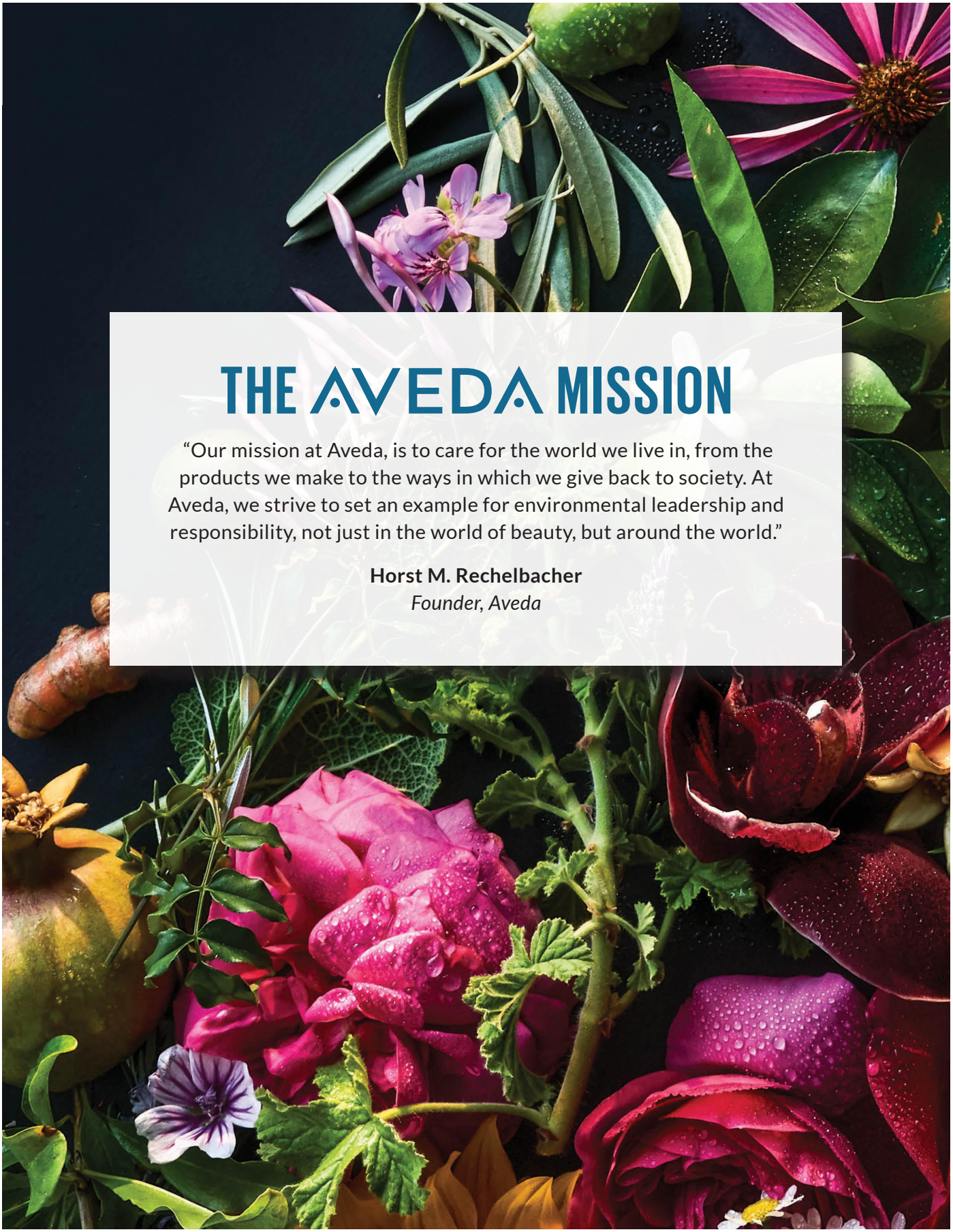


THE AVEDA MISSION

"Our mission at Aveda, is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world."

Horst M. Rechelbacher
Founder, Aveda

Photo Credit: Aveda

REV. 3/11/2026

WHY AVEDA

OUR MISSION is to provide a quality professional education that extends beyond simply passing the state licensure exam. We want you to achieve longevity and success in the fields of