure fairness, understanding and positive work habits among our students.

Standards

Students are students in training to become future employees, managers or entrepreneurs in the industry and are held to a high professional standard to prepare for a career. Students are expected to maintain a professional appearance at all times.

- To maintain a productive learning environment for all Students, anyone who is disruptive in the classroom or on the clinic floor may be dismissed for the day and no hours will be earned for the time missed.
- Food, candy and gum are not allowed on the clinic floor at all times. Students may be given permission to have small snacks during theory only (as permitted by the educator). Beverages in enclosed containers are allowed in the classrooms and on the clinic floor.
- Aveda Institute is a smoke-free facility. Smoking is not permitted in or around the building. Students that do smoke during breaks may not be in Aveda uniform.
- Personal phone calls are not accepted at any time in order to not disrupt the educational process. Students will be notified of any emergency calls.
- Cell phones are not permitted in Aveda Institute at all times, except in designated areas. All cell phone usage must be conducted in the breakroom or outside the building.

Student Services

All services or work done by Students must be assigned by, performed under the supervision of, and evaluated by an educator within the educational team of Aveda Institute. Students who refuse an assigned service or are not properly prepared to perform the service will be dismissed for the remainder of the day.

- Any additional product used for personal use or for use on models shall be charged a per product fee.

Bullying Policy

The Aveda Institute believes that all students have a right to a safe and healthy school environment. The school has an obligation to promote mutual respect, tolerance and acceptance. The Aveda Institute will not tolerate behavior that infringes on the safety of any student or deters from the learning environment. A student shall not intimidate, harass or bully another student through words or actions. Such behavior includes: direct physical contact, such as hitting or shoving; verbal assaults, such as teasing or name-calling; and social isolation or manipulation. Each complaint of bullying should be promptly investigated. This policy applies to students on school grounds, while traveling to and from school or a school-sponsored activity, during the lunch period and any comments made on social media sites (i.e. facebook, twitter, email... etc.) Any student who engages in bullying may be subject to disciplinary action including termination.

The Aveda Institute Provo is not responsible for missing or stolen items.

Assigned Areas

To ensure that each Student receives consistent and comprehensive instruction in the classroom and clinic floor, Students must remain in assigned areas or receive educator permission to be in unassigned areas.

Dress code

Students are required to be in proper dress code at all times. Students must arrive in the morning ready for the day—hair styled and makeup applied. Nails must be groomed. Failure to meet the standards may result in being sent home, loss of participation points or suspension. Dress code is as follows:

- Solid black clothing including pants, shirts, skirts, outer wear and dresses. Denim is not permitted.
- Shirts must cover shoulders, midriff and back.
- Shoes and accessories may be in color, open toe and open heel. Flip flops are not permitted.
- Solid black, opaque stockings must be worn with skirts and dresses. Skirts and dresses must reach two inches above the knee. Black leggings or tight pants must be accompanied by long shorts, long skirts or dresses.
- Aveda aroma exclusively. Synthetic aroma is not permitted.
- Cell phones are not permitted in classroom or Clinic Floor.
- Re-useable containers for beverages are required. Non-reuseable containers will result in loss of participation points.

Kits

Student kits are to be used for educational purposes only. For Students to be able to perform professional services, Student kits are to be complete at all times. Any missing or damaged items must be replaced by the Student within 24 hours. Aveda Institute Phoenix is not responsible for lost or stolen items.

Personal Property

Students are responsible for their own personal property and are required to provide locks for their lockers/stations/cabbies and to secure their property in these locked areas. Aveda Institute Phoenix is not responsible for lost or stolen items.

Ethics

Stealing, cheating, defacing or damaging property will result in termination and require monetary restitution.

Student I.D

Students will be issued a name tag along with proof of enrollment letter during the first phase and must wear name tag at all times. If an ID is lost or stolen a new ID may be purchased from Student Services.

