NEILL FW21 COLLECTION
Creative Director: Allen Ruiz
Producer: Tatum Neill
Photographer: Wendy Hope
Color: Michelle Bowden of Avalon Salon
Cut: Colton Jones
Styling: Courtney Bradberry of Paris Parker
Makeup: Sasha Ahart of Paris Parker,
Lauren Turner of Aveda North
America Artistic Team

07.2021 - 12.2021

FALL

'THE COME BACK' ISSUE

NEILL UNIVERSITY COURSE CATALOG

This PDF is interactive. Click or tap your area of interest for more information or to register.

Cut: Colton Jones
Color: Kaitlyn Valderrama of Lavish Salon
Styling: Angel Johnson of Aveda Arts Institute Atlanta
Photographer: Tatum Neill

THE COME BACK

Closed salons. State-mandated restrictions. Caring for a family. Concern for the future. Break room tears. Learning new technology. Loathing new technology. Making pivots. Being alone. Never being alone. Complicated color corrections. Building your book. Finding hope. Moving forward. Removing a mask. Hugging your client. Breathing in deep.

This is your come back.

While the salon industry may be returning to a place of near normalcy, it goes without saying that nothing will ever be the same. The challenges presented in the past 18 months have catalyzed changes in the way we create, consider our futures, and build businesses. Now on the other side of dystopia, there is an opportunity to re-imagine your path and move forward with a renewed sense of purpose. After all, if we learned anything — it's that the world depends on our industry for wellness and self-care.

We designed the Fall 2021 Neill University course catalog to inspire possibility. With countless ways for artists to develop, share, and master their craft, we know our network of talent can turn the industry upside down with innovation, fresh inspiration, and renewed pride for changing the lives of those they touch.

What's more, are endless possibilities for teams to grow with each other with our In-Salon Educator catalog (as seen at right). Featuring Neill Certified Educators, this bi-annual publication highlights artists from around the network who motivate and train salon groups with innovative techniques to refine skills and elevate teams to new heights. Find a Neill Certified Educator right for your team here.

As you turn the pages of our offerings, do so in the spirit of possibility. This next season is whatever you want to make of it. The world will never be the same, and neither should you.

