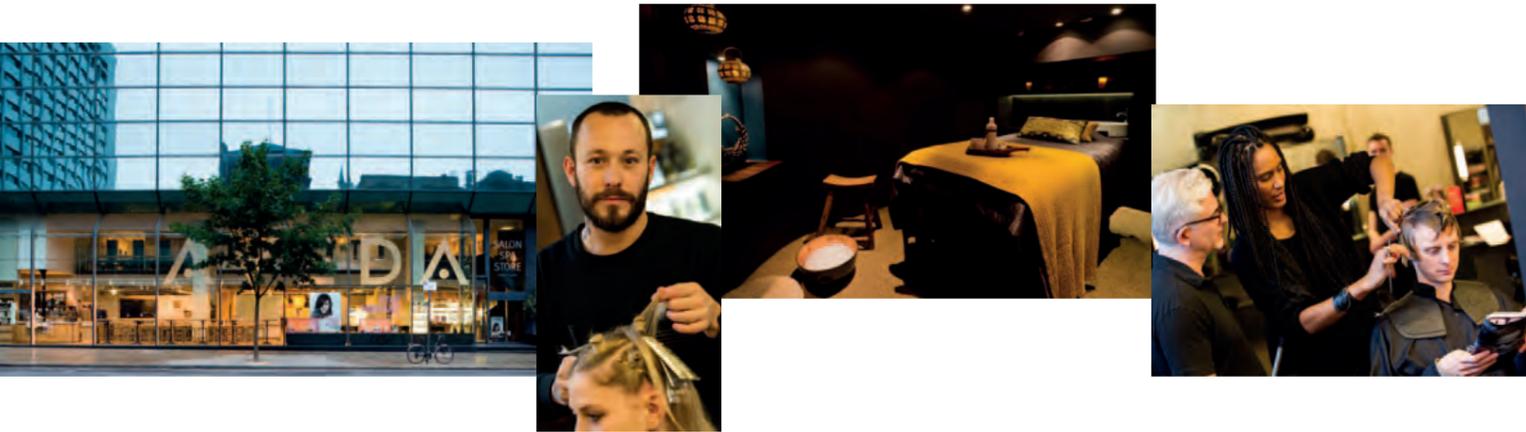


# Journey of Learning



The Aveda education programme is about so much more than training - it's a journey, strengthened by the brands principles and environmental credentials. We met the team from the Aveda Lifestyle Salon and Spa.

**T**he Aveda London Lifestyle salon and spa prides itself on being a creative hub which nurtures and develops new talent under the care and guidance of **Mette Haxthausen**, General Manager of the Aveda Lifestyle Salon and Spa, Covent Garden. "At Aveda we recognize the importance of having the best people working for us and our job is to inspire, educate and develop everyone to retain those employees. We have a benchmark that measures just that - it is called staff retention and it calculates how many of the employees have stayed with us each year. At the Aveda Lifestyle Salon and Spa it has consistently been around 90% year on year. This is not only above the Aveda global benchmark but also extremely high for the industry. The loyalty and commitment of our team is without a doubt having a direct impact on the high guest loyalty we have at Aveda. When team members move on, they are almost always staying within the Aveda network either in the UK or abroad."

They adopt and offer an intense assistant programme, unlike no other, which journeys young talented stylists and technicians during all aspects of their training. This programme not only educates on technical cutting and colour but teaches individuals the mission and values that is the unique identity and foundations of Aveda. One of Aveda's Beliefs states - We Believe Learning Never Ends.

## DOMINIC ROACH

Advanced Technical Director/ Aveda Pureprofessional Educator

"Education is pivotal for everybody at every stage of their career. A strong foundation is crucial to ongoing success on the salon floor, so it was an amazing opportunity when I was asked to create the assistant colour education programme for the Lifestyle Salon and Spa eight years ago, under the guidance of Global Artistic Colour Director, Ian Michael Black. It is essential that we deliver training to the assistants at the highest possible level, not only within technical skills but also guest experience, an integral part of the Aveda philosophy."

## PAUL GOODIER

Director of Assistant Training Programme & Aveda Pureprofessional Educator

"I have been within the Aveda family for 20 years; eight years ago I became Director of the assistant programme with the intention of delivering Antoinette Beenders' vision to bring an Aveda aesthetic in hair to the assistant education in London. At Aveda we have an environment that encourages and inspires people to follow their deepest creative instincts. I believe the most important transformational development is education, it has the power to change everything"

## STEPHANIE THALMENSY

New Talent

"During a short trip to London a few years back, I was truly amazed by the eclectic styles and inspiring haircuts of the capital. At the time, I was thirsty for creativity and a challenge in life. So, I gave up my job as a chemist, left Paris for London and started my career as a hairdresser. Joining The Aveda Lifestyle Salon and Spa in 2011, as a trainee - I not only was given the opportunity to be taught expert cutting by top stylists like Paul Goodier but was given the chance to attend various courses in the Academy which covered all aspects of the Aveda ethos."

## ALINE KNEE

New Talent

"After working in a number of salons I decided it was time to start looking for an intense training programme. At Aveda I found just that. I fell in love with Aveda colour, the brands unique rituals and the amazing lifestyle salon, staff and lovely guests. The hard work paid off and I'm very proud to be part of this amazing team of artists. The highlight of my experience was preparing for my graduation show and finally feeling that I have the

control to create a finished show."

Under the same roof, the Aveda LSS is home to the core of Aveda education with the Aveda Advanced Academy London, which offers a vast array of educational courses for the Aveda Salon Network. These courses seek to inspire and challenge across all skill levels with a dynamic educational ethos. Aveda Training Centres are available in Bath, Manchester and Glasgow. Discover, Evolve, Elevate, and Advance - four categories of skill level, something for everyone to nurture all of Aveda's talent and innovate at every level. The assistant programme at the Aveda Lifestyle Salon and Spa teaches, nurtures and invites you to be part of the amazing Aveda community.

**"The brand loyalty of our team has a direct impact on the loyalty of our guests"**

### Fact box

Date Opened	Sept 2001
No of Beauty Rooms	6
No of Full Time Workers	72
Nationalities	28
No of Hair Stations	48
Estimated Transactions p.a	62 000
Artists	Nearly 50,000 Aveda Professionals create artistry in 32 countries around the World
Products	Aveda have a product portfolio of over 600 products

"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."



Aveda seeks to inspire, educate and develop everyone in its team in order to retain their loyalty.