

BEAUTY FASHION WELLNESS ART

**Aveda
Congress
2005**

**3 DAYS. 94 ARTISTS. 6 COUNTRIES. 150 MODELS.
13 AWARDS. 259,200 SECONDS OF INSPIRATION,
EDUCATION, MOTIVATION AND CELEBRATION.**

TICKETS

Contact your Aveda distributor or education manager. *All tickets are education benefits eligible.

Congress General Sessions:
\$425 U.S.* for
Sunday October 16-
Monday October 17
 (includes evening awards ceremony)

Congress Technical Workshops:
\$175 U.S.* per workshop
Tuesday October 18
Morning Workshop:
9am-12pm
Afternoon Workshop:
1pm-4pm

Additional Workshops
Tuesday October 18
Morning Workshop:
9am-12pm
Afternoon Workshop:
1pm-4pm

Aveda Business College:
\$225 U.S.* for
Tuesday October 18-
Wednesday October 19

AGENDA

15 **Saturday**
October 15
 10am-10pm
 Registration,
 Retail + Expo Area open
 Location: Minneapolis
 Convention Center
 Ballroom A&B
 1301 Second Ave South
 Minneapolis, MN

16 **Sunday**
October 16
 9am-5pm
 General Session
 Performances
 7:30pm
 Award Celebration
 Location: Minneapolis
 Convention Center
 Main Auditorium
 1301 Second Ave South
 Minneapolis, MN

17 **Monday**
October 17
 10am-4pm
 General Session
 Performances

18 **Tuesday**
October 18
 9am-12pm
 Technical Workshops and
 Additional Workshops
 1pm-4pm
 Technical Workshops and
 Additional Workshops
 Location: See schedule
 next page
 9am-5pm
 Aveda Business College
 Location: Minneapolis
 Convention Center
 1301 Second Ave South
 Minneapolis, MN

19 **Wednesday**
October 19
 9am-5pm
 Aveda Business College
 Location: Minneapolis
 Convention Center
 1301 Second Ave South
 Minneapolis, MN

AWARDS

Aveda Art of the Craft:

Artistic Team
 Hair Color
 Hair Dressing
 Mens
 Pure Talent
 Texture

Aveda Heart of the Craft:

President's Environmental
 Power of Team

Aveda Sales Benchmarks:

Client Retention
 Productivity Ratio
 Staff Retention
 Retail per Client Ticket/Transaction (RPCT)
 Service per Service Ticket/Transaction/Client (SPST)

Download entry forms at
aveda.com/congress

AVAILABLE FOR DOWNLOAD JUNE 17

ACCOMODATIONS

Millennium Hotel

1313 Nicollet Mall
 Minneapolis, MN 55403
 Phone: 1.800.522.8856
 or 612.332.6000

Single Occupancy: \$141 U.S. per night
 Double Occupancy: \$151 U.S. per night
 Triple Occupancy: \$161 U.S. per night
 Quad Occupancy: \$171 U.S. per night
 Suite: \$299 U.S. per night

Hilton Hotel

1001 Marquette Ave
 Minneapolis, MN 55403
 Phone: 1.800.933.5363
 or 612.376.1000

Single Occupancy: \$141 U.S. per night
 Double Occupancy: \$151 U.S. per night
 Triple Occupancy: \$171 U.S. per night
 Quad Occupancy: \$191 U.S. per night
 Towers: \$191 U.S. per night
 Suite: \$201 U.S. per night

Please identify yourself as an Aveda Participant.

The above rates do not include state and local taxes, which currently are 13% and subject to change without notice.

WORKSHOPS

Aveda Academy Cutting Collection

The International Academy Team
9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$175 U.S.

Antoinette Beenders Advanced Hair Cutting

9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$175 U.S.

Ginger Boyle Hair Cutting and Styling

9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$175 U.S.

Aveda 2005 Autumn/Winter Cutting Collection

with Aveda Pureprofessionals™
Woody Theis, Dennis
Clendennen, Dylan Sit
9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$175 U.S.

Kurt Kueffner Men's Hair Cutting

9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$175 U.S.

Van Michael Hair Cutting

with Brandon Darragh, Jeffrey
Goldenstein and Daniel Holzberger
9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$175 U.S.

Wachs & Wachs Hair Cutting

9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$175 U.S.

Derrick Scurry Texture

Working with African
American Hair
9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$175 U.S.

Lisa Vann Texture

working with Permanent Waving
Techniques
9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$175 U.S.

Aveda Academy Color Collection

with Ian Michael Black, Jo McKay
and Christian Engel
9am-12pm
1pm-4pm
Location: Aveda Institute
\$175 U.S.

Aveda 2005 Autumn/Winter Color Collection

with Aveda Pureprofessionals™
Terry Varty, Stephen Falvo,
and Sue Thompson
9am-12pm
1pm-4pm
Location: Aveda Institute
\$175 U.S.

Business of Color

with Walter Claudio
9am-12pm
1pm-4pm
Location: Aveda Institute
\$175 U.S.

Hair Color

with Aveda Hair Color
Pureprofessionals™ Lupe Voss
and Dawn Schenk
9am-12pm
1pm-4pm
Location: Aveda Institute
\$175 U.S.

International Color with Ana Karzis, Nancy Rao, Yuji Okawa

9am-12pm
1pm-4pm
Location: Aveda Institute
\$175 U.S.

Ted Gibson and Jason Backe Editorial Color and Styling

9am-12pm
1pm-4pm
Location: Aveda Institute
\$175 U.S.