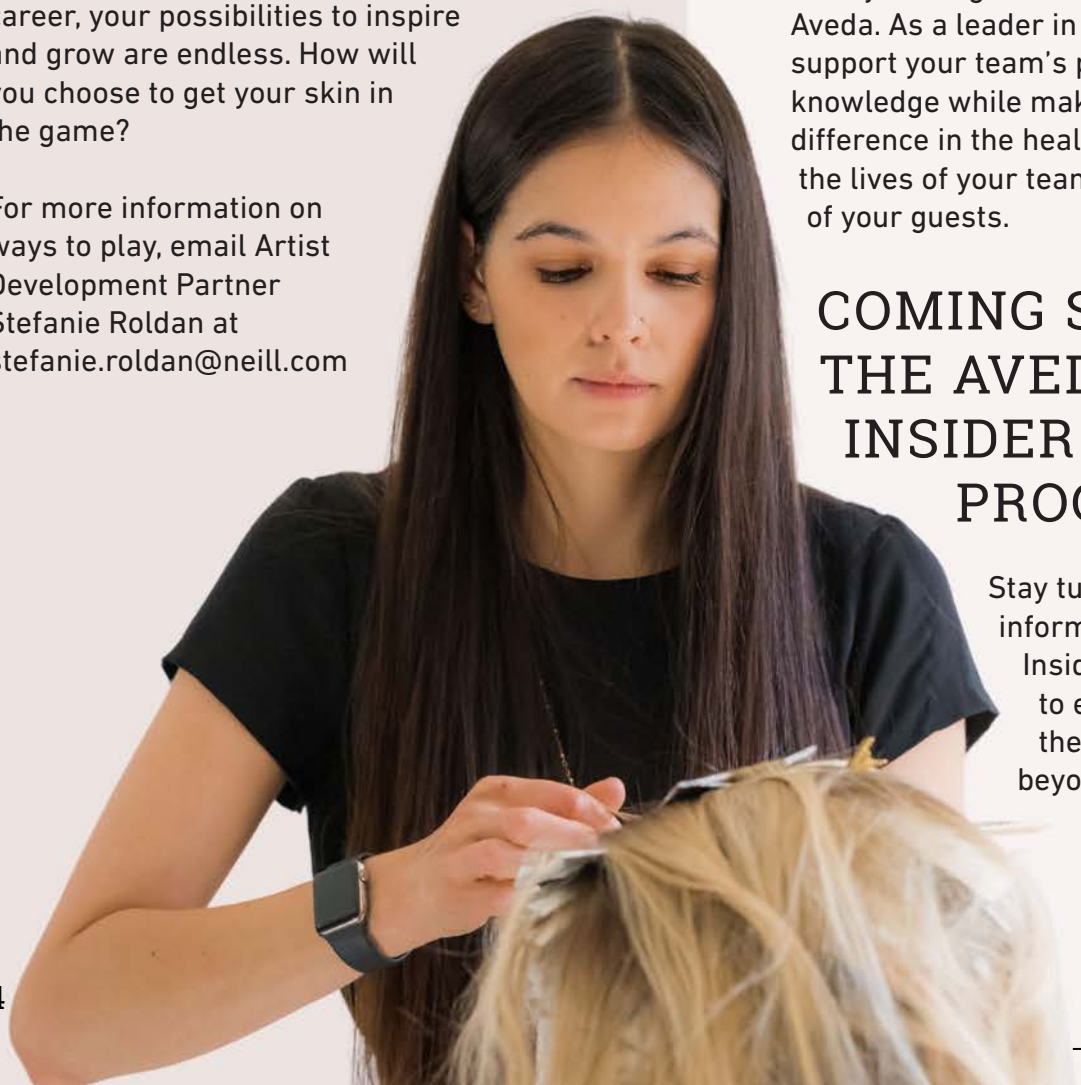
Yours In Service,
Team Neill

FOR ARTISTS, BY ARTISTS

When you're a part of #TeamNeill, you won't be sitting on the sidelines.

With access to internationally recognized educators, a catalog of opportunities designed for you to share your craft, and professional tracks to elevate your career, your possibilities to inspire and grow are endless. How will you choose to get your skin in the game?

For more information on ways to play, email Artist Development Partner Stefanie Roldan at stefanie.roldan@neill.com



NEILL CERTIFIED EDUCATOR

Calling all teacher-types! Neill Certified Educators are stylists in the network who have completed our rigorous certification program. These educators form the foundation of our education team as the primary support for calendar and in-salon courses. Your skill-set will shine as you provide education and inspiration throughout our dynamic network.

AVEDA AMBASSADOR

When you join the Aveda Ambassador program, you become part of a community intending to help you and your salon/spa grow. With access to exclusive content, breaking brand news and events, you'll have your finger on the pulse of all-things Aveda. As a leader in your salon, you'll support your team's product and service knowledge while making a tremendous difference in the health of your business, the lives of your team and the experience of your guests.

COMING SOON: THE AVEDA INSIDER PROGRAM

Stay tuned for more information about Aveda's Insider program designed to elevate stylists in the Aveda network and beyond.

AVEDA PUREFESSIONAL

Ready for your next challenge? The Aveda Purefessional program provides educators the opportunity to teach at a national level. These technical masters must first complete the Aveda Purefessional Audition and Immersion Program.

NEILL HAIR COLOR RETREAT

The Neill Hair Color retreat is an annual in-person experience for Certified Educators. This hands-on, immersive event will teach participants the latest hair color trends, how to teach brand new classes, and demonstrate updates to the Aveda Hair Color line.

HOMESCHOOLED

Neill's platform for up-and-coming stylists gives vetted artists the opportunity to share their passion and talent for hair, skincare, or makeup with the industry LIVE on the Neil Facebook page and as on-demand content at U.Neill.com.

PHOTOSHOOTS

We invite stylists to audition to be part of Neill Collection and product launch photoshoots. You'll work collaboratively with industry leaders to produce commercial and editorial looks for the Neill network and beyond. More information coming soon!

Right: Behind the scenes at the inaugural annual Neill Collection shoot from May 2021
Photographer: Mary Katherine Leslie

JUMP START

JUMP START YOUR SALON CAREER

Jump Start is a 2-week new artist training program designed to refine and elevate technical skills in cutting, coloring, and styling hair.

