

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.

# connecting beauty, environment and well-being. AVEDA VISION

#### **AVEDA BELIEFS**

- **1** We believe in treating ourselves, each other and the planet with care and respect.
- 2 We believe social responsibility is our responsibility. 3 We believe ecological and profit goals are mutually achievable. 4 We believe our authenticity and experience are our points of difference. 5 We believe in inspiring and educating people to integrate wellness and beauty in their lives. 6 We believe in the power of oneness, from our global image to a focused network. 7 We believe learning never ends. 8 We believe in encouraging innovation and empowered decision-making. 9 We believe our actions, products and services should always embody excellence. 10 We believe personal and organizational balance is the key to sustainable success. 11 We believe true leadership is delivered with passion and by example.

### table of contents

ritu	als of renewal	ра	age
	AROMA SENSORY JOURNEY		2
	CHAKRA <sup>™</sup> SENSORY JOURNEY		3
	MAKEUP RITUAL		4
	STRESS-RELIEVING HAND RITUAL		6
	STRESS-RELIEVING NECK AND SHOULDERS RITUAL		8
	TEA RITUAL		10
salon and spa rituals			
	AROMATIC FOOT BATH RITUAL		11
	AVEDA UNIQUE SHAMPOO RITUAL		12
	COLOR CONSERVE™ ILLUMINATING RITUAL		15
	DRY REMEDY™ MOISTURIZING RITUAL		16
	EXPRESS BOTANICAL HAIR THERAPYSM		18
	ROSEMARY MINT AWAKENING RITUAL		21
	SHAMPURE <sup>™</sup> ABOVE AND BEYOND RITUAL		22
	SKIN CARE RITUAL		23
	STRESS-RELIEVING SCALP AND SHOULDERS RITUAL		24

### aroma sensory journey

### tools

- key element™ aromas, singular notes, or other aroma products
- aroma blotters
- pen to mark aroma blotters
- coffee beans, whole unflavored



### tips

Use whole, unflavored coffee beans to help cleanse the aroma palette. Have the guest smell the coffee beans if they are feeling sensory fatigue.

Once the guest has chosen their desired aroma, write the aroma name on an aroma blotter for the guest to take home. The sense of smell is linked directly to memory, emotion and imagination. Aromas can create new memories or bring back a moment in time with startling clarity. Everyone has different memories and preferences when it comes to aroma, so we ask guests to take an Aroma Sensory Journey to discover what Aveda aromas they like best.

# the aroma sensory journey consists of the following steps:

- 1 Make sure the guest is comfortable.
  - Ask the guest to relax and close their eyes if they feel comfortable doing so.
- 2 Describe the Aroma Sensory Journey process to the guest:
  - Tell the guest that you will pass a selection of aromas under their nose.
  - Ask the guest to comment on each aroma by saying "yes" or "not today." Although the guest may not like a certain aroma today, they might like it better at another time—just as if you had pasta for lunch, you may not want it for dinner, but you will most likely want to eat it again at some point.
  - Tell the guest that the goal is to find an aroma that produces an "Ahhhhhhh" feeling.
- 3 Begin by holding an aroma under the guest's nose. Wait for a response.
  - If the guest says "yes," make a mental note of the selection and offer the next aroma.
  - If the guest says "not today," place the aroma back on the counter and offer the next aroma.
- 4 When the guest has experienced all of the aromas, narrow down the choices by performing a second Aroma Sensory Journey with the aromas they have chosen.
- 5 Repeat the process until the guest has selected their favorite aroma for today.

### chakra<sup>™</sup> sensory journey

There are seven chakras, or energy centers, in the body. These personal growth centers are links between the mind and body and relate to our physical, energetic, emotional, intellectual and spiritual selves. Aveda offers seven Chakra™ Balancing Body Mists that use the power of essential oils to help connect one to the chakras. Help your guest discover which aroma is right for them while educating them on the product benefits.

### tools

- b chakra™ journey cards
- Chakra™ balancing body mists

# the chakra<sup>™</sup> sensory journey consists of the following steps:

- 1 Lay out all seven Chakra™ Journey Cards symbol side up in random order.
- 2 Ask the guest to choose three cards that appeal most to them based on color, symbol or word.
- 3 Use the three corresponding Chakra™ aromas to perform the Chakra™ Sensory Journey.
- 4 Ask the guest to smell each aroma and say "yes" or "not today."
- 5 Narrow down the aromas until they have chosen their favorite.
- 6 Educate them on the product benefits: "This body spray is formulated to balance the mind and body. It is also great for enhancing yoga and meditation."
- 7 Offer to spray the aroma on and around them.
- 8 Have them close their eyes and take a few deep breaths.

#### Chakra<sup>™</sup> Journey Cards







### makeup ritual

### tools

- makeup testers
- disposable makeup applicators or brushes
- a chair



The Makeup Ritual is an opportunity for guests to try Aveda Makeup and benefit from our professional expertise in recommending makeup that enhances their skin tone, eye and hair color. A Makeup Ritual can simply be a touch up of the eyes, lips or cheeks. When these elements are combined they create a complete makeup application.