Van Michael Color

with David Munn and
Natalie Gurly
9am-12pm
1pm-4pm
Location: Aveda Institute
\$175 U.S.

Aveda Academy Makeup Collection

with Rudy Miles and Tracey Sprague
9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$175 U.S.

Aveda 2005 Autumn/Winter Makeup Collection

with Aveda Pureprofessionals™
Anna Conte and Janell Geason
9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$175 U.S.

Charlie Price Upstyling

9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$175 U.S.

Creating Fashion

with Peter Gray, Deborah Milner,
BRUCE, Keanan Duffy
9am-4pm
Location: Minneapolis
Convention Center
\$175 U.S.

Creating a Photoshoot

with Baker
9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$175 U.S.

Elements of Effectiveness

with Cindy Jackson
9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$75 U.S.

Environmental: Saving the Planet, Saving Money

with Mary Tkach and Tara Wesely
9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$25 U.S.

Secrets of Successful Merchandising

with Jan Tribbey
9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$75 U.S.

Scents in the City

with Margaret Fink
9am-12pm
1pm-4pm
Location: Minneapolis
Convention Center
\$75 U.S.

Aveda Business College:

Rituals of Retention: Managing
for Results
with Scott Buchanan and Keri Davis
Tuesday October 18 and
Wednesday October 19
9am-5pm
Location: Minneapolis
Convention Center
\$225 U.S.

Aveda Business College:

Benchmarking For Success
with Thom Ciarnello and Roy Fredrics
Tuesday October 18
and Wednesday October 19
9am-5pm
Location: Minneapolis
Convention Center
\$225 U.S.



BIO'S

DAVID ADAMS

The world-renowned colorist and technical artistic director for Aveda Corporation. He travels extensively around the world, conducting shows and seminar work and is in great demand for television, film and theater assignments. Recently he has colored Heather Graham's hair for the movies "From Hell" and "Killing Me Softly." In addition, David has worked on several advertising campaigns, including Miu Miu and Prada as well as fashion shows for Alexander McQueen, Hussein Chalayan and Balenciaga.

JASON BACKE

Over the last decade, Jason has established himself as a highly accomplished and sought after hair colorist in the beauty and fashion industry. Jason's work is recognized by the top fashion editors and modeling agencies in New York City and his work is seen in campaigns for Dolce & Gabbana, Calvin Klein, Chanel and Versace. His work has appeared in *Cosmopolitan*, *Marie Claire*, *Elle* and other publications. Jason honed his craft working as a global pureprofessional™ educator for Aveda where he traveled the world educating stylists, salon owners and managers in both technique and business building, earning him international recognition. Jason then perfected his skills as the Education Director for Aveda's illustrious New York City Ted Gibson salon. Today, Jason continues to guide and motivate his staff artistically and professionally at Ted Gibson Salon. As creator of the highly successful education curriculum for Ted Gibson and other well-known salons, Jason finds the most gratifying aspect of his career to be mentoring, inspiring and educating stylists.

BAKER

Baker, like any truly great hair dresser, does not fit neatly into any real category, though attempts have been made to place him within a few: colorist, hair dresser of the year, creative director for Van Michael Salon... the list goes on, like Baker himself continually pushing the concept of hair. Baker is not a hair dresser, but rather an artist whose medium happens to be hair. In that right, Baker has created his art for Nike, AT&T, Allure, Johnny Depp, Jennifer Lopez, and countless others. Baker's concepts don't only the coils of some of the most fashionable in Atlanta but also on stages across the country at fashion and hair shows alike, including The Alternative Hair Show.

ANTOINETTE BEENDERS

Antoinette is global style director of Aveda. Acclaimed for her originality, creativity and vision, her stunning images elevate hair dressing to an art form. Antoinette has won many major hair dressing awards during her prolific career. Much of her time is spent jetting around the world demonstrating her skills to professional audiences. Her down-to-earth attitude has made her in great demand for television and editorial work. Antoinette's hair dressing images appear in all the top fashion and beauty magazines.

IAN MICHAEL BLACK

Ian has held the enviable title of technical artistic director since joining Aveda's Advanced Academy in London in 1999. He is well known and respected within the industry for his cutting-edge coloring techniques. He is an acclaimed and truly modern educator and has traveled extensively sharing his creative vision of color. Ian's platform work includes the Aveda Congress, Salon International, and Haircolor USA where he received, along with the Aveda team, the award for Most Inspirational Education.

GINGER BOYLE

A Midwestern native, Ginger worked in salons in the Midwest and West before moving to Montana and opening her own salon called Locksmith. From there, she went on the road as a platform artist for Aveda for over six years. Upon relocating to Los Angeles, she worked with some of the top beauty and fashion photographers in the world and opened Planet Salon, an Aveda Concept Salon, in Beverly Hills in 1996. Ginger's work has been featured in *Vogue*, *Harper's Bazaar*, *Allure*, *Elle*, *Glamour*, *Self*, *Interview* and *Mademoiselle*. She continues to do hair styling for print ads, videos, celebrity profiles and runway shows.

LUCA BOCCIA

Luca is the founder and co-owner of Dorjon Salon an exclusive Aveda Lifestyle Salon in Boca Raton. Dorjon's consistent success and growth was elevated to new heights since joining the Aveda network in 1987. Dorjon's sales for 2005 are projected at \$1.5 million with a staff consisting of 27 team members. Luca possesses experience in multiple location salon management as well as the ability to motivate and inspire salon teams towards greater service and retail sales productivity. Luca is also a founding member of the Aveda Business College, which provides salon owners from around the country with business ideas and systems to improve, grow and maximize their business potential.

