

# Be in the Know

Our Quarter 3 – 2020 Newsletter





# The Be\_. manifesto

To connect beauty, the environment, and well-being to support our students and teams in becoming **successful** beyond their expectations as **artists** and **professionals**. To catalyze and cultivate **achievers** who make the world a better place.





# 2020 has been filled with highs and lows

/ **493 students** participated in online distance learning

/ We started **195 new students**

/ We created a dynamic curriculum using technology,  
transforming the way that we provide luxury education to our  
students.

/ **38 new people** joined the Be Aveda family, and  
counting!

/ To keep our schools safe for our students and  
partners, we provided:

/ **1,560 face shields**

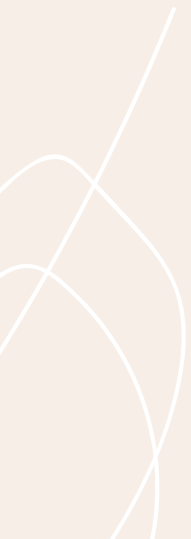
/ **4,000 Be branded masks**

/ **55 gallons of hand sanitizer**



# The Silver Lining

Our Be Aveda family could have never predicted the challenges brought to our business by COVID-19. The virus forced us out of the traditional way we have been doing business and challenged us to quickly explore new ways of providing our students with exceptional education. Collaborative Teaching and Adjunct Education are two new education concepts that are true silver linings of COVID-19.

- / **Collaborative Teaching:** Education has been elevated. Our new collaborative teaching model brings strong, consistent education to all of our Be Aveda Institute students, regardless of their location. We are thrilled to be industry leaders in this new education concept.
  - / **Adjunct Education:** In the adjunct education model, stylists from local Aveda salons come into our schools and assist with education on our clinic floors. There are major benefits to both the salon and our students. We have been testing this model in our Tallahassee Institute, partnering with Joe and Stephanie Borrás and Soleil 7, and all are very happy with the collaboration thus far.
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# Social Movement

The Social Movement we are currently seeing within our society allowed us the opportunity to reflect on our Be Aveda Institute core beliefs.

- / We believe in treating ourselves, each other and the planet with care and respect.
- / We believe social responsibility is our responsibility.
- / We believe in the power of oneness.





# Our Action

Here are the things we have implemented to further amplify these core beliefs.

- / Diversity Training will be provided to our Be Aveda Partners virtually in the coming month.
- / Posters enforcing our Zero Tolerance policies were produced and posted throughout our schools.
- / All proceeds from our Love is Love shirts will be donated to Black Visions Collective (**link: <https://www.blackvisionsmn.org/>**)
- / Our partners and students are participating in Aveda's Texture Jam, highlighting exceptional artistry in textured cut, textured color and textured style.
- / Additional education on textured hair has been provided to our students through Culture Mornings.



@brandychieco





# Be Aveda Institutes Beauty Schools Videos

We are excited to share new videos for  
the Be Aveda brand, Cosmetology Program  
and Esthiology Program!

These videos were created to show off the undeniable passion and  
inviting culture found throughout our schools. We want future students  
to know that they are welcome to learn valuable skills, be a part of our  
family, and share their talents with our community and beyond!

[Click the videos above this PDF to check them out!](#)



## Pride Month and Earth Month shirts are now on sale in our schools!

Pride Month and Earth Month shirts are now on sale in our schools! Shirts are \$20 + tax. Proceeds from the Love is Love shirts benefit **Black Visions Collective** and proceeds from Earth Month shirts benefit clean water organizations throughout our state- including **Healthy Gulf, St. John's Riverkeeper and the Everglades Foundation.**







# Be celebrated.

Thank you to everyone celebrating an anniversary with us this quarter! We couldn't do what we do without our amazing team!

- Kimberly Breslin / 10 Years
- Steven Colon / 7 Years
- Catherine Cinicollo / 7 Years
- Rebecca Leonard / 6 Years
- Edison Matallana / 5 Years
- Deana Anderson / 3 Years
- Allison Long / 3 Years
- Shanna Bailey / 2 Years
- Jasmine Lane / 1 Year
- Gage Richardson / 1 Year
- Whitney Cancienne / 1 Year
- Erin Stroup / 1 Year
- Thea Hampton / 1 Year
- Rebekkah Mitial / 1 Year







@avedainstitutetampabay.

Be thriving.