# the makeup ritual consists of the following steps:

#### Applying a complexion product

- 1 Evaluate the guest's skin tone to determine if it's fair, medium or deep.
- Choose 2-3 shades of complexion product that appear closest to the guest's natural skin tone.
  - Squeeze a small amount of each product onto a wooden spatula.
- Using a cotton swab or sponge applicator, place a small amount of each shade on the cheek area or along the jaw line. Blend slightly.
  - The correct shade is the one that blends invisibly into the skin.
- 4 Once you and the guest have determined the correct shade, apply the complexion product to the face.
- 5 To set the complexion products and minimize shine, tap a small amount of loose powder onto a facial tissue.
  - With a cotton pad or sponge applicator, press and roll the loose powder onto the complexion.

#### Applying eye shadow

- 1 Prepare the eyes by removing existing makeup.
- 2 Choose a highlight color which is the lightest shade used in the look.
  - Scrape a small amount of the shadow onto a facial tissue using a wooden spatula.
  - Apply the highlight color all over the lid as a sheer wash of color.

### makeup ritual

- 3 Next, apply the eye definer. Sharpen the product before and after each application.
  - Apply the eye definer along the entire upper lash line using small, short strokes. This line does not need to be perfect, as we will smudge it next.
  - Using a disposable applicator or brush, gently blend the eye definer across the lid.
- 4 Apply the deepest eye shadow shade over the eye definer.
- 5 Complete the eye by applying a small amount of mascara using a disposable applicator.

#### Applying cheek color

- 1 Scrape a small amount of the selected cheek color onto a facial tissue.
- 2 Apply the color using a brush or disposable applicator.
- 3 Starting at the apples of the cheeks, work in upward circular motions toward the hairline.

#### Applying lip color

- 1 Sharpen the lip definer before and after each application.
- 2 Apply the lip definer.
  - Follow the natural contour of the lips. Apply the lip definer beginning at the outer right corner of the top lip. Move toward the center.
  - Repeat from the left corner of the top lip, connecting the lines at the center.
  - Repeat on the bottom lip, again connecting the lines in the center.
  - Fill in the lips.
- 3 Select a lip color.
  - Scrape a small amount of lip product onto the wooden spatula.
  - Apply to the upper and lower lips and blend over the entire mouth, following the natural contour of the lips.

### tips

Remove loose hair that has fallen on the face during the haircut. Use loose powder to remove the hair and freshen up the complexion.

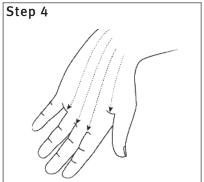
For a quick and easy lip touch up simply apply Nourish-mint™ Rehydrating Lip Glaze or Lip Shine to the lips.

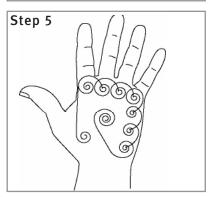
### stress-relieving hand ritual

### tools

hand relief™ or alternative aveda moisturizer







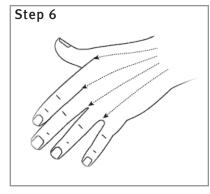
The Stress-Relieving Hand Ritual allows the guest to experience skin or body care products followed by a complimentary massaging of the hand.

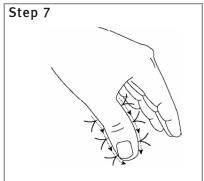
# the stress-relieving hand ritual consists of the following steps:

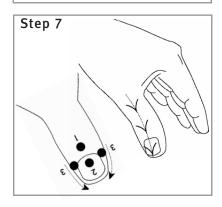
- 1 Ask the guest to take a seat.
- 2 Apply a small amount of product to the guest's hand, stabilizing their elbow for comfort.
  - Invite the guest to experience the pure flower and plant aroma of the products.
  - Educate the guest on the product benefits.
- 3 Interlock your fingers with the guest's fingers and rotate their wrist three times in one direction, then three times in the other direction.
- 4 Position the guest's hand palm up.
  - Starting at the wrist, massage using a thumb-over-thumb technique moving in between each finger three times.
- 5 Using your thumb, massage the entire palm of the guest's hand using large to small circular motions.
  - Begin at the wrist and move up toward the guest's thumb.
  - Continue to work across the base of the fingers toward the little finger and down the side. Complete the circular motions at the center of the palm.

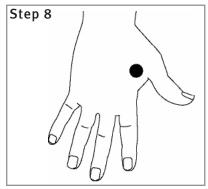
### stress-relieving hand ritual

- 6 Turn the guest's hand over so the palm faces down.
  - Starting at the wrist, massage using a thumb-over-thumb technique moving in between each finger three times.
- 7 Starting with the guest's thumb, use a "pinch, release and slide" motion from the base of the finger to the tip.
  - Begin with the sides, and then massage the top and bottom of the finger.
  - Activate the pressure points located below the nail and on the nail. Press quickly and release the point located on either side of the nail.
  - Repeat this sequence for each finger.
- 8 Activate the pressure point located between the guest's thumb and index finger.
  - The exact location of this wellness point can be determined by placing your thumb parallel to the guest's index finger and turning the hand sideways. Place your thumb directly on the apex. You should now be exactly on the pressure point.
  - Massage this point lightly. Activating this pressure point is known to stimulate the immune system, alleviate headaches and enhance general good health.
- 9 Position the guest's hand between your hands for a moment to indicate closure.
  - Ask the guest to compare both hands to demonstrate the benefits of the product and complete the Stress-Relieving Hand Ritual.



