



**AVEDA INSTITUTE
DENVER**



The Institute Mission

The Aveda Institute Denver'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 DENVER

ADDRESS 700 16th Street
 Denver, Colorado 80202

TELEPHONE 303.567.7500

WEB www.avedainstitutedenver.com

FACEBOOK facebook.com/people/Aveda-Denver/1524727231

TWITTER twitter.com/AvedaDenver

Aveda Institute Denver is approved and regulated by the Colorado Department of Higher Education, Private Occupational School Board (DPOS), and the National Accrediting Commission of Career Arts & Science (NACCAS).

DPOS
www.highered.colorado.gov/dpos
 1560 Broadway, Suite 1600 | Denver, CO 80202
 303.862.3001

NACCAS
www.naccas.org
 3015 Colvin Street | Alexandria, VA 22314
 703.600.7600

VA
 Aveda Institute Denver is approved by the Colorado Office of Veterans Education and Training for Veteran Educational Benefits.



Fashion - Beauty - Wellness - Art	04
About Aveda Institute	05
Our Programs	06
Admissions Procedures	07
Cosmetology Course Outline	08
Hairstyling Course Outline	10
Barber Course Outline	12
Esthiology Course Outline	14
Massage Therapy Program	16
Points of Difference/Belief Statements	18
Environmental Philosophy	19
Student Services	20
Sources of Financial Assistance	20
Graduation and Licensing Requirements	20
Cancellation and Refund Policies	21
Academic Information	22
Professional Standards	25
Policies and Procedures	26-27
Safety and Security	28
Drug Free School and Work Place Policy	29
Anti-Harassment and Discrimination Policy	30-34
Aveda Institute Service Wheels	34-36
Inspired Coaching Wheel	37
Location and Directions	38
About Aveda/Team Directory	39

As an Aveda Institute 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 Institute 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 team allows students to participate in committee meetings and events. Additionally, students interview for the Premier Talent program during the final 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

Aveda 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 Institute.

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!

Located on the 16th Street Mall in a restored, historic building, Aveda Institute Denver is over 20,000 square feet of learning space with a range of classrooms, separate clinic floors for Cosmetology and Esthiology/Massage, and a retail experience center. With thousands of people walking by the location each day, Aveda Institute Denver is an ideal setting for real-life salon experience and professional education.

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,app 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

Lockers and workstations are provided for Students to store their belongings while in school. Students are responsible for all of their belongings and must provide their own lock. If Students leave the Aveda Institute by transfer, withdrawal, or leave of absence, they need to take all 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, personal development, health and wellness for your reference. Team leaders and admissions personnel are also available to respond to your questions and concerns.

Student Lounge

There is a special area designated for Students to socialize and enjoy their break. Students are responsible for maintaining the cleanliness of the breakroom area.

"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.

Hairstyling- Gain knowledge in haircutting, hairstyling, haircutting and hair color.

Esthiology – Learn specialized Aveda Techniques to purify, balance and renew the skin.

Massage Therapy – Learn a balanced study of anatomy, physiology, pathology, aromaology™, spa treatments and body movement techniques.

Barber- Gain depth in your career in the field of Barbering. Build a strong foundation in haircutting and shaving.

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.

Career Opportunities

Salon/Spa Industry

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

Education & Other Fields

educator
consultant/trainer
school owner
state board member or inspector
educational director for a product
manufacturer

Program Schedule and Information

Please refer to individual Program Pages for Program Start Dates.

School Closures for 2019 and 2020 are as follows:

Memorial Day: 5.27.2019, 5.28.2019, 5.25.2020, 5.26.20

Independence Day: 7.4.2019, 7.4.2020

Labor Day: 9.2.2019, 9.3.2019, 9.7.2020, 9.8, 2020

Thanksgiving Day: 11.21.2019, 11.26.20

Holiday Break: 12.24.18-1.1.2019, 12.24.2019-1.1.2020, 12.24.2020-1.1.2021



“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 Alumnus

Are you ready to begin?

If you’re excited about the prospect of training at the Aveda Institute Denver, 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.

Barber prerequisite: Transfer students must meet the Colorado cosmetology 1800 hour program subject matter requirements.

Re-Admission

Students who withdraw or are terminated from their program may reapply for enrollment 60 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. A \$200 registration fee applies.

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 application fee will need to be turned in at the one-on-one meeting to be eligible for consideration. Application fee is refundable applicant is not accepted or does not begin the program.
- **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, 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.
- **Foreign Diplomas:** Must have evidence that verification of foreign student’s high school diploma has been performed by an outside agency that is qualified to translate documents to English and confirm the academic equivalence to a US high school diploma. Please see Admissions Advisor for evaluation options.
- **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!

*If you are under 18 years of age a parent/legal guardian will need to sign the enrollment contract along with the student.

Questions? Contact the Admissions Department.

303-578-1970 | www.avedainstitutedenver.com

Program

Tuition: \$20,000.00 | Kit: \$2,500.00 (non-refundable) | Application: \$50.00 |
Registration: \$150.00

Required for licensure: 1500 hours

The scheduled hours of instruction are as follows:

Monday, Wednesday, Friday 8:30 a.m.-6:00 p.m. (27 hours a week) or Tuesday,
Thursday, Saturday 8:30 a.m.-6:00 p.m. (27 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, CIP Code 12.0401. Our cosmetology course provides 1500 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 Colorado State Board of Cosmetology and be ready to succeed as a licensed cosmetologist, esthetician and nail technician.

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

\$50.00 application fee is refundable prior to commencement of contracted start date.

Cosmetology Start Dates: 1.21.19, 1.22.19, 3.25.19, 3.26.19,
5.29.19, 5.30.19, 7.29.19, 7.30.19, 9.30.19, 10.1.19, 12.2.19,
12.3.19

(weeks may vary depending on holidays and missed time)

Grounding

Phase 1 — Weeks 1-9 — 243

The emphasis of this phase is to introduce the fundamentals of shampooing, conditioning, haircutting, hairstyling, facial hair removal, manicures, pedicures, artificial nails, and State Board preparation. There is also a focus on soft skills: management, ethics, interpersonal skills, salesmanship, disinfection, sanitation, and safe work practices

Nurturing

Phase 2 — Weeks 10-18 — 243

The foundations and application of hair color is emphasized in this phase as well as joining the clinic floor and servicing guests. Students will learn color theory, all over color, foiling application and free hand color applicant as well as preparation for the State Board examination. Students will practice cuts, styling, waxing, and nails on the clinic floor.

Intention

Phase 3 — Weeks 19-27 — 243

Students will be trained in different perm techniques as well as how to safely and effectively chemically relax highly textured hair. The phase will also help build strength in styling, cutting and working with all textures of hair as well as preparation for the State Board examination. Students will practice all services except chemical texture on the clinic floor.



Harmony

Phase 4 — Weeks 28-36 — 243

Explore advanced techniques in the realm of Color, Cut, Makeup, and Nails. Students will review foundations as well as merge techniques to advance results as well as preparation for the State Board examination. At the end of the phase students will combine these skills to create a professional photoshoot. Students will offer all services on the clinic floor.

Expression

Phase 5 — Weeks 37-45 — 243

The focus for the phase is Skin Care, makeup, and waxing. Aveda skin care philosophy will be incorporated into facial treatments. Skin analysis, refinement, treatment, and spa rituals will be emphasized. Students will have training in basic facial techniques, body waxing, and makeup as well as preparation for the State Board examination. Students will practice all services on the clinic floor.

Insight

Phase 6 — Weeks 46-54 — 243

Students will practice the Colorado State Board practical exam as well as take written mock exams to prepare for licensure. Students will perform a "mock" state board practical and written exam at the end of the phase. Students will practice all services on the clinic floor.

Wisdom

Phase 7 — Weeks 55-56 — 42

Students will review state board preparation material and spend time servicing guests on the clinic floor to complete hours.

