

Congress is Coming



Prepare yourselves! Congress is coming!

Sweater weather just hit Minneapolis. But fear not! Aveda Congress will feature an amazing retail area chock full of hoodies, leggings and hats most appropriate for the bold north weather. Check back over the coming days for previews of Aveda Congress swag.

Get Social with #AvedaArtists



Whether you're a Gen Xer who just figured out Facebook or a Millennial who's mastered Snapchat, social media is here to stay. And in the beauty industry specifically, the importance of social media is staggering.

Visit the Getting Social with #AvedaArtists booth during Aveda Congress, and hear from stylists who are experts in the art of social media. Whether it's how to craft a well-developed Insta story, create an engaging hair tutorial video or get that perfect shot, we've got you covered.

Sessions are open to everyone and run in two-hour increments, but you're welcome to stop by any time your schedule allows. Speakers include the Aveda Global Artistic Team, Vanessa Whitmarsh of Ruiz Salon, Sarah Naslund of Escape Salon, Harmony Beus of Grassroots Salon & Spa, Hannah Ruth Evans of Van Michael Salon, Tatum Neill of Elevate Hair and many more!

Flower Power



At first glance, the Aveda flower wall in the experience area is a striking splash of color. But when you look more closely, you see that it's made of 3,000 individual lotka bark flowers. Each bud was handcrafted by a Nepali papermaker, and its lotka bark tag displays the name of the woman who made it.

Aveda has partnered with Nepali papermakers for more than a decade, and our paper purchases have provided over 4,000 women with income to support their families.

The wall was designed by Sharon Her, a member of Aveda's North America Education team and constructed by members of the North America Marketing team. It's proof positive that when women get together, beautiful things happen.

A Match Made in H2O: Aveda and charity: water

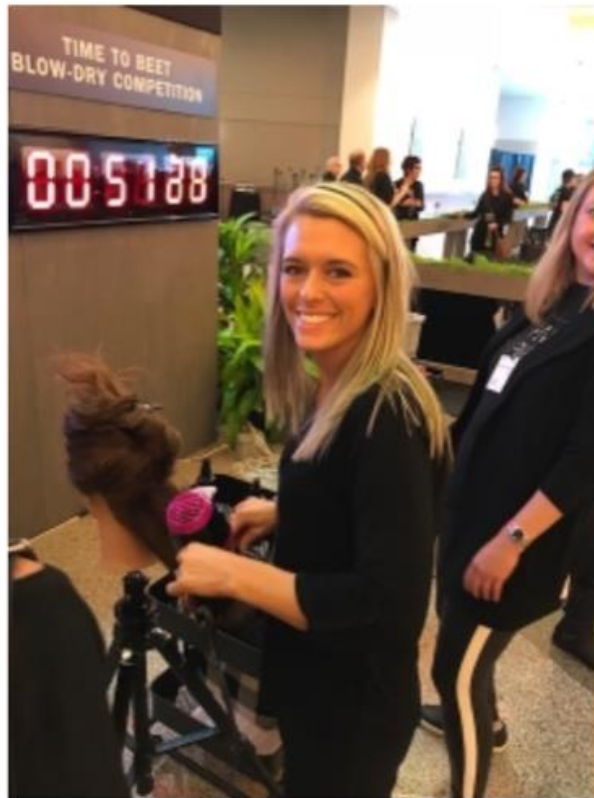


When you woke up this morning, chances are you took between 15–30 steps to take a shower or brush your teeth. In countries where water sources are scarce, women and children walk for miles to get clean water. The walk back is doubly difficult, as they jerry cans they're weigh up to 40 pounds when full. The trip takes an average of three hours, but it can take up to eight. How far and for how long would you walk to get clean water?

Aveda has been committed to clean water initiatives since 2007, raising more than \$60 million. At Aveda Congress 2018, we are proud to announce that we're partnering with an organization that takes clean water as much to heart as we do: charity: water.

As of today, charity: water has funded more than 28,000 water projects in 26 countries, which will result in more than eight million people having access to clean water.

Where Finishing Fast Isn't Frowned Upon



The speed of light is 299,792,458 meters per second. When Charity Kollmann, a stylist from The Savage Mane Salon & Day Spa in Iron Mountain, Michigan, tried her hand at the Speed of Light™ blow-dry competition at the Speed of Light™ experience area, she was able to dry hair in a little over a minute (without applying the product, hair took three minutes to dry).

The Speed of Light™ Blow Dry Accelerator Spray is powered by sugar beets, which help smooth and seal the cuticle, allowing for enhanced fiber separation, which increases air flow around the fibers to decrease blow-drying time.

Stop by the Speed of Light™ experience area, where finishing fast is socially acceptable. Race you there!

Going Highbrow



It may be Tuesday, but it's Woman Crush Wednesday for Stefanie Birch.

"I'm fan-girling so hard for Janell Geason, she says. "My hands were shaking when I met her this morning!"

But Stefanie isn't at the Aveda Institute Minneapolis just to meet Janell—she's here to learn from her and take her newfound skills back to Grassroots Salon & Spa in Layton, Utah, where she's currently an apprentice.

Because brows are back, Stefanie is practicing sculpting the perfect brow on her model, Ann Taya of Minocqua, Wisconsin. She's loving Aveda's new brow definer. "The spoolie is fantastic, and the formula is super creamy," she says. "The slanted angle makes it really easy to fill in the brow without giving it harsh lines." From the look of it, Stefanie is a Janell in the making—Ann's brows look amazing!

It's OK to Touch The Fruit



Pharmacognosy is the study of medicines created from natural sources such as plants and includes analysis of their biological, chemical, biochemical and physical properties.

The pharmacognosy experience area at Aveda Congress is the brainchild of the Research and Development team. They figured that knowing that the beauty industry is a family of stylists, colorists, makeup artists and estheticians who learn by touching and smelling things, the best way to educate them about the powerful ingredients contained in Invati Advanced™ Solutions for Thinning Hair would be to provide them an experience that does just that.

The experience area features turmeric, amla, tangerine peel, Japanese knotweed, green tea, licorice, rosemary and lavender, and Cindy Angerhofer, Aveda's Executive Director of Botanical Research, is on hand to explain how Aveda gets the most from each ingredient for use in Invati Advanced.™ One method is CO2 extraction, which makes turmeric and amla 1,000 times more powerful than their raw forms.

Visit the pharmacognosy experience area to learn more. Bonus: They're serving matcha lattes with lavender sugar and tangerine shrubs with amla and rosemary.