



AVEDA

the art and science of pure flower and plant essences

**GREEN
SCIENCE™**

PROFESSIONAL TECHNICAL GUIDE

INTRODUCTION

We all know that aging is inevitable — there are no “miracle in a bottle” cures that can erase the effects of time, environmental stressors and biochemical events that cause detrimental changes in the appearance and function of our skin. However, with targeted treatments that support the skin’s natural and rejuvenating abilities — we can intervene. It is possible to embrace our years and look our best at every age.

Aveda understands the signs of premature aging — such as lines and wrinkles, lack of firmness, sagging, and loss of skin clarity — as consequences of negative reactions in the various layers of the skin. Stressors such as ultraviolet (UV) radiation, smoke, pollution, humidity changes and chronic stress attack your skin daily. These stressors are the sparks that initiate a negative response — a destructive chain of reactions that attack skin cells and their various functions, causing signs of premature aging.

Our solution? Aveda has created a multi-pronged approach to treat the signs of skin aging through a combination of high-tech products containing powerful plant ingredients; and a high-touch service offering that combines targeted skin-rejuvenating massage techniques and customized, focused treatment approaches to create a clinically proven, results-oriented guest experience.



NATURE WORKS: GREEN SCIENCE™ SKIN CARE

Green Science™ skin care is a range of treatment products that harness the potent anti-irritation properties naturally found in plants to stop the destructive oxidative reactions occurring at the various strata of the skin which cause the signs of skin aging, while helping skin to naturally stimulate cellular recovery and repair.

Each product contains Aveda's proprietary skin-renewing blend of powerful plant ingredients. The products are clinically proven to be effective in minimizing the appearance of lines and wrinkles, visibly lifting and firming, helping skin boost collagen and elastin production, moisturizing, protecting via anti-oxidants, and improving clarity and evenness of skin tone. The Green Science™ skin-renewing blend includes a wide range of natural ingredients including organic argan oil, plai, cactus, rosemary extract, biofermented glucosamine, boswellia extract, caffeine and a cocktail of ceramides and peptides.

Within 4 weeks,* skin looks noticeably firmer, the appearance of fine lines and wrinkles are diminished and collagen and elastin production are boosted for more resilient, younger-looking skin.

SERVICE OFFERING: GREEN SCIENCE™ SKIN-RENEWING TREATMENT

This professional spa offering combines high-tech plant technology with a high-touch service to maximize the benefits of the Green Science regimen results. Incorporating skin rejuvenating massage techniques with the professional-only Green Science™ Masque-Age™, the treatment is customized to the guest's individual needs to target specific areas that need special attention such as eyes, lips, neck and décolleté and hands. A weekly series of 4 treatments followed by monthly maintenance facials is recommended for best results.

**Based on clinical testing of the 4-step Green Science™ skin care system.*

GREEN SCIENCE™ DAILY SKIN CARE REGIMEN

AM

- Botanical Kinetics™ Purifying Creme Cleanser
- Botanical Kinetics™ Skin Firming/Toning Agent
- Green Science™ Lifting Serum
- Green Science™ Firming Eye Creme
- Green Science™ Firming Face Creme
- Dual Nature™ Face Protection SPF 15

PM

- Botanical Kinetics™ Purifying Creme Cleanser
- Botanical Kinetics™ Skin Firming/Toning Agent
- Green Science™ Line Minimizer
- Green Science™ Lifting Serum
- Green Science™ Firming Eye Creme
- Green Science™ Firming Face Creme

GREEN SCIENCE™ PRODUCT PROFILES



PRODUCT NAME: GREEN SCIENCE™ LINE MINIMIZER

positioning statement: For targeted treatment of visible lines and wrinkles with organic cactus to help skin boost its natural collagen production. Argan leaf extract, soybean protein and peptides help to minimize the appearance of lines and wrinkles.

elemental naturesm: Infinity, Air.

product benefits: Helps skin boost its natural collagen production to minimize the appearance of lines and wrinkles.

ingredient benefits: Organic cactus helps skin boost its natural collagen production. Argan leaf extract, soybean protein and peptides help to minimize the appearance of lines and wrinkles.

partners with: Green Science™ Lifting Serum, Green Science™ Firming Face Creme, Green Science™ Eye Creme.

usage/application: After cleansing in p.m., apply directly to lines and wrinkles on face, neck and décolleté. Gently press or massage into skin. Follow with Green Science Firming Face Creme. Ten tubes yield up to 30-day supply.

where it falls in ritual: Step 1 of Green Science™ regimen in p.m.



PRODUCT NAME: GREEN SCIENCE™ LIFTING SERUM

positioning statement: Helps skin boost its natural cellular renewal with organic cactus formula, giving skin a more lifted appearance. Our skin-renewing blend of glucosamine, organic argan oil, anti-oxidants and peptides helps promote surface skin-cell turnover, moisturization, visible skin firmness and strengthening of skin's barrier function.

elemental naturesm: Infinity, Air.

product benefits: Helps skin boost its natural cellular renewal. Promotes surface skin-cell turnover. Moisturizes and strengthens skin barrier function.

ingredient benefits: Biofermented glucosamine, organic argan oil, anti-oxidants and peptides help promote surface skin-cell turnover.

partners with: Green Science™ Firming Eye Creme, Green Science™ Firming Face Creme, Green Science™ Line Minimizer.

usage/application: Smooth serum onto clean skin a.m. and p.m. Follow with Green Science Firming Face Creme.

where it falls in ritual: Step 1 of Green Science™ regimen in a.m.
Step 2 of Green Science regimen in p.m.



PRODUCT NAME: GREEN SCIENCE™ FIRMING EYE CREME

positioning statement: Moisturizes and smooths fine lines with lady's thistle, organic cactus and argan oil. Peptides and plant-derived buckwheat wax help to reduce the appearance of puffiness and under-eye circles.

elemental naturesm: Infinity, Air.

product benefits: Moisturizes, helps smooth fine lines and reduce the appearance of puffiness and dark circles.

ingredient benefits: Buckwheat wax helps to reduce the appearance of puffiness in the eye area, as well as reduce the appearance of under-eye circles. Lady's thistle, organic cactus and argan oil help to moisturize and smooth fine lines.

partners with: Green Science™ Lifting Serum, Green Science™ Firming Face Creme, Green Science™ Line Minimizer.

usage/application: Smooth under and around eyes a.m. and p.m. Safe for use on eyelids.

where it falls in ritual: After cleansing, toning, and applying Green Science Lifting Serum, apply Green Science Eye Creme under and around eyes a.m. and p.m.

PRODUCT NAME: GREEN SCIENCE™ FIRMING FACE CREME



positioning statement: Moisturizes and helps smooth fine lines with lady's thistle, organic argan oil and cactus formula. Our skin-renewing blend of glucosamine, anti-oxidants— including vitamin E and plai oil— peptides and organic shea butter help to improve visible skin firmness, moisturize and strengthen skin's barrier function.

elemental naturesm: Infinity, Air.

product benefits: Helps smooth fine lines, helps increase cell-turnover, improves visible skin firmness, moisturizes skin and strengthens skin's barrier function.

ingredient benefits: Lady's thistle, organic argan oil and cactus formula help to moisturize skin and smooth fine lines. Glucosamine, anti-oxidants and peptides help to improve visible skin firmness and strengthen skin's barrier function.

partners with: Green Science™ Lifting Serum, Green Science™ Firming Eye Creme, Green Science™ Line Minimizer.

usage/application: Smooth on face and neck a.m. and p.m. after cleansing and applying Green Science Lifting Serum.

where it falls in ritual: After cleansing, toning, and applying Green Science Lifting Serum and Firming Eye Creme, apply Green Science Firming Face Creme a.m. and p.m.



NATURE WORKS: GREEN SCIENCE™ SKIN CARE

GREEN SCIENCE™ SKIN-RENEWING TREATMENT ACTIVE INGREDIENTS

It is our belief it is possible to apply the diverse chemistry of plants and other natural ingredients toward the attenuation of some of the biochemical consequences of skin aging that contribute to detrimental changes in the appearance and/or function of the skin. There are numerous biochemical and physiological points at which it may be possible to reduce the visible effects of the skin's aging process. In conceiving the Green Science™ skin-renewing product collection, we have incorporated botanicals and natural products to modulate several of these targets, namely, oxidation, irritation, the extracellular matrix and glycation, skin hydration and barrier integrity and desquamation.

OXIDATION AND ANTI-OXIDANTS

There is ample evidence that oxidative damage to cellular and extracellular components is responsible for many of the degenerative changes observed with age. Ultraviolet (UV) radiation continuously bombards the skin with profound oxidizing effects. Many other factors such as ozone, cigarette smoke and environmental pollutants also contribute to the oxidative assault. Anti-oxidant compounds are key components of any product intended for aging skin.

INFLAMMATION AND IRRITATION

Inflammation simply means: redness, swelling, pain and heat. It is a normal response of your body to an injury or infection; however, many everyday events and exposures can also lead to a low level of inflammation that is less obvious, but can result in damage to the skin. Aging itself has been shown to be intimately associated with this kind of low-level inflammation. In addition, the surface of skin cells are exposed to inflammatory agents like smoke, pollution and chemicals, but also to other things that cause inflammation like sunlight and stress. All of these events initiate a cascade of biochemical events that amplify the inflammatory response.

EXTRA-CELLULAR MATRIX

The aging process results in decreased synthesis of important skin components like collagen and elastin that keep skin plump and firm. Concurrently, the production of enzymes that break down collagen and elastin are increased with age, leading to accelerated degradation of skin, visible sagging and wrinkles. The Green Science™ line includes ingredients that help skin boost its natural synthesis of components of the natural skin structure (the “extra-cellular matrix”) and others that reduce the activity of enzymes that degrade the matrix.