Course Outline

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 88% or higher grade average for the following:
 - Weekly Written Tests
 - Daily Classroom Participations
 - Written and Practical Finals
 - Phase Projects
- 100% Quota completion
- Academics
 - 96%-100% High Honors
 - 88%-95% Satisfactory
 - <88% Unsatisfactory
- Attendance
 - 88%-100% Satisfactory
 - <88% Unsatisfactory

Instructional Methods:

- Lecture
- Hands-On Training
- Group Study
- Audio/Visual
- Online/Textbook learning
- One-on-One Coaching

Shampooing, Rinsing, Conditioning - 50 hours

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

Haircoloring - 200 hours

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

Haircutting - 200 hours

implements and techniques
sectioning
scissors
clippers
razors
guest consultation

Hairstyling - 175 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

Chemical Texture Services - 100 hours

product analysis
guest hair analysis
application techniques
equipment, implements and materials
history of permanent waving
chemistry of solutions
pre-perm analysis
rod selection
perming techniques
custom perm design and wrapping

Manicuring and Pedicuring - 175 hours

Application of Artificial Nails - 125 hours

manicures/pedicures
nail design and artistry
nail extensions

massage techniques for hands,
arms and feet

Program

Tuition: \$12,000.00 | Kit: \$2,500.00 (non refundable) | Application: \$50.00 |
Registration: \$150.00

Required for licensure: 1200 hours

The scheduled hours of instruction are as follows:

Monday, Wednesday, Friday 8:30 a.m.-6:00 p.m. (27 hours a week) or Tuesday,
Thursday, Saturday 8:30 a.m.-6:00 p.m. (27 hours a week)

Express your creativity in the field of beauty and wellness. For more in-depth information on industry go to onetcodeconnector.org SOC Code 395112.00, CIP Code 12.0407. Our hairstyling course provides 1200 hours of extensive hands on learning to provide you a complete understanding of hair. Upon completion, you'll be prepared to take the practical and theory examinations for The Colorado State Board of Cosmetology and be ready to succeed as a licensed hairstylist.

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

\$50.00 application fee is refundable prior to commencement of contracted start date.

Hairstyling Start Dates: 12.2.19

(weeks may vary depending on holidays and missed time)

Earth

Phase 1 — Weeks 1-9 — 243

The emphasis in this phase is to introduce the fundamentals of shampooing, conditioning, hair coloring, haircutting, hair styling, time management, ethics, interpersonal skills, salesmanship, disinfection, sanitation, and, safe work practices.

Students will learn Colorado State laws, rules, regulations, and safety requirements.

Water

Phase 2 — Weeks 10-18 — 243

Strengthening cutting and coloring skills are emphasized in this phase. Reviewing and practicing the basic techniques are the center of training as well as combing the techniques to achieve new results.

Fire

Phase 3 — Weeks 19-27 — 243

The focus of this phase is the Art and Science of Chemical Texture.

Students will be trained on various perming techniques as well as how to safely and effectively chemically relax textured hair. This phase will also focus on building strengths in cutting, styling, and working effectively on all hair textures



Air

Phase 4 — Weeks 28-36 — 243

The focus for this phase is based on advanced techniques in the realm of Cut, Color and Styling. Students will build upon what they have learned in the last three phases and take it to the next level. This phase introduces some of the latest techniques that the Industry has to offer, along with the newest Aveda Collections. Trends in the industry are explored; such as extensions, makeup and photo shoot styling. Students will design and prepare for a professional photo shoot that will take place at the end of their phase. An emphasis on professionalism and business is featured giving students the skills and information needed to create a great resume and focus on their future success

Infinity

Phase 5 — Weeks 37-45 — 228

The focus is to prepare the students for the Colorado State Board written and practical competency exams. Each week students will practice practical exam scenarios and test on theoretical principles based on the requirements set by the Colorado State Board of Cosmetology.

Course Outline

Throughout the hairstyling 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 Hairstylist 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 88% or higher grade average for the following:
 - Weekly Written Tests
 - Daily Classroom Participations
 - Written and Practical Finals
 - Phase Projects
- 100% Quota completion
- Academics
 - 96%-100% High Honors
 - 88%-95% Satisfactory
 - <88% Unsatisfactory
- Attendance
 - 88%-100% Satisfactory
 - <88% Unsatisfactory

Instructional Methods:

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

State Rules and Regulations- 30 hours

Colorado State laws & rules safety & sanitation requirements

Disinfection - 270 hours

Sanitation
Safe Work Practices

Shampooing/Conditioning- 60 hours

product analysis procedures / techniques
draping techniques for:

- wet / dry services
- chemical servicesselecting correct:
- shampoo / conditioner

Hair Styling- 210 Hours

Wet styling
finger waving
pin curl techniques
roller curls
comb out techniques
artistry in hair styling
thermal styling thermal (marcel) irons
marcel wave
oven press curl
blow-dry styling

Hair Cutting- 240 Hours

implements techniques sectioning scissors
clippers razors
guest consultation

Hair Coloring- 240 hours

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

Chemical Texture Services- 120 hours

product analysis
guest hair analysis
application techniques proper equipment
implements and materials
Permanent Restructuring history of
permanent waving
chemistry of solutions
pre-perm analysis
rod selection perming techniques
custom perm design / wrapping

Management- 30 hours

ethics
interpersonal skills
Personal / Career Development
time management goal-setting
team building communication
cover letter / resume writing interview techniques
job requirements
employee benefits and wages

Program

Tuition: \$15,000 | Kit: \$1,500.00 (non refundable) | Application: \$50.00 |
Registration: \$150.00

Required for licensure: 1500 hours

The scheduled hours of instruction are as follows:

Monday, Tuesday, Wednesday 8:30 a.m.-6:00 p.m. (27 hours a week)

Barber prerequisite: Successful completion and official transcripts for either a 1500 clock hour or 1800 clock hour Cosmetology program.

Express your creativity and talent in barbering application. For more in-depth information on industry go to onetcodeconnector.org SOC Code 395112.00, CIP Code 12.0402. Our Barber course provides 1500 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 Colorado State Board of Barbering and be ready to succeed as a licensed barber.

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

\$50.00 application fee is refundable prior to commencement of contracted start date.

Barber Start Dates: 1.2.19, 6.17.19, 9.9.19, 12.2.19

(weeks may vary depending on holidays and missed time)

Grounding

Phase 1 — Weeks 1-9 — 243

Welcome to the foundations of cutting, styling and men's facials. The emphasis in this phase is to introduce the fundamentals of shampooing, conditioning, haircutting, basic facials and hair styling as well as preparation for the State Board examination. Students will also focus on soft skills: management, ethics, interpersonal skills and salesmanship, disinfection, sanitation, and safe work practices.

Nurturing

Phase 2 — Weeks 10-18 — 243

The foundations and application of haircolor is emphasized in this phase as well as joining the clinic floor and servicing guests. Students will learn color theory, all over color, foiling application and freehand color applications as well as preparation for the State Board examination. Students will practice cuts, and styling on clinic floor.

Intention

Phase 3 — Weeks 19-27 — 243

Students will be trained in different perm techniques as well as how to safely and effectively chemically relax highly textured hair. The phase will also help to build strengths in styling, cutting and working with all textures of hair as well as preparation for the State Board examination. Students will practice all services except chemical texture on the clinic.



Harmony

Phase 4 — Weeks 28-36 — 228

The focus for the phase is Skin Care and facial grooming. Aveda Elemental Nature philosophy will be incorporated into facial treatments. Skin analysis, refinement, treatment and spa rituals for male clientele are emphasized. Students will service guests on the clinic floor in color, cut, styling and chemical texture. Students will review state board prep material and prepare for the state board examination. and spend time servicing guests on clinic floor to complete hours.

Expression

Phase 5 — Weeks 37-45 — 243

Explore advanced techniques in the realm of Color, Cut, and style. Students will review foundations as well as merge techniques to advance results as well as preparation for the State Board examination. At the end of the phase students will combine these skills to create a professional photoshoot. Students will offer cut, color and style services on the clinic.

Insight

Phase 6 — Weeks 46-56 — 300

Students will learn the art of shaving with a straight razor as well as advanced chemical texture, haircutting and hairstyling. Students practice shaving and cutting on the floor and prepare for the state board examination.