BRUCE

Bruce is a design collaboration between Daphne Gutierrez and Nicole Noselli, started in 1995. Both are graduates of Parsons School of Design, NYC. After working in and out of the garment industry, they brought their individual ideas together to form Bruce. Bruce's objective is to create a lasting product that is special to the wearer, one that evokes a subtle elegance and sophistication, based on strict attention to each piece, in design, fit, construction, and quality. After producing a small capsule collection for fall 1997, Bruce made their formal debut at their spring/summer 1998 fashion show. The collection has been represented by international and domestic clients such as Barneys New York, Bergdorf Goodman, Harrods London, Joyce Boutique and Barneys Japan. Their fashion shows have consistently achieved critical success from *The New York Times*, *Women's Wear Daily* and *Style.com*. After their eighth season, Bruce was awarded the CFDA Perry Ellis Award for Womenswear for emerging talent in 2001.

SCOTT J. BUCHANAN

Scott began his career in the beauty industry as an apprentice in a Long Island salon. Today, he is the owner of four Aveda salon/spas. Scott has inspired dozens of editorial mentions and has created makeovers on The Ricki Lake Show, The Oprah Winfrey Show, Ambush Makeover and Extreme Makeover, to name a few. He has been honored with many awards and has been included in the Top 200 Salon list from *Salon Today* for three consecutive years. Throughout his career, Scott has remained committed to knowledge-sharing, regularly leading seminars for Serious Business, Aveda Global Education and Aveda Business College. Scott is also involved with numerous charities. His salons have been active in programs that help preserve the rainforest and raise funds for AIDS awareness, local schools programs and the Sloan Kettering Memorial Hospital.

THOM CIARNIELLO

Thom is the owner of Casal's de' Spa & Salon in Canfield, Ohio, Encore! by Casal's in Poland, Ohio, the Casal Aveda Institute in Austintown, Ohio and most recently Casal's de Spa & Salon in Howland, Ohio. Prior to opening Casal's in 1993, Thom worked in the industry for 20 years and was an Aveda educator for 10. He speaks around the country for the Aveda Business College. His practices have been featured in numerous industry magazine articles including *Salon Today* and *Modern Salon*. Thom's expertise at developing people is reflected in the salons growth from 6 employees at opening in 1993, to over 100 employees

today. Casal's was named a Top 200 Salon by *Salon Today* for 6 years. Thom and Casal's has received many awards from Aveda including "Outstanding Sales" and "Humanitarian Award". Thom and Casal's has been recognized by Fredric's Corporation for "Outstanding Earth Month Achievement", "Earth and Humanity Award" and "Concept Longevity Award". In 2004 Casal's was named a finalist in the Better Business Bureau's Torch Award Contest; winners will be announced in early 2005.

RAY CIVELLO

Internationally respected for his influence on salon/spa development, education, editorial work and the creativity he brings to all his projects, Ray is a leader in the beauty and fashion industry. In 1994 Ray and his family opened Collega. As an Aveda distributor, Collega Inc. is a resource center for salon and spa owners across Canada, providing the best and most current technical and business education, seasonal image trends and wellness/lifestyle education. In 1999, Ray became vice president of global education for Aveda, where he conceived Aveda's global pureprofessional™ program as well as the Master Jam series. In 2001, he became artistic director and launched Aveda's Seasonal Portfolio Image and Educational Video Collections. His ability to combine the technical foundations of hair styling, creativity and the principles of wellness has greatly influenced the beauty industry.

WALTER CLAUDIO

Walter was born in Argentina and started his career in 1979 as an apprentice to Hans Wolf of De' Cut Hair International. In 1990, he became a full partner in De'Cut International. In 1991, he opened the Aveda Concept Salon Walter Claudio Salon & Spa in Santa Barbara, CA, which has grown to over 30 employees and earned national recognition. As a featured speaker of numerous conferences worldwide, Walter has shared his business philosophies and hair cutting and color techniques. His work has been featured in the industry's top publications including *Salon Today*, *Modern Salon* and *Glamour*.

DENNIS CLENDENNEN

Dennis has been an Aveda pureprofessional™ educator since 1994. Some of his accomplishments since 1994 include: Facilitation of classes from Pure Form™ to Portfolio Trends in over thirty states, performing as a platform artist as member of the Aveda pureprofessional™ team during Aveda Congress Festival in 2002, cut styled hair and assisted several guest artists during several Aveda Master Jams in Minneapolis and at Master Jam on Tours. Dennis has also

cut and styled hair for David Adams Color Tour for Aveda 2002 and had the pleasure of styling hair for over twenty fashion designers during New York Fashion Week.

DOMINIQUE CONSEIL

Dominique Nils Conseil joined Aveda as President on September 1, 2000. He is responsible for leading the company, developing its image and products, and spearheading growth in sales, profitability and market shares worldwide. Dominique Conseil sees himself invested with the dual task to aggressively develop the Aveda business globally as well as fulfill the Aveda Mission and bring its awareness to the world, thus demonstrating that economic and environmental goals are synergistic for business leaders who recognize nature as a model of economic and ecological sustainability. "Nature Works", as he puts it, and Aveda's accumulation of environmental victories in parallel with the spectacular growth in sales and profit seem to prove his point. He continuously realizes the vision of the founder, Horst Rechelbacher, working closely with him.