ANTI-GLYCATION

This activity is related to the structure of the extra-cellular matrix. Glycation induces damage to the structure of several components of the skin like collagen and elastin and leads to wrinkles and poor resiliency of skin.

SKIN HYDRATION

Proper hydration of skin is required for it to serve as a protective barrier. The skin barrier relies on lipids as well as water to maintain function and a firm, plump aspect. Aging skin tends to be dehydrated, and replenishment of native skin lipids has been proven to restore this fundamental structural barrier and reduce evaporation of water from the surface of the skin. Other plant ingredients like oils and butters can also prevent too much moisture from evaporating from the skin.

Increasing the water-loving components of the skin such as hyaluronic acid (HA) and other proteoglycans (or decreasing their degradation) is also an effective means of rejuvenating the skin’s state of hydration.

EXFOLIATION/DESQUAMATION

Exfoliation (desquamation) is an important part of a smooth and glowing complexion. The natural process of skin renewal by sloughing off dead and damaged skin cells becomes less efficient over time resulting in a rough and dull-looking skin surface. Deep peels are not necessary, just regular desquamation to help rid the skin of dead cells and bring new ones to the surface.

GREEN SCIENCE™ PLANT INGREDIENTS CHART

Active Ingredient	Function	Story
Algae extract	Anti-irritant	This algae extract uses polysaccharides of the red micro algae that target irritation.
Acetyl hexapeptide-8	Extra-cellular matrix <ul style="list-style-type: none"> • Wrinkle reduction 	Acetyl hexapeptide-8 is specially derived from sugar cane and maize.
Soybean protein (<i>Glycine soya</i>)	Extra-cellular matrix <ul style="list-style-type: none"> • Collagen synthesis • Wrinkle reduction 	This material is rich in proteins, glycoproteins and polysaccharides isolated from Non-GMO soybeans.
Spike moss extract (<i>Selaginella tamariscina</i>)	Anti-irritant	The extract of this evergreen perennial utilizes the whole plant.
Plai root oil (<i>Zingiber cassumunar</i>)	Anti-oxidant	Plai comes to us from the rural and indigenous farmers of Thailand. They have maintained a traditional way of life using healing remedies from the earth to improve health. Plai, an essential oil from the root of <i>Zingiber cassumunar</i> , has been a staple in the lives of these villages for eight centuries; it economically sustains their communities and aids their lives. They use natural, organic farming practices to maintain sustainable crops. By supporting these Thai farmers, we preserve not only a culture, but support them in sustaining the land and prevent the over-development and commercialization of rural Thailand.

Active Ingredient	Function	Story
Murumuru butter (<i>Astrocaryum murumuru</i>)	Skin hydration/barrier repair • Fatty acid replacement	This Amazon-sourced butter comes from palm tree kernels rich in the following fatty acids: lauric, myristic, oleic and palmitic.
Caffeine (<i>Coffea arabica</i>)	Anti-irritant	This natural caffeine is extracted from roasted bean of <i>Coffea arabica</i> (coffee) sourced from Columbia.
Milk thistle (<i>Silybum marianum</i>)	Extra-cellular matrix Skin hydration Anti-irritant	<i>Silybum marianum</i> contains silymarin, a flavonoid complex that includes silybin, silidianin and silichristin. It is obtained from the seeds of mature milk thistle. It has traditionally been used to treat hepatic ailments and for free radical scavenging activities.
Rosemary leaf extract (<i>Rosmarinus officinalis</i>)	Anti-irritant Anti-oxidant	This is a full spectrum water extract of rosemary leaf that includes a range of naturally-active components of the whole plant rather than just one isolated compound.
Nopal cactus (<i>Opuntia robusta</i>)	Anti-irritant Extra-cellular matrix • Helps stimulate skin's natural collagen production	This organic cactus is grown on the central coast of California. Our growers, Rivenrock Gardens, use organic and environmental agriculture practices that promote sustainable farming and environmental consciousness.
Argania kernel oil (<i>Argania spinosa</i>)	Skin hydration • Lipid replenishment	The organic argan oil, certified by Eco-Cert, is extracted from the kernel of the argan fruit and is rich in poly-unsaturated fatty acids including linoleic acid, omega-6 and natural tocopherols. Nourishing and protective, this oil has been a traditional beauty secret of Moroccan women. We obtain our supply exclusively from a 100% female-accredited cooperative network in Morocco, Africa. We are helping to support the socio-economic position of local women and sustainable agricultural practices. The additional revenue for the argan products encourages local populations to maintain the argan forest.
Buckwheat seed extract (<i>Polygonum fagopyrum</i>)	Dark circles	Buckwheat wax is obtained from the grains of <i>Polygonum fagopyrum</i> by supercritical CO ₂ extraction method. Buckwheat, known in France as "ble noir" or "black wheat" from the color of the seeds, grows in Brittany. It is rich in phytosterols, reducing under-eye puffiness.
Brazil nut oil (<i>Bertholletia excelsa</i>)	Skin hydration/barrier repair • Emollient, barrier repair	Aveda's supplier, Candela Peru, works with 273 castañeros (Brazil nut gatherers) and their families who live along the Madre de Dios River in eastern Peru. In the rainforest, Brazil nut pods fall naturally from trees which are over 50 meters high. The castañeros then crack open the pods with machetes and extract the nuts, which are used for food or oil. The castañeros' livelihood depends on the sound and responsible management of forest resources. They are working closely with the staff of Candela to improve the quality of their organic product. Candela (Spanish for candle) Peru is a Fair Trade organization founded in 1989 that offers training to the nut gatherers in the areas of administration, sustainable resource management, and export procedures. Candela's goal is to empower small producers and communities, strengthening their organizations and increasing their capacities to improve living standards and conserve the biodiversity of the region.

Active Ingredient	Function	Story
Vitamin C derivative (<i>Tetra hexyl decyl ascorbate</i>)	Extra-cellular matrix • Stimulation of skins' natural collagen production	Tetrahexyldecyl ascorbate is a stable vitamin C ester derived from corn.
Ceramide 3	Skin hydration/barrier repair • Ceramide replacement	Biofermentation (non-animal) source.
Cholesterol	Skin hydration/barrier repair • Cholesterol replacement	Biofermentation (non-animal) source.
Boswellia resin (<i>Boswellia serrata</i>)	Anti-irritant Extra-cellular matrix	<i>Boswellia serrata</i> extract is a resin from the boswellia tree. This Ayurvedic ingredient has been used traditionally for both internal and topical ailments to reduce inflammation.
Hyaluronic acid (<i>Sodium hyaluronate</i>)	Skin hydration/barrier repair • Moisturization • Plumping	Biofermented sodium hyaluronate regulates the hydration of the skin.
Sunflower seed extract (<i>Helianthus annuus</i>)	Anti-glycation	This material is extracted from non-GMO sourced sunflower seeds. It is rich in phenolic acids (primarily chlorogenic acid). Sunflower seed extract is a powerful anti-oxidant that traps free radicals and stops glycol-oxidation, initiators of glycation.
Algae extract (<i>Chlorella vulgaris</i>)	Extra-cellular matrix • Stimulation of collagen synthesis Dark circles	<i>Chlorella vulgaris</i> is an extract of green micro-algae. It has an amino acid content similar to that of human collagen. It is rich in amino acids such as proline, lysine, glycine and alanine, which are the essential building blocks of proteins.
Argania leaf extract (<i>Argania spinosa</i>)	Anti-irritant	This extract consists of flavonoids extracted from leaves of the argan tree. We obtain our supply exclusively from a 100% female-accredited cooperative network in Morocco. In doing so, we are helping to support the socio-economic position of local women and their sustainable agricultural practices. The additional revenue for the argan products encourages local populations to maintain the argan forest.
Glucosamine HCl (from yeast biofermentation)	Desquamation • Exfoliation Skin hydration/barrier repair • Hyaluronic acid stimulation	Glucosamine is a molecule synthesized in the human body and is an important constituent of connective tissue and stimulates hyaluronic acid in the skin. Most commonly, glucosamine is derived from shellfish. We are using a non-animal sourced glucosamine uniquely sourced from biofermentation.
Hesperidin methylchalcone (from orange: <i>Citrus sinensis</i>)	Dark circles	Hesperidin methyl chalcone derived from <i>Citrus sinensis</i> .
Dipeptide-2	Dark circles • Reduces bags under eyes (Firming Eye Creme only)	
Palmitoyl tetrapeptide 7	Dark circles • Improves firmness and elasticity (Firming Eye Creme only)	Naturally-derived.

Green Science™ Aroma	Aroma-therapeutic Function	Anecdotal/Historic Uses
Geranium <i>(active)</i>	• Soothing, calming	Helps balance sebum production for mature skin at times of hormonal disruption such as menopause.
Citrus Blend (bergamot/grapefruit) <i>(active)</i>	• Soothing, calming	Rejuvenating to skin, clarifies complexion, lymphatic tonic.
Cistus, rose, roman camomile, sandalwood and lavender	• Soothing, calming	Harmonizing essential oils for mature, thin or sensitive skin; used to reduce fine lines and wrinkles and balance skin processes.



KEY SOURCING STORIES

ARGAN

The argan tree (*Argania spinosa*) is indigenous to South Morocco, at the edge of the Sahara Desert. The argan forest extends over approximately 800,000 hectares and contains more than 20 million trees. It grows in arid countrysides. Unfortunately, this ancestral tree is becoming a victim of farming, over-exploitation, ground erosion and the advance of the desert. It is essential to support actions to protect the argan forest in the long term. Supply is obtained exclusively from a 100% female-accredited cooperative network, which supports the socio-economic position of local women. Additional revenue for the tree leaves encourages local populations to maintain the argan forest. The program to make use of the leaves in a sustainable way has been developed under the auspices of the Moroccan Water and Forests Authorities.