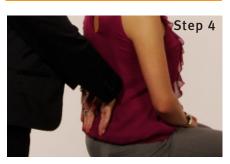






### tools

- blue oil balancing concentrate, aveda compositions, singular notes or any aveda pure-fume™ aroma
- cotton balls
- a chair







This ritual is offered in Experience Centers as well as in the retail areas of salons, spas and institutes or before a chemical service. It is a 3-5 minute massaging of the neck and shoulders using Aveda products to promote a sense of well-being.

# the stress-relieving neck and shoulders ritual consists of the following steps:

- 1 Invite the guest to be seated at the ritual station or styling chair.
- 2 Take the guest through an Aroma Sensory Journey to pick the right aroma for the experience. Apply the chosen product to the guest.
- 3 Stand behind your guest.
- 4 The first movement is the Butterfly.
  - Place your hands at the base of the spine with your palms up.
  - Slowly slide your hands up the center of the back to the shoulders and down the arms.
  - Slide your hands back up the arms to the shoulders and down the back to the starting position.
  - Perform this and all movements three times.
- The second movement is the Shoulder Shrug.
  - Massage the guest's shoulders and neck using a kneading motion.
- 6 The next movement is the Piano.
  - Use your fingers as though you are playing a piano to massage from the neck to the shoulders and back.
- Move to the side of the guest to begin the Neck movement. Make sure you don't break contact by keeping one hand on the guest at all times.
  - Place one hand on the guest's forehead for support.
  - Place the other hand on back of the guest's neck.
  - Massage the sides of the neck using upward circular motions.

- 8 Next you will focus on the Temples.
  - Stand behind the guest and place your middle fingers directly on the temples.
  - Massage gently.
- The Ear movement is performed by gently pinching the outside of each ear between your thumb and index finger. Move up and down the ear from the top to the earlobe.
- Perform the Hair Rake by using fingers of both hands to comb through the guest's hair from front to back and back to front.
- 11 Repeat the Shoulder Shrug by massaging the shoulders and neck in a kneading motion.
- 12 Transition back into the Piano movement by using your fingers like you're playing a piano across the shoulders and back.
- Return to the Butterfly position at the base of the spine—palms up.
  - Slowly slide your hands up the center of the back to the shoulders and down the arms.
  - Slide your hands back up the arms, to the shoulders and down the back to the starting position.
- Create a Circle of Warmth by placing one hand on top of the other on the guest's back.
  - Move your hands together in a large circle with firm pressure.
  - Continue the movement with smaller circles and less pressure.
- Place hands together between the shoulder blades and sweep your hands across the guest's back in a fast, firm motion.









### tea ritual

### tools

- aveda comforting tea™
- cups
- tea pot
- tray



Offer a cup of Aveda Comforting Tea<sup>™</sup> to welcome guests upon their arrival. A tea ceremony is a way to invite guests into your home. The gesture itself or the "offering" is a symbolic act of giving and receiving.

#### why offer tea?

#### It is a ritual, a philosophy and a discipline.

From high tea in England to age old ceremonies in Japan, tea has always been a drink to be shared with others. The tea ceremony is a quest for perfection. One can never perform a perfect ceremony, but one can always do it better. It is a celebration of the moment — a unique encounter between people.

#### Preparing Hot Aveda Comforting Tea™

Preparing tea can be simple, yet it is steeped with custom and ceremony. Here are a few simple guidelines:

#### Amount of tea:

Use 1 heaping Aveda paper teacup of Aveda Comforting Tea<sup>™</sup> for 40 cups of water (as marked on the side of the tea urn).

Dispose of all remaining tea at the end of the day. Do not save tea overnight.

#### Serving Aveda Comforting Tea™

Place 4-5 cups filled with tea on a tea tray. Also, display one jar and one box of Aveda Comforting  $Tea^{TM}$ .

#### When offering a cup of tea to the guest, please say:

"Please enjoy some Aveda Comforting Tea $^{\rm TM}$ . It is a blend of peppermint and licorice root."

When the guest takes a cup, you can also mention that it is sugar- and caffeine-free. Let the guest know it can also be served cold.

### aromatic foot bath ritual

The Aromatic Foot Bath Ritual is relaxing and effectively allows the guest to be introduced to other services and products. When you are finished, their feet are fresh and clean, which makes the following service more enjoyable for both guests and therapists.

# the aromatic foot bath consists of the following steps:

The feet are one of the two most important areas of the body to focus on, bringing relaxation and ease to the whole body (the head being the other key point of attention).

#### **Aromatic Foot Bath Procedure**

- 1 Prepare the foot bath with 1 teaspoon Soothing Aqua Therapy (or Personal Blends™ Aqua Therapy Formula).
- 2 Ask the guest to choose either Calming or Energizing Body Cleanser by smelling both and indicating their preference.
- Begin soaking guest's feet in the foot bath.
- One at a time, exfoliate the feet using the Smoothing Body Polish (or Personal Blends™ Body Polish Formula).
- 5 Dry the feet with a towel.
- 6 Place feet into spa slippers.
  - **Option:** Moisturize the feet using Replenishing Body Moisturizer (or Foot Relief<sup>™</sup>).