ANNA CONTE

Anna has worked within the Civello Salon & Spas network as Head Makeup Artist since 1998. She graduated with honors from Humber College's Fashion Arts Program in Toronto, where she began cultivating her creativity and passion for makeup artistry and specialized in Cosmetic Management. Anna lives to teach and learn from others, inspiring students across North America with her knowledge and expertise. She balances a busy, year-round calendar; teaching Aveda Collections, bridal, mature and advanced makeup classes while fulfilling appointments with her dedicated clientele.

VAN COUNCIL

Van has consistently won the highest honors in the salon industry, including North American Hairstylist of the Year, Avant Garde Stylist of the Year and Makeover Stylist of the Year. He is regularly featured in leading fashion magazines such as *Vogue*, *Elle*, *Marie Claire*, *Allure* and *Glamour*, as well as international fashion magazines. Founder of the Van Michael Salon, an Aveda Concept Salon, Van was named among the Top 20 Salon Owners in the Country by *Salon Today*, while Van Michael Salon was named among the Top Ten Salons in the Country by *Glamour*.

BRANDON DARRAGH

A hair stylist for the past 13 years, Brandon is the Director of Education for Van Michael Salons. Brandon trained all over Europe, including completing a four-month extensive training program with Vidal Sassoon, and has played a key role in creating the extensive Van Michael training systems. Brandon oversees our intensive eight-hour education classes, which includes supervising 15 educators and approximately 50 students. Outside of Van Michael Salons, Brandon also helped to create the curriculum behind the Aveda Masters Series. Brandon travels around the country as a Van Michael representative giving hands on workshops for other salons. Brandon is also an integral part of the Van Michael Show Team. His innovative techniques and unique style have allowed him to help create the relevant trends each season.

KERI DAVIS

Known as the "educators' educator," Keri has been in the beauty business for 18 years and has trained with Paul Mitchell, Sassoon, and Tigi. As a successful salon owner, she attributes her ability to maintain staff productivity while increasing her client base to a series of hands-on, easy-to-apply systems. Over the past thirteen years she has divided her time between extensive travel, teaching seminars, cutting hair, and running her own business. As a frequent guest speaker at seminars, hair shows, and training functions, Keri has shared her ideas and concepts with salon owners, educators, and business leaders all over the world. Her salon, Gila Rut was named on the Top 200 Salon list from *Salon Today* four years running and has also been featured in numerous trade magazines including *Day Spa Magazine*, *Salon News*, *American Salon* and *Salon Today*. Keri's humor, warmth, and knowledge have made her a source of industry-wide inspiration.

RICARDO DINIS

Ricardo joined the Aveda Academies in Canada in 2004. In his role of creative director, Ricardo will use his creative and technical knowledge to take hair dressing education to the next level of excellence. Ricardo began hair dressing in 1995 and spent nine years in the salon industry, including seven years in the role of educator. Ricardo worked for five years as creative director with Vidal Sassoon where he specialized his education skills, teaching in Vidal Sassoon Advanced Academies in London and California. Ricardo has also participated in high-profile hair shows across the world.

ALEXANDER DINTER

Alexander joined the Aveda network in 2003 and has been instrumental in its development in Germany. Along with his team and partner, Herbert Ploenes, Alexander leads many educational courses for aspiring young hair dressers, to learn artistic and technical excellence the Aveda way. In his role Alexander also oversees the creation of Collections—both in Germany and on an international level. Alexander trained at Vidal Sassoon and in 1985, he was named Vidal Sassoon Stylist of the Year. During his time with Aveda, Alexander has worked on three collections, including one nominated, along with the team, for the 2004 German Hairdresser of the Year award.

KEANAN DUFFY

Keanan Duffy is a British-born fashion designer based in New York City, who is known for his rock & roll swagger and iconic British style. Educated at St. Martins School of Art in London in fashion, the Keanan Duffy collection is now in premium specialty retailers around the world including Bergdorf Goodman, Bloomingdales and Lounge in New York, Louis Boston, Maxfield Theodore, H Lorenzo and Fred Segal L.A., Joyce Hong Kong, Club 21 in Singapore, Harvey Nichols London, and Beams. In 2003, Keanan won the Fashion Group International Rising Star Award.

CHRISTIAN ENGEL

Christian trained with Vidal Sassoon in Hamburg and then worked as a colorist throughout Germany, before joining the Aveda Academy Berlin in 2002. He sees his roles in both color specialization and education as ones that utilize education as a way to improve service and technical quality for hair dressers across the world. Christian came to hair color through a love of painting and views hair as a three-dimensional canvas to be painted as any other canvas would—hence his unique and imaginative work. His passion for his work comes from being given the opportunity to emphasize both the appearance and personality of an individual through his creativity.

STEPHEN FALVO

Stephen's dedication to his craft is fueled by his passion for the art and science of hair color. With eleven years in the industry, working in Aveda Lifestyle and Concept Salons, Stephen continually strives for excellence and the creative edge. He fine-tunes his talent by combining his roles as Education Director and owner of Art + Science Salon and Spa and working as an Aveda Pureprofessional. In addition to facilitating Portfolio Trend and Salon Coach training workshops throughout the United States, Canada and Puerto Rico, Stephen also takes

time to learn from the Aveda Masters. He has assisted the Van Michael Team during the 20th anniversary Congress. He has also assisted Ana Karzis, David Adams, Antioinette Beenders and the London Hair Academy Team.