Environmental Commitment

Students are responsible for recycling properly while at Aveda Institute. Students are also required to use reusable containers for water and hot beverages such as coffee and tea. (Paper cups and plastic water bottles are not permitted).

To help prepare you for the workplace, Aveda Institute Phoenix operates much like a professional salon and spa environment. Late arrivals, absences and other interruptions in your training have a significant affect on your achievement—just as they would if you were an employee in a salon, day spa or other professional environment. By law, we must keep track of your training hours for licensure or certification.

Attendance Policy

The minimum attendance requirement to complete each phase is 88%. This percentage is based on the total number of attendance days divided into the total amount possible in a phase. A Student's grades will be posted each week so that Student can track attendance hours, time missed and academic standing for each week of the phase. The Student's attendance will be evaluated mid-phase by the educator to determine phase progress. Students may not gain hours during lunch. Students must pass each phase final. **If a Student fails a phase, he/she will retake the phase and pay additional money for the completion of that phase. The fee to repeat a phase is based on the hourly rate of the program multiplied by the number of hours needed to repeat. Students that fail more than one phase will be subject to termination.**

- **Tardy Policy-** Cosmetology and AM Esthology Students are considered tardy at 8:31am. PM Esthology Students are considered tardy at 5:31pm. If the Student arrives after 9:00am/5:30pm (depending on program) he/she will receive zero hours for the day and be sent home. A student will lose 5 Participation points for the first 3 tardies per phase. Once the Student has exceeded 3 tardies, he/she will lose all Participation Points for each subsequent tardy that Phase. Excessive tardies may result in termination from the program.
- **Cosmetology Students** are allowed to miss 80 Friday /Saturday hours during the program and AM Esthology Students are allowed to miss 40 Friday/Saturdays hours during the program. PM Esthology Students are allowed to miss 20 Friday/Saturday hours during the program. Any missed Friday/Saturday hours will accrue at an additional fee of \$10/hour for every hour that goes over the allotted amount per program. This fee will need to be paid by the completion of the program in order to receive all completion records.
- **Attendance Exceptions** - In the event of a death in the Student's immediate family, an additional 20 hours will be allowed to be made up once in the current phase (documentation must be provided for verification). In the event of any mandatory court appearances, an additional 10 hours will be allowed to be made up once in the current phase (documentation must be provided for verification).
- **Early Release** - Students leaving early need to obtain an "Early Release Form" and have approval from the phase educator and guest services (if on the clinic floor) prior to release. Participation points will be taken for early release.
- **Expected Absence** - Students planning a future absence should complete an "Expected Absence" form and have the phase educator verify and approve the absence so that planned exams, assignments or class material can be scheduled prior to the absence. Partial participation points will be honored for Expected Absences within minimum 24 hours prior notice.
- **Unexpected Absence** - Students that miss class due to illness or emergency should contact the school attendance line at 303-567-7500 before 8:30am weekly so that proper scheduling can be done for the clinic floor. Participation points will not be earned for unexpected absences.
- **Time Keeping Guidelines** - Attendance is recorded based on the timeclock. Students must sign in at the beginning of each day according to the time posted at the sign-in sheets. Students must also sign in/out for all breaks and then sign out at the end of each day. Students are responsible for accurately signing in and out. Failure to sign in and out accurately or falsifying documents will result in termination. Any adjustments to the Student's time clock entries need to be corrected within two weeks, and subject to fees in order to make any corrections. Fee is \$1.