PLAI

This ingredient comes to us from the rural and indigenous farmers of Thailand. They have sustained a traditional way of life using healing remedies from the earth to aid afflictions. Plai, an essential oil from the root of *Zingiber cassumunar*, has been a staple in the lives of these villages for eight centuries. Plai farming economically sustains their communities and aids their lives. They use natural, organic farming practices to maintain sustainable crops. By supporting these Thai farmers, we help preserve their culture and demonstrate the value of sustaining the land. Our actions also help prevent the over development and commercialization of rural Thailand.

CACTUS

Our major supplier for cactus is Rivenrock Gardens, a small family-owned and run certified-organic cactus nursery and market garden. Rivenrock is located on the central coast of California, in Nipoma. The nursery propagates plants used in the landscape business which specializes in xeriscaping and desert landscapes. (Xeriscaping refers to landscaping in ways that do not require supplemental irrigation.)

GREEN SCIENCE™ FUNCTIONAL AROMA

A functional, certified organic aroma of geranium oil, grapefruit oil, bergamot oil and cistus is soothing and calming to the skin.



CLINICAL TESTING RESULTS

	Immediate	4 weeks	8 weeks
Firmness		28%	38%
Moisturization	64%	32%	40%
Lifting		41%	51%
Barrier Strength		48%	57%
Smoothness		35%	43%
Lines & Wrinkles		37%	42%
Skin Tone		30%	39%
Age Spots		27%	32%
Clarity	65%	43%	56%
Dark Circles		24%	30%
Puffiness		20%	25%

AVEDA GREEN SCIENCE™ SELF-CARE REGIMEN

Regimen = Line Minimizer, Lifting Serum, Firming Eye Creme and Firming Face Creme

	Immediate	4 weeks	8 weeks
Firmness		30%	40%
Moisturization	70%	33%	41%
Lifting		42%	53%
Barrier Strength		50%	59%
Smoothness		37%	48%
Lines & Wrinkles		38%	41%
Skin Tone		34%	42%
Age Spots		27%	31%
Clarity	68%	48%	50%
Dark Circles		25%	31%
Puffiness		24%	29%

AVEDA GREEN SCIENCE™ PROFESSIONAL REGIMEN

Regimen = Lifting Serum, Firming Eye Creme, Firming Face Creme, Masque-Age™ and a Skin-Renewing Treatment (1 facial every 2 weeks)

THE GREEN SCIENCE™ SKIN-RENEWING TREATMENT OVERVIEW

Green Science™ skin care harnesses powerful plant ingredients and high-touch treatments to visibly renew and repair aging skin. The product line includes: Green Science™ Lifting Serum, Firming Face Creme, Firming Eye Creme, Line Minimizer and our professional-only Masque-Age™.

These products are clinically proven to lift and firm the appearance of skin, visibly reducing lines and wrinkles, improving the skin's smoothness, tone and clarity. The skin's barrier strength is also significantly improved while reducing the appearance of age spots.

This technical guide and its companion DVD walk you through the step-by-step process of performing a customized 60-minute Green Science™ Skin-Renewing Treatment.

This professional spa service combines high-tech plant technology with a high-touch service to maximize the benefits of the Green Science regimen results. Incorporating skin rejuvenating massage techniques with the professional-only Green Science Masque-Age, the treatment is customized to the guest's individual needs targeting areas such as the eyes, lips, neck, décolleté and hands. A weekly series of 4 treatments, followed by monthly maintenance facials is recommended for best results.

In order to meet the needs and expectations of each guest, consider creating additional 30- and 90-minute customized Skin-Renewing Treatment options. This will give you and your guest greater flexibility in positioning weekly series.

To receive personal, hands-on coaching of the Green Science Skin-Renewing Treatment and massage techniques from a certified Aveda Esthetic Specialist, contact your local Aveda distributor for classes. To deepen your knowledge in the Science of Skin Aging, attend the Aveda Spa Academy.

We have successfully integrated certain existing Aveda skin care products throughout the treatment protocol to the Green Science collection. The most appropriate customized options for the refinement step of the 60-minute procedure include either the Tourmaline Charged Radiance Masque or the Perfecting Plant Peel™ Thermal Masque. The Botanical Skin Resurfacing Treatment using

the Tourmaline Charged Radiant Skin Refiner is another option best suited for a 90-minute service. Since this is a physical exfoliation and is more aggressive on the skin than the other two options, it is recommended for medium to thicker skin conditions, not prone to sensitivities.

We recommend the use of a warm, moistened, aromatic towel, face cloth, Aveda Shammy or cotton compresses for the removal of any product from the skin throughout the treatment. Make sure to monitor the temperature according to the individual's Elemental Nature.™

The most unique aspect to this treatment is Aveda's signature 5-Phase Massage Treatment. This innovative massage treatment combines 5 different massage therapies. Here is a brief introduction and overview of each phase.

PHASE 1 IS FOCUSED ON THE RECUPERATION OF THE NERVOUS SYSTEM.

We want to make sure the guest is fully and completely relaxed and the nervous system is in the recuperation-response mode. This will enable the skin to obtain the maximum benefits from the Green Science products that have been applied. Through performing gently effleurage movements, we cover and stimulate the trigeminal nerve centers of the face consisting of the ophthalmic, mandibular and maxillary branches.

PHASE 2 IS FOCUSED ON OPENING THE ENERGETIC CENTERS OF THE FACIAL REGION.

By activating the master acupoints, we open up and improve the proper flow of energy to the entire facial region. Stagnant energy reflects negatively in our sense of well-being and affects the skin's appearance in the form of premature aging such as lines, wrinkles and other common skin imbalances. A balanced state is achieved when the energy is flowing freely throughout the entire body.

PHASE 3 IS FOCUSED ON THE LYMPHATIC SYSTEM.

By stimulating the lymphatic regions at the base of the clavicle, where the lymphatic system of the face and head begin, we help to optimize the flow of lymphatic fluid. Lymphatic fluid is responsible for the removal of wastes, toxins and impurities from the skin — as well as the body.

PHASE 4 IS FOCUSED ON THE CIRCULATORY AND MUSCULAR SYSTEMS OF THE FACE AND NECK REGIONS.

We use the thenar eminence, the fatty part of the thumb to do the majority of the massage work in this phase because of the large surface area it will cover. It brings more blood flow to the face, neck and décolleté regions resulting in better nourishment to the skin. This phase of the massage is designed to increase circulation and exercise the major muscular regions of the entire face and upper body.

PHASE 5 IS FOCUSED ON THE CONNECTIVE TISSUE.

As we age, the connective tissue becomes fused together in a bundle-like fashion and the skin begins to lose its elasticity, sag, line and wrinkle. This very specific skin “lifting, rolling and smoothing” massage technique targets the lines and wrinkles and is designed to help “unbind” the collagen and elastin fiber bundles. The skin appears smoother, plumper and more youthful.

Once the technique is mastered, the technique can be adjusted, depending on the depth and direction of the deeper lines and wrinkles.

Refer to the “Additional Techniques” section on page 46 for instructions on performing these in-depth techniques for specific problem areas around the eyes, lips, neck and décolleté regions.

KEY POINTS REGARDING THE GREEN SCIENCE™ SKIN-RENEWING TREATMENT SERIES:

For best results, we recommend a weekly treatment series consisting of 4 treatments. As the guest returns for her subsequent Green Science Skin-Renewing Treatments, be sure to check records from the previous treatments. Document which aromas were chosen and how the skin responded. Be sure to record progress and make notes of any challenges that arise with each visit. Consider sending a thank you note to your guest when she returns, letting her know you appreciate her business. The Aveda Spa Specialist in your area can assist you with other business-building ideas that will help you retain your customers and grow your business.

GREEN SCIENCE™ SKIN-RENEWING TREATMENT



**1 Aveda Greeting
(Guest Service Coordinator)
Aveda Pre-Spa Experience**

- Reserve the appointment.

Aveda Spa Transition

- Welcome the guest.
 - Offer a beverage.
 - Conduct the initial consultation.
- Prepare the Aveda Guest**
- Take guest on a salon/spa tour.



**2 Analysis and Consultation
Consult (5 minutes)**

- Apply warm, aromatic steam towels on the feet with compressions.
- Conduct the initial skin consultation.
- Introduce the treatment experience.
- Perform an Aroma Sensory Journey.



**3 Treatment and Activity
Consult (2 minutes)**

- Ensure guest's comfort.
- Perform the Opening Ritual by placing 1–2 drops of the chosen aroma onto your wrists.
- Invite the guest to take several deep breaths inhaling her chosen aroma as you unfold a warm, moist towel and slide one end underneath her neck.



- 4**
- Wrap the ends of the warm, moist towel around the shoulders and décolleté. Perform compressions and press the shoulders back and down, using the towel to warm the tissues.
 - Transition the towel to gently stretch the neck along the occipital ridge region which will assist in the release of built-up tension and stress in the neck and shoulder region.



**5 Cleanse (3 minutes)
Consult (2 minutes)**

- Remove eye makeup using the Pure Comfort™ Eye Makeup Remover and moistened cotton pads.



- 6**
- Remove lip makeup using Beautifying Composition™ and moistened cotton pads.



- 7 • Cleanse the skin using Botanical Kinetics™ Purifying Creme Cleanser (customized option: use vaporized steam during the cleansing process).



- 8 • To remove cleanser, apply 1–2 drops of the guest's chosen aroma to your wrists or onto the warm, moist towel, face cloth or Aveda Shabby (customized option: remove vaporized steam).
• Apply the folded warm, aromatic towel to the décolleté and shoulder region. Perform several compressions in these areas.



- 9 • Drape the folded towel up over the face.



- 10 • Perform several more compressions covering the entire facial region.



- 11 • Using circular finger compressions, focus on specific areas of tension in the face such as the jaw, perimeter of the face, the zygomatic arch and hairline. Follow with a few more compressions. Begin the removal process, working systematically from the forehead down to the décolleté.