With curriculum by North America's premier Aveda Educators, this diverse and inclusive program will take what you've learned in cosmetology school and translate it to real-life guest experiences on the salon floor.

LEARN:

- Apply critical thinking on technique selection
- Polish fundamental technical skills
- Increase speed
- Execute comfortable, effective consultations

Aveda Salons will scholarship the tuition of this program to new artists joining the Aveda Salon Network. Merit-based scholarships also available through Aveda Arts. Student Kit fees are not eligible for scholarship.

TUITION	$3000	
STUDENT KIT	$250	
FALL SESSION DATES	WEEK ONE September 12 - 16	WEEK TWO September 19 - 23
LOCATIONS	Austin Birmingham Dallas	Houston Nashville New Orleans

New artist training in action at the inaugural Jump Start session in New Orleans, June 2021
Photographer: Mary Katherine Leslie

ALCHEMY OF HAIR COLOR

PART ART, PART SCIENCE - AVEDA COLOR, DEMYSTIFIED.

THE BLONDE EDITION

New additions to the Alchemy of Hair Color curriculum are being formulated for fall! Bring a member of Team Alchemy into your salon to learn how to craft iconic blondes and stay turned for more exciting course options!

DON'T JUST LEARN HOW. **LEARN WHY.**

Alchemy of Hair Color will show you a new way of conceptualizing Aveda color that will change every formula you touch from now on.

In this class you'll finally figure out why some of your color formulas work, and why some don't (even though it feels like they should).

Your "a-ha moments" will open your eyes to different and non-damaging methods to lift and neutralize; innovative paths to the color results you want every time; and new ways to use the Aveda tools you already have in your toolbox. You'll learn how to break the rules in smart ways, and bring your visions to life.

The Alchemy of Hair Color class was developed from Aveda master colorist and educator Alberto Swanson's theory that all colors have a visual weight based on their levels of saturation.

This theory advances your coloring skills in a remarkable way by changing the way you conceptualize color and giving you new ways to use the Aveda tools you already have.

TEAM ALCHEMY

ALBERTO SWANSON
@coloristdavis

ALICIA MAULDIN
@alicia_mauldin

ANNA RAY
@annarayofsunshine

BECKIE ALBORN
@beckiedoesthegoodhair

CASSANDRA PEÑA
@casspenahair

JADE MADDEN
@jade.ellieksalon

NICOLE NEDOM
@colorgirlnyc

SARAH SIBLEY
@hairbysquare

SHANNON GAINEY
@shannon_gaineypro

STEPHANIE DAIGLE
@daiglehair

STEPHANIE DICKERSON
@stephdhair

LIZZY CAMPBELL
@lizzyloveshaircolor

MASTER YOUR MIX

MASTER TIPS FOR CONSISTENTLY BEAUTIFUL COLOR

Creating the perfect hair color requires a unique point of view and creative thinking—something that Aveda's top hair color experts have mastered.

This course takes you on an exploration of how the masters assess and select formulations using the color theory concepts of hue, saturation and intensity. Their approach is simple and easy to master with an open mind and a firm grasp of Aveda Hair Color components. Learn how to use the Aveda Color Wheel as a source of endless hair color inspiration and maximize Aveda Hair Color components to their fullest potential.

LEARN:

- Tips and tricks from Aveda Hair Color masters
- How to expand beyond basic color formulations and formulate for accurate, predictable customization
- How to manipulate color theory principles through an understanding of hue, saturation and intensity
- How to build on your foundational color skills and spark your hair color creativity

TUITION	$150		
DATES & LOCATIONS	July 18 Birmingham Oklahoma City New Orleans NW Arkansas	July 19 Nashville San Antonio Knoxville	July 25 Austin

Cut: Colton Jones
Color and Styling: Tatum Neill
Photographer: Tatum Neill

TEXTURE COLOR

COLOR MY CURL

There's more to coloring textured hair than meets the eye.

In this one-day course, you'll learn how different textures and other hair characteristics can affect hair color results and how to address the common challenges of coloring textured hair. You'll practice several on-trend color techniques and receive coaching from Aveda's texture experts. Upon completion, you'll be confidently prepared to provide your textured hair guests with the hair color results they've been dreaming of.

