

SEPTEMBER 2020 | AILV



# AVEDA INSTITUTE LAS VEGAS

## Botanical Repair Student Launch



"WE WANTED THEM  
TO THINK LIKE AN  
AVEDA SALON  
DEVELOPMENT  
PARTNER"

- Gail Renzi,  
Executive Director

## The project

With the electrifying launch of Botanical Repair, AILV wanted to challenge our students to think differently! The objective for this project was that we wanted them to think like an Aveda Salon Development Partner. We wanted them to know these products so well that they could teach anyone about this new line. The students went in depth with their product knowledge classes starting off with wellness, moving into the why + the science behind each product, following up with the correct protocols, and concluding with hands on.

## The student experience

Meet our senior student, Deuce!

"As a student here at Aveda Institute it was such a pleasurable experience to have the opportunity to educate my fellow students on Aveda's Botanical Repair products. I have considered being a teacher a few times before as a student, especially when I was younger, and to have had this teaching experience very closely related to my passion, which is hair and hair care, it has opened a brand new passion for me besides the artistry in the beauty industry."



"I've experienced teaching and training a group of people before as a restaurant manager, and as much as I am passionate about food, it definitely feels far more rewarding being able to teach about the hair industry. I would like to thank my educators for being great examples on how to navigate a class and engage them in multiple ways, and lastly I would like to thank Aveda Institute for presenting such a great opportunity for my growth as a student, and as a successful Professional Cosmetologist."



*"...it definitely feels far more rewarding being able to teach about the hair industry"*

*Instagram:*

*@catch\_deuce\_hands*