Temporary Closure

If the school is closed for an unscheduled day the Student's may either make up the hours missed due to closure or contract will be extended the same number of days the school is closed (Closures due to weather- snow closure, natural disaster; structural problems- flooding, construction)

Complaint Procedure

- 1 Student should first discuss the challenge with their phase educator.
- 2 If the Student does not feel the phase educator resolved the challenge the next step is to schedule a meeting with the department team lead.
- 3 If the Student does not feel the team lead resolved the challenge the next step is to write a formal internal complaint to the director of education/director:
 - a. A formal complaint must be completed by the Student and then given to the education director/ director for review.
- 4 The director will then review and respond to the complaint by scheduling a meeting within 30 days of receiving the complaint form.
- 5 The complaint will go the complaint review board:
 - a Board consists of the following members:
 - i Director
 - ii Education Director
 - ii Department Team Lead
 - iv Educator
 - v Student
- 6 If the challenge is not satisfied by the Student, the Student may file a complaint with the following:
 - a Arizona State Board of Cosmetology, 1721 East Broadway Tempe Arizona 85282-1611, 480-784-4539
 - b NACCAS at 4401 Ford Ave, Suite 1300, Alexandria, VA 22302, 703-600-7600

Suspension

Students who are suspended for minor violations have up to 30 days to provide the review board documentation that the stipulations have been met. Once the review board has agreed that the Student is prepared to comply with the professional standards of the school, the Student may return to school; however, a record of suspension will be recorded in the Student's permanent file. While a Student is suspended, no days may be earned and the contract graduation date is extended by the number of school days missed. If a Student on suspension fails to respond within 30 days, the Student is automatically terminated. During suspension, the Student is not allowed on the premises unless an appointment with administration has been first approved.

Minor Violations Policy

Minor violations include assigned area violations, property misuses, guest services violations, unprofessional behavior, and any disruptive or unsafe behavior determined by an educator or team member as interruptive or preventing the regular operation of the school or preventing the education of another Student. Anytime during the Student's program the violation of a minor standard may result in community service, suspension or termination from the program.

Major Violations Policy

Major violations include using controlled substances/alcohol, defacing or destroying property, stealing, falsifying documents, committing fraud, abusing and/or causing physical harm to others, and violating local, state and federal laws. At anytime during a Student's program, the violation of a major violation will result in termination.

Termination Policy

For any policy violations Aveda Institute can terminate the students from the program.

Services to the Public

Services to the Public: Part of the Student Curriculum is delivering services to the public. Students will perform services on the public. Students are not employees and will not receive compensation for any aspect of their education, including when providing services in the school clinic to members of the public who pay a fee for services.

Safety

All students are encouraged to take an active role in maintaining a safe environment. To avoid accidents and injuries, Students are required to take preventative measures by:

- using equipment properly;
- following manufacturer's directions when using chemicals and products;
- immediately wiping spills found on the floor;
- assisting elderly and disabled guests;
- keeping all aisles and areas around work stations free from personal items and debris; and
- immediately reporting building and equipment safety hazards to Administration personnel.

Safety Reports

For all minor or serious accidents, Security personnel must be called to the scene to gather the following information and submit a written report to the school's administration:

- name, address, phone number of the injured person;
- name of student(s) and educator working on the guest (if applicable);
- date and time of accident;
- description of how the accident happened; and
- name, address, phone number of other witnesses to the accident

Medical Emergencies and Accidents

It is the goal of the Aveda Institute Phoenix to provide and maintain a safe and nonviolent academic and working environment. In an effort to consistently reach this goal, we have established the following procedures in the event that a student witnesses or becomes involved in an occurrence.

Emergency (medical)

Notify your Team Lead immediately, in case of a medical emergency such as:

- serious fall
- apparent heart attack
- unconsciousness
- chemical product; (spills in the eye or swallowing)
- violent acts, assault, or rape

The staff must provide the following information:

- nature of medical problem
- address of the building
- location of the person in the building
- notify the Administrative personnel of the location and nature of the accident
- stay with the injured person
- have someone meet the Emergency personnel
- keep the area clear of bystanders

Non-Emergency (medical)

All accidents must be reported to the Director. The Team Lead or personnel will attend to the injured guest or student and determine if professional medical attention is required. If there is any doubt, we recommend the injured person see a doctor.

Bomb Threat

In case of a bomb threat at the Aveda Institute Phoenix:

- immediately contact the Police or Administrative personnel;
- evacuate the building when directed by the Police or Administrative personnel; and
- remember in all situations to remain calm.