@brilliantblondes\_byri







# *Introducing* Aveda Institute Brandon!

Our Brandon school is opening this September at 1516 W Brandon Blvd.



# Danielle Godfrin / Admissions Manager



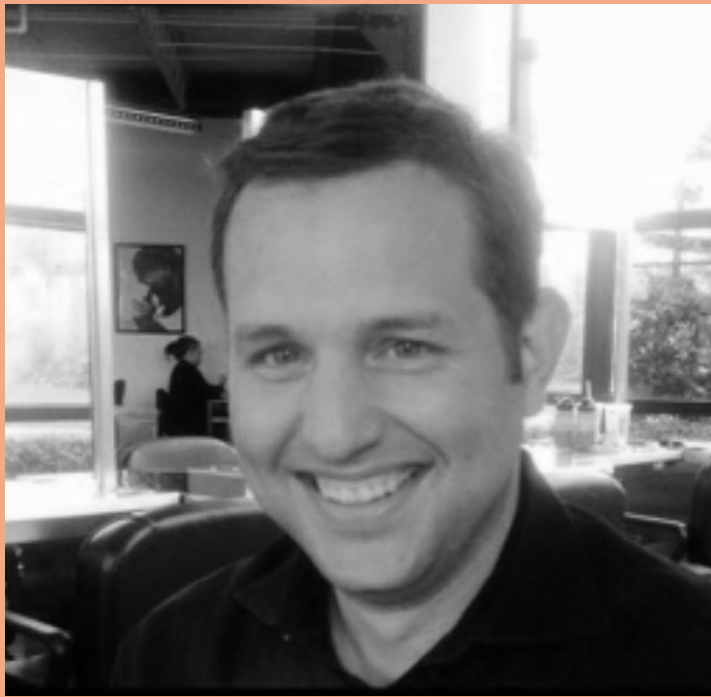
**Danielle Godfrin has been promoted to the position of Admissions Manager for our new Aveda Institute Brandon location!**

Danielle has been in the beauty industry for 17 years, and has over 11 years of experience in the education field. Danielle previously worked at Aveda Institute South Florida, where she taught UT and managed Student Records. About a year ago, Danielle and her fiancé relocated to the Tampa Bay area and she moved to our St. Pete office, where she has worked as an Admissions Call Center Representative getting potential students excited and setting them up to tour in our schools. She has stepped in where needed to help train Student Care professionals at our Institutes.

In Danielle's spare time she likes to explore new restaurants with her Fiancé Jim and spend time with her loving rescue dog, Abby. We are excited for her to take this next step.



# Jordan / Institute Brandon Director



**Joining us as the Director of Aveda Institute Brandon is Jordan Welker. Jordan comes to our school with a deep understanding of education and business development.**

Early in Jordan's career, he worked in the restaurant business as a General Manager. His experience in this industry set the stage for Jordan to understand Operations and how to be disciplined daily in order to achieve results. He joined Aveda Institutes South as the Director of the Aveda Institute Nashville. Jordan opened the location and Nashville was profitable within 7 months. He succeeded at managing the school for 5 years. His school won many awards including 43 students named Beacon Award winner or honorable mention, named Best School Culture in the country by Modern Salon in 2017, and more.

In his personal time he loves college football, traveling to new places, the outdoors, reading and gardening.





Be *informed.*

Aveda & Industry News



# Foam Reset™ Rinseless Hydrating Hair Cleanser

Foam reset™ rinseless hydrating hair cleanser is a multi-benefit scalp and hair leave-in treatment product that cleanses and hydrates hair, tames frizz, and refreshes and cools the scalp.

**Learn More at [Aveda.com](https://www.aveda.com)**



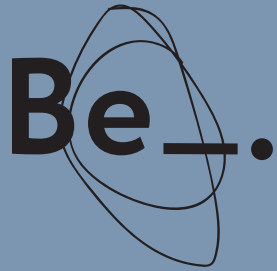


# Cherry Almond Body Scrub Product Highlight:

Experience soft, smooth skin with our 98% naturally derived\* body scrub. Powered by nature, walnut shells and bamboo soften and smooth skin with gentle exfoliation, a plant-derived blend of cherry blossom extract and sweet almond oil condition skin.

**Learn More at [Aveda.com](https://www.aveda.com)**





# Thanks for Reading, See You Next Quarter!

We don't know what the future holds but we are  
confident that our Be Family will come out of this

*stronger than ever.*

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