Course Outline

Throughout the Barber 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 Barbering Program 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 88% or higher grade average for the following:

- Weekly Written Tests
- Daily Classroom Participations
- Written and Practical Finals
- Phase Projects

- 100% Quota completion
- Academics
 - 96%-100% High Honors
 - 88%-95% Satisfactory
 - <88% Unsatisfactory
- Attendance
 - 88%-100% Satisfactory
 - <88% Unsatisfactory

Instructional Methods:

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

Shaving – 90 hours

Head shaving
 Beard and mustache trims
 Modern razor styling
 Clipper cutting
 Hot towel shaves
 Steam facials and Skin Care
 histology
 disorders
 facials including:
 • cleansing
 • refinement
 • treatment
 • massage and facial massage
 Plant Aromaology™
 history of aromaology
 therapeutic effects
 custom testing and blending
 psychology of aroma
 methods of application
 sensory journey and personal blends™

Chemical Texture Services - 240 hours

product analysis
 guest hair analysis
 application techniques
 equipment, implements and materials
 history of permanent waving
 chemistry of solutions
 pre-perm analysis
 rod selection
 perming techniques
 custom perm design and wrapping

Treatment of Hair and Scalp - 60 hours

product analysis
 procedures/techniques
 chemical services
 selecting correct shampoo/ conditioner
 Scalp Analysis

Haircoloring - 240 hours

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

Haircutting - 270 hours

implements and techniques
 sectioning
 scissors
 clippers

razors

guest consultation Hairstyling - 270 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

Facial Massage and Treatments - 90 hours

Skin Care
 histology
 disorders
 Men's Facial Techniques
 Grooming
 Cleansing and after shave care

Laws, Rules and Regulations - 30 hours

state laws and rules
 safety and sanitation requirements
 Management, Ethics, Interpersonal Skills
 and

Salesmanship - 30 hours

time management
 goal-setting
 team building
 communication
 cover letter/resume writing
 interview techniques
 job requirements
 employee benefits and wages
 hair and make up shows
 salon/spa visits
 industry days
 industry events
 hair competitions
 community involvement

Disinfection, Sanitation, and Safe Work Practices - 180 hours

Clinic Practice
 refinement of techniques
 clinic set-up
 sanitation
 time management
 the spa experience
 retail
 guest relations
 aveda rituals

Program

Tuition: \$9,000.00

Tuition beginning 6.1.19 for starts after 8.1.19: \$10,500

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

The scheduled hours of instruction are as follows:

Monday, Wednesday, Friday 8:30 a.m.-6:00 p.m. (27 hours a week) or Tuesday, Thursday, Saturday 8:30 a.m.-6:00 p.m. (27 hours a week)

Prepare for an exciting future in skin care with Aveda Institute Denver. For more in-depth information on industry go to onetcodeconnector.org SOC Code 39-5094.00, CIP Code 12.0409. 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 Colorado State Board of Cosmetology and be ready to succeed as a licensed esthetician.

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

\$50.00 application fee is refundable prior to commencement of contracted start date.

Esthiology Start Dates: 1.2.19, 1.3.19, 3.25.19, 3.26.19, 6.17.19, 6.18.19, 9.9.19, 9.10.19, 12.2.19, 12.3.19

(weeks may vary depending on holidays and missed time)

Earth- 324 hours

The emphasis in this phase is to introduce the fundamentals of esthetics. These skills include facials, facial and body waxing, make up application, and body treatments along with time management, ethics, interpersonal skills and salesmanship, disinfection, sanitation and safe work practices. Students combine theoretical knowledge of state laws, regulations and safety requirements with hands-on experience.



Infinity

276 hours

This phase integrates the experience gained from the previous phase and utilizes those techniques on clinic floor with an emphasis on timing. Students build practical experience in both guest retention and retail sales, while building on the business of spa and preparation for State Board licensure. Hours and weeks for this phase may vary depending on the amount of hours each student needs to complete the required 600 hours for completion of the program.

Course Outline

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

Physical and Safety Demands for the 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 88% or higher grade average for the following:
 - Weekly Written Tests
 - Daily Classroom Participations
 - Written and Practical Finals
 - Phase Projects
- 100% Quota completion
- Academics
 - 96%-100% High Honors
 - 88%-95% Satisfactory
 - <88% Unsatisfactory
- Attendance
 - 88%-100% Satisfactory
 - <88% Unsatisfactory

Instructional Methods:

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

Facial and Skin Care - 210 hours

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

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

Facial Makeup - 30 hours

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

Hair Removal - 90 hours

full body waxing
methods of hair removal

Laws, Rules and Regulations - 30 hours

state laws and rules
safety and sanitation requirements

Management, Ethics, Interpersonal Skills and Salesmanship - 30 hours

time management
goal-setting
team building
communication
cover letter/resume writing
interview techniques
job requirements
employee benefits and wages
hair and make up shows
industry days
industry events
hair competitions
community involvement

Disinfection, Sanitation, and Safe Work Practices - 210 hours

Clinic Practice
refinement of techniques
clinic set-up
sanitation
time management
the spa experience
retail
guest relations
aveda rituals

Program

Tuition: \$9,000 | Kit: \$1,800.00 (non refundable) | Application: \$50.00 |
Registration: \$150.00

Required for licensure: 600 hours

The scheduled hours of instruction are as follows:

Monday, Wednesday, Friday 8:30 a.m.-6:00 p.m. (27 hours a week) or
Tuesday, Thursday, Saturday 8:30 a.m.-6:00 p.m. (27 hours a week)

Learn how to create wellness through the power of touch.

A balanced study of anatomy, physiology, pathology, aromalogy™, spa treatments and body movement techniques adds depth to the massage techniques you'll use to address the individual needs of your guests. For more in-depth information on industry go to onetcodeconnector.org SOC Code 31.9011.00, CIP Code 51.3501. Upon completion of the program (600 hours), you'll be prepared to take the MBlex exam and be ready to succeed as a licensed massage therapist.

Each graduate will receive an Aveda Institute Denver diploma, and transcript.

\$50.00 application fee is refundable prior to commencement of contracted start date.

Massage Therapy Start Dates: 3.26.19, 9.10.19



Fire

324 Hours

Discover the fundamentals of the art of Swedish massage, reflexology and aromalogy, along with the latest in hydrotherapys spa treatments, total wellness and body care. Study the sciences of anatomy, physiology and pathology and learn the ancient philosophy of Ayurveda. From classroom learning to hands-on-workshops you'll gain practical knowledge and experience.

You'll also learn the proper safety and sanitation requirements In this phase, Students will explore modalities within the business of massage. Explore how to implement what you have learned from your study the sciences of anatomy, physiology and pathology and implement the ancient philosophy of Ayurveda. From classroom to clinic floor learning to hands on workshops, you'll gain practical knowledge and experience. You'll also learn the proper safety and sanitation requirements within the clinic floor.

Infinity

276 hours

Increase your knowledge of anatomy, physiology, pathology, deep tissue massage and other techniques as you gain practical experience. You will work in a clinical setting under the supervision of instructors, obtaining extensive hands-on experience. You will also learn to prepare for the workplace by developing your own plan of action for employment. Exploration of case studies rounds out your education as you prepare for your new career as a massage therapist upon successful completion of all phases, you will be prepared to take the required state registration exams and be ready to pursue a career.

You will learn to prepare for the workplace by developing your own plan of action for employment. Exploration of case studies rounds out your education as you prepare for your new career as a massage therapist. Upon successful completion of all phases, you will be prepared to take the required state registration exams and be ready to pursue a career.

Course Outline

Throughout the 600-hour program, you'll explore the following topics to provide you with an excellent foundation to build a successful career in massage therapy.