LEARN:

- How to consider loss of texture, multiple textures/patterns, porosity and cuticle when coloring textured hair
- Proper product choice, sectioning and placement when coloring textured hair
- Three hair color techniques: color press, tipping and color blocking
- Styling tips for enhancing color results

PREREQUISITE: Texture Essentials Color Results

TUITION	$200		
DATES & LOCATIONS	October 3 Birmingham	October 4 Houston	October 24 Austin

COLOR CONVERSATIONS

Color Conversations is a one-hour, live virtual class and Q&A session.

Ideal for stylists who have completed the Aveda Hair Color Systems and Solutions modules on PurePro, this course helpfully summarizesmodule learnings and provides a space to ask questions in real-time to our Hair Color team.

This complimentary virtual class goes live the first Thursday of each month. Click for info.

NUTRIPLENISH LAUNCH
Lead Hair: Naomi Dove
Hair: Chris Guidry of Paris Parker, Tatum Neill
Artistic Director: Andi Eaton
Photographer: Mary Katherine Leslie

SALON STYLING ESSENTIALS

STUNNING HAIR STYLES START HERE

Bring out the beauty in your hair cuts with smart hair styling.

In this hands-on course, you'll play with the full line of Aveda hair styling products and learn how to incorporate them into essential hair styling methods, drying techniques and curl/wave enhancements. Discover how different products and techniques can give each guest a show-stopping hair style they can replicate at home all while bolstering your opportunity to recommend Aveda products and increase retail sales. At the end of the course, you'll be inspired to finish every hair cut with a flattering hair style sure to boost your retention and revenue.

LEARN:

- How to style all hair types with the right blend of products and techniques
- How to determine and create your guest's desired hair style
- The art of product layering
- Essential hair styling skills:
  - — Flat brush styling
  - — Flat iron techniques
  - — Round brush setting
  - — Curling iron techniques
  - — Natural curl enhancement
  - — Diffuse drying
  - — Hand-drying
  - — Texture styling
  - — Texture setting with irons

TUITION	$50		
DATES & LOCATIONS	October 3 Dallas	October 10 Nashville, Austin, Birmingham, New Orleans	October 24 Houston, Knoxville

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BEHIND THE SCENES: HAIR STYLING PRODUCT KNOWLEDGE

EMBARK ON A JOURNEY INTO AVEDA HAIR STYLING

Be a part of the story.

This two-hour class explores the history, philosophy and formulation of Aveda's high-performance, plant-derived styling products. Get a detailed look into the top styling products, and learn about Aveda Artists' favorite products: what they love about it, how they use it and who they recommend it to. Gain real-world skills through hands-on practice and guest profiles.

LEARN:

- The history, philosophy and formulation of Aveda hair styling products
- The key components of the top five hair styling products
- Identify the key points of difference of Aveda hair styling products
- Recommend the right hair care solution for each guest's needs

Interested? Book this complimentary course with your Salon Development Partner.

TEXTURE CUT & STYLE

CUTS FOR EVERY CURL

More and more guests are embracing their natural texture—and that means opportunity for you.

Boost your skills and confidence in cutting naturally textured hair in this one-day, industry-exclusive class. You'll learn and practice the fundamental techniques established by Aveda's top texture experts. And you'll be empowered to help your guests in achieving their hair goals.

LEARN:

- Three foundational hair cuts and shapes to suit long, medium and short styles
- Considerations when planning a service for guests with naturally wavy, curly or coily hair
- When and why to choose cutting wet vs. dry hair
- Product selection and usage that support the finished style
- How to deliver an outstanding service experience for guests with textured hair

PREREQUISITE: Texture Essentials Color Results

TUITION	$200		
LOCATION	Houston	Austin	Memphis
DATE	August 2	August 8	August 22

NUTRIPLENISH LAUNCH
Lead Hair: Naomi Dove
Hair: Chris Guidry of Paris Parker, Tatum Neill
Artistic Director: Andi Eaton
Photographer: Mary Katherine Leslie

BEHIND THE SCENES AT THE NEILL FW21 COLLECTION
Creative Director: Allen Ruiz
Producer: Tatum Neill
Styling: Angel Johson of Aveda Arts Institute Atlanta
Makeup: Sasha Ahart of Paris Parker, Lauren Turner of Aveda North America Artistic Team
Photographer: Mary Katherine Leslie

NEILL FW21 COLLECTION
Creative Director: Allen Ruiz
Producer: Tatum Neill
Photographer: Wendy Hope
Cut and Styling: Angel Johnson
of Aveda Arts Institute Atlanta
Makeup: Sasha Ahart of Paris Parker, Lauren
Turner of Aveda North America Artistic Team

SCULPT YOUR WAY TO SUCCESS

This one's for the curls. Guests are embracing their natural texture more than ever.