#### Foot Paste Procedure

- Prepare a pitcher of warm water and have an empty foot bath ready.
  - Option: Place warm stones or marbles in the bottom of the foot bath.
- Place 1 tablespoon Soothing Aqua Therapy (or Personal Blends™ Aqua Therapy Formula) into a small dish (make sure it is visually appealing, as the guest will have full view).
- 3 Ask the guest to put their feet into the empty foot bath.
- Ask the guest to choose either Calming or Energizing Body Cleanser by smelling both and indicating their preference. Add 1 tablespoon of body cleanser to the bath salts and mix.
- Apply a tiny amount of the paste to the guest's hand so they can feel and smell the mixture.
- 6 One at a time, exfoliate the guest's feet, using the paste.
- 7 Pour warm water over the guest's feet, creating a waterfall effect.
- 8 Rinse the feet and legs with the water and dry with a towel.
- 9 Place feet into spa slippers.

### tools

- bowl, large enough to soak feet
- warm water
- soothing aqua therapy
- calming or energizing body cleanser
- smoothing body polish
- towels
- ▶ foot relief™
- spa slippers

### aveda unique shampoo ritual

### tools

- shampoo bowl
- ▶ towels
- hot towel cabi
- shampoo and conditioner system to meet the guest's needs

The Aveda Unique Shampoo Ritual is designed to introduce guests to the benefits of using their recommended Aveda hair care system at home. This unique service acts as an Aveda Point-of-Difference and an opportunity for guests to experience products prior to purchasing them.

## the aveda unique shampoo ritual consists of the following steps:

#### Prior to Shampoo:

Perform the Stress-Relieving Scalp and Shoulders Ritual.

#### At the Shampoo area:

- 1 Ask the guest to relax in the shampoo chair, close their eyes and take three deep breaths.
- 2 Adjust the water temperature to a comfortable level. Wet hair thoroughly. Apply a small amount of shampoo to the palm of your hand. Emulsify the shampoo in your hands before distributing through the hair.
- Begin the application of shampoo at the front hairline working it through the hair. Lift the guest's head and distribute shampoo across the nape area. Use the cushions of the fingers of both hands to massage shampoo into a lather over the entire head.
- 4 Once shampoo has been distributed throughout the hair, gently rest the guest's head back into the shampoo bowl. Place thumbs at the center of the hairline and use circular motions (following the hairline) to work toward the ears. Once you have reached the ear area, bring your fingers back to the center of the hairline. Repeat this movement two more times.
- Place your hands at the center of the front hairline. Working in small, circular motions, move hands back to the front hairline and complete the entire front section of the head (when you reach the ear area). Lift head to complete nape area allowing the guest's head to relax in your hands. Beginning at the back hairline, work fingers in small circular motions from ear to ear until the entire nape is covered.
- 6 Rinse shampoo completely out of the hair. Repeat shampoo application if needed.
- 7 Apply the conditioner or treatment. Comb through the hair with your hands to evenly distribute.



### aveda unique shampoo ritual

- 8 Prepare an aromatic hot towel:
  - Fill basin with water.
  - Add aroma choice.
  - Add one drop of aroma per towel.
  - Saturate towels in water. Wring out excess water.
  - Place damp towels in hot towel cabi to heat.

#### Second option to prepare a hot towel:

- Turn on hot water. Run the towel under the water until it is completely saturated.
- Wring excess water from towel. Check temperature of towel before placing it on the guest.
- Wrap a hot towel turban-style around the guest's head. Lift the guest's head slightly. Cup one hand under the guest's chin and place the other hand at the occipital area. Rotate the head clockwise. Repeat two more times. Rotate three times counter-clockwise.
- 10 Remove the hot towel.
- Place your hands firmly on the side of the head. Lift and rotate the palms of your hands in a forward motion three times, maintaining contact with the head. Hands should move the skin and not provide friction to the scalp. Apply comfortable pressure for the count of three.

Release and repeat this movement two more times. Place the palm of one hand on the front hairline. Place the palm of the other hand below the occipital area. Using firm pressure, rotate hands in an upward manner three times. Apply comfortable pressure for the count of three. Release and repeat this movement two more times.

Before rinsing, massage the back of the neck. Using your thumb and middle fingers, move in a circular fashion upward and outward three times. Pause and repeat the same motion two more times.

- Rest the guest's head gently back in the shampoo bowl. Repeat the circular movement to the front hairline (as shown in step four).
- Beginning at the front hairline, run fingers through the hair all the way down the hair shaft.
- Rinse thoroughly with moderate to strong water pressure. Cup hand along the nape area to ensure a thorough rinse.
- Allow the guest to take three deep breathes to complete the experience.
- 16 Perform scheduled service and style as desired.





