

Aveda Spa Quarterly

Strengthening Your Roots in Aveda Spa

SPAtlight Superstars

FOCUS:

New Life for Essential Oils + Base

Springtime Skin Care

ALSO:

Education & Events





Smells Like Aveda: Relaunch of Essential Oils + Base

Since the beginning, Aveda has been known for its distinctive aromas. For many team members, it is not uncommon to hear someone tell you that you “smell like Aveda.”

As a pioneering beauty company, Aveda has used plant-based essential oils for the aromas in our products since our founding in 1978. While our in-house aroma expert creates the amazing blends in our hair, skin and body care products, you also have the opportunity to play the role of pure-fume™ creator with our line of seven Essential Oils + Base (formerly Singular Notes).

An Essential Oil + Base is a plant essence extracted from the flowers, leaves, stalks, peels or beans of a single species of plant. Wear the aroma by itself, or layer several together to create your own signature aroma.

The Essential Oil + Base line is getting a visual boost, too. The aromas have been repackaged to provide each one a distinct look while still blending in.

Usage: Smooth over moist skin after a shower or bath. May be applied directly to skin, scalp and hair or added to bath water for an aromatic experience. Wear alone, or layer with one or more other aromas.





Retail Focus



BERGAMOT ESSENTIAL OIL + BASE

FEEL UPLIFTED

Create good feelings with this refreshing, sweet citrus aroma derived from the peel of nearly ripe bergamot fruit. Refreshes the senses. Delivers deodorizing benefits with aroma.

layers well with: Lavender Essential Oil + Base.



EUCALYPTUS ESSENTIAL OIL + BASE

FEEL REFRESHED

Find clarity with this strong, fresh herbal aroma—with cool menthol undertones—derived from partially dried eucalyptus leaves. Refreshes the senses. Enhances muscle massage.

layers well with: Peppermint or Lavender Essential Oil + Base.



LAVENDER ESSENTIAL OIL + BASE

FEEL CALM

Achieve calm by breathing in this floral, herbaceous aroma—with forest undertones—derived from the flower tops, leaves and stalks of lavender. Creates an aromatic bath experience.

layers well with: Bergamot or Peppermint Essential Oil + Base.



PATCHOULI ESSENTIAL OIL + BASE

FEEL CALM

Bring body and mind into balance with this woody aroma—containing a hint of sweetness—derived from dried patchouli leaves. Calms the senses. Helps ease tension with massage.

layers well with: Vanilla Absolute + Base or Tangerine Essential Oil + Base.



PEPPERMINT ESSENTIAL OIL + BASE

FEEL INVIGORATED

Invigorate and refresh tired, stressed skin with this strong, minty, herbaceous aroma derived from dried peppermint leaves. Refreshes the senses. Cools and invigorates. Creates relaxing foot baths and foot massages. Uplifting pre- and post-workout.

layers well with: Lavender or Eucalyptus Essential Oil + Base.



TANGERINE ESSENTIAL OIL + BASE

FEEL UPLIFTED

Experience refreshing sensations with this sweet citrus aroma derived from the peels of ripe tangerines. Creates an invigorating bath experience.

layers well with: Vanilla Absolute + Base or Patchouli Essential Oil + Base.



VANILLA ABSOLUTE + BASE

FEEL CALM

Achieve feelings of calm with this sweet aroma derived from vanilla beans.

layers well with: Patchouli or Tangerine Essential Oil + Base.



Spring into Seasonal Skin Care

Now that spring is here, the priorities for skin care shift from combating cold, dry winter weather to addressing the challenges of the new season. In spring, the temperature slowly rises, the amount of daylight grows and many people spend more time outdoors. To adapt to these changes, focus on two priorities: exfoliation and sun protection.

Exfoliation—Daily

Tulasāra™ Radiant Awakening Ritual

“A daily ritual of facial dry-brushing followed by oil massage nourishes skin, melts away facial tension and awakens subtle energies to help reveal a radiant complexion,” according to Drs. Vinod and Kusum Upadhyay, Ayurvedic experts and Aveda consultants.

The Tools:

- The Tulasāra™ Radiant Facial Dry Brush gently exfoliates the skin and prepares it to receive the benefits of self-massage and Tulasāra™ Radiant Oleation Oil. The specially designed, softly rounded, dual-leveled brush features ultra-soft nylon bristles that glide over the contours of the face, neck and décolleté, gently exfoliating, smoothing and refining the skin.
- Tulasāra™ Radiant Oleation Oil is a 99.9% naturally derived* blend of six pure plant oils that, when massaged into the skin after facial dry-brushing, help promote microcirculation, nourish the skin and restore radiance. This expertly balanced blend is formulated to provide the appropriate slip and luxurious feel required for an effortless self-massage.
 - Certified organic sesame seed oil, the most commonly used oil in the Ayurvedic tradition, has balancing and nourishing properties that make it suitable for all natures. It is rich in the phytochemical sesamin, which has soothing properties.
 - Certified organic sunflower seed oil, commonly used in the Ayurvedic tradition, is rich in oleic and linoleic acids and helps maintain the skin's natural moisture barrier.
 - Certified organic jojoba seed oil provides slip and a luxurious feel for effortless self-massage.
 - Rose hip oil, commonly used in the Ayurvedic tradition, is known to have soothing properties and contains omega-3 fatty acids.
 - Apricot kernel oil, commonly used in the Ayurvedic tradition, helps maintain the skin's natural moisture barrier.
 - Sweet almond oil, commonly used in the Ayurvedic tradition, is suitable for massaging delicate skin.