In this course, you'll explore curly hair concepts and what you need to consider to achieve the looks guests want. You'll apply the principles of hair cutting with respect to curly hair and explore how to create both classic and creative shapes. Gain the knowledge and technical skills you need to craft curls with confidence.

LEARN:

- How to apply the principles of hair cutting to curly hair
- How to consider tension, elevation and shrinkage when cutting curly hair
- Curly hair-specific techniques for:
  - Disconnection
  - Graduation
  - Layering
  - Wet and dry cutting
  - Freehand cutting
  - Diffusing and drying

TUITION	$300
LOCATION DATE	Dallas August 15
	Nashville August 22
	New Orleans November 14
	Knoxville November 14

BROWS THAT WOW FT. VOMOR LASH

WE'RE GOING HIGHBROW

Face shaping and expression-making, brows are a huge deal

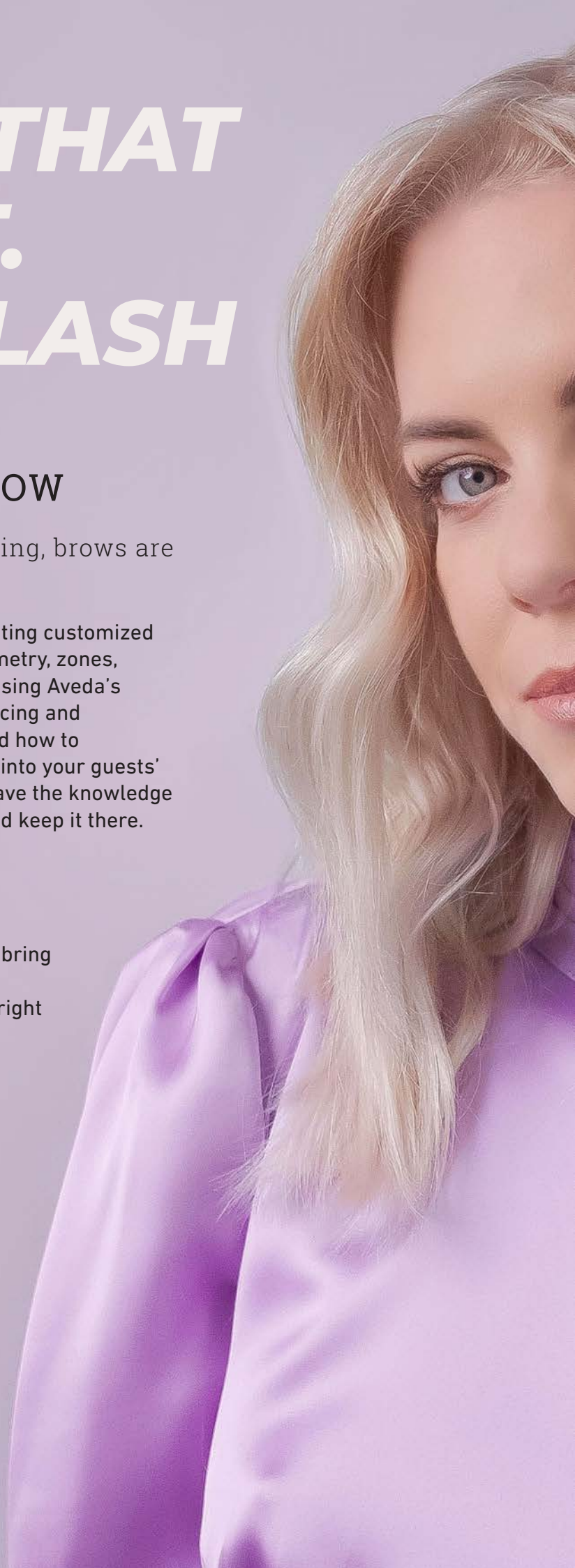
In this three-hour module, you'll perfect creating customized brows that consider your guest's facial symmetry, zones, shape; eye set and size; nose and forehead using Aveda's Brow Definers. Discover guidelines for balancing and enhancing brows, consultation questions, and how to incorporate Invati Brow™ Thickening Serum into your guests' brow care routine. Upon completion, you'll have the knowledge and skills you need to up your brow game and keep it there. Because let's face it—brows are here to stay.