### aveda unique shampoo ritual

### To enhance the Aroma Sensory Journey, incorporate the following Key Element™ or Singular Notes:

#### Shampure™

- Lavender Fleurs Oil
- Bergamot Oil
- Ylang Ylang Oil
- Key Element™ # 6

#### Rosemary Mint

- Peppermint Oil
- Key Element™ # 12

#### Color Conserve™

- Peppermint Oil
- Lavender Fleurs Oil
- Key Element™ # 2

#### Be Curly™

- Peppermint Oil
- Lavender Fleurs Oil
- Ylang Ylang Oil
- Key Element™ # 7

#### Smooth Infusion™

- Bergamot Oil
- Sandalwood
- Key Element™ # 7

#### Scalp Benefits™

- Cinnamon Bark in Clove Oil

#### Brilliant™

- Key Element™ # 5

#### Damage Remedy™

- Bergamot Oil
- Ylang Ylang Oil

#### Dry Remedy™

- Ylang Ylang Oil
- Vanilla Absolute
- Key Element™ # 15

#### Pure Abundance™

- Patchouli Oil
- Cinnamon Bark in Clove Oil

### color conserve™ illuminating ritual

This ritual is designed for guests with color-treated hair who are not receiving a hair color service during their current service appointment.

# the color conserve<sup>™</sup> illuminating ritual consists of the following steps:

Explain to the guest that you will be performing the Color Conserve™ Illuminating Ritual. Educate them on the benefits:

"To maintain your color and really enhance your shine, I recommend you deeply condition your hair every 5-6 shampoos with Color Conserve™ Strengthening Treatment. Using Color Conserve™ Strengthening Treatment, along with the Color Conserve™ system of products, will result in enhanced shine and color protection. I am going to perform the Color Conserve™ Illuminating Ritual today, so you can experience the benefits."

- 1 Perform the Aveda Stress-Relieving Scalp and Shoulders Ritual.
  - To enhance the ritual, incorporate the following Singular Notes: Lavender Fleurs Oil, Ylang Ylang Oil, Peppermint Oil.
- 2 Shampoo the guest's hair with Color Conserve™ Shampoo (twice if necessary).
  - Rinse with warm water. Wring out excess water from hair.
- 3 Apply Color Conserve™ Strengthening Treatment evenly throughout the hair.
  - Comb Color Conserve $^{\mathsf{TM}}$  Strengthening Treatment through the hair with a wide tooth comb to evenly distribute.
- Following the application of Color Conserve™ Strengthening Treatment, apply a prepared aromatic hot towel turban-style around head.
  - Massage the scalp with the towel on.
- Perform the Aveda Stress-Relieving Hand Ritual while the towel cools for approximately 3-5 minutes.
- 6 Remove the towel and rinse with warm-to-cool water.
- Apply Sun Care Protective Hair Veil to the guest's hair. Mention this product will help protect their hair color from fading due to sun exposure.
- Remind the guest that they can easily recreate this experience at home. Using the Color Conserve<sup>TM</sup> Strengthening Treatment will help repair, illuminate and prolong the life of their color.
- 9 Perform scheduled service and style as desired.
- 10 Comment on how the guest's hair looks "Illuminated!"

### tools

- lavender fleurs oil, ylang ylang oil and peppermint oil singular notes
- ▶ color conserve<sup>™</sup> shampoo
- Color conserve™ strengthening treatment
- Sun Care Protective Hair Veil
- ▶ towel
- hot towel cabi
- treatment comb

### dry remedy<sup>™</sup> moisturizing ritual

### tools

- ylang ylang oil or vanilla absolute singular notes
- ▶ dry remedy™ moisturizing shampoo and conditioner
- dry remedy™
  moisturizing
  treatment masque,
  for extreme dryness
- treatment comb

This ritual is performed at the back bar to introduce guests with dry, brittle hair to the benefits of using the Dry Remedy™ Aveda hair care system at home.

# the dry remedy<sup>™</sup> moisturizing ritual consists of the following steps:

Once you have determined your guest has dry, brittle hair, recommend the Dry Remedy $^{\text{TM}}$  Moisturizing system. Explain the benefits of the Dry Remedy $^{\text{TM}}$  Moisturizing Ritual:

"To really moisturize and transform your dry hair, I recommend that you deep condition your hair at least once a week with the Dry Remedy™ Moisturizing Treatment Masque. Using the Masque, along with the Dry Remedy™ Moisturizing Shampoo and Conditioner, on a daily basis will result in extraordinary moisture and suppleness in your hair without weighing it down. I am going to perform the Dry Remedy™ Moisturizing Ritual today, so you can experience the benefits."

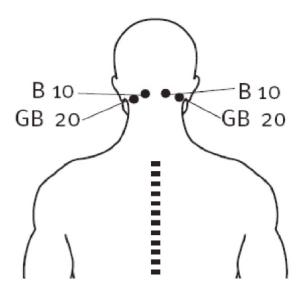
- 1 At the back bar, prior to shampooing, rub 1-2 drops of a Singular Note (Ylang Ylang Oil or Vanilla Absolute) into your hands. Hold your hands near the guest's nose. Ask the guest to close their eyes and take three deep breaths.
- 2 Wet the guest's hair. Apply Dry Remedy™ Moisturizing Shampoo. Massage the entire scalp with circular motions. Move the tissue below the skin as opposed to gliding along the skin's surface. This movement helps further relax the scalp muscles. Rinse well.
- 3 Apply Dry Remedy™ Moisturizing Conditioner to the guest's hair (use Dry Remedy™ Moisturizing Treatment Masque for extreme dryness).
- 4 Use the treatment comb to evenly distribute the product throughout the hair and ensure that ends are saturated with product.