Fire Drills

From time to time, fire drills will be conducted to prepare for an emergency. Everyone must follow normal procedures in evacuating the building. Only Security personnel will give clearance to re-enter the building upon completion.

Fire

The Aveda Institute Phoenix has an alarm monitored system that is directed to the Fire Department. Whenever a fire is detected, a continuous siren will sound.

In all cases when the fire alarm sounds, Students and staff must:

- instruct all guests to evacuate the building;
- assist the guests who need help evacuating;
- request assistance for disabled guests to evacuate down the stairs;
- evacuate the building immediately;
- re-enter the building only when the Fire Department or Security has given clearance.

Escape Route

Floor plans are posted throughout Aveda Institute. Each plan will show a direct escape route. Please familiarize yourself with the escape routes in designated student areas.

Severe Weather Warnings

Based on weather-service information the building management will make a decision on when to evacuate team members, students, and guests.

Building Security

The Aveda Institute Phoenix provides building security for Students who may need assistance in case of an emergency. Please contact your educator for information on how to contact security.

Campus Security Policy

By October 1 of each year, every enrolled Student will receive a current campus security information form explaining the updated campus security policies, rules and regulations.

Follow the below link for a copy of the latest Campus Security information : <http://3rj6qibi23349ufj82hzg951.wpengine.netdna-cdn.com/wp-content/uploads/sites/2/2015/12/AIX-2015-Annual-Security-Report-12415.pdf>

When calling 911, emergency personnel will automatically be dispatched. If the injured person wishes to be taken to a specific emergency room, a staff member must tell the emergency personnel when they arrive. Students must assist in documenting the incident and forwarding the paperwork to the administrative offices.

Drug Free School and Work Place Policy

This institution embraces the spirit of the public law that requires schools to provide a drug-free campus and work place. The school will abide by the law as outlined in the accompanying policy. As part of our institutional philosophy, we are dedicated to the advancement and well being of the population we serve. As such, all Students and team members are encouraged to abstain from the use of illegal drugs and irresponsible use of alcohol.

Recent federal anti-drug laws could affect a number of areas in the lives of our students and team members. Students could lose eligibility for financial aid, or be denied other federal benefits such as Social Security, retirement, welfare, health, disability, and veterans benefits. The Department of Housing and Urban Development, which provides funds to states and communities for public housing, now has the authority to evict resident members of their household who are involved in drug-related crimes on or near the public housing premises. Businesses could lose



federal contracts if the company does not promote a drug-free environment. Finally, a record of a felony conviction in a drug-related crime may prevent a person from entering certain careers.

Drugs and alcohol can be highly addictive to the body and can cause harmful effects to virtually every aspect of a person's life: i.e., relationships, family, job, school, physical and emotional health. People who use drugs and alcohol may lose their sense of responsibility, become restless, irritable, paranoid, depressed, inattentive, anxious or experience sexual indifference, loss of physical coordination and appetite, coma, convulsions or even death. Persons who use drugs and alcohol face not only health risks, but also their ability to function in their personal and professional lives can be impaired as well. Some examples of this are a hangover or feeling "burnt out"; being preoccupied with plans of the next drink or "high" or slowed reflexes that can be especially dangerous while driving. Alcohol-related driving deaths are the top killer of 15 to 24 years olds.

There are danger signals that could indicate when someone is in trouble with drugs or alcohol:

- abrupt changes in mood or attitude;
- continuing slump at work or school;
- continuing resistance to discipline at home or school;
- cannot get along with friends or family;
- unusual temper flare-ups;
- increased borrowing of money;
- heightened secrecy; and
- a complete new set of friends.

The school maintains drug and alcohol education information and a list of counseling and support services, which can be obtained from the Student Services Coordinator.

We have also designated a contact person (Institute Director) who is available to listen to Students regarding drug and alcohol concerns. Issues discussed with the contact person will be kept confidential.