LEARN

- How to conduct effective consultations and create customized brow shapes that bring out the individual beauty of each guest
- How to use color harmony to choose the right Brow Definer shade based on hair color
- How to choose the right brow shape and placement based on facial features and personality
- Brow application techniques that enhance and balance the brows

TUITION	$200
DATE	October 17
LOCATION	Austin

BLONDE REVIVAL LAUNCH
Lead Colorist: Alberto Swanson
Lead Stylist: Tatum Neill
Lead Makeup: Sasha Ahart of Paris Parker
Color Team: Lizzy Campbell, Sarah Sibley of Lavender Square, Brooke White of Salon Thirty-One
Vomor Specialist: Jenn Stringer of Salon Diversions
Artistic Director: Andi Eaton
Photographer: Mary Katherine Leslie



The complimentary VoMor Education Series goes live every first Monday of the month. Designed to re-engage existing VoMor artists with VoMor best practices, you'll also be first to hear about VoMor product innovations

July 12: Vomor Hand Tied Wefts Are HERE
Join the VoMor team for the highly anticipated reveal of VoMor's latest innovation. Discover how you can grow your business by adding this hot, new item to your service menu.

August 2: Creating a Protective Foundation
Explore Vomor's approach to a safe and secure Hand Tied foundation

September 13: Brows that Wow and Lashes to Match
Five tips for quicker lash extensions

October 4: Hand Tied + Tape In = The Perfect Paring
Learn perfect placement for paring the two applications

November 1: Holiday Hair in 5 Minutes
VoMor express services for the holiday season

VOMOR EDUCATION SERIES

VOMOR®
VOLUME AND MORE

PRINCIPLES OF EDUCATION

Creating an effective education experience requires so much more than great presentation skills.

As an Aveda educator, you need a strong command of three essential skills—coordinating, presenting and facilitating. The combination of these elements creates a firm foundation for world-class education and an active, inspiring learning environment for any audience. Begin to build your training skills in this interactive introduction to educating that provides you with the tools and practice you need to grow as an educator—both behind the scenes and at the front of the room.

LEARN:

- The basics of educating, including how to coordinate, present and facilitate information effectively
- The power of planning and preparation
- An introduction to delivery skills, including words, tone and body language
- Tips and tricks to help you develop your presentation skills

TUITION	$25
DATE LOCATION	Virtual July 19

Interested? Email EducationRequest@neill.com to enroll.

PRESENTATION PRINCIPLES

ENGAGE, PRESENT, IMPACT

In this two-day class, you'll learn how to create impactful presentations and deliver them in an engaging way.

Join us for this interactive course designed to broaden you presentation skills, shake the stress of public speaking, and give you invaluable confidence to deliver messages to diverse audiences of all sizes.

LEARN:

- How to overcome presentation jitters
- Techniques for building a presentation with big impact
- Ways to deliver an engaging presentation that excites and motivates your audience to act

TUITION	$25
DATE LOCATION	Hammond August 8-9 August 22 - 23

Interested? Email EducationRequest@neill.com to enroll.

INTRODUCTION TO BENCHMARKING

NEXT-LEVEL SUCCESS IN YOUR SALON BUSINESS

Dive deep into the profit-generating Aveda benchmarking system.

Discover the Aveda system designed for tracking and building goals for your sales and expenses to improve your salon's profitability.