Physical and Safety Demands for the Massage Therapists 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 88% or higher grade average for the following:
 - Weekly Written Tests
 - Daily Classroom Participations
 - Written and Practical Finals
 - Phase Projects
- 100% Quota completion
- Academics
 - 96%-100% High Honors
 - 88%-95% Satisfactory
 - <88% Unsatisfactory
- Attendance
 - 88%-100% Satisfactory
 - <88% Unsatisfactory

Instructional Methods:

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

Anatomy & Physiology - 240 hours

anatomical terms
cell, tissue and organs
muscular system
skeletal system
kinesiology
nervous system
endocrine system
blood
circulator system
immune system
respiratory system
digestive system

Pathology- 10 hours

guest health
history forms
contraindications
indications
skin condition
musculoskeletal conditions
nervous system conditions
respiratory conditions
case studies

Hydrotherapy and Spa Treatment - 20 hours

effects of hydrotherapy
indications
contraindications

Massage Theory - 80 hours

history
principles of massage
body mechanics
modalities
equipment
professionalism
ethics
boundaries
proper draping techniques
mind body connection
sense of touch
breathing
ayurveda
elemental nature™

Massage Techniques- 40 hours

swedish
deep tissue
introduction:
reflexology
trigger points
lymphatic massage
polarity
energy balancing
acupressure

Clinic Practice- 200 hours

refinement of massage techniques
clinic set-up
sanitation
time management
the spa experience
retail
guest relations
aveda rituals

Personal/Career Development- 10 hours

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

Our Points of Difference

CURRICULUM Aveda Institute 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 Institute 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 achieves 80%-100% Post Consumer-Recycled (PCR) content in much of its packaging.

LIFESTYLE CAREER Aveda Institute offers a large network of global job opportunities. As an Aveda Institute graduate, students have access to our worldwide network of nearly 7,000 salons and spas in 24 countries.

GLOBAL RECOGNITION Aveda is synonymous with innovation and excellence. Once you have completed your education, your diploma will have international brand name recognition.

PRACTICAL EXPERIENCE At Aveda Institute, 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 Aroma Confirmation to Rituals of Renewal, we teach our students to individually pamper our guests to increase retention and offer a unique point of difference.

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 utilizes Aveda's plant-based products in 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. *Additional fees apply. Continuing education classes are not accredited.

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

Vision

Connecting beauty, environment, well-being.

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 Denver and bringing our values and beliefs to help our environment.

Student Services

Career Placement

Students enrolling at the Aveda Institute are provided education appropriate to license in the state of enrollment. Aveda Institute does not guarantee acceptance or transfer of hours earned to another state or Institution. The Aveda Institute offers employment support through industry days, resume and self-promotion techniques. While we offer assistance in job placement, Aveda Institute does NOT guarantee job placement.

Academic and Individual Advising

The Aveda Institute 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 encourages Students to contact Student Services for a list of local crisis hotlines, which provide personal counseling referrals to a network of professionals.

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.

Sources of Financial Assistance

Sources of financial assistance include:

- Monthly Payment Plans
- Private Loans
- Federal Student Aid
- VA Benefits

Forms of Payment Include:

checks, cash, credit card or money order

Graduation and Licensing Requirements

Exit Interviews

Students will meet with administrative services prior to graduation to review requirements for financials and graduation of the program.

Alumni

Student records are maintained at Aveda Institute. 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. For more information contact Administrative Services at info@avedadenver.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. VA beneficiaries cannot be extended past their original contract date and GI Bill® funding will not cover any additional hours.

Veterans Affairs Leave of Absence/Re-admission Policy

If a veteran has been enrolled and attended Aveda Institute, and is 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.

VETERANS ADMINISTRATION SATISFACTORY PROGRESS/ ADVISING POLICY

In addition to the Satisfactory Academic Progress Policy stated elsewhere in this catalog, all students enrolled receiving Veterans Administration Benefits will also be subject to this stricter policy.

All VA students enrolled in the Esthology and Massage programs will be evaluated for satisfactory academic progress and advised two times during their program (300 and 500 scheduled hours). Aveda Institute's normal SAP policy evaluation points will apply to students enrolled in other programs. If any VA student fails to meet the minimum cumulative academic and attendance requirements they will be notified in writing. A record of this will be documented in the student's file. If the student does not meet the required cumulative attendance and academic requirements the VA will be promptly notified which may result in the termination of

Continuing Education Credit

Aveda Institute offers a continuing education credit on tuition and registration 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. (\$1,000 for Cosmetology and \$500 for all Esthology, Massage Therapy and Barber programs). Students enrolling in Massage and Esthology programs to become dual licensed qualify for a \$3000 continuing education credit. The Student must enroll in both Massage and Esthology immediately following graduation of the first course to qualify for the credit.

Graduation Requirements

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

- a complete contracted program hours
- b complete course requirements
- c make satisfactory payment arrangement for any debt owed the school

Licensing Requirements

For all programs, a Student is required to:

- a complete the hours in the course of instruction.
- b. Once 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

Applies to all terminations for any reason, by either party, including student decisions, course or program cancellation, or school closure. Students not accepted to participate in the Aveda Institute Denver's program are entitled to a refund of all monies paid. 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. This policy applies only if student has not commenced 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 \$150 cancellation charge or 25% of the contract price, whichever is less. In the case of Students withdrawing after commencement of classes, the school will retain a percentage of tuition fees, based on the table below, in addition to the \$150 cancellation charge. The amount of any



Refund Table

% of the clock hours attempted:	Tuition Refund Amount:
Within first 10% of program	90%, less \$150 cancellation charge
After 10% but within first 25% of program	75%, less \$150 cancellation charge
After 25% but within first 50% of program	50%, less \$150 cancellation charge
After 50% but within first 75% of program	25%, less \$150 cancellation charge
After 75% (if paid in full, cancellation charge is not applicable)	No Refund

refund is based on scheduled days as the last day of attendance as outlined in the Refund Table.

1. Any Students who withdraws or is terminated prior to course completion are also charged the cancellation charge or fee referred to in the table below. Other charges the Student may have incurred at the institution, such as Student kit, products, are non-refundable and will be calculated and paid by such Student separately at the time of withdrawal or termination.

2. Aveda Institute will make all refunds within 30 days from the date of determination, whether officially or unofficially. 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, 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 day following the expected return date.

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.

v. For the purpose of Financial Aid, the 14th day of absence will be considered the date of determination in calculating refunds

vi. Attendance is monitored on a monthly basis.

3. The Student will receive a full refund of tuition and fees paid if the school discontinues a stand-alone course/ program within a period of time a Student could have reasonably completed it, except that this provision shall not apply in the event the school ceases operation, at which time Student will receive a pro-rata refund of tuition.

4. The policy for granting credit for previous training shall not impact the refund policy.

5. 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 calculated from the official date of termination or withdrawal and calculated in the period of time designated on the current agreement executed with the Student.

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,

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 19

Satisfactory Academic Progress Policy

The Satisfactory Academic Progress Policy is consistently applied to all students enrolled at the Aveda Institute Denver. It is printed in the catalog to ensure that all students receive a copy prior to enrollment. The policy complies with the guidelines established by the National Accrediting Commission of Career Arts and Sciences (NACCCAS) 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, 1200 scheduled hours
- Hairstyling 450, 900 scheduled hours
- Esthiology/Massage 300 scheduled hours
- Barber 450, 900, 1200 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 Aveda Institute in the Student's file.

Attendance Progress Evaluations (Quantitative) 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%

- 96%-100% High Honors
- 88%-95% Satisfactory
- <88% 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. 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 88%. Numerical grades are considered according to the following scale:

- 96%-100% High Honors
- 88%-95% Satisfactory
- <88% 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	Days/Weeks
Cosmetology- 1710 clock hours	190 Days
Hairstyling- 1368 clock hours	152 Days
Esthiology/Massage- 684 clock hours	76 Days
Barber- 1710 clock hours	190 Days

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. Students exceeding Max Time Frame will lose Title IV funding.

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 and VA funding, 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 within 10 days of submission. The student will be notified of the plan of action within 5 days of the determination. If the student prevails upon appeal, the satisfactory academic progress determination will be reversed and federal financial aid will be reinstated, if applicable. Results of the appeal will be documented in the Student's file.

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 completed hours for the purpose of determining when the allowable maximum time frame has

been exhausted. SAP Evaluation Periods are based on contracted hours at Aveda Institute.

Phase Progress

Educators will review progress of the students periodically throughout the phase. Students must achieve at least 88% Phase and Cumulative Academics to be in good standing and to earn credit for completion of each phase. Quota work must be completed at 100% to meet requirements. Students will be evaluated for competency and may need to repeat phase.

