



what's **HOT**
in **veda education**



AVEDA INSTITUTE EARTH MONTH RESULTS

Congratulations to the Aveda Institutes in Columbus, OH and Chapel Hill, NC, and Nurtur the Salon—for raising a combined total of \$53,482.78 during Earth Month. Through events such as Fashion Night and Business Forums, these dedicated network professionals demonstrated how passion, leadership and commitment can come together—and energize events for success. Not only did these locations raise an incredible amount of money, but their events also reinforced the strength of the Aveda brand in their local markets.

> Runway looks created by the Aveda Institute teams



BEAUTY SECRETS ON A BUDGET

The Jean Madeline Aveda Institute (JMAI) in Bainbridge, Pennsylvania was recently featured in an ABC news story: "Beauty on a Budget." Correspondent Nydia Han interviewed Director of Schools Betsy West, along with clients Shirley Townes and Robyn Greene. The story highlighted great services at bargain prices in the Philadelphia area.

> At left, Student Valerie Lucidon and ABC producer Cheryl Mettendor. At right, Betsy West.



41 FEET OF LOVE

Four Jean Madeline Aveda Institute (JMAI) students—Christine Glisson, Courtney Frost, Amelia Flores, and Jessica Robinson—recently volunteered at a "Locks of Love" special event at the University of Pennsylvania. The project, sponsored by the School of Nursing, was a benefit for children suffering from long-term hair loss due to various medical conditions. Combining their efforts, the four students cut over 500 inches (41 feet) of hair between them. Philadelphia NBC and ABC reporters covered the event, airing segments during their morning news programs.

> At left, JMAI student Amelia Flores



"CUTTERS" INTERVIEW

Philadelphia Weekly writer Eva Liao met with Director of Schools Betsy West and interviewed student Jodi MacGuinness for their first weekly "Cutters" column. In the interview, Jodi discussed her experiences as a student stylist—and what makes Aveda's Institutes so unique.

> At left, Eva Liao and Jodi MacGuinness.

DENVER INSTITUTE IN THE BRONZE

The Aveda Institute Denver received a Bronze Achiever Award for the Colorado Environmental Leadership Program (ELP). The Colorado ELP is a voluntary program that encourages and rewards superior environmental performers that go beyond the requirements of environmental regulations and move toward the goal of sustainability. Congratulations and thank you to the Denver team for your passion and dedication to environmental leadership!