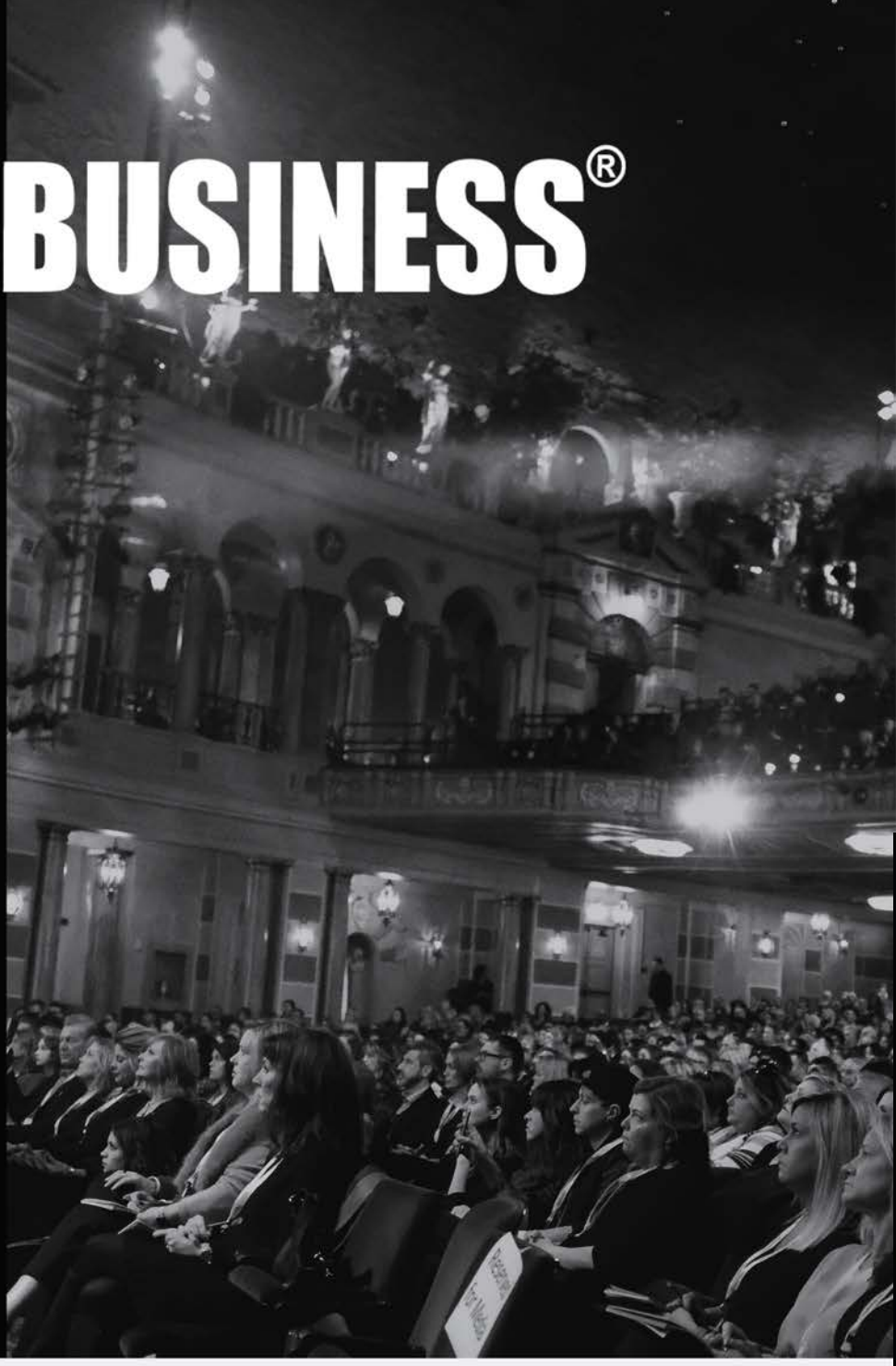
LEARN:

- Aveda's system of sustainability to create profits
- Real-world examples of how industry leaders have used the Aveda system to grow
- How to support your growth with continuing education

TUITION	Complimentary
DATE	Virtual
LOCATION	September 13

AVEDA MEN BY NEILL
Lead Hair: Chris Guidry of Paris Parker
Artistic Director: Andi Eaton
Photographer: Mary Katherine Leslie

SeriousBUSINESS®



Serious Business® is BACK in New Orleans January 16-17! Join us in the Big Easy or gather your salon team to stream the conference!

For more than two decades, salon and spa entrepreneurs, artists, and emerging thought leaders have gathered at Serious Business® for a weekend of transformative programming.