Failed Phase

Students must pass each phase with 88% Phase and Cumulative Academics. 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.

Attendance Incomplete

Students who do not achieve 88% attendance in a phase must make up hours in order to move forward in the program. An attendance action plan will be established. The fee to make up hours is based on the hourly rate of the program multiplied by the number of hours needed to repeat.

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. Changes to the contract period on the Enrollment Agreement must be initiated by all parties or an addendum must be signed and dated by all parties.
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.
13. If an enrolled Veteran deploys, they will be placed on an administrative Leave of Absence (please see Veteran's Affairs Leave of Absence/Re-Admission Policy)

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. For more information contact Administrative Services (info@avedadenver.com)

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 with out 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 Denver 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 Denver 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.

POSTWITHDRAWAL 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 permitted for professional use only while in 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 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.

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 subject to change. Dress code is as follows:

- Aveda Institute supplied T-Shirt or an OFFICIAL Aveda T-Shirt
Aveda T-Shirt must be visible
Cover up may only be black – button up sweater, wrap
- Hats or outerwear are not permitted
- Pants and skirts must be accompanied by opaque stockings if shorter than two inches below knee
Pants must have a button or zipper closure and be clean of holes.
Leggings and yoga/athletic wear are not permitted unless worn as stockings under a skirt.
Solid unfaded black jeans are allowed.
- Colored accessories including jewelry, shoes, socks, scarves, ties, and belts are acceptable
- Shoes may be in color, open toe and open heel.
No flip flops – nothing that is only supported with a piece between the toes
- Aveda aroma exclusively. Synthetic aroma is not permitted.
- 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 Denver 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 to secure their property in these locked areas. Cabbies may not lock and require removal of property at the end of each day. Aveda Institute 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 a nametag is lost or stolen a new one 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).

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

To help prepare you for the workplace, Aveda Institute Denver 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.

Academic and Attendance Policy- Students must pass each phase with 88% Phase and Cumulative Academics. Quota work must be 100% complete. If a Student fails a phase, he/she may retake the phase and pay additional money for completion of that phase. The opportunity to retake the phase is dependent upon completing within the Max Time Frame of 114%. 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 are subject to termination. Students who do not achieve 88% Phase and Cumulative attendance must make up hours in order to move forward in the program. An Attendance action plan will be established. The fee to make up hours is based on the hourly rate of the program multiplied by the number of hours needed to repeat.

- Tardy Policy - Cosmetology, Barbering, Hairstyling Esthiology and Massage Students are considered tardy at 8:31am. If the Student arrives after 9:00am 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.
- Friday/Saturday Policy - Cosmetology Students are allowed to miss 36 Friday / Saturday hours during the program, Hairstyling Students are allowed to miss 27 Friday/Saturday hours during the program, and Esthiology/Massage Students are allowed to miss 18 Friday/Saturdays hours during the program. Any additional missed Friday/ Saturday hours will accrue at a 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 - Cosmetology, Barber and Hairstyling Students may make up 27 hours per phase. Massage Therapy and Esthiology Students may make up 36 hours per phase. Additional hours may be granted

for Students on an attendance action plan.

- Missed or Failed Work- May be made up at a maximum score of 80%. Missed or failed work will be accepted through week two of the following phase.
- 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 completed prior to the absence. Partial participation points will be honored for Expected Absences within minimum 24 hours prior notice. Pre-arranged absences may hand in work, prior to absence, for full credit.
- Unexpected Absence - Students that miss class due to illness or emergency should contact the school attendance line at 303-567-7500 before 8:30am for proper clinic floor rescheduling. 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 one week.
- 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 to the complaint review board:
 - a Board consists of the following members:
 - i Director
 - ii Education Director
 - iii Department Team Lead
 - iv Educator
 - v Student
- 6 The Student may file a complaint with the following:
 - a Colorado Division of Private Occupational School Board
at 1560 Broadway Street, Suite 1600, Denver, CO 80202.
303-862-3001, www.highered.colorado.gov/dpos
 - i. Complaints are filed online. There is a two year statute of limitations from the Student's last date of attendance for DPOS to take action.
 - b NACCAS at 3015 Colvin Street, Alexandria, VA 22314

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 the Institute can terminate the Student from the program, including but not limited to compliance with the Institute's rules and/or policies, including Satisfactory Academic Progress, code of conduct, and/or financial obligations.

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 Denver 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/Active Shooter

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

- immediately contact the Police or Administrative personnel;
- lock or barricade doors. Only 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 Denver 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 Denver 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. Please follow the link to access the latest Campus Security Report.

<https://www.avedainstitutedenver.com/wp-content/uploads/sites/3/2018/09/Campus-Safety-and-Security-for-2018.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.

Complaints

Complaints may be filed online with the Division of Private Occupational Schools of the Colorado Department of Higher Education, at highered.colorado.gov/dpos, 303-862-3001. All Student complaints should be submitted online to the Division and "shall be filed within two years after the Student discontinues training at the school!"



Aveda Institute Denver Campus Sexual Misconduct Policy

Aveda Institute is committed to providing a work and educational environment free of unlawful harassment or discrimination. In furtherance of this commitment, all students and employees are required to take mandatory Campus Sexual Misconduct Prevention Training [upon starting with Aveda Institute and every year thereafter]. Aveda Institute policy prohibits harassment or discrimination based on race, religion, creed, color, national origin, ancestry, sex (including pregnancy, childbirth or related medical conditions), military or veteran status, physical or mental disability, medical condition, marital status, age, sexual orientation, gender, gender identity or expression, genetic information or any other basis protected by the federal, state or local law. Additionally, in accordance with Title IX of the Education Amendments of 1972, the Aveda Institute prohibits discrimination based on sex, which includes sexual harassment, sexual misconduct and sexual violence, and the Aveda Institute has jurisdiction over Title IX complaints.

The Aveda Institute's anti-harassment policy applies to all persons involved in the operation of the Aveda Institute, regardless of gender identity or sexual orientation. The policy prohibits unlawful harassment by any employee of the Aveda Institute, as well as students, customers, vendors or anyone who does business with the Aveda Institute, on and off campus. It further extends to prohibit unlawful harassment by or against students. Any employee, student or contract worker who violates this policy will be subject to disciplinary action. Additionally, any customer, vendor or third party who engages in unlawful harassment or discrimination, the Aveda Institute will take appropriate corrective action.

As part of the Aveda Institute's commitment to providing a harassment-free working and learning environment, this policy shall be disseminated to the Aveda Institute community through publications, the Aveda Institute website, new employee orientations, student orientations, and other appropriate channels of communication. The Aveda Institute provides training to key staff members to enable the Aveda Institute to handle any allegations of sexual harassment, sexual misconduct or sexual violence promptly and effectively. This policy will be reviewed and updated (if necessary) on an annual basis. The Aveda Institute will respond quickly to all reports, and will take appropriate action to prevent, to correct, and if necessary, to discipline behavior that violates this policy.

Definitions

Sexual Harassment is defined as unwelcome conduct of a sexual nature. It includes unwelcome sexual advances, requests for sexual favors, and other verbal, nonverbal, or physical conduct of a sexual nature. Sexual harassment is conduct that explicitly or implicitly affects a person's employment or education or interferes with a person's work or educational performance or creates an environment such that a reasonable person would find the conduct intimidating, hostile or offensive.

Sexual Violence is defined as physical sexual acts engaged in without the consent of the other person or when the other person is unable to consent to the activity. Sexual violence includes sexual assault, rape, battery, and sexual coercion; domestic violence; dating violence; and stalking.

Domestic Violence is defined as abuse committed against an adult or a minor who is a spouse or former spouse, cohabitant or former cohabitant, or someone with whom the abuser has a child, has an existing dating or engagement relationship, or has had a former dating or engagement relationship.

Dating Violence is defined as abuse committed by a person who is or has been in a social relationship of a romantic or intimate nature with the victim.

Sexual Assault occurs when a physical sexual activity is engaged in without the consent of the other person or when the other person is unable to consent to the activity. The activity or conduct may include physical force, violence, threat, or intimidation, ignoring the objections of the other person, sexual contact, sexual intercourse, causing the other person's intoxication or incapacitation through the use of drugs or alcohol, and taking advantage of the other person's incapacitation (including voluntary intoxication).