Substance Policy

To benefit from the training at Aveda Institute, Students must be mentally alert and have a sober state of mind. We strongly support the Drug-Free Communities Support Program which does not condone the use of controlled substances and intoxicants. Students using controlled substances or intoxicants or determined to be under the influence of illegal substances will be terminated.

Students that are suspected of being under the influence of substance and therefore are not able to perform all capacities of training will be dismissed for the day with no hours earned for the time missed.

Weapon Policy

In order to maintain a safe and peaceful learning environment we do not allow any weapons to be on your person at any time while on school grounds. Weapons include, but not limited to, guns, knives, explosive device, mace, pepper spray and any source of ammunition. If any items are used as a safety precaution that you carry with you this must be kept in your locker at all times. Any Student found with a weapon will be immediately sent home for the day and may be subject to termination.

Student Service Wheel – Cosmetology

Connect

Greet

- Greet guest in a warm, friendly way
- Introduce yourself
- Offer guest a beverage
- Escort guest to styling station

Discover Needs

Consultation

- Ask open-ended questions/make statements
- Introduce portfolio (look book)
- Complete the technical portion of the service cycle delivery
- Checkpoint #1

Offer Solutions

Rituals of Renewal (R.O.R.)

- Perform stress-relieving scalp and shoulders ritual

Shampoo

- Shampoo, conditioner and treatment
- Educate on appropriate system based on guest's needs

Technical Service

- Create haircut/styling/hair color service strategy
- Perform haircut or hair color service

Rituals of Renewal (R.O.R.)

- Perform stress-relieving hand ritual
- Checkpoint #2

Style

- Educate on a home care system
- Offer a styling lesson
- Complete a Purescription™ Sheet

Rituals of Renewal (R.O.R.)

- Complete a finishing touch
- Checkpoint #3

Goodbye

- Escort guest to store
- Assist guest in finding the system they wish to purchase
- Pre-book next service
- Thank guest for visiting today



Student Service Wheel – Esthiology

Connect

- Aveda greeting**
- Greet guest in a warm, friendly way
 - Introduce yourself
 - Offer guest a beverage
 - Transition guest to the treatment room