- 12 • Remove all cleanser across the décolleté from side to side.



- 13 • Finish by using the towel loosely rolled across the entire neck area.



- 14 **Treat (1 minute)**
- Protect the eyes and spray the skin with the Botanical Kinetics™ Skin Firming/Toning Agent to replenish skin hydration and neutralize any remaining cleansing activities.



- 15 • Blot with a cotton pad or facial tissue.



- 16 **Analyze (2 minutes)**
- Complete the skin analysis using a Dermascope.



- 17 • Confirm customized treatment focus and objectives.
- Use hand-held mirror to confirm areas needing special attention.



- 18 **Refine (13 minutes)**
- Apply the Tourmaline Charged Radiance Masque with Aveda Masque Brushes.



19 • Cover the eyes and position the vaporized steam.



20 • Leave the masque and vaporized steam on the skin for 10 minutes.
 • Manipulate the masque with the brushes for several minutes.
 • Perform a scalp and/or foot massage for the remaining 10 minutes.
 Or perform the Skin-Renewing Hand Treatment for the entire 10 minutes using the Perfecting Plant Peel™ Thermal Masque.
 • Remove all traces of the masque after 10 minutes.



21 • Apply 1–2 drops of the guest's chosen aroma to your wrist or onto a face cloth or Aveda Shammy.
 • Fold the prepared face cloth diagonally into a triangular shape.
 • Slide the warm face cloth from the guest's shoulder up the neck and into place covering one-half of the face.



22 • Use compressions to press the warm face cloth into the skin. Make sure to focus on the 2 acupoints, under the lower lip at the midline and at the bridge of the nose.



23 • Anchor the face cloth at the chin. Use your other hand to remove all traces of Tourmaline Charged Radiance Masque from the skin by working from the forehead down one-half of the face.



24 • Turn the face cloth inside out. Repeat the process on the other side.



25 • Finish by using the face cloth loosely rolled across the entire neck.



26 • Protect the eyes and spray the skin with Botanical Kinetics™ Skin Firming/Toning Agent to replenish skin hydration and neutralize any remaining exfoliating activities.



27 • Blot with a cotton pad or facial tissue.



28 **Treat (5 minutes)**
 • Apply Green Science™ Line Minimizer to one targeted lined or wrinkled area at a time. Begin with the forehead region. The Line Minimizer is easily absorbed and the skin will be too “dry” to perform the technique correctly if applied over the entire face.

“Push-Pull” Technique

Manipulate Line Minimizer into the skin, in the direction of the lines and wrinkles, “pushing” and “pulling” gently with your fingers positioned in opposite directions, infusing the product deep into skin. With the middle finger of the dominant hand, press the product into the skin while the index and middle fingers of the opposite hand provide support to the skin. Cover each area first by “pushing” the product into the skin, then, using a similar movement in the opposite direction, “pull” the fingers using a lighter pressure to smooth the skin and warm up the tissues preparing the skin for the 5-Phase massage treatment. Pressure is not deep, but is very specific, as if you are “forcing” the product deep into the pores.



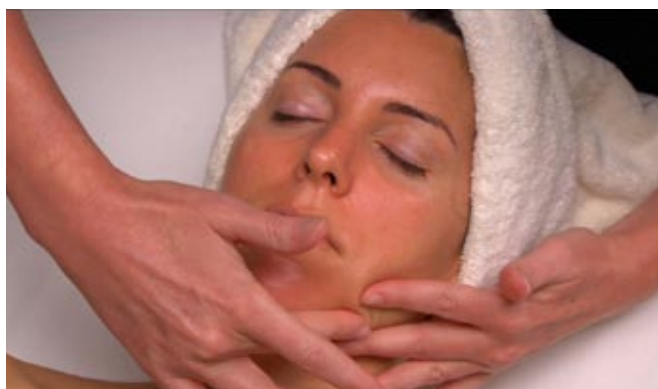
29 • Apply Green Science™ Line Minimizer to the forehead region using the “push-pull” technique.



30 • Apply Line Minimizer around the eye region and manipulate the product into the skin using the “push-pull” technique. Use caution around the delicate eye area. Adjust the pressure and slow the rhythm to reflect skin sensitivity in this region of the face.



31 • Apply Line Minimizer to the cheek region using the “push-pull” technique.



32 • Apply Line Minimizer to the chin region using the “push-pull” technique.



33 • Apply Line Minimizer to the nasal labial fold region using the “push-pull” technique.



- 34 • Apply Green Science™ Line Minimizer to the neck region. Begin at the base of the clavicle, working up the neck from side to side. Focus on visible lines. Continue on the other side of the neck, using the “push-pull” technique.



- 35 • Apply Line Minimizer to the décolleté region.
• Complete this element of the treatment by lightening your pressure and gently lifting off the skin.



- 36 **5-Phase Massage Treatment (20 minutes)**
• Apply a generous amount of Green Science™ Masque-Age™ to the center of the forehead. Smooth product down both sides of the nose, around the eyes, across the cheeks, chin, jaw-line, neck and décolleté.



37



38 • Continue to smooth Masque-Age evenly until all areas are thoroughly covered.



39



40 **Phase 1 Massage Focus: Recuperation of the Nervous System**
 • Begin by interlacing your fingers slightly above the midline of the forehead. Use the entire flat surface of the palms and fingers. Gently make contact with the skin and effleurage across the forehead outward toward the temples. Repeat this movement several times.



41



42 • Continue the massage by positioning your interlaced fingers slightly above the central region of the face. Spread your fingers and make contact with the skin, covering the entire central region of the face. Effleurage across these zones to the mid-point, in front of the ears. Repeat this movement several times.



43



44 • Gently cup the chin region with your interlaced fingers as you effleurage outward toward the earlobes. Include the upper and lower regions of the jaw covering the entire jaw line. Repeat this movement several times.



45



46 • The final movement in the series focuses on the neck region. Perform light effleurage strokes from the midline out and slightly upward toward the corner of the jaw. Repeat this several times.



47



48 Phase 2 Massage Focus: Opening the Energetic Centers

- Begin activating the master acupoint series of the face by anchoring your thumbs at the top of the forehead, at the midline. Position your index fingers at the Bladder 2 acupoints located at the medial ends of the brows. Activating these acupoints improves energy flow to the eye area.



- 49 • Place the middle fingers on the Large Intestine 20 acupoints, located at the flare of the nostrils on both sides. Activating these acupoints brings energy into the mid-facial region.



- 50 • Place one finger on top of the other on the Conception Vessel 24 acupoint, located just below the lower lip. This ensures that energy is flowing into the lower regions of the face.



- 51 • Anchor your middle fingers underneath the jaw at the midline. In a fan-like movement, open your hands and pivot along the jaw to transition back up to the frontal region.



- 52 • Continue activating these master acupoint series using a medial rhythm and flow to the movements. Repeat several times.



53



- 54 **Phase 3 Massage Focus: Stimulating the Lymphatic System**
- Begin by gently resting your hands at the hollow of the clavicle. Directionally pump under the hollow of the clavicle several times toward the sternal-notch to effectively clear accumulated impurities. This action assists the lymph nodes to accommodate increased lymphatic flow.



55 • Reposition your hands and continue to pump, clearing the entire clavicle region.



56 • Transition your hands to the base of the neck. Continue to gently pump down the sides of the neck toward the clavicle. Continue to clear the clavicle region.



57 • Transition your hands to the back of the neck behind the ears where the parotid and "waterwheel" lymph nodes are located.



58 • Using gentle, circular, downward pumping movements, transition your hands to clear the clavicle region.



59 • Move your hands to the front of the ears, using the pads of your fingers. Perform several gentle, circular pumping movements, stimulating the lymph nodes in front of the ears.



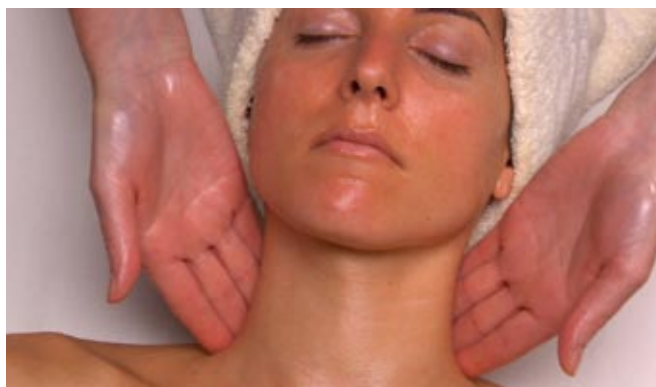
60 • Gently pump down the sides of the neck and clear the clavicle region.



- 61 • Move your hands to the back of the ears, using the pads of your fingers. Perform several gentle, circular pumping movements, stimulating the lymph nodes.



- 62 • Gently pump down the sides of the neck and clear the clavicle region.



- 63 • Continue to gently pump down the sides of the neck and clear the clavicle region.



- 64 • Repeat these movements a minimum of 3 times to completely clear the clavicle region.



65 Phase 4 Massage Focus: Stimulating the Circulatory and Muscular Systems

- Begin massaging the neck region, using the thenar eminence of both your hands. Massage up either side of the center of the neck and down the sides of the neck making a complete circle with your thumb area. Emphasize most of the pressure on the upward movements and very little pressure on the downward movements. The movement is very simple and its effectiveness lies in the constant repetition, until the skin is warm to the touch. This shows increased circulation.



66



67



68 • Transition your thumbs to clear the clavicle region on either side of the sternal-notch several times between the repetitions.