Sexual Exploitation is the sexual abuse of children and youth through the exchange of sex or sexual acts for drugs, food, shelter, protection or other basics of life, and/or money.

Stalking is behavior in which a person repeatedly engages in conduct directed at a specific person that places that person in reasonable fear of his or her safety or the safety of others.

Consent is informed, voluntary and revocable. Consent is an affirmative, unambiguous, and conscious decision by each participant to engage in mutually agreed-upon sexual activity. Someone who is incapacitated cannot consent. Consent must be given without coercion, force, threats or intimidation. Consent to engage in sexual activity with one person does not imply consent to engage in sexual activity with another. Silence or an absence of resistance does not imply consent. Consent must be ongoing throughout a sexual encounter and can be revoked at any time. Once consent is withdrawn, the sexual activity must stop immediately.

Incapacitation can occur with the use of drugs or alcohol, when a person is asleep or unconscious or, because of an intellectual or other disability that prevents the victim from having the capacity to give consent

Prohibited Conduct

This policy strictly prohibits sexual or other unlawful harassment or discrimination as well as sexual violence, as defined above. Sexual or other unlawful harassment or discrimination includes any verbal, physical or visual conduct based on sex, race, age, national origin, disability or any other legally protected basis if:

- i. submission to such conduct is made either explicitly or implicitly a term or condition of an individual's education or employment;
- ii. submission to or rejection of such conduct by an individual is used as a basis for decisions concerning that individual's education or employment; or
- iii. it creates a hostile or offensive work environment, which means the alleged conduct is sufficiently serious to limit or deny a student's or ability to participate or benefit from the student's education program.

Unlawful harassment or discrimination may include racial epithets, slurs and derogatory remarks, stereotypes, jokes, posters or cartoons based on race, national origin, age, disability, marital status or other legally protected categories.

Sexual harassment is conduct based on sex, whether directed towards a person of the opposite or same sex, and may include explicit sexual propositions, sexual innuendo, suggestive comments, sexually oriented "kidding" or "teasing", practical jokes, jokes about or displays of obscene printed or visual material, questions about sexual fantasies, preferences or history, and physical contact such as patting, pinching, or intentionally brushing against another person's body. Gender-based harassment, including acts of verbal, nonverbal or physical aggression, intimidation, or hostility based on sex or sex-stereotyping are strictly prohibited, even if those acts do not involve conduct of a sexual nature.

Complaint/Grievance Procedure

If you believe that you have experienced or witnessed harassment or sexual violence, notify a "responsible employee", which includes: your instructor, Team Leads, Human Resources, or the Title IX Coordinator as soon as possible after the incident. Do not allow an inappropriate situation to continue by not reporting it, regardless of who is creating the situation. No employee, contract worker, student, vendor or other person who does business with the Aveda Institute is exempt from the prohibitions in this policy. Supervisors will refer all harassment complaints to the Title IX Coordinator for student-related complaints and to the Human Resources Department if the complaint involves an employee. In order to facilitate the investigation, your complaint should include details of the incident or incidents, names of the individuals involved and names of any witnesses.

All complaints involving a student will be referred to the campus's Title IX Coordinator. The Title IX Coordinator is listed below and has the responsibility of overseeing all Title IX complaints and identifying and addressing any patterns or systemic problems that arise during the review of such complaints. Title IX Coordinators receive annual training and will review and update policies and training materials annually. The Title IX Coordinator will act as the adjudicator during an investigation, unless Aveda Institute finds it necessary to enlist the support of a third party investigator. A judicator will: investigate, determine whether the alleged sexual misconduct occurred, determine the sanction. Either party may raise issues related to potential conflict of interest to Aveda Institutes Director of Operations, listed below.

Title IX Coordinator:

JoAnn Stevens, Campus Director
303-854-4911
jstevens@avedadenver.com

Title IX Coordinator:

Karling Cosca, Director of Operations
520-730-8454
kcosca@IGAveda.com

The Aveda Institute ensures that its employee(s) designated to serve as Title IX Coordinator(s) have adequate training on what constitutes sexual harassment, including sexual violence, and that they understand how the Aveda Institute's grievance procedures operate. Because complaints can also be filed with an employee's supervisor or Human Resources, these employees also receive training on the Aveda Institute's grievance procedures and any other procedures used for investigating reports of sexual harassment.

Investigation of Complaints

In response to all complaints (including anonymous and third party complaints), the Aveda Institute promises prompt and equitable resolution through a reliable and impartial investigation of complaints, including the opportunity for both parties to present witnesses or other evidence. Witnesses may attend or be part of the adjudication process. Mediation will not be offered in cases of sexual misconduct. A notice of investigation or hearing will be provided to both complainant and accused perpetrator. The time necessary to conduct an investigation will vary based on complexity but will generally be completed within sixty (60) days of receipt of the complaint. The Aveda Institute encourages preserving of evidence in order to aid the investigation. (Evidence about the complainant's prior sexual conduct with anyone other than the alleged perpetrator will not be considered. Evidence of a prior consensual dating or sexual relationship between the parties by itself does not imply consent or preclude a finding of sexual misconduct. Sexual assault, domestic violence or dating violence victims should preserve evidence including, but not limited to: forensic evidence collection, police investigation documentation, communications with the accused, including pictures, logs of documents, social networking pages. The Aveda Institute shall maintain confidentiality for all parties to the extent possible, but absolute confidentiality cannot be guaranteed. In cases where a student does not give consent for an investigation, the Aveda Institute will weigh the student's request for confidentiality against the impact on Aveda Institute safety to determine whether an investigation must proceed. Complainants should be aware that in a formal investigation due process generally requires that the identity of the charging party and the substance of the complaint be revealed to the person charged with the alleged harassment. If a victim's request for confidentiality limits the school's ability to investigate, Aveda Institute may take steps to limit the effects for the alleged sexual misconduct and prevent its reoccurrence by: increasing monitoring, supervision, on site security, training and education and revising policy on Sexual Misconduct.

Interim measures and final outcomes to protect the safety and wellbeing of students and/or employees may be provided. During the investigation, the Aveda Institute will provide interim measures, as necessary. Interim support may include academic accommodations: administrative leave of absence, retaking a class without penalty, academic support and tutoring, changing the alleged perpetrator's schedule, the ability to change academic schedule, and no contact orders.

Should an adjudication procedure ensue, the Aveda Institute would practice basic fairness, procedural fairness, and substantive fairness in order to reach a

fair and reasonable outcome. The Institute will offer a hearing whereby both accuser and accused may present witnesses and other evidence for the Institute to practice basic fairness, procedural fairness and substantive fairness to complete the adjudication process. If a hearing is conducted, Aveda Institute does not allow cross-examination of accuser and accused. Aveda Institute may grant amnesty from drug, alcohol and other applicable student conduct policies during an investigation. The preponderance of the evidence standard will apply to investigations, meaning the Aveda Institute will evaluate whether it is more likely than not that the alleged conduct occurred.

If the Aveda Institute determines that unlawful harassment or sexual violence has occurred, immediate appropriate corrective action will be taken in accordance with the circumstances involved, and the Aveda Institute will take steps to prevent the recurrence of any harassment or discrimination. Any employee determined by the Aveda Institute to be responsible for unlawful harassment or discrimination will be subject to appropriate disciplinary action, up to and including termination. Remedies for student-related claims may include, but are not limited to, an order to stay away, suspension or expulsion.

Both parties will receive simultaneous written notice of the outcome of the complaint. An appeal may be granted with the presentation of new evidence. If an appeal is approved, the investigation will be reopened. If appeal is granted, Aveda Institute will not require either party to abide by nondisclosure agreement, that would prevent the redisclosure of information related to the outcome of the proceeding.

To initiate a criminal investigation, reports of sexual violence should be made to "911" or local law enforcement. The criminal process is separate from the Aveda Institute's disciplinary process. To the extent that an employee or contract worker is not satisfied with the College's handling of a harassment or discrimination complaint, he or she may also contact the appropriate state or federal enforcement agency for legal relief

Retaliation Prohibited

The Aveda Institute will not retaliate against you for filing a complaint, and will not tolerate retaliation by students or employees. If you believe you have been retaliated against, you should promptly notify your supervisor, Human Resources or the Title IX Coordinator.