ERMINIO FIOCCA

Erminio joined the Aveda Academy London in 2000, and has held the coveted title of artistic director for five years. In this role Erminio oversees the artistic direction of the Academy Collections while also playing an integral role in the development of global Aveda collections. While working as a session stylist, Erminio took part in lot of high-profile editorial and television work in the UK, creating looks for new faces and well-known celebrities such as Claudia Schiffer and Kylie Minogue. Erminio is known for the strong and creative looks he produces through cutting and his teaching skills are widely recognized both within the Aveda network and across the hair dressing industry. Within the Aveda family, Erminio has taken part in numerous educational tours, two Congress events, Haircolor USA and overseen many Collections.

ROY FREDERICKS

Roy founded Avant Garde in Austin, Texas in 1983. Since its opening, Avant has won numerous awards, including Best Salon in Austin, Top 200 Salon by *Salon Today* and has been featured in *Harper's Bazaar*, *Elle*, *Salon Today* and *Modern Salon*. Known for its innovative educational program, Avant focuses on style and technique as well as creativity, personal development, team training, communication and customer service. Avant stylists are committed to continuing education to ensure their growth as hair dressers, artists, professionals and human beings. The Avant team has appeared at numerous hair shows across the country and Roy frequently lectures on the business of running a salon. Roy is now working with Aveda and some of America's top salon owners to develop the Aveda Business College.

JANELL GEASON

Minneapolis-based Aveda makeup pureprofessional™ and Aveda retail manager, Janell, approaches education with passion by creating an environment that inspires her learners to discover their inner creativity. Janell has over 16 years in the beauty and retail world, working in Minneapolis and Italy as a licensed cosmetologist, freelance makeup artist and in the fashion and retail industries. Her classes focus on the artistry of makeup and how to bring this creative approach to the salon environment.

TED GIBSON

Ted is one of the most sought-after editorial, runway, and celebrity hair stylists in the business. His work has appeared in *Vogue*, *Cosmopolitan*, *Glamour*, *Rolling Stone*, *Jalouse*, *Elle*, *Allure*, *Vanity Fair*, *Nylon*, *Surface* and *Marie Claire*. He's worked with top celebrities such as Angelina Jolie, Jessica Simpson, Keira Knightley, Diane Sawyer, Sara Foster, Vanessa Carlton, Ashanti, Julia Stiles, Rosario Dawson, Jennifer Jason Leigh, Sarah Jessica Parker and Eva Herzigova, and worked backstage at the shows of Chanel, Prada and Dolce & Gabbana. Ted Gibson has also appeared on "Queer Eye for the Straight Guy," "Good Morning America," "Movie and a Makeover," "Inside Edition" and "Entertainment Tonight." Ted Gibson traveled the world as an Aveda educator conducting creative seminars and demonstrating bold, new techniques. At Aveda, Ted Gibson created successful products like Self Control™ Hair Styling Stick, Phomollient and Brilliant™. He has now opened his own spa and salon, The Ted Gibson Salon.

JEFFREY GOLDENSTEIN

Jeffrey began his career at the tender age of 18. Since then, Jeffrey has trained and taught all over the country, including San Francisco, Chicago, Los Angeles, New York and London. Jeffrey joined the Van Michael team 2 years ago. His avant-garde approach to hair dressing and his technical skills have made him one of the salon's most sought after hair dressers. Jeffrey is actively involved with both the Van Michael education team and show team. Jeffrey's patience and hands-on teaching methods keep him quite busy with Van Michael's in-house education and outside workshops around the country. His keen eye and creative skills have earned him a spot on the coveted Van Michael show team.

PETER GRAY

This Aveda guest artist, master stylist and world-renowned hair dresser is recognized and respected worldwide as one of today's great hair dressers and educators. In both disciplines, Peter is known for his unconventional, yet inspirational style. Peter began his education at Vidal Sassoon, and was soon experimenting with new ideas—on bands such as Oasis and James. Peter is known for high-profile session and editorial work, creating looks for celebrities such as Bjork, Courtney Love and Claudia Schiffer, and editorial for magazines across the world including *Vogue* (various international editions), *Harper's Bazaar*, *Allure*, *I.D.* and *The Face*. Peter enjoys working with various Aveda teams, including the pureprofessional™ educators with whom he worked to create the Congress Collection. Peter has also taken part in two other Aveda Collections and numerous Master Jams.

NATALIE GURLEY

Natalie's interest in hair color began in 1989 when she worked as a receptionist in an Aveda Concept Salon in Michigan. Trained at The Aveda Institute in Minneapolis, Natalie's experience and knowledge of Aveda's products and salon systems is exceptional. Natalie joined the Van Michael team in 1996. Her hard work and rare talent have earned her the title of Van Michael Director of Chemical Education. Natalie handpicked her education team, which oversees training for the entire Van Michael staff. In addition, she is involved in setting standards and policies implemented company-wide, and works and travels with the Van Michael Show Team. Her inspirations are watching new colorists become great colorists, strong women in business and her husband O'Neil who works as a stylist at Van Michael.

ANA KARZIS

Ana's reputation for technical innovation with hair color is well known across North America. As Technical Director for the Aveda Canadian Academies and Creative Technical Director for Civello Salon-Spas, Ana has been an integral part of the testing and development of Aveda's pioneering hair coloring systems. With a high profile clientele both in Canada, New York and Los Angeles, Ana is passionate about sharing her knowledge and her unique approach to hair color and texture, consistently breaking conventional boundaries and customizing hair color for the individual while preserving and maintaining the integrity and health of hair. Ana is an Aveda global master and active member of Aveda's education team responsible for creating Aveda's seasonal collections launched to both trade and consumer media. Recipient of the prestigious Aveda Master of the Arts Award at the Aveda Millennium Congress Festival, and "Best Innovative Technique" at Hair Color USA 2001, Ana remains one of the industry's most highly respected hair color experts.