- Transition to the décolleté region. Slide on both sides simultaneously from the midline of the body outward toward the auxiliary region. Using both thenar eminences, massage with a rhythmic sliding movement, spending more time on the outward slide and less on the return to the starting position. Cover the entire décolleté region in this manner. When the skin is warm to the touch and looks pink or rosy, move on to the neck region.
- Transition upward, using the thenar eminences. Massage the maxillary area vigorously, with back and forth sliding strokes over the lower jaw. The pressure emphasis is on the upward stroke and not on the return movement.



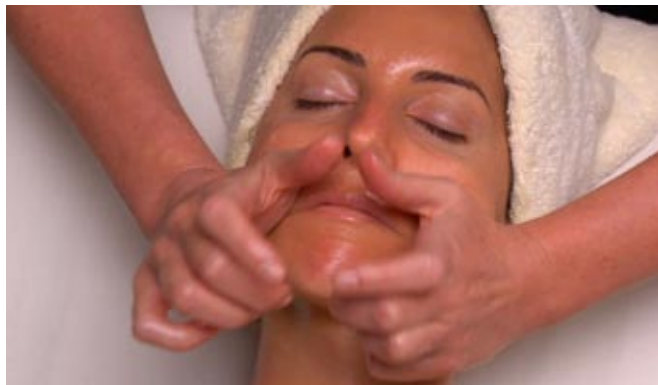
69 • Transition to the chin and upper jaw. Use the same back and forth sliding movements with the thenar eminence of both hands. The pressure emphasis is again focused on the upward movement.



70 • Continue the same back and forth sliding movements up the face, along the sides of the mouth and lower cheek areas.



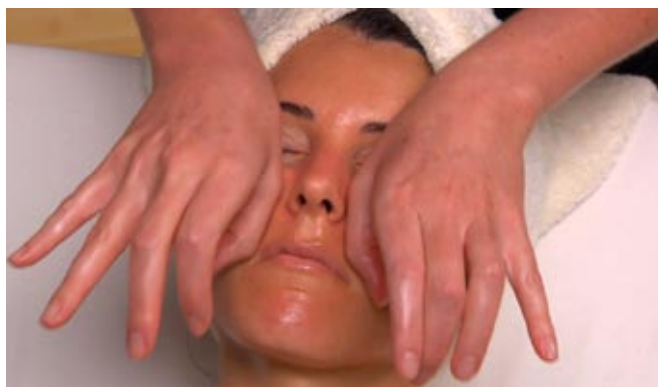
71 • When you reach the zygomatic arch, use your thumbs to slide back and forth underneath the bone of the zygomatic arch and in front of the ears, as if to “anchor” there. Perform this movement several times.



72



73



74 • Slide back and forth from the bridge of the nose down the nasal labial fold, using much less pressure.



75 • Transition the friction sliding massage movement following the orbital bone and upper cheek areas.



76 • Alternate between these two movements intermittently until you feel the skin temperature increase.



77 • Focusing on one eye at a time, simultaneously massage above and below the eyes using your middle and ring fingers. Make sure to emphasize the pressure on the upward movements.



78



79



80 • Alternate your middle fingers as you massage upward following the outside curve of the orbital bone. This is the region where the deepest lines and wrinkles tend to form.



81 • Repeat the same sequence on the other eye.



82 • Transition your hands to the forehead. Focus on one side at a time, using the thenar eminence of one hand to firmly massage in a sliding movement over each side of the frontal region. Focus your action on the parallel direction of any lines and wrinkles in the forehead region.



83 Phase 5 Massage Focus: The Connective Tissue

- Point the index or middle fingers of each hand in the opposite direction, perpendicular to the lined area you are targeting.
- Begin with several movements that “lift and roll” the skin from its underlying structure working perpendicular to the lined area. Repeat this movement a minimum of 3–4 times.



84 • Next, return to the starting position. Perform the “smoothing” effleurage stroke across the lined area.



85 • Follow the same “lift and roll” technique in a parallel direction over the same lined area. Repeat 3–4 times over the same area for best results.



86 • Return to the starting position. Perform the “smoothing” effleurage stroke across the lined area.



87 • Move from one side of the face to the other side systematically.



88

Area of Focus

- Move to the determined focus area, performing the sequenced techniques until you have covered the entire region moving from one side to the other side of the face systematically.

- Remove all traces of Green Science Masque-Age from the face, neck and décolleté using a warm, moistened aromatic face cloth or Aveda Shabby. The face cloth should not be too hot at this point in the treatment.



89 • Slide the face cloth from the guest's shoulder up the neck and into place covering one-half of the face.



90 • Use compressions to press the warm face cloth into the skin. Be sure to focus on the 2 acupoints, under the lower lip at the midline and at the bridge of the nose.



- 91 • Anchor the face cloth at the chin. Use your other hand to remove all traces of the Green Science Masque-Age™ from the skin. Work from the forehead down on one-half of the face.



- 92 • Turn the face cloth inside out. Repeat the process on the other side.



- 93 • Finish by using the face cloth loosely rolled across the entire neck.



- 94 **Treat (1 minute)**
- Protect the eyes and spray the skin with Botanical Kinetics™ Skin Firming/Toning Agent. This replenishes skin hydration and assists with the application of the remaining Green Science products.



- 95 **Moisturize/Protect (5 minutes)**
- Apply Green Science™ Lifting Serum to sufficiently cover the décolleté, neck and facial regions.



- 96 • Lightly sweep your hands over the 3 regions, smoothing the product evenly over the skin.



97



98



99 • Revisit the 3 regions, beginning at the décolleté. Infuse the product deeper into the skin with gentle, effleurage movements.



100



101



102 • Gently apply a small amount of Green Science™ Firming Eye Creme to the skin around both eyes. Follow the orbital bone structure.



103 • Using your ring and middle fingers, smooth Green Science™ Firming Eye Creme around both eyes.



104 • Massage Firming Eye Creme into the skin using a sliding effleurage movement. Follow the orbital bone region. Take care not to work too closely to the eyes. This action will ensure the product is completely penetrated into the skin of the eye region.



105 • Next, apply Green Science™ Firming Face Creme, using a press and slide movement. Cover the décolleté, neck and facial regions.



106 • Effleurage the hands across the décolleté, neck and face to smooth the creme evenly.
• Perform a lift, hold and release technique to all 3 regions to ensure product absorption.



107



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113

- If the facial is performed during the day, apply Dual Nature™ Face Protection SPF 15. Dual Nature provides skin protection in two ways: it protects from immediate sun damage and from long-term environmental assaults. With continuous use, it helps protect skin against signs of premature aging.



- 114** • Perform the Closing Ritual by adding 1–2 drops of the guest's chosen aroma to the palms of your hands or wrists. Position your hands above the central region of the guest's face.



- 115** • Ask the guest to take several deep breaths becoming aware of her surroundings which helps to transition back from a deep state of relaxation.



- 116 Finishing (3 minutes)**
• Confirm the guest's positive experience using a handheld mirror.



- 117** • Perform the Finishing Touch for makeup, hair and aroma.



- 118** • Perform several compressions over the scalp while removing the protective head wrap.



119



120



121

Completing the Experience (Guest Service Coordinator)

- Assist the guest in completing the transaction.
- Reserve the treatment series appointments.
- Schedule a follow-up call.
- Send a thank you note.

Additional Techniques to Further Customize the Green Science™ Skin-Renewing Treatment

Introduction

Each one of these additional massage and exfoliation techniques can be used to further customize the 60-minute Green Science Skin-Renewing Treatment service. They can be positioned as the primary focus in a 30-minute service or be positioned in a 90-minute customized treatment when more than one area of aging skin needs to be addressed. You will be able to incorporate more stress recovery techniques into a 90-minute service such as a longer scalp and foot massage or integrate a longer Opening Ritual such as the Balancing Movements.

The best approach is a combination of the most effective and efficient techniques needed to address specific individual needs of the guest. Each Green Science Skin-Renewing Treatment is unique and will always reflect the ever-changing needs of the skin as it continues to improve.

The eye, lip, neck and décolleté focus massage treatments detailed are all performed after the skin has been properly cleansed, toned and exfoliated. They are performed after the Green Science™ Line Minimizer has been applied, using the “push-pull” technique. It is followed by the application of Green Science™ Masque-Age™.

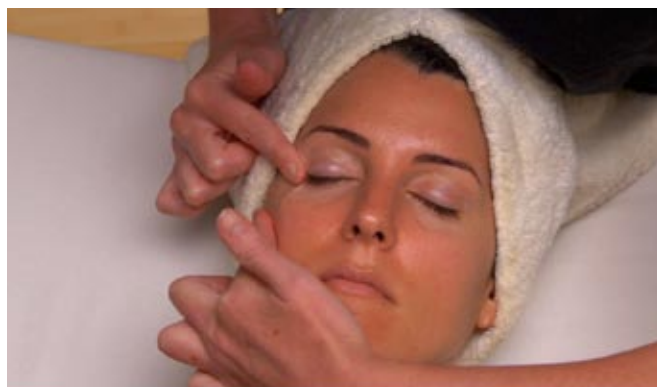
Green Science™ Skin-Renewing Eye Area Treatment

This unique “lifting and rolling” aspect of the massage helps increase blood circulation to the eye area which typically starts to show the first signs of aging. “Smoothing” the area afterward increases product penetration and allows for maximum absorption into the delicate skin tissue.

In addition, this technique will help increase the release of excess fluids built-up around the eyes and visibly diminish dark circles. The contrast between temperatures will excite the delicate skin tissue, enhancing the circulation. This action brings needed nourishment to the area.



- 1 • Begin the Eye Focus by using your two index fingers, each pointing in opposite directions.
- Moving perpendicular to the lined area of the eye, begin to gently “lift and roll” the skin very slightly between the two fingers using a light pressure.



- 2 • Repeat the movement a minimum of 3 or 4 times covering the small area. Then go back to the starting point, using the same fingers. Follow the curve of the eye area using a light, “smoothing” effleurage technique over the area.