Reporting Requirements

Victims of sexual misconduct should be aware that Aveda Institute administrators must issue timely warnings for incidents reported to them that pose a substantial threat of bodily harm or danger to other members of the campus community. The Aveda Institute will make every effort to ensure that a victim's name and other identifying information is not disclosed, while still providing enough information for community members to make safety decisions in light of the danger. The Aveda Institute reserves the right to notify parents/guardians of dependent students regarding any health or safety risk, or a change in student status.

Reporting Obligations under the Clery Act

Aveda Institute has an obligation to report violations on Campus Safety and Security Reporting under the Clery Act, including: dating violence, domestic violence, sexual assault and stalking. Aveda Institute will also issue an alert to the campus community to such crimes in a matter that is timely and will aid in the prevention of similar crimes.

Additional Information

Employees and Students may contact the Title IX Coordinator with any questions related to this policy. In addition, the U.S. Department of Education Office for Civil Rights ("OCR") investigates complaints of unlawful harassment of students in educational programs or activities. This agency may serve as a neutral fact finder and will attempt to facilitate the voluntary resolution of disputes with the parties. For more information, visit the OCR website at: <http://www.hhs.gov/ocr/>

Options for Assistance following an Incident of Sexual Misconduct

Our Memorandum of Understanding with the below offsite resources, formalizes the commitment of Aveda Institute and these organizations to work together to provide services to victims of sexual assault and to improve overall response to sexual assault.

Students who are victims of Sexual Misconduct may seek assistance from the following list of advocates and counselors who can provide immediate

confidential response in a crisis situation.

National Sexual
Violence Resource Center
Contact Information: 877-739-3895

Rape, Abuse and Incest National
Network (RAINN)
Contact Information: 800-656-4673

National Sexual Assault Hotline
Contact information: 1800-656-4673

*Counseling, advocacy and support for victims, regardless of whether or not a victim chooses to make an official report or participate in the Institutional disciplinary or criminal process. Option to disclose with confidentiality. Counselors can provide ongoing support during the institutional disciplinary or criminal process.

Sexual Assault Response Team (SART)
Contact information: 877-739-3895

*Helps victims navigate medical, emotional and legal issues along with associated procedures. SART is available for quick reference and immediate assistance. SART will help victim find options to seek treatment for injuries, preventative treatment for sexually transmitted diseases and other health services.

Law Enforcement
Contact Information: dial 911

Sexual Assault Nurse Examiner
(SANE)
Forensicnurses.org

*Offers assistance in obtaining a rape kit and preservation of evidence. (2018 Campus Sexual Misconduct Policy)

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 — Massage Therapy

Connect

Aveda greeting

- Greet guest in a warm, friendly way
- Introduce yourself
- Offer guest a beverage
- Escort guest to the treatment room

Discover Needs

Aveda analysis and consultation

- Perform the consultation
- Perform an aromatic foot bath/foot compressions
- Identify and confirm guest's primary body/mind concerns, needs and expectations
- Discuss treatment recommendations and technique customizations
- Show the guest Chakra journey cards and have them select 3
- Prepare the guest
- Checkpoint #1

Offer Solutions

Aveda Spa Rituals & Customized Massage Techniques

- Perform ritual of renewal - aroma sensory journey
- Perform opening ritual – breathing exercise with aroma
- Perform opening ritual with touch – shaking massage
- Perform customized massage techniques
- Apply Blue Oil or Active Composition ritual on a sore area of the body
- Perform scalp and foot rituals
- Perform finishing touch with aroma
- Perform closing ritual – energy balancing technique
- Checkpoint #2

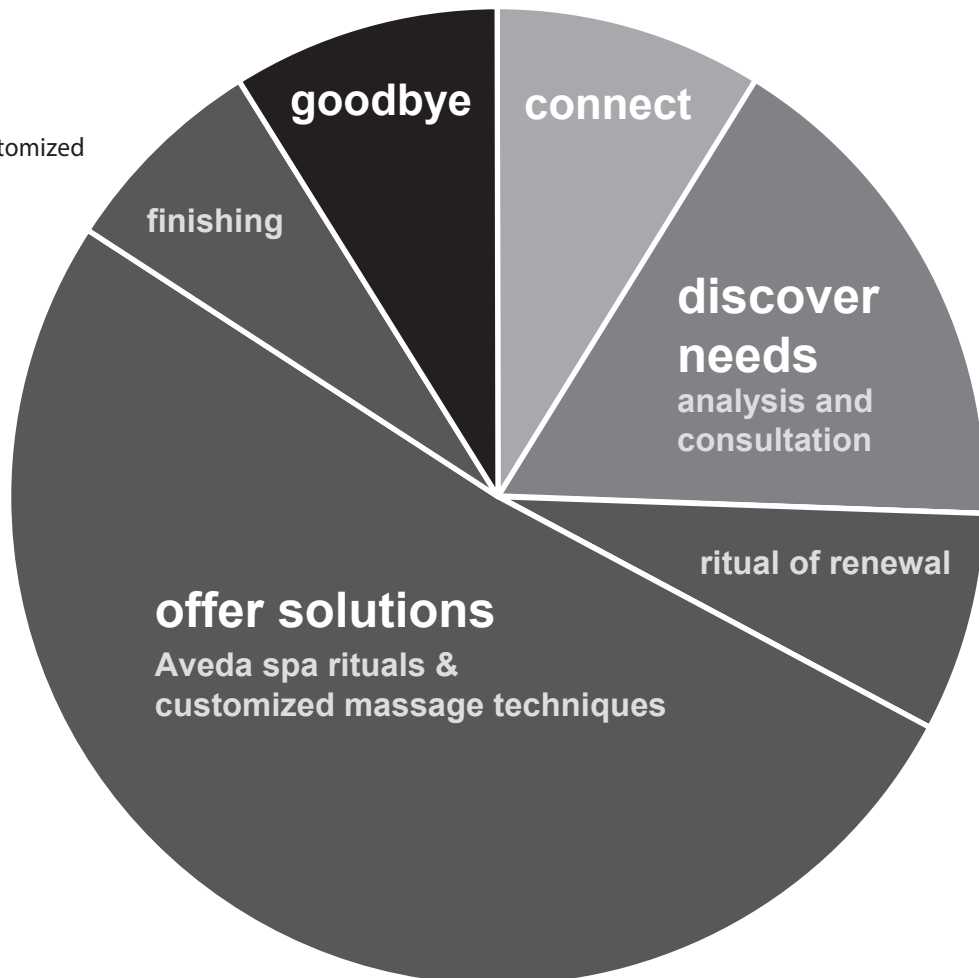
Aveda Finishing

- Complete and present Aveda Purescription™
- Educate the guest about technique and product for home care
- 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 ritual of renewal



