

## Aveda Institute Salon and Spa celebrates 10 years of beauty

Located in the heart of London Covent Garden, the Aveda Lifestyle Salon and Spa is the premier location to experience the Aveda brand. The Lifestyle Salon and Spa is home to 70 of the capital's leading hair and beauty insiders, making it a hub of holistic health and wellbeing in the heart of London.

The Aveda Institute occupies 700m squared of space and welcomes 60,000 valued clients in an average year through its doors. The Institute currently employs 69 members of staff, comprised of expert colourists and stylists. The stylists and therapists are drawn from 23 different nationalities bringing with them a wealth of talent.

The Institute is the flagship showcase for everything we are proud of at Aveda. By visiting The Aveda Salon and Spa you can treat yourself to one of their complimentary signature rituals or indulge with one of their industry leading beauty experts including catwalk hairstylists, colourists (who use Aveda's exclusive naturally derived Full Spectrum colour), and therapists who promise a high-tech but high-touch philosophy.

The environmentally responsible flagship destination includes manicure and pedicure stations and a stylish retail area stocking the full Aveda collection. The salon also boasts an industrial look utilising reused wood sourced from Canadian riverbeds in keeping with Aveda's mission and priority to 'reduce', 'reuse', 'recycle' and 'rethink'.

The Le Pain Quotidien, the Institute's own organic café is also available for you to treat yourself to a range of delicious organic food either before, during or after your treatment.

There is nowhere like the Aveda Institute - you can just walk in, and explore its relaxing environment, which is dedicated in providing its guests with exceptional care and outstanding treatments.



**[www.aveda.co.uk](http://www.aveda.co.uk)**  
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"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 of environmental leadership and responsibility, not just in the world of beauty but around the world."