- 3 • Return to the starting point again. This time perform the same technique, moving in the parallel, opposite direction of the lined area. “Lift and roll” the skin between the fingers a minimum of 3 or 4 times, covering the entire area.



- 4 • Return to the starting position using a “smoothing” effleurage technique.



- 5 • Continue these sequential techniques until all the lined areas around the eyes have been covered.



6 • Next, place two clean Aveda Masque Brushes into ice water.



7 • Massage the eye area around the orbital bone simultaneously with both brushes.



8 • Use the brushes with a light pumping, effleurage technique around the orbital eye region.



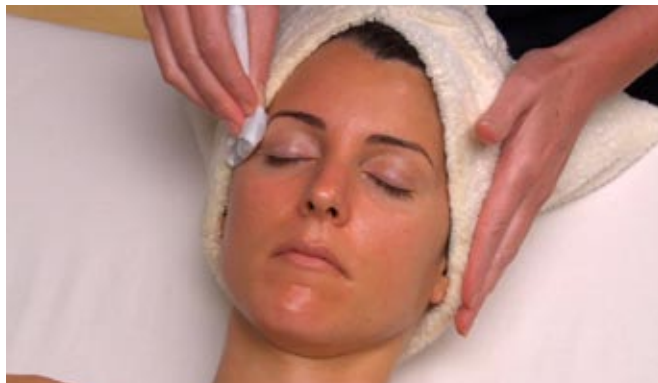
9 • Apply Green Science™ Eye Creme using gentle, circular effleurage movements. Follow the orbital bone.



10 • Complete the application with a light finger tapotement movement around the eyes, creating a gentle stimulation of the delicate skin tissue.
• Pause at the temples and lift off.



11 • Envelop a small, warm stone in a dry cotton pad. Create a flat bundle with the stone inside of the pad.



12 • Gently effleurage the orbital bone region with the cotton-pad bundle.



13 • Continue to effleurage the orbital bone region of both eyes using this contrast therapy approach.
• Complete the sequence by pausing along the middle of the hairline.
• Complete the remaining parts of the service.

Skin-Renewing Lip Treatment

Premature aging around the lip area is due to smoking, repeated pursing of the lips and un-moisturized lips. These factors contribute to the appearance of fine lines.

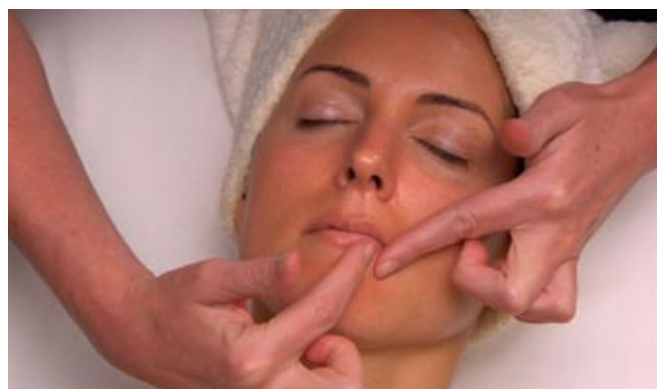
This treatment focus will help to minimize the visible fine lines and wrinkles around the mouth. It will also increase circulation to the lips making them appear fuller and plumper.



1 • Begin by exfoliating the lips.
• Dispense a very small amount of Lip Saver™ onto a disposable mascara wand.



2 • Using the mascara wand with Lip Saver, lightly brush back and forth over the entire lip area. The bristles of the brush are buffered with lip conditioner and will lift off dead, dull skin cells without irritating the lip area skin. This will increase circulation to the lips making them appear fuller and plumper.



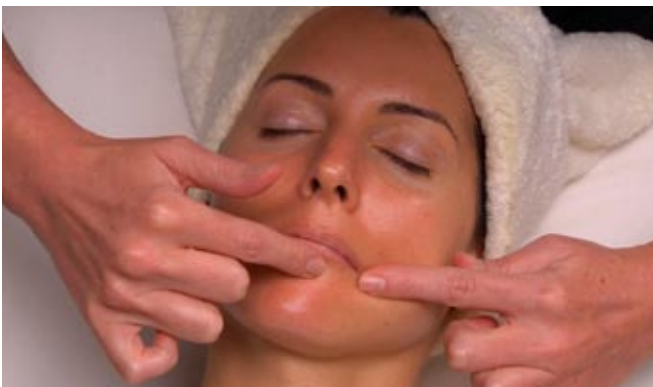
3 • Next, apply Green Science™ Line Minimizer at the lip line.
• Beginning at the lower lip, use your index fingers to “lift and roll” the skin of the lips, working perpendicular to the lip line. Repeat a minimum of 3 or 4 times, covering the entire area. This will dramatically increase circulation to the lip area.



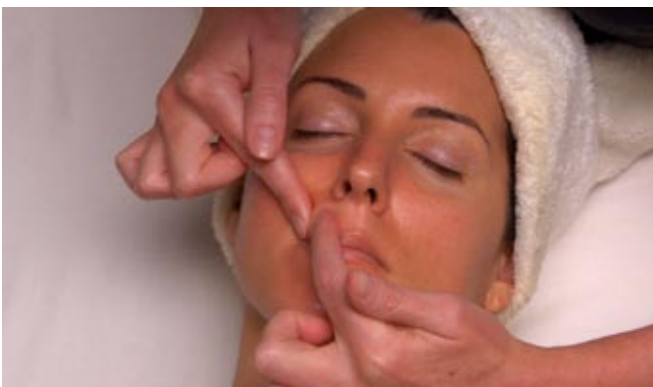
- 4 • After working in this manner along one area of the lip line, use the same index fingers to “smooth” the same area. This action helps with product penetration. It also allows nerve endings to recover from the sensation of intense massage.



- 5 • Return to the starting point again. This time perform the same technique moving in the parallel direction. “Lift and roll” the skin of the lips between the fingers a minimum of 3 or 4 times. Cover the entire area.



- 6 • Return to the starting position using a “smoothing” effleurage technique.



- 7 • Continue these sequential techniques until the entire lip line has been massaged.



- 8



9



10 • Complete the remaining parts of the service.

The Green Science™ Skin-Renewing Neck and Décolleté Treatment

The neck and décolleté show the signs of aging due to the constant exposure to the damaging effects of the sun. This area may need more time to be thoroughly treated. In addition to the powerful relaxing and rejuvenating effects of the massage, the “contrast therapy” approach using warm and cool stones will force a vaso-constriction of the blood vessels. This prevents the skin from overheating. The results can be compared to the benefits the body receives from exercise. Each element of the massage helps to ensure product penetration, soothes nerve endings and increases blood flow. This improves circulation, which delivers nourishment to the skin.



- 1 • Begin the Neck and Décolleté Skin-Renewing Treatment by using both index fingers positioned at the base of the neck.
- Begin working perpendicular to the lined areas. Lift the skin between both index fingers, one pointing upward and one pointing downward. “Lift and roll” the skin tissue up from the underlying structure. Repeat a minimum of 3–4 times.



- 2 • After “lifting and rolling” the skin tissue several times, use the index fingers to “smooth” the same area. While one finger is “smoothing” upward, the other is “smoothing” downward.



- 3 • Repeat the same technique going in parallel directions to the lined area, a minimum of 3–4 times.



4 • Follow the same “smoothing” technique over the entire lined area.



5 • Work gradually up the neck and back to the décolleté. Cover all of the lined or wrinkles areas of the neck and décolleté.



6 • Standing at the side of the guest, using both palms, slide one hand underneath the back of the guest at the level of the trapezius muscles.



7 • Using the other hand, slide simultaneously across the top of the décolleté with the entire palm. This somewhat rapid technique is a sliding movement “lifting” the skin upward as you move. It is as though you are enfolding the guest in a sliding side hug.



8 • Using two large, warm and flat basalt stones securely positioned in the palms of your hands, begin to effleurage the décolleté region. Move from the midline out toward the axillary region.



9



- 10** • Repeat each movement several times covering both sides.
 • Transition to the trapezius by sliding around the shoulders. Massage over the trapezius region and the back of the neck with the two warm stones.



- 11** • Position the stones on either side of the neck base, along the trapezius to complete the warm stone sequence.



- 12** • Continue the contrast therapy by covering the same areas with a cold stone. Follow the same technique.



- 13** • Complete the neck and décolleté focus with another round of massage using large, warm and flat basalt stones. This ensures that the entire Green Science™ Masque-Age™ product has penetrated the skin. The benefits are delivered deep into the pores for rejuvenation of the skin.



- 14** • Remove all traces of Green Science™ Masque-Age from the face, neck and décolleté using a warm, moistened aromatic face cloth or Aveda Shammy. The face cloth should not be too hot at this point in the treatment.



- 15 • Use compressions to press the warm face cloth into the skin. Be sure to focus on the 2 acupoints, under the lower lip at the midline and at the bridge of the nose.



- 16 • Anchor the face cloth at the chin. Use your other hand to remove all traces of Masque-Age by working from the forehead down on one-half of the face.



- 17 • Turn the face cloth inside out. Repeat the process on the other side.



- 18 • Finish by using the face cloth loosely rolled across the entire neck.
• Complete the remaining parts of the service.

The Green Science™ Skin-Renewing Hand Treatment

This area is continually exposed, usually without adequate protection, to the harmful effects of the sun and other environmental factors. The Skin-Renewing Hand Treatment is based on the biochemical exfoliation of the skin covering the hands. It can also be used on the forearms, if sun spots are evident. We recommend the use of the Perfecting Plant Peel™ as your exfoliation of choice. We also recommend a small add-on charge to cover the additional product cost. When integrating this focus in a facial service, exfoliate the hands at the same time you are exfoliating the face, neck and décolleté areas.

Perform the following protocol on both hands simultaneously.



- 1 • Evenly mist the hands with Perfecting Plant Peel™ Activating Spray.