The Ritual

Savor this moment for your skin and self, a pre-cleansing ritual that restores balance and reveals the skin's natural radiance. This daily ritual employs a modern approach to Ayurvedic dry-brushing techniques:

- Gently dry-brush the face, neck and décolleté to exfoliate the skin.
- Follow with a self-massage using Tulasāra™ Radiant Oleation Oil to promote microcirculation.
- The result is skin that looks radiant and feels smooth, refined and nourished.



*From plants, non-petroleum minerals or water. Learn more at aveda.com.



Retail Focus

Exfoliation—Weekly

Botanical Kinetics™ Radiant Skin Refiner

In the wintertime, the skin can hold onto extra layers of dead skin cells. Shed this winter build-up with Botanical Kinetics™ Radiant Skin Refiner. This mechanical exfoliator uses natural bamboo extract and finely powdered tourmaline to remove dead skin cells, revealing smoother, more radiant skin.

- Massage onto damp face, neck and décolleté, avoiding the eye area.
- Remove with a warm, moistened Shammy Cloth or towel and pat dry. Brush away particles.
- Use once a week.



Exfoliation—Professional Maintenance

The icing on the cake: Treat yourself to Aveda's Dual Exfoliation PeelSM Facial Treatment. This treatment is Aveda's latest advancement in non-invasive, skin-renewing treatments. Using innovative techniques, this treatment combines Aveda's naturally derived mechanical and biochemical exfoliation methods into one powerful service that visibly transforms and rejuvenates the skin through the process of dual exfoliation.

The treatment delivers immediate, visible results in improved skin texture and radiance; smoothed appearance of fine, dry lines; and refined pores, revealing fresher, younger-looking skin.

In a clinical study, the Dual Exfoliation PeelSM Facial Treatment achieved better results than a combined microdermabrasion/30% glycolic peel treatment in both immediate smoothness and radiance, plus significantly better results in smoothness, radiance and the appearance of skin tone one week later.

New promotional materials are available for the Dual Exfoliation PeelSM Facial Treatment, including a mirror talker, domain easel, referral card and e-mail template. The materials are available in the Marketing Library at Aveda PurePro:™



Sun Protection

Daily Light Guard™ Defense Fluid Broad Spectrum SPF 30

Now that the sun is shining longer and you might be outside more, be sure to protect your skin against UVA and UVB rays with Daily Light Guard™ Defense Fluid Broad Spectrum SPF 30. This lightweight, daily-use product helps protect the skin from UVA/UVB rays and free-radical damage caused by the environment, including pollutants.

- Shake well.
- Smooth onto face and décolleté as the final step in your morning skin care routine.



For more information, resources, protocols and tools, visit avedapurepro.com.



Spa Therapist: Colleen Helmrichs

Massage therapy and esthetics are a second career for Colleen Helmrichs, but she feels like her life journey had been leading her there all along. Colleen spent 13 years in corporate America (11 in the hair industry), while also completing yoga teacher training and traveling to a yoga retreat in Peru. She decided to quit her management job and go back to school for massage therapy at Aveda. She loved Aveda so much that she didn't want to leave, so she went on to complete the esthetics program. These were "some of the best decisions" she's ever made, Colleen says. Being a caregiver by nature, she finds that every day is rewarding. She has the opportunity to see and feel changes in her guests' bodies, sometimes after only a few moments together. The guest's body relaxes, their face softens and they breathe easier. "They can walk in having a bad day, but they always leave feeling better," Colleen says.



She started as a massage therapist at Lemon Water Salon and Spa in Eden Prairie, MN, in April 2014 while she was finishing the esthetics program at Aveda. In 2017, she became an assistant manager and spa trainer at Lemon Water. In February 2018, Colleen continued on her journey of transformation when she began working at Sanctuary Salonspa in Eden Prairie, MN. She's excited for the next chapter in her career and can't wait to see where it takes her.

Guest Retention - 67%

RPCT - \$9.10



Educator: Kristin Nolan

Role: Aveda Purefessional™

Region: Central Region

Aveda service years: 11 years



Kristin Nolan, who has been an esthetician for 11 years, was introduced to Aveda when she started out at Square One Salon in Dayton, Ohio. "I fell in love with the salon and brand immediately," Kristin says.