### dry remedy<sup>™</sup> moisturizing ritual

- 5 While the conditioner is on the hair, massage the entire occipital ridge as follows:
  - Place one hand on the guest's forehead. Use your other hand to massage pressure points. Concentrate your effort on two particular Asian pressure points:

**Heavenly Pillar (B 10)**, which is found on the occipital ridge, approximately a finger's width from the midline. This point addresses headaches, eye challenges and neck pain.

**Heaven's Gate (GB 20)**, which is on the occipital ridge about two fingers' width lateral to the Heavenly Pillar. This point impacts headaches, shoulder pain, colds, insomnia and dizziness.



- 6 While performing the massage, introduce the guest to the in-salon Botanical Hair & Scalp Therapy<sup>SM</sup> Moisture Immersion Treatment. Introduce the benefits of the service: 71% softer and smoother hair.
- 7 Thoroughly rinse the guest's hair to remove any product.
- 8 Perform scheduled service and style as desired.

### express botanical hair therapysm ritual

### tools

- ▶ appropriate shampoo and treatment: damage remedy™, color conserve™ or dry remedy™
- ▶ color conserve™ pHinish™
- ▶ damage remedy™ equalizing solution
- singular notes

The Express Botanical Hair Therapy<sup>SM</sup> Ritual is designed to introduce guests to the benefits of using their recommended Aveda hair care system at home through product experience at the back bar. This unique service acts as an Aveda-Point-of-Difference and an opportunity for guests to experience an express version of the Botanical Hair Therapy<sup>SM</sup>.

# the express botanical hair therapy<sup>sm</sup> ritual consists of the following steps:

- 1 Allow guest to relax while getting comfortable in the chair.
  - Have the guest take three deep breaths of their aroma choice from the Aroma Sensory Journey.\*
- 2 Adjust the water temperature to a comfortable level.
  - Wet hair thoroughly.
  - Apply a small amount of the Aveda recommended shampoo to the palm of your hand.
  - Emulsify in hands before distributing through the hair.
    - Choose Damage Remedy™ Restructuring Shampoo for weak/damaged hair.
    - Choose Color Conserve™ Shampoo for color-treated hair.
    - Choose Dry Remedy™ Moisturizing Shampoo for dry/brittle hair.
- 3 Begin the application of shampoo at the front hairline working down the hair.
  - Lift the guest's head and work across the nape area.
  - Use the cushions of the fingers of both hands to massage shampoo into a lather over the entire head.

### express botanical hair therapysm ritual

- 4 Complete the shampoo massage.
  - Gently rest the guest's head back into shampoo bowl.
  - Place thumbs at the center of the hairline and use circular motions (following the hairline) to work toward one ear.
  - Once you have reached the ear area, bring fingers back to the center of the hairline. Repeat this movement two more times.
  - Place hands at the center of the front hairline and work hands in small circular motions until the crown of the head is reached.
  - Ask the guest if the pressure is comfortable.
  - Move hands back to the front hairline, completing the entire front section of the head (when you reach the ear area).
  - Lift head to cover nape area.
  - Allow the guest's head to relax in your hands and work hands in small circular motions from ear to ear until shampoo is distributed evenly to the back section of the head.
  - Rinse.

**For all color service guests:** Apply Color Conserve™ pHinish™ to the hair and rinse.

- 5 Spray 1 oz/30 ml Damage Remedy™ Equalizing Solution™ on the hair and comb through to distribute evenly.
- 6 Apply a treatment based on the guest's needs. Choose:

Damage Remedy™ Intensive Restructuring Treatment for weak/ damaged hair.

**Color Conserve™ Strengthening Treatment** for color-treated hair.

Dry Remedy™ Moisturizing Treatment Masque for dry/brittle hair.

- Comb through treatment to evenly distribute.
- Process for five minutes while performing massage techniques in step 7.
- 7 Perform scheduled service and style as desired.

OPTIONAL: Prepare aromatic hot towel. Remove a hot towel from the hot towel cabi and wrap it turban-style around hair. Lift guest's head slightly, cupping your left hand under the chin; place your right hand at the occipital area. Rotate the head in a clockwise fashion, pause, and then repeat two more times. Reverse position of your hands and rotate three times in a counter-clockwise manner. Remove hot towel. Proceed to massage techniques.

### express botanical hair therapysm ritual

#### **7** Complete the massage.

- Place hands firmly on the sides of the head.
- With palms of your hands, lift and rotate hands in a forward motion three times, apply comfortable pressure for the count of three, release and repeat this movement two more times.
- Next place the palm of one hand on the front hairline and the palm of the other hand below the occipital area.
- Rotate hands in an upward manner, three times, applying comfortable pressure for the count of three. Release and repeat this movement two more times.
- Before rinsing, massage the back of the neck. Using the thumb and middle finger, move fingers in a circular fashion, upward and outward three times.
- Pause and repeat the same motion two more times.
- Again, rest the guest's head gently back in the shampoo bowl and repeat the circular movement to the front hairline (as shown in step 4).
- Run fingers through the front hairline all the way down the hair shaft.
- 8 Rinse thoroughly with good water pressure. Cup hand along the nape area to ensure a thorough rinse.
  - \* To enhance the Aroma Sensory Journey, incorporate the following Key Element™ Aromas or Singular Notes:

#### Color Conserve™

- Peppermint Oil
- Lavender Fleurs Oil
- Geranium Oil
- Key Element™ # 2

#### Damage Remedy™

- Bergamot Oil
- Ylang Ylang Oil

#### $Dry\ Remedy^{\scriptscriptstyle\mathsf{TM}}$

- Ylang Ylang Oil
- Vanilla Absolute
- Geranium Oil
- Key Element™ # 15
- 9 Perform scheduled service and style as desired.