- 2 • Apply Perfecting Plant Peel™ Thermal Masque to the back of the hands and back of the fingers.



- 3 • Massage Thermal Masque into the skin with circular movements. These movements generate warmth.



- 4 • Leave Thermal Masque activated on the skin for 10 minutes.
• Perform a scalp or foot massage during this time.
• After 10 minutes, mist the hands again with Activating Spray.



- 5 • Gently massage for 1 minute, creating a second burst of warmth.



- 6 • Wrap 1 hand with a cool, moist towel or Aveda Shammy.



- 7 • Press the towel into the skin and perform several compressions over the towel or Shammy.



- 8** • Remove Thermal Masque from hands by firmly holding the cloth and pulling it toward you.



- 9** • Fold the towel and wipe any remaining Masque from the hand.
• Repeat the same process on the other hand.
• Spray the hands with Activating Spray a third time. Press the spray into the skin until absorbed.



- 10** • Next, apply a small amount of Green Science™ Line Minimizer to the back of the hands and fingers. You may use a Masque Brush for this process.
• For a warm application, place a few pumps of Line Minimizer onto a warmed basalt stone placed into a dish. Wipe the Masque Brush across the stone then onto the skin.



- 11** • Next, apply a generous amount of Green Science™ Masque-Age™ to one hand and arm.



- 12** • Place the guest's hand in between your hands to begin the massage.



- 13** • Flex the wrist and stretch the hand several times.



14



- 15 • Using the palms of your hands, massage down the forearm with circular movements.



- 16 • Continue with back and forth friction movements up and down the arm using your palms. This assists with product penetration and increases circulation.



- 17 • Firmly press, release and slide up the central region of the arm to the elbow. Follow with a firm effleurage stroke in the same central region of the arm.



- 18 • Slowly effleurage, sliding off at the hand to complete the massage sequence.



- 19 • Remove any excess Masque-Age™ with a warm, moist towel.
• Apply the towel to the entire length of the arm and hand. Perform several compressions down the arm. Grasp the towel at the hand and slide the towel down the arm to the hand. Turn the towel over and wipe down the arm again.



20



21 • Fold the towel over the hand. Perform several compressions and slide the towel off the hand to complete the towel removal sequence.



22 • Using the dry towel from underneath the arm, repeat the same sequence. Remove any remaining moisture from the skin.
• Place the hand and arm back under the sheet to complete the treatment.
• Repeat the Green Science™ Masque-Age™ sequence to the other hand and arm.
• Complete the remaining elements of the service.

The Perfecting Plant Peel™ Treatment

The Perfecting Plant Peel™ Treatment is a two-step process consisting of the Perfecting Plant Peel Activating Spray and Thermal Masque.

The Activating Spray contains argan leaf extract and organic aloe vera to help eliminate the irritation and redness typically associated with other peel treatments. Perfecting Plant Peel contains potent ingredients that are plant-based for maximum exfoliation without irritation.

While Perfecting Plant Peel is activated on the skin for 10 minutes, you have several options for this time with your guest. The first option might be massaging the scalp region, beginning with the occipital ridge using a pressure point technique and then working up to the hairline. Stop to massage the ears along the way. The other options might include the Serenity or foot massage. All are good options. It is most important to stay present with your guest, focusing your positive intention toward the renewal of the skin.

If, during your consultation, the guest has advised you that her skin is sensitive, you may use cool, moistened cotton pads or the Aveda Shammy instead of a face cloth or towel to remove Perfecting Plant Peel from the skin.

After the process, point out that her skin is smoother, retexturized and refined with more even tone. Pores are also minimized. All without visible signs of redness or irritation.



- 1
 - After cleansing the skin, begin the exfoliating process by covering the guest's eyes completely with moistened eye pads.
 - Spray the face, neck and décolleté evenly with Perfecting Plant Peel™ Activating Spray.



- 2
 - Apply the Perfecting Plant Peel Thermal Masque with your fingers to the areas needing exfoliation. Include the décolleté, neck and facial areas.



3



- 4
 - Massage the Thermal Masque into the skin with fluid, circular movements. Glide from one area to the next to generate warmth.



- 5
 - Work from the décolleté, up the neck. Massage from the jaw line up the face to the forehead.



- 6 • Leave Masque on the skin for 10 minutes.



- 7 • After 10 minutes, keeping the eyes covered completely, spray the face, neck and décolleté evenly with Activating Spray.



- 8 • Gently massage all 3 regions for 1 minute, creating a second burst of warmth.



- 9 • Remove Thermal Masque from the skin by using a warm, moist aromatic face cloth or Aveda Shammy.
• Apply 1–2 drops of the guest's chosen aroma to your wrist or onto a face cloth or Aveda Shammy.
• Fold the prepared face cloth diagonally into a triangular shape.



- 10 • Slide the warm face cloth from the guest's shoulder up the neck and into place covering one-half of the face.



- 11 • Use compressions to press the warm face cloth into the skin. Be sure to focus on the 2 acupoints, under the lower lip at the midline and at the bridge of the nose.



- 12 • Anchor the face cloth at the chin. Use your other hand to remove all traces of Thermal Masque from the skin by working from the forehead down one-half of the face.



- 13 • Turn the face cloth inside out. Repeat the process on the other side.



- 14 • Finish by using the face cloth loosely rolled across the entire neck.



- 15 • Cover the eyes completely and spray the skin with Activating Spray for a third time. Press the Activating Spray into the skin until absorbed.



- 16 • Mist the skin with Botanical Kinetics™ Skin Firming/Toning Agent, treating the skin with additional hydration. Leave the excess hydration on the skin to assist with penetration of the remaining products.



- 17 • Complete the remaining elements of the service.

Botanical Skin Resurfacing Treatment

Introduction

The Botanical Skin Resurfacing Treatment is Aveda's natural alternative to microdermabrasion. It features the Tourmaline Charged Radiant Skin Refiner. Unlike the aggressive microdermabrasion approach, we are able to achieve similar results by manually manipulating the Skin Refiner on the surface of the skin using the esthetician's hands.

This is a more cost effective approach to refining and retexturizing the skin and is much more pleasant to experience from the guest's perspective. The results speak for themselves. Individuals who participated in the study preferred the manual resurfacing of their skin versus the microdermabrasion machine approach.

Chemical peels and microdermabrasion are two of the most popular non-surgical cosmetic procedures addressing skin aging. Aveda now offers two results-orientated natural alternative treatment approaches to these two cosmetic procedures. The Perfecting Plant PeelSM Facial Treatment and the Botanical Skin Resurfacing Treatment.

The Perfecting Plant Peel Facial Treatment has been proven in clinical testing to perform like a 30% glycolic peel, without the associated redness and irritation. The Perfecting Plant PeelTM Activating Spray and Thermal Masque refine the skin as an alternative to the chemical approaches.

The Botanical Skin Resurfacing Treatment has been proven to have similar results to microdermabrasion without the high levels of redness and irritation. The Tourmaline Charged Radiance Skin Refiner refines the skin through mechanical manipulation. Both of these natural alternatives effectively address skin texture, smoothness, fine lines and wrinkles, age spots and clarity and tone.

You have the option to position both of these services in a 30-minute time frame and in a series giving you the opportunity to compete with other non-surgical cosmetic procedures. In addition, you can expand those services to fit a 60- or 90-minute time frame. This allows time for additional products and techniques for an enhanced approach to focus on skin and stress recovery.

These two skin rejuvenating services give you the results you are looking for without jeopardizing the integrity of the skin or the comfort of your guest. Either the Perfecting Plant Peel Activating Spray and Thermal Masque or the Tourmaline Charged Radiant Skin Refiner can be incorporated into the Green ScienceTM Skin-Renewing Treatment as a customized option during the "refine" step of the procedure. Based on your consultation and skin analysis, you determine which refinement option is best-suited for your guest's Elemental Nature.SM

Botanical Skin Resurfacing Treatment using the Tourmaline Charged Radiant Skin Refiner

- Apply a thin layer of Tourmaline Charged Radiant Skin Refiner to the skin needing exfoliating, one small area at a time.
- Allow the Radiant Skin Refiner to "set" for a moment by letting it dry.
- When dry, secure a small section of skin with one hand. Using the entire length of the middle and/or ring fingers of the other hand, begin to slide back and forth across the Radiant Skin Refiner on the skin.
- Continue this movement until the Radiant Skin Refiner begins to "roll" off the skin. Almost all the product will be sloughed off by the time you're finished.
- Continue to follow this technique protocol to resurface the rest of the face, neck and decollete.
- Apply a generous amount of Beautifying CompositionTM to the skin.
- Work it into the skin using circular movements, lifting any remaining Radiant Skin Refiner from sticking to the skin.
- Completely remove the Radiant Skin Refiner by using a moist cotton pad, face cloth or towel.
- Continue on with the rest of the Green ScienceTM Skin-Renewing Treatment.

GREEN SCIENCETM SKIN-RENEWING TREATMENT MENU DESCRIPTION

This unique rejuvenating facial experience harnesses the powerful high-tech plant technology of Green Science and combines it with high-touch skin therapy to renew, repair and regenerate your skin. Clinically proven to lift and firm the skin, reduce fine lines and wrinkles, improve skin's smoothness, tone and clarity, and significantly improve skin's barrier strength while reducing the appearance of age spots.

An unique aspect of this service evolves around skin refinement, skin nourishment and skin regeneration. Aveda's signature 5-Phase Massage treatment is a unique experience that combines a multi-layered approach to performing several different types of massage techniques with other innovative techniques resulting in a firmer, more youthful complexion and appearance.

The treatment is customized focusing on the areas you tell us need the most attention. For the most noticeable results, we recommend a series of 4 weekly treatments, followed by monthly maintenance facials that preserve skin improvements.