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

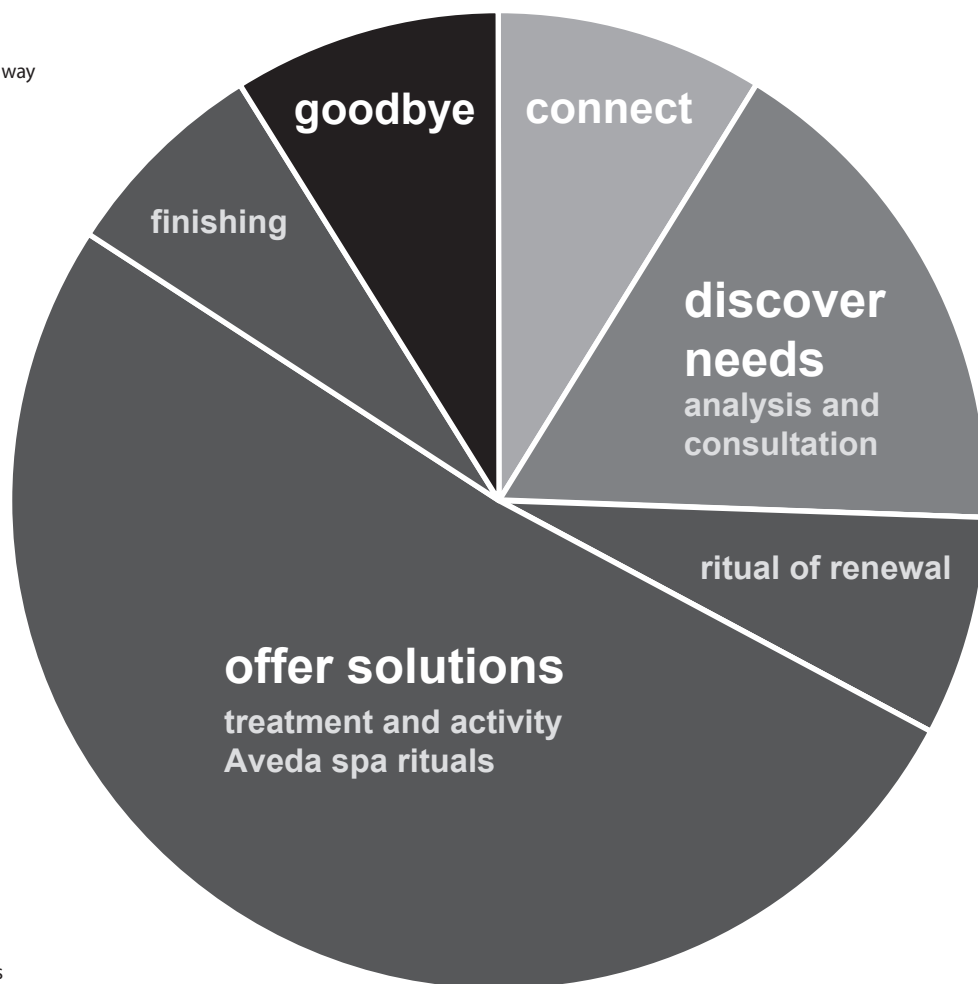
Offer Solutions

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 Purescription™
- Checkpoint #3



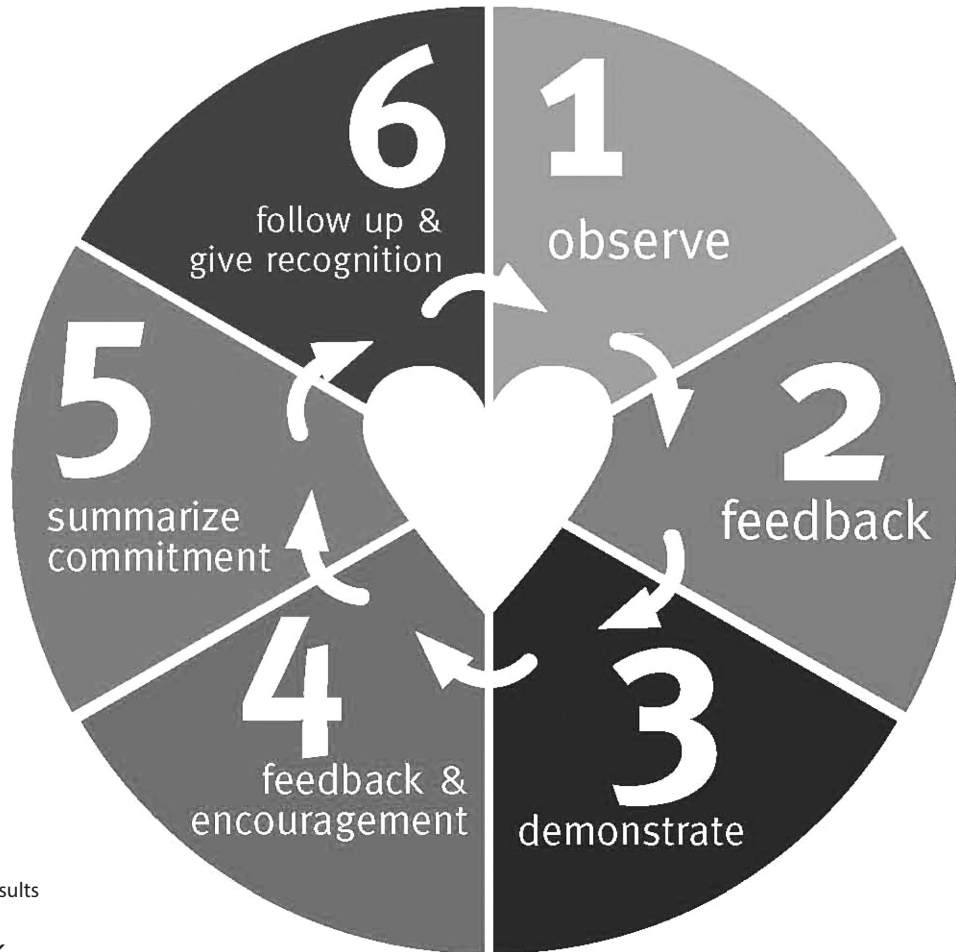
Goodbye

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

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 Denver

The Aveda Institute Denver is located in the historic Denver Dry Goods Building in Downtown Denver.

700 16th Street
Denver, Colorado 80202

www.avedainstitutedenver.com



Light Rail Access

We are located directly across from the Downtown California Station.

From the North

Take I-25 South, Take Exit 213 toward 38th Ave/Park Ave, Merge onto Park Ave., Park Ave W becomes 22nd Street, Turn right onto Broadway, Turn slight right onto California Street. We are located in between California and Stout Streets.

From the South

Take I-25 North, Merge onto W.Colfax Exit 210A, Turn left onto Kalamath Street (Kalamath turns into Stout Street), Turn right onto 17th Street, Turn right onto California. We are located in between California and Stout Streets.

Housing

While student housing is not available through the Institute we do have a partnership with several options around the metro area and Auraria campus. Your admissions representative will be able to provide you with a current list of housing options.

There are also several options for apartment living that are within close, walking or commuting distance. When searching for apartments, consider the following areas: Washington Park, Uptown, Congress Park, Federal Heights, The Highlands, Riverfront/Platte River district, Golden Triangle, Baker District, and Capitol Hill. Craig's list is a great resource for apartment rental listings.

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.

— Barbara De Laere, President

Ownership

Aveda Institute Denver is owned by Denver Institute LLC

Headquarters Administration

Dale LeMonds, Owner- DLemonds@avedadenver.com

Karling Cosca, Operations Director- KCosca@IGAveda.com, 520-730-8454

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.

Administrative Team

JoAnn Stevens- Campus Director

Jackie Puschak- Executive Assistant

Brad Van Dyke - Global Director of Education

Sherrie Adduci - Global Digital Brand Director

Elise Hoelter, Rhiana Liu, Morgan Ashley - Admissions Team

Kristy Fiore - Student Care Team Lead

Justine Alonzo - Financial Aid Lead

Cosmetology Educators: Sam Downes (Cosmetology Team Lead), Cody Coldwell, Courtney Miller, Danell Hildman, Kym Heap, Jenna Hoerr, Katie Kropp, Robert Kelly, Amanda Pantana, Tyson Keanum, Rikki Dickinson, Christy Dennison, Destniee Schreiber, Jaime De La Rosa

Barber Educators: Johnny Dorval

Esthology Educators: Delaney Barbour (Spa Team Lead), Liz Aigner, Ashley Deckard, Bethany Geraghty, Celeste Ferro, Kelsey Loving, Jude Richter, Elena Lopez

Massage Educators: Liz Aigner, Delaney Barbour, Celeste Ferro

Guest Services Team: Alicia Christus (Guest Services Team Lead), Melanie Thier (Guest Services Assistant Team Lead), Vinnie Colley (Experience Center Assistant Team Lead), Jacqueline Balderamma, Morgan Ashley, Emily Keel, Dakota Edenstein, Nicole Magana, Luisa Gonzales, Marissa Castle, Myra Wright



**AVEDA INSTITUTE
DENVER**

700 16th Street
Denver, Colorado 80202
303.567.7500

*Owned by Denver Institute, LLC

avedainstitutedenver.com

Mixed paper recycling is limited. Please contact your local recycling program.