### rosemary mint awakening ritual

The Rosemary Mint Awakening Ritual helps to invigorate and awaken the senses.

# the rosemary mint awakening ritual consists of the following steps:

To prepare an aromatic hot towel, add one or two drops of Aveda Active Composition™ into a large basin of water. Agitate gently so the Composition spreads evenly over the surface. Immerse cotton towel. Wring out excess water. Roll towel and place into hot towel cabi or crock-pot to heat.

- 1 Begin with the Stress-Relieving Scalp and Shoulders Ritual.
- 2 Cleanse the hair with Rosemary Mint Shampoo. Rinse.
- 3 Apply and comb Rosemary Mint Conditioner evenly throughout hair.
- 4 Apply prepared aromatic hot towel turban-style around head.
- 5 To enhance ritual, place Active Composition™ at base of the neck, temples and under the nose.
- 6 Perform the massage.
  - **Option One:** Massage scalp with towel on. Use palming movements with one hand at the nape of the neck and the other placed on the front hairline moving in circular motion toward the crown.
  - **Option Two:** Perform a Stress-Relieving Hand Ritual using Aveda Hand Relief™.
- 7 Allow the towel to cool for approximately 3-5 minutes. The guest will experience an enhanced aroma. The heat of the towel combined with the cooling sensation of the Rosemary Mint Conditioner will provide a stimulating effect to the scalp. Combining these products with massage increases the circulation of the scalp, while lifting the spirits and clearing the mind.
- 8 Remove the towel and rinse with warm-to-cool water.
- 9 Perform scheduled service and style as desired.

### tools

- towels
- hot towel cabi
- ▶ active composition<sup>™</sup>
- rosemary mint shampoo and conditioner
- wide tooth comb
- ▶ hand relief<sup>™</sup>

### shampure™ above and beyond ritual

### tools

- ▶ all-sensitive<sup>™</sup> body formula
- ▶ key element™ aroma #6
- ▶ shampure<sup>™</sup> shampoo and conditioner

The Shampure™ Above and Beyond Ritual helps to calm, relax and soothe the guest.

# the shampure<sup>™</sup> above and beyond ritual consists of the following steps:

- 1 Perform the Stress-Relieving Scalp and Shoulders Ritual with Key Element™ #6 and All-Sensitive™ Body Formula.
- 2 Spray Key Element™ #6 in the Pure-Fume Spirit™ Base around the environment.
- 3 Place aromatic hot towel with Shampure™ aroma around the back of guest's neck; lean guest's head back into bowl.
- 4 Shampoo the guest's hair with Shampure™ Shampoo (twice if necessary). Rinse.
- 5 Apply Shampure™ Conditioner and massage throughout the hair and scalp.
- 6 Gently press the scalp together between the palms, using firm pressure.
- 7 Squeeze the head at the temples between the palms. Release and repeat without losing contact with the guest.
- Standing on the side of the guest, fan out fingers and using the entire palms of both hands, sweep upward in rapid succession.
- 9 Place the middle fingers directly on the temples and massage Shampure™ Conditioner into pulse points.
- **10** Rotate fingers three times in an upward direction, then gently press with firm pressure and hold.
- **11** Rinse out Shampure™ Conditioner.
- 12 Have the guest take three, deep diaphragmatic breaths to relax and calm. Proceed with scheduled service and style as desired.
- 13 Perform scheduled service and style as desired.

### skin care ritual

The Skin Care Ritual cleanses and moisturizes your guests face. This ritual can be performed standing in front of or behind the guest.

# the skin care ritual consists of the following steps:

- 1 Ask the guest to sit in a chair and make themselves comfortable.
- 2 Cleanse the face.
  - Prepare the eyes by removing existing makeup.
  - Moisten the skin with a shammy cloth or spray toner on the skin.
  - Apply 1-2 pumps of cleanser to the guest's face using circular motions while avoiding the eye area.
  - Rinse the cleanser off the skin with damp cotton rounds or shammy cloth.
- 3 Tone/Exfoliate the skin.
  - Saturate a cotton round with the appropriate exfoliant.
  - Gently swipe the round across the guest's face.
  - Be careful to avoid the eye area.
  - Hold your hand over the guest's eye area.
  - Spray toner 10-12 inches away from guest's face.
- 4 Apply treatment products (if applicable).
  - Apply treatment product to the guest's face.
- 5 Moisturize the skin.
  - Dispense a small amount of eye creme onto a wooden spatula.
  - Using your ring finger, apply the creme to the orbital area using a light pat and roll motion.
  - Place a pearl-sized amount of moisturizer in your hands.
  - Gently pat the guest's skin with the moisturizer avoiding the eye area.