KURT KUEFFNER

Kurt's professional experience spans 30 years. Kurt has balanced his career between salon ownership, editorial work and global education. Since 1995 Kurt's career has been dedicated exclusively to men's hair and fashion. With a background in both barbering and cosmetology, Kurt brings his own unique perspective to Modern Men's Grooming. Kurt has published a collection of masculine cutting, consultation and business building materials. Kurt is currently developing a new men's technical program for the Aveda network. Kurt believes that it takes excellent technique to support excellent design.

LEONARD LAUDER

Leonard is Chairman of The Estée Lauder Companies Inc. Founded in 1946 by his parents, Estée and Joseph Lauder, the Company is one of the world's leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products, with annual sales of over \$5 billion. A graduate of the University of Pennsylvania's Wharton School, Leonard also studied at the Columbia University Graduate School of Business and served as a lieutenant in the U.S. Navy. He formally joined Estée Lauder in 1958, when it had annual sales of \$800,000. Leonard consistently developed and implemented innovative sales and marketing programs, and increased the Company's sales and profits. Under his leadership, the Company launched many new brands, including Aramis, Clinique, Prescriptives and Origins, and also expanded through acquisition. Beginning in the mid-1990s, its purchases included trendy independent brands such as M•A•C, Bobbi Brown, Aveda and Stila. Leonard is extremely active in the worlds of education, art, politics and philanthropy. He is a charter trustee of the University of Pennsylvania and of the Whitney Museum of American Art in New York City, and currently serves as its Chairman of the Board.

WILLIAM LAUDER

William is President and Chief Executive Officer of The Estée Lauder Companies Inc. The Estée Lauder Companies is a global premium consumer goods company and one of the world's leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products, with annual sales of over \$5 billion. Its products are sold in more than 130 markets, under 22 well-recognized brand names, including Aveda. William has been Chief Operating Officer of The Estée Lauder Companies since 2003, responsible for the oversight of all of the Company's Global Operations, including Manufacturing, Research & Development and Human Resources, as well as Retail Store Operations and all activities for The Estée Lauder Companies' international business. William is on the Board of Directors of The Estée Lauder Companies, The University of Pennsylvania, The Fresh Air Fund and The 92nd Street Y, and on the Board of Trustees of The Trinity School.

MIHO MATSUURA

Miho is one of Japan's leading editorial hair stylists and owner/creative director of Tokyo's "Twiggy" salon, an alternative salon catering to Japanese stylemakers, including magazine editors, artists, celebrities, models and fashion trendsetters. Her work has

been featured in Japanese women's magazines such as *Elle Japon*, *Figaro Japon*, *Marie Claire*, *Gl*, *Spur*, *Frau* and *Domani*, as well as in print and television advertising. Respected for inventing trends and buttressed by vision, talent and sheer intuition, Miho has been a dedicated supporter of the natural beauty movement, and introduces her clients to brands that embrace a like-minded philosophy.

JO MCKAY

A native of Australia, Jo has been with Aveda since 2002, when she joined the Aveda Academy London team as a colorist. Jo is one of Aveda's most senior color educators and has a particular emphasis on the use of formulas; her chief responsibilities include being an integral part of the Academy Education team in London, as well as supporting the teams in Europe. Jo is known for her understanding of great photography and had much of her work published in publications in both the U.K. and Australia. In 2001, Jo received the judges award for excellence in photographic hair contest "The Face," sponsored by Redken 5th Avenue.

DEBORAH MILNER

Deborah is a world-renowned fashion designer known for her innovative, sculptural pieces, "with a modern alchemist's mix of creativity, experimentation and technology." Her London-based atelier has received numerous accolades and has been featured in design exhibitions and publications around the world, including "Fashion in Motion" at the Victoria & Albert Museum in London. She has collaborated with fashion greats such as Alexander McQueen, Walter Rodriguez and Vidal Sassoon, and has dressed celebrities like Bjork, Helena Bonham Carter, Yasmin Le Bon, and Lucy Ferry. She has been featured in *Vogue*, *Elle*, *I-D* and *Women's Wear Daily*, and *The New York Times*, among others. She received her degrees in design from the St. Martins School of Art and the Royal College of Art and has taught design workshops in Europe and Brazil.

RUDY MILES

Rudy is a leading makeup artist, working with some of the world's most significant fashion designers and celebrities. Rudy began his career as a makeup artist at the John Casablancas/Elite Modeling Agency in Chicago, assisting new talent in developing their portfolios, and studied Fashion Merchandising and Marketing at the International Academy of Merchandising and Design. He began his career with Aveda in 1995 at the Flatiron Environmental Lifestyle Store in New York. In 1997, Rudy joined the retail education team and began facilitating Advanced Academy makeup classes, bringing his exceptional skills to the

entire network. He supports Aveda in growing its makeup business by writing and teaching professional makeup classes globally, assisting with product development and creating modern and innovative techniques for Aveda's seasonal collections.

TRISTAN MORRISON

Tristin has been with Aveda/Collega in Toronto for five years. He began his career at Vidal Sassoon only nine years ago and immediately became interested in the education side of hair dressing. Hair dressing is a natural career path for Tristin, who grew up in the industry. Tristin is passionate about education and sees his primary role as one of developing excellence in education and helping to attract new people to the industry in order for it to continue to grow and be seen as one of true professionals. After finishing his apprenticeship, Tristin became a senior educator with Vidal Sassoon in Los Angeles and Toronto both teaching and working with clients. It was in 2001 that Tristin joined the Aveda Collega family and was an integral part of opening up the first Aveda Academy in Toronto. Since then, Tristin has been a key player in the opening of the three other Collega Aveda Academies in Canada, located in Vancouver, Calgary and Edmonton.