Follow @seriousbusinessconf on Instagram to be the first to know the theme for 2022, and stay up to date on speaker announcements, event details, and killer salon business tips.

SeriousBUSINESS® for Salons

VIDEO PODCAST

New episodes air Mondays on the Neill Youtube Channel

The beauty industry interview series for transformational business tips, inspirational stories, and more.

And it doesn't stop there - join us on Clubhouse to listen in and contribute to the conversation on salon industry hot topics.

IT'S HAPPENING!

Mark your calendar for September 25–28, and customize your Congress with two ways to attend: in person in Minneapolis or online with the interactive Congress Digital Experience.

Aveda's premier annual event invites you to witness the work of brilliant guest artists from around the globe, become inspired in workshops and ateliers, shop exclusive retail items and—most of all—the chance to bring our amazing network together again. It's been much, much too long.

FALL EDUCATIO

DATE	CLASS	LOCATION	EDUCATOR
July 12	VoMor Has Something New!	Virtual	Jason Snyder
July 18	Master Your Mix	Birmingham Oklahoma City New Orleans NW Arkansas	Anna Ray Nicole Nedom Shannon Gainey Alicia Mauldin
July 19	Master Your Mix	Nashville San Antonio Knoxville	Lizzy Campbell Cassandra Pena Stephanie Dickerson
July 19	Principles of Education	Dayne Commander	Virtual
July 25	Master Your Mix	Austin	Cassandra Pena
August 2	Texture Cut & Style	Houston	Bre Barnes
August 2	VoMor: Creating a Protective Foundation	Virtual	Jason Snyder
August 5	Color Conversations	Virtual	Lizzy Campbell
August 8	Texture Cut & Style	Austin	Kijani Ball
August 8 – 9	Presentation Principles	Hammond	Dayne Commander
August 15	Curl Contemporary	Dallas	Mark Martinez
August 22	Curl Contemporary	Nashville	Amber Lynn Maxwell
August 22	Texture Cut & Style	Memphis	Bre Barnes
August 22 – 23	Presentation Principles	Hammond	Dayne Commander
September 9	Color Conversations	Virtual	Lizzy Campbell
September 12 – 16 September 19 – 23	Jump Start	Austin, Birmingham, Dallas, Houston, Nashville, New Orleans	Jump Start Team
September 13	Introduction to Benchmarking	Virtual	Dayne Commander

N AT-A-GLANCE

DATE	CLASS	LOCATION	EDUCATOR
September 13	Brows that Wow and VoMor Lashes to Match	Virtual	Jason Snyder
September 25 – 28	Aveda Congress	Minneapolis, Virtual	
October 3	Texture Color	Birmingham	Bre Barnes
October 3	Salon Styling Essentials	Dallas	Kelsey McCarroll
October 4	Texture Color	Houston	Shayla Yon
October 4	Hand Tied + Tape In VoMor Extensions = The Perfect Pairing	Virtual	Jason Snyder
October 7	Color Conversations	Virtual	Lizzy Campbell
October 10	Salon Styling Essentials	New Orleans Nashville Austin Birmingham	Anna Ray Brooke Travis Cassandra Pena Leslie Williams
October 17	Brows that Wow featuring VoMor Lash	Austin	Lauren Turner & VoMor Educator
October 24	Texture Color	Austin	Jade Madden
October 24	Salon Styling Essentials	Houston Knoxville	Mark Martinez Stephanie Dickerson
November 1	Holiday Hair in 5 Minutes	Virtual	Jason Snyder
November 4	Color Conversations	Virtual	Lizzy Campbell
November 14	Curl Contemporary	New Orleans Knoxville	Cassandra Pena Mark Martinez
December 2	Color Conversations	Virtual	Lizzy Campbell
January 16 – 17	Serious Business®	New Orleans, Virtual	

REGISTRATION

Enroll at neill.com

Let's stay connected.

Instagram: @neill
Facebook Page: facebook.com/TeamNeill
Facebook Group: facebook.com/groups/avedadistributionsouth
Youtube: youtube.com/NeillOfficial

AVEDA MEN BY NEILL
Lead Hair: Chris Guidry of Paris Parker
Artistic Director: Andi Eaton
Photographer: Mary Katherine Leslie

NEILL

This PDF is interactive. Click or tap your area of interest for more information or to register.