### tools

- skin care system appropriate for the guest's needs
- shammy cloth, cotton rounds or sponges

### tools

- ▶ all-sensitive<sup>™</sup> body formula
- b chakra™ balancing blend aromas
- Chakra™ sensory journey guide
- styling chair
- applicator bottles

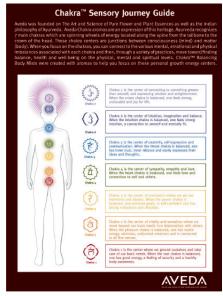


The Stress-Relieving Scalp and Shoulders Ritual is performed to help reduce stress and promote balance and relaxation through aroma, breathe and touch. Because this ritual stimulates the scalp, do not perform it before a chemical hair service. Instead, do the Stress-Relieving Neck and Shoulders Ritual.

# the stress-relieving scalp and shoulders ritual consists of the following steps:

- 1 Guide your guest through a Chakra™ Sensory Journey.
  - Give your guest the Chakra™ Sensory Journey Guide symbol side up.
  - Ask them to choose the two images that appeal most to them based on color, symbol or word.
  - Perform a Chakra™ Sensory Journey using the Chakra™ Formulas that relate to the two images your guest chose.
  - Ask your guest to close their eyes and tell them the goal is to choose the aroma they connect with the most.
  - Ask your guest to inhale when you place your hand on their shoulder. That is their signal that an aroma is under their nose.
  - Place one aroma under the guest's nose between the chin and the lips. Repeat the process for the second aroma.
  - Ask the guest which aroma they preferred.
  - Point out the chakra they choose on the backside of the Chakra™ Sensory Journey Guide. Allow the guest to read about their selection.
  - Let the guest know you will use this aroma during their ritual and that they can buy the aroma to use at home.





#### 2 Apply the chosen Chakra™ Formula to the scalp.

- Begin at the crown and move toward the front hairline. As you apply each drop to the scalp, rub it in with your thumb.
- Repeat this step from the crown to the center of the nape. Then, from the center top of the head to one ear, and from the center top of the head to the other ear.
- After applying the last drop, pull the Chakra™ Formula through the hair from the scalp to the ends. Apply more if necessary.
- Place your hands on the top of the guest's head so your fingers are at the front hairline. Rub the head from the front to the back.

#### 3 Perform the Butterfly movement.

- Slide your hands down the spine to the mid-back, then move your hands up the spine toward the shoulders and down the arms.
- Slide your hands back up to the starting position.
- You will perform each of these massage steps three times.

#### 4 Perform the Shoulder Shrug movement.

- Massage the guest's shoulders and neck using a kneading motion.
- 5 Perform the Piano movement.
  - Use your fingers as though you are playing a piano and massage from the neck, out to the shoulders and back.
- 6 Begin the Neck movements.
  - Place one hand along the front hairline and the other on the back of the neck.
  - Press with your thumb and the middle fingers on the pressure points at the base of the hairline.
  - Rotate the fingers, lifting up and outward.
  - Hold and apply pressure for a count of three.
  - Keep one hand along the front hairline and place the thumb of your other hand on the guest's crown, with your middle two fingers just below the occipital bone. Press on this spot.
  - Rotate your fingers in a massaging motion for a count of three.

### note:

It is important to maintain physical contact once the ritual has begun. Always keep at least one hand touching the guest when going from one technique to the next.

Step 6a



Step 6b







Step 9



- Move on to the Scalp massage.
  - Maintaining contact, stand in front of the guest. Place your hands on the sides of the head.
  - Press your thumbs along the top center of the head.
  - Starting in the front, walk your thumbs back to the crown in a back-to-front then side-to-side pattern, pressing firmly as you go.
  - Repeat this step along each side of the center area and, at your discretion, over the entire head.
- 8 Massage the Temples.
  - Without losing contact, move so you are standing behind the guest.
  - Draw your hands back over the forehead with the thumbs facing up.
  - Place your two middle fingers at the temples; press down and massage with light pressure.
- Scissors the Ears.
  - Slide your hands back to the ears.
  - "Scissor" your fingers over the ears, placing each ear between the middle and ring fingers. Apply pressure as you slide up along the sides of the ears.
  - Massage the pressure points at the outer ridge of the ears from the tops of the ears to the lobes.
- **10** Return to the Shoulder massage.
  - Lightly rake your fingers from the front hairline to the crown, from the sides to the crown and then from the crown to the nape.
  - Beginning at the base of the neck, rub the shoulders with the kneading motion again.
- **11** Repeat the Piano movement.
- 12 Repeat the Butterfly movement.

#### 13 Close the massage.

- Place one hand over the other in the middle of the back. Use your palms to circle around the upper back.
- Begin with heavy pressure and large circles.
- Decrease the pressure and size of the circles as you continue, ending in the center of the back.
- Place your hands next to each other at the center of the upper back, between the shoulder blades.
- Using a sweeping motion, flick your hands outward off the shoulders. Move lower with each sweeping motion.
- Place your hands gently on the guest's arm to indicate the conclusion of the Stress-Relieving Scalp and Shoulders Ritual.
- You are now ready to continue with the salon service.