DAVID MUNN

David started his career in 1990 with John Dellaria in Boston/Manhattan. David quickly worked his way through the education system, earning him the title of Master Stylist. Later, he joined the education team working with students and the creative team as a Style Director. David worked hard at his craft, both as a hair cutter and as a colorist. He has traveled extensively around North America working as an educator and platform artist. David has also had work featured in both national and international publications. His technical skills have made him a sought-after colorist for session and stage work, including such top salons as John Sahag in Manhattan. David joined the Van Michael team in 2001. His knowledge of hair cutting gives him a fresh approach to hair color. This, combined with his technical skills, has made him one of Van Michael's most sought after colorists.

YUJI OKAWA

Yuji is the founder of Creative Art Inc. and is one of the world's leading colorists. A former chemist, Yuji marries scientific knowledge to creativity, applying it to the world of hair color. With numerous years of salon experience, Yuji colors and styles hair for editorial, print and television advertising, teaches numerous seminars in hair

color techniques around the world and works with major companies to develop innovative hair color products.

HERBERT PLOENES

Herbert began his craft in 1979 in a German salon before going on to study at the "Hair Factory" school where he became an educator. In 1986, Herbert moved to Hamburg where he worked in the role of artistic director for Vidal Sassoon, specializing in training—both on a national and international level. In 1995, Herbert received his master craftsman diploma and soon after took part in the Berlin Hair World Congress. He joined the Aveda Academy Berlin team in 2002. He sees his role in education as one of nurturing and developing his student's knowledge while continuing to inspire them through ever-evolving work and excellence.

CHARLIE PRICE

Charlie is an Aveda guest artist and co-owner of Planet Laboratories an Aveda Concept Salon in Denver Colorado. He has created runway looks for scores of New York fashion designers such as Jeremy Scott, Catherine Malandrino, Imitation of Christ and Matthew Williamson. Charlie's photo work has been published widely in international trade magazines and he was awarded North American Stylist of the Year in 2002. Over the last year in Denver, he has been recognized with community honors from the *Rocky Mountain News*, Denver Art Museum, The Museum of Contemporary Art and Fashion Group International. Charlie has also been quoted as a beauty expert in consumer publications such as *Instyle*, *In Touch*, *Elle*, *Marie Claire* and *Allure*.

HORST M. RECHELBACHER

Horst is an internationally renowned environmentalist and business leader. His life's work has been the study of pure flower and plant essences and their benefits to beauty, health and well-being. The son of an herbalist and an avid naturalist, Horst shares his profound knowledge of plants and advanced plant engineering as an author, educator and lecturer. As the founder of Aveda, he was the first in the industry to envision beauty as a comprehensive lifestyle approach that centers on environmental wellness, and a visionary leader in socially responsible business.

JON REYMAN

Jon began his career with Aveda and has since travelled extensively as an educator developing curriculum across the world. He is known for his creative use of shape and texture while understanding the importance of

ongoing change and involvement—and the need to challenge rules. Jon began his career in 1996 at the premier Aveda Institute, in Minneapolis, Minnesota. After graduating, Jon worked for Juut salons before spending time in Europe training with leading hair dressers in London and Paris. Upon his return to the United States, Jon completed the rigorous training program needed to become a purefessional™ educator—the highest level of stylist within the Aveda network. While working in this capacity, he spearheaded the opening of the Van Michael Miami salon. Jon returned to New York in 2002 to work as master stylist at Aveda's West Broadway salon. As lead hair dresser, Jon also designed hair and organized teams for Oscar de La Renta, Ralph Lauren, Perry Ellis, Holly Kristin, Pamela Roland and many other designers. Jon has also published editorial work in high-profile magazines such as *Cosmopolitan*, *Allure* and *Lucky*.

FRANK RIZZIERI

Frank is a nationally recognized stylist, colorist and beauty consultant and the visionary behind Rizzieri, two award-winning salons, a celebrated day spa, two respected schools of cosmetology and massage and a rapidly growing management consulting firm. He is known in the beauty industry as a top stylist, and was recognized as North American Hair Stylist of the Year in 1989, 1990 and again in 1993. Frank has worked with international designers such as Helmut Lang and Calvin Klein, and with major product manufacturers. His creative approach to beauty has been captured on magazine covers and in articles in numerous national magazines such as *Mademoiselle*, *Cosmopolitan*, *British Elle* and *Australian Elle*. He also has done guest makeovers on national television, and styled 1999 Miss America.

NANCY RAO

Nancy has built a strong industry profile through color maintenance work for some of the industry's most famous models. Her work has appeared in advertising and editorial in Australia's leading fashion magazines including *Vogue*, *Marie Claire*, *Harper's Bazaar* and several industry publications. Nancy's technical and creative skills have earned her a range of industry accolades in her eleven-year career, including 2005 Hair Fashion Awards Creative Colourist of the Year and 2003 Australian Hair Fashion Awards Creative Colourist of the Year. Nancy regards education as particularly important and has an extensive list of credits to confirm her commitment to teaching and learning.