Discover Needs

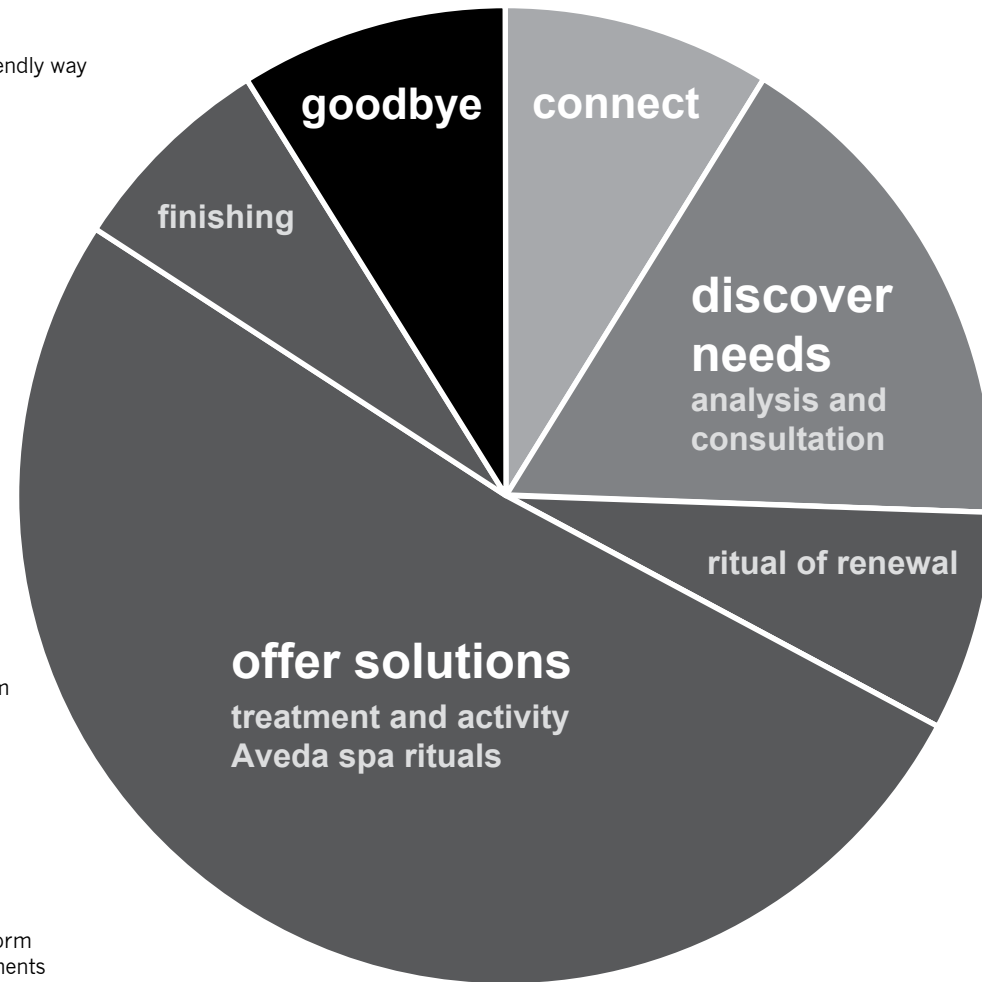
- Aveda analysis and consultation**
- Prepare the guest
 - Perform the consultation
 - Discuss customized treatment/present 1-2 focus products
 - Aveda Spa Ritual – perform Aroma sensory journey
 - Checkpoint #1

Offer Solutions

- Aveda treatment and activity**
- Aveda Spa Ritual – perform the Opening Ritual
 - Perform skin cleansing/toning techniques
 - Aveda Spa Ritual – use Aromatic Steam Towel
 - Perform skin analysis
 - Checkpoint #2
 - Perform skin refinement
 - Aveda Spa Ritual – perform the Scalp and Foot Elements
 - Aveda Spa Ritual – use Aromatic Steam Towel
 - Perform facial massage
 - Apply facial treatment masque
 - Aveda Spa Ritual – use Aromatic Steam Towel
 - Moisturize and protect the skin
 - Aveda Spa Ritual - perform the Closing Ritual

Aveda finishing

- Aveda Spa Ritual – perform the Aveda Finishing Touch: Makeup, Hair, Aroma
- Present and offer the skincare product system to guest
- Introduce wellness practice using an Aveda product
- Complete and present Aveda PurescriptionTM
- Checkpoint #3