For convenience, 3 time frames are available:

30 min

60 min

90 min (ideally recommended for the first visit)

GREEN SCIENCE™ SKIN-RENEWING TREATMENT COST PER APPLICATION

	Total Salon Cost per application
Lifting Serum Backbar	\$ 0.67
Eye Creme Backbar	\$ 0.35
Face Creme Backbar	\$ 0.28
Line Minimizer Backbar	\$ 5.63
Masque-Age™ Backbar	\$ 1.26
Botanical Kinetics™ Purifying Creme Cleanser Backbar	\$ 0.15
Botanical Kinetics™ Skin Firming/Toning Agent Backbar	\$ 0.21
Tourmaline Charged Radiance Masque Backbar*	\$ 0.49
Perfecting Plant Peel™ Activating Spray Backbar*	\$ 0.97
Perfecting Plant Peel™ Thermal Masque Backbar*	\$ 4.18
Total Cost of Service with Exfoliation Options:	
Cost of facial with TC Radiance Masque	\$ 9.04
Cost of facial with PPP	\$13.70
Cost of Perfecting Plant Peel alone	\$ 5.15

* Service would include either Tourmaline Charged
Radiance Masque OR Perfecting Plant Peel



AVEDA

INNER LIGHT

shimmer accents/
accents chatoyants
FOR FACE AND DÉCOLLETÉ/
POUR LE VISAGE ET LE DÉCOLLETÉ

1 fl oz/oz liq/30 ml e



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MAKEUP CONNECTION

Beautiful-looking skin can exist at any age. The effects of time may be more visible on the skin when we are older, but this is when skin care and makeup can be most beneficial to create a radiant, youthful complexion.

COMPLEXION

One of the reasons for applying complexion products is to create a balanced, healthy-looking complexion.

Consider the condition of the skin when choosing complexion products. This will help determine the amount of coverage needed. Individuals with few skin challenges will need less coverage than those with issues such as excessive discoloration or blemishes.

Also consider the skin's Elemental Nature™ when making recommendations. This will help to determine product finish and texture needed.

For example, individuals with a Water/Earth (normal to oily/acne) Nature may prefer powder complexion products to combat oiliness. An individual with an Infinity/Air (normal to dry/dehydrated) Nature may opt for the hydrated, dewy finish of a liquid foundation to balance dryness.

COMPLEXION WORDS TO KNOW

- Coverage** The amount of pay-off or color a product delivers. Sheer, medium or full.
- Sheer** Minimal coverage that allows natural skin to show through.
- Medium** Coverage that camouflages most imperfections while maintaining the appearance of natural skin.
- Full** Maximum coverage that minimizes imperfections, covering natural skin; opaque.
- Translucent** Coverage that is invisible on the surface of the skin.
- Finish** The appearance of a product on the skin. Often in reference to how much or how little shine is present. Dewy, satin/semi-matte or matte.
- Dewy** Finish with a visible shine on the surface of the skin. Skin looks luminous, not oily.
- Satin/
Semi-matte** Finish that eliminates shine on some areas of the complexion.
- Matte** Finish with little to no visible shine on the skin.

INNER LIGHT™ COMPLEXION PRODUCTS

Inner Light™ Concealer



1. In areas where textured skin is most obvious, avoid applying Concealer. Use exactly where discoloration exists only.
2. Apply Concealer after coverage from Liquid Foundation or Tinted Moisture for a lighter Concealer application.
3. Spot treat hyper-pigmentation with a Flax Sticks™ #8 Complexion Brush using Concealer shade that matches the even tones of the complexion.

Inner Light™ Liquid Foundation SPF 12



1. Properly moisturize the skin before applying Liquid Foundation.
2. Using the #8 Complexion Brush, first apply Liquid Foundation to areas where most coverage is needed. Then blend seamlessly to the rest of face.
3. Use minimal Inner Light™ Loose Powder to maintain a natural skin finish.

Inner Light™ Tinted Moisture SPF 15



1. Though a Complexion Brush can be used to apply this product, most guests will enjoy the convenience of using their fingertips.
2. This product provides sheer coverage. However more coverage can be obtained by applying product to desired area using a patting motion.
3. Can also be used for moisture and additional coverage before applying Liquid Foundation.

Inner Light™ Shimmer Accents



1. After a facial service, try brushing Shimmer Accents lightly onto the face using a Blush Brush for a luminous hydrated finish.
2. Use sparingly where obvious textured skin exists.
3. Don't forget, this product is great for the body too.

Inner Light™ Dual Foundation SPF 12



1. Apply Dual Foundation over the entire complexion with the Flax Sticks™ #10 Complexion Brush for full, seamless coverage.
2. Dual Foundation can be brushed over Liquid Foundation or Tinted Moisture for ultra silky complexion coverage.
3. Dampen a sponge with toner and pat onto the face for a more sheer application.

Inner Light™ Loose Powder



1. Ideal for creating longevity when used with creme products, but should be used sparingly on dry skin.
2. At the end of the entire makeup application apply loose powder using the #10 Complexion Brush, giving skin time to absorb moisture.

Inner Light™ Pressed Powder



1. Dust Pressed Powder over the entire complexion for sheer, weightless coverage.
2. Use Pressed Powder on a sponge between the Liquid Foundation or Tinted Moisture step, when used with Dual Foundation.

INNER LIGHT™ AND ELEMENTAL NATURE™

Infinity/Air

Balancing the complexions of these Natures requires techniques that leave the skin looking hydrated and luminous.

Fire

Balancing the complexions of this Nature may require techniques that provide coverage for visibly irritated skin.

Water/Earth

Balancing the complexion of these Natures should include techniques that minimize shine while maintaining the integrity of the skin.

BROWS

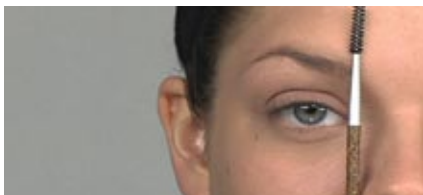
The signs of aging skin go beyond the obvious external manifestations of fine lines and wrinkles. It is important to consider the anatomical changes that aging skin undergoes in relationship to the skeletal structure of the face.

In women, the area between the eyebrows and the top of the nose (the glabella angle) decreases as the area under the rim of the eyebrows recedes. This causes sagging eyebrows and the appearance of deflated eyelid skin from younger ages to middle age.

The brows may show signs of hair loss, sparse from years of over-tweezing and change of hair color.

Where should brows begin?

- If brows are too far apart, the end of the nose will appear pinched. If brows are too close together, it creates a masculine look or a look of scorn. The end of the nose will also appear broader. In order to create the perfect eyebrow, follow these directions:
- Align a brush or pencil vertically from the inner corner of the eye to the outside edge of the nose. This is where the brow should begin. This dimension affects the relationship between the eyes and nose, so the width of the nose must also be taken into consideration. If the nose is broader, align the brush/pencil with the tip or ball of the nose instead of the outside edge. Otherwise you create a scowl and draw the eyes together.



Where should brows end?

- Align brush or pencil diagonally from the corner of the nose (the tip or ball, if broader nose) to outer corner of eye. This is where the eyebrow should end. If the brows are too short, the eye area will seem unfinished. If the brows extend beyond this dimension or too close to the eye, it will close the eye area.



Where should brows arch?

- Have the guest look forward. Place brush or pencil vertically along outer edge of iris and intersect the brow. This is the highest point of the eyebrows arch. If the arch is too close to the nose, the eyes will appear sad. The properly arched brow will open the eyes and create a glamorous symmetry and proportion.



How high or low should the brows be?

- When the brow is too high, it creates a look of surprise and gives the appearance that the eyes are smaller. Tweeze above the brow and fill in below.

- When the brow is too low, it creates a look of contempt and gives the appearance that the eyes are larger in proportion to the face. Tweeze beneath the brow and fill in along the upper contour of the brow. The actual facial anatomy and natural brow placement limits what you can alter.



How thick or thin should the brows be?

- Thicker brows seem more masculine and close to the eye area. Thinner brows will look hard, artificial or trendy; and make the face appear fuller. The width of the brow is determined by the individual's bone structure and size and the proportions of the facial features. Heavy bone structure allows for heavier brows. Delicate bone structure allows for thinner brows.

What should be done with hair between brows and hair line?

- Because excess hair can detract from the proportions of the facial features, remove by tweezing first to determine desired shape and dimensions of the brows. Then remove the remaining hair by waxing.

What should be done with inordinately long brow hairs?

- Long hair in the brows can detract from the balance and symmetry and can appear unkempt. To make the brow hairs more manageable, you can trim them to a workable length or use a product to hold brows in place.
- The best tools to trim brows are the brow brush and cuticle scissors. Brush brow forward to reveal the long brow hairs, and trim to achieve a layered effect. Trim cautiously, to avoid cutting holes into the brow or making them too short and bristly.



- Products to hold brows in place include: Witch Hazel Hair Spray, or Brilliant™ Retexturing Gel. Before finishing with a fixative, fill in any bare areas in the brow. Then, work fixative through brow with a brow brush. Brush against the growth pattern first to distribute product under the hairs where it is needed, not on top where it is ineffective. Then brush hairs into place, upward and outward, in shape desired.

Tips:

1. If brows are nonexistent, use an Eye Definer to draw the appropriate shape, creating a youthful arch.
2. Blend color through using the Brow and Lash Brush.
3. Use appropriate Eye Color or Loose Powder to set the liner application for long-wearing application.

Brow Color	Petal Essence™ Eye Color	Petal Essence™ Eye Definer or Triple Accent™
Black	995/Black Tulip	920/Black Orchid
Brunette	976/Briar or 985/Earthen	914/Cacao
Red/Auburn	956/Chocolate Flower or 986/Haze	912/Agate
Grey/Silver	964/Khaki Cloud	135/Topaz Taupe

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