



create, post, tag, #win

Enter the monthly #avedaartist Instagram challenge for a chance to win an amazing prize!

Each month, we challenge you to showcase your artistry by creating and posting images of your work on Instagram along with the content theme hashtags for a chance to be declared the winning #avedaartist.

The Aveda Artist who adheres to the contest guidelines and has the most-liked image will be contacted by Aveda within two weeks of the following month. **In January and April, the winners will travel to Minneapolis to participate in the #avedaartist social media photo and video shoot under the mentorship of the Aveda Global Artistic Team!**

Visit the new and improved Aveda PurePro™ to see past #avedaartist winners in action. Go to avedapurepro.com, select the Resources tab and search by “Artist.”

NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
CONTENT THEME HASHTAGS							
#damageremedy and #avedaamber	#aircontrol and #avedaspicedcherry	#invati and #thickeningcolor	#shampure and #avedamoonstone	#phomollient and #earthmonthblue	#thickeningtonic and #avedahoney	#smoothinfusion and #avedaice	#aircontrol and #avedacustomblonde

CONTEST GUIDELINES

- Tag @aveda, #aveda, #avedaartist, #avedaartistcontest and the content theme hashtags in your post.
Aveda Institute students: Tag #avedastudent in your post.
- Include the appropriate handles (e.g., @aveda) and hashtags (e.g., #damageremedy #avedaamber, #aircontrol, etc.) in your post.
- Share the steps and products used to create the look.
- When posting color images, share the color formulas used to create the look.
- Share tips and tricks for achieving the look.