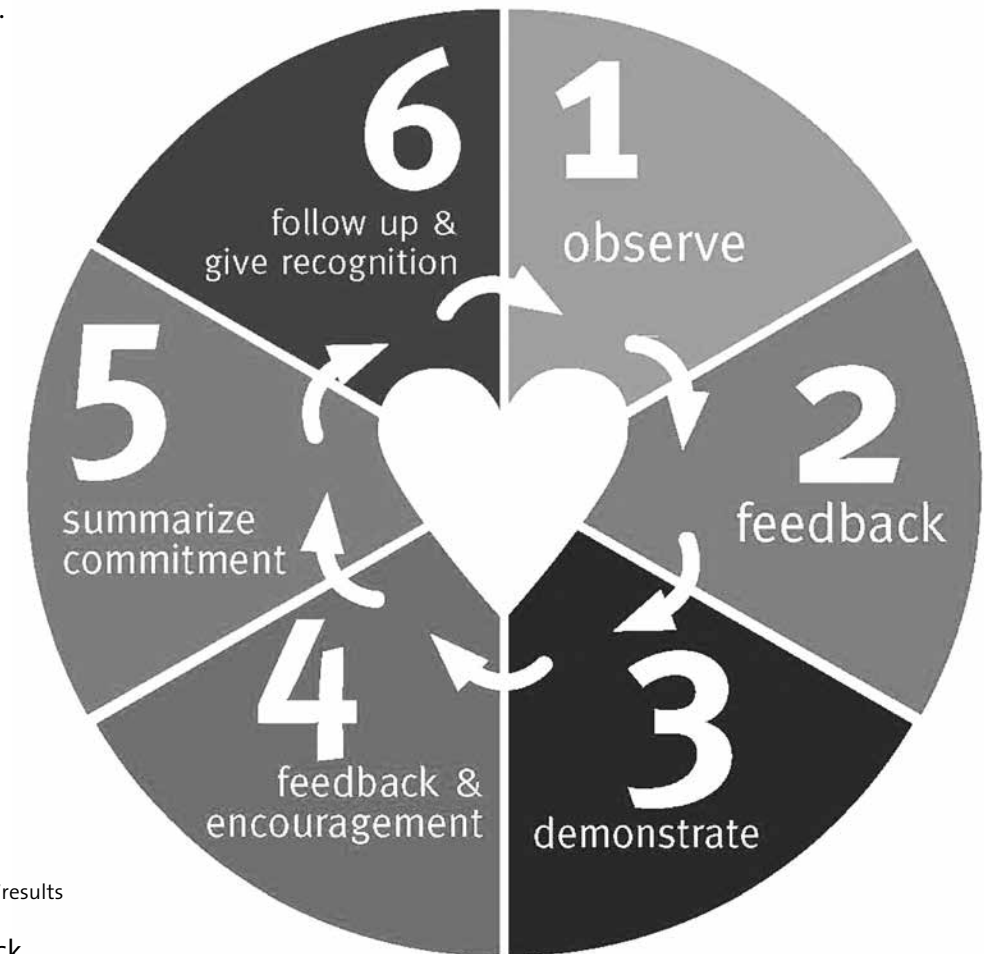


Goodbye

- Completing the Aveda experience**
- Escort guest to store
 - Assist guest in finding the system they wish to purchase
 - Pre-book next service
 - Thank guest for visiting today

aveda inspired coaching

BEHAVIOR: something you hear someone say or see someone do.



1_observe

NOTE: behavior/results

2_feedback

- ASK ADVISOR FOR INPUT
- "Tell me about that guest."
 - "What went well?"
 - "What could you have done differently?"

PROVIDE YOUR FEEDBACK

- "What I observed that worked was (behavior)."
- "What I noticed you could do differently is (behavior)."
- "It looks like you may not be comfortable with (behavior)."

3_demonstrate

DEMONSTRATE THE BEHAVIOR (ROLE PLAY)

- "Here's what that might look like."

ASK THE ADVISOR TO DEMONSTRATE (ROLE PLAY)

- "I am your guest. Show me."

4_feedback & encouragement

"Great! I know you will be successful at ..."

5_summarize commitment

ASK THE ADVISOR WHAT THEY WILL DO DIFFERENTLY/PRACTICE, THEN SUMMARIZE.

- "So, what I heard you say is that you're going to..."
- "I will be looking for you to _____ with each guest today."