The first Aveda class she attended was Skin Wise, which sparked her dream of becoming an Aveda educator. She has now been a certified trainer for Aveda for five years and a Purefessional™ for one year.

Kristin adores being an educator. "The part that brings me the most joy is when you see everything click with the learners," she says. "That moment when everything just comes together and makes sense." She also loves learning new tips and tricks from the therapists taking her classes. "I believe learning never ends, and I am so grateful, not only for the opportunity to teach them, but for everything that they teach me."

Developing strong relationships with her guests has become Kristin's passion—what drives and motivates her. She also admires Aveda's driving force: "Working with Aveda has given me the opportunity to make people feel beautiful while also being able to work with a company whose mission is to care for wildlife and our environment," Kristin says.

When she's not working at the salon or teaching for Aveda, she enjoys running and spending time with her husband, two children and three dogs.

 They can walk in having a bad day, but they always leave feeling better. 



Skin and Body Renewal and Restoring Practices

Spring is the perfect time for a gentle detox cleanse. A simple cleansing program can help improve your mood, energy and overall health. You can easily reap the many benefits of a gentle skin and body cleanse by incorporating the following practices into your routine.

Dry-Brushing: Known to help stimulate the lymphatic system—the skin and body’s self-cleansing mechanism—and help reveal soft, smooth, radiant skin.

- Use a long-handled, natural-bristle body brush when exfoliating the body.
- Begin brushing at the soles of your feet.
- With long, sweeping, one-way strokes, work your way up your legs and trunk.
- Always stroke toward your heart, following the natural flow of the lymphatic channels.
- Brush from your palms up your arms and across your back and abdomen.
- Use gentle pressure to start; you can increase the pressure with the brush as your body acclimates to this practice.

Face: Perform the Tulasāra™ Radiant Awakening Ritual, referenced in the “Spring into Seasonal Skin Care” section of in this newsletter.

Body Care:

- Choose your favorite Aveda Composition Oil™ and apply to the scalp and body.
- Perform self-massage to awaken the skin, stimulate nerve endings and boost your overall energy flow. Use circular motions on the joints and back-and-forth motions over the long bones between the joints to massage the oil into the skin and stimulate microcirculation.
- Leave the oils on the face and body while you perform your favorite mindful movement for 5–20 minutes.
- Rinse off with a warm shower or bath. Use your favorite Aveda cleanser for your face and your favorite hand and body wash, cleansing oil or bath bar.
 - To help energize you in the morning, use the Rosemary Mint Bath Bar, Hand and Body Wash and Composition Oil.™
 - To help relax you in the evening, use the Shampure™ Hand and Body Wash, Beautifying Creme Cleansing Oil or Stress-Fix™ Creme Cleansing Oil.
- As an alternative, try using a steam room/sauna followed by a cool shower; repeat several times.
- Reapply the Composition Oil™ at the end of the shower or bath before you dry off. Instead of using a towel, try stimulating your skin by “slapping yourself dry” (tapping the skin and brushing back and forth to whisk away moisture).

Aromatherapy:

- Take a 20-minute aromatherapy bath three times a week before bed.
- Create your own custom-blended bath using Stress-Fix™ Soaking Salts and a few drops of an Essential Oil + Base: Bergamot, Lavender or Tangerine are recommended.

Diet:

- Boost your hydration: Be sure to drink plenty of pure water.
- Add more green foods to your diet. Drink green juice, and eat more green vegetables, especially leafy greens. Make green smoothies with organic produce:
 - Aim for 50 percent fruits and 50 percent vegetables in your smoothie.
 - To add creaminess, include half a banana, some frozen mango or a quarter of an avocado.
 - As your palate adjusts, reduce the percentage of fruit and increase the percentage of leafy green vegetables.



Ask the Expert

Getting the Most Out of Aveda Professional™ Vitamin C Complex

Let's look at two questions about the application of the Aveda Professional™ Vitamin C Complex.

Q: Why is the Aveda Professional™ Vitamin C Complex (an organic sunflower seed oil-based product) applied before one or more of the Tulasāra™ Concentrates?

A: The positive results for the Vitamin C Complex are based on direct application to the skin. It is important to massage the Vitamin C Complex into the skin before applying the Tulasāra™ Concentrates to give the Vitamin C every opportunity to penetrate into the skin.

Q: Does the sunflower oil in the Vitamin C Complex prevent or delay the absorption of the Tulasāra™ Concentrates into the skin?

A: We do not expect it to interfere. We selected an organic, high oleic sunflower seed oil as the major ingredient in the Vitamin C Complex because it is known to aid in penetration, not interfere. That was a huge part of the formulation strategy.

— Helga Hefner, Manager, Professional Skin Care Education

Education & Events