DERRICK SCURRY

When Derrick began working as a freelance hair stylist in 1992, there was no market for natural black hair in the world's fashion magazines. Now he reigns as "The Natural Hair King of New York City," working the runways of New York and Paris and styling for the covers of the world's top magazines. His roster of over 500 clients includes Tomiko Frasier and Jill Scott. His print advertising work includes clients such as Maybelline, Donna Karan, DKNY and Catherine Malandrino. He has worked regularly with European designers John Galliano, Christian Dior, Chanel and Gaultier. Scurry's proficiency has ensured his fixture on the fashion scenes of Paris and New York. Combining creativity and quickness, he has become the staple stylist for African-American models and celebrities on both sides of the Atlantic. He can make dreadlocks the envy of every permed model on the scene. He can give natural hair the stylings of the most chemically-treated hair. He can merge the essence of the street with the glamour of the runway.

DAWN SCHENK

With more than 11 years in the industry, Dawn has spent over a year in a Manhattan Aveda Lifestyle Salon—Scott J Salon and Spa. Before joining Scott J, Dawn dedicated her career for 5 years to be a full time Hair Color Specialist for Aveda Services East where she enjoyed sharing information with many salons in the Mid-Atlantic states. Because of her skills and dedication to Aveda hair color education, Dawn was invited to assist in several of the purefessional™ hair color trainings for the launch of Full Spectrum™ Hair Color. Dawn continues to share information as part of the education team for Scott J and through her role as an Aveda purefessional™ educator.

DYLAN SIT

Dylan began her hair dressing career in 1998 with the Civello Salon and Spa group. As an apprentice to Ray Civello, she honed her technical skills and creative edge. Dylan has since assisted top Aveda educators, purefessional™ educators and leading editorial hair dressers. Through her years in the industry she has regularly appeared on television makeovers and has been acknowledged in several fashion publications. Dylan is currently a Senior Stylist with Civello Salon and Spa and a member of the Aveda purefessional™ team. Her passion is learning, sharing knowledge and inspiring others around her.

TRACY SPRAGUE

Tracy has 14 years of experience as a stylist and makeup artist—eight of which have been as part of the Aveda purefessional™ team. She is currently the owner of Salon Uruku, an Aveda Concept Salon in Kansas and also serves as the salon's Education Team Leader. Tracy's passion for makeup is evident in her fascination with transformation. Her talents have been utilized in Aveda Lifestyle Tours, Master Jams, trade shows, New York's Fashion week and Aveda Congress Festivals, as well as local fashion shows and television specials in her area.

WOODY THEIS

Woody is Creative Director for Juut SalonSpa—the original Aveda Concept Salon. With more than 19 years in the beauty industry Woody utilizes her talents and professionalism to create an educational experience that inspires ideas and techniques for every student no matter their level of experience. Her goal is to create the foundation that enables every participant to believe in and bring themselves to their potential. Woody's strong communication skills have made her sought after for many television fashion spots and makeovers, both locally and nationally. Her work has been a true passion for education. She believes that in order to influence we must constantly find inspiration in others. She has brought this genuine passion to the Aveda network, working as an Aveda purefessional™ educator for the past four years.

SUE THOMPSON

Currently at Chrome Hair Design in Edmonton Alberta, Sue started in the industry at a very young age. An educator for Collega and Collega West Aveda distributors, her loyalty to Aveda stems from their extensive training programs and their environmental commitment. Sue says, "As long as one individual hears what I am sharing with them and uses that knowledge to make a difference within our world and themselves, then my goals and inspirations have flourished!"

LISA VANN

Lisa has 15 years experience in the salon industry, with the last 11 leading the Aveda Lifestyle Salon, Marketplace Salon and Day Spa in Seattle. Lisa manages a hectic schedule as a Salon Manager, Director of Salon Education, a fully booked stylist, and the role she is most proud of, as an Aveda purefessional™ educator. Lisa has worked locally in teaching and mentoring stylists to pursue and achieve their dreams. She has worked hard to make a name for herself, and will continue to do so by making her-

self available to learn and grow as a stylist, educator, manager, and creator. She works with the Aveda Global Educators to bring the latest information in Aveda retexturizing systems and fashion in textured hair to the Northwest.

TERRY VARTY

Terry is currently the Creative Director for Progressions Salon in the Mall of America in Bloomington, Minnesota. He helped open the Aveda Concept Salon in 1998 and has over 17 years experience as a stylist and national educator. Terry helped develop the men's cut and color trend workshop for Aveda Midwest. His work as a photo stylist has been published throughout the country. He is member of the Aveda Collection Team for Congress Festival 2005. Terry's easy-going, comfortable style of teaching makes it possible for everyone to walk away with a sense of accomplishment.

LUPE VOSS

As an educator, mentor and training consultant for Aveda distribution, her reputation for excellence spans the continent. Capitalizing on 24 years of behind the chair, classroom and stage experience, Lupe has owned and operated the prestigious Julian August Salon. Lupe began her career as an educator through the Aveda Purefessional program and has trained directly with Aveda Artistic Director, David Adams, and is known for her technical acumen and her "real-life" classroom style. She has a passion for learning and a heartfelt desire to make learning fun.

WACHS & WACHS

Cajus and Cyrus Wachs began as stylists in Munich and Hamburg, Germany over a decade ago. Soon rising stars in the styling world, the brothers decided to join forces in 1993, opening their own salon in Munich and soon after in Frankfurt. The team Wachs & Wachs, has participated in numerous hair shows and seminars around the world. Their salon was honored with Salon of the Year in 2000 by *Top Hair* and they were named German Hairdresser of the Year in 2003 and nominated again in 2004.