6_follow up & give recognition

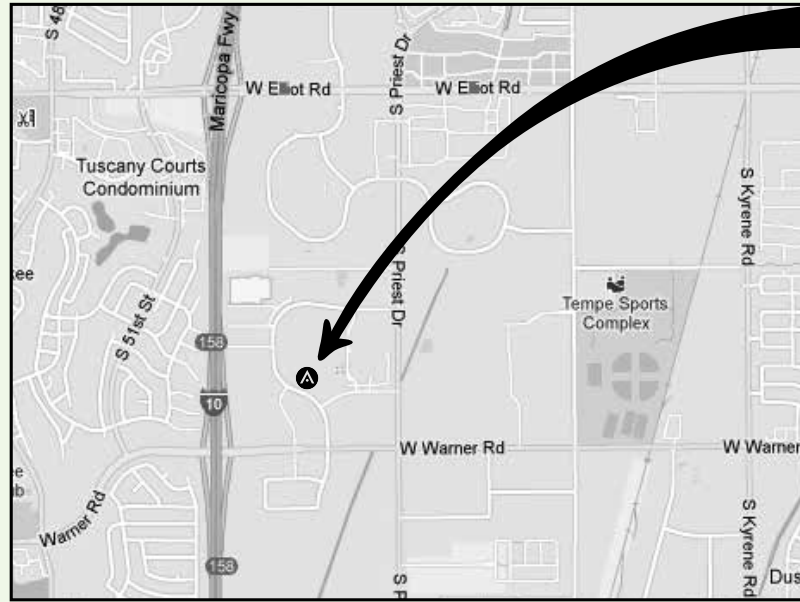
SCHEDULE & CONDUCT FOLLOW-UP. GIVE RECOGNITION.

Aveda Institute Phoenix

The Aveda Institute Phoenix is located in the Emerald Design Center across from the IKEA in Tempe, just East of the I-10.

8475 S Emerald Drive, Suite 101, 104
Tempe, AZ 85284

www.aveda.edu/phoenix



Public Transportation

With 4262 bus stops, 100 different bus routes, and a 21-mile Metro Light Rail extending across the Valley, options for transportation are plentiful.

Housing

Due to the Aveda Institute Phoenix's close proximity to Arizona State University, there are various housing options for Students. Numerous apartment homes and rentals are available in the nearby Tempe, Ahwatukee, Chandler, Scottsdale and Phoenix areas.

About Aveda

Aveda, who partners with salon and spa professionals around the world, sees beauty as a craft, not as a product result. Aveda beauty professionals are unique in the industry for their pursuit of a higher art: helping make their clients not only look beautiful, but feel beautiful. This selfless quest to bring out the beauty in their client through genuine care, differs from beauty industry norms.

Empowered by its unique Mission, Aveda believes that authentic beauty is one that works in harmony with the greater web of life. It does not qualify as beauty if it hurts any of the diverse life forms that the best beauty artist of all, Nature, created. Authentic Beauty cares for the environment which we inherited from elders and will leave to generations that follow us. Beauty cares for the society in which we live, enhancing harmony in the way we live and interact with one another as human beings. In order to be Beauty, it also needs to be Good. Beauty is the result, but also the process followed in pursuing that result.

Said simply, **Beauty Is As Beauty Does.**

— Dominique Conseil, President

Ownership

Aveda Institute Phoenix is owned by Arizona Institute, LLC

Team Directory

Our team is a skilled team of experienced educators with knowledge of classic and contemporary techniques. Educators have met program licensing requirements and are trained in all aspects of hair, skin and nail esthetics, body care and related subjects.

Please see Team Directory for current list of educators.

www.aveda.edu/phoenix (Located under Program Tab)



Inspire
GREATNESS



**AVEDA INSTITUTE
DENVER**

700 16th Street
Denver, Colorado 80202
303.567.7500

*Owned by Denver Institute, LLC

avedainstitutedenver.com



**AVEDA INSTITUTE
TUCSON**

845 N Park Ave. Suite #105
Tucson, Arizona 85719
520-207-2660

*Owned by Arizona Institute, LLC

avedainstitutetucson.com



**AVEDA INSTITUTE
PROVO**

210 N University Avenue
Provo, Utah 84601
801.375.1501

*Owned by Arizona Institute, LLC

avedainstituteprovo.com



**AVEDA INSTITUTE
PHOENIX**

8475 S Emerald Dr., Ste 101, 104
Tempe, AZ 85284
480.280.3781

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Aveda Institute Phoenix is a branch
location of Aveda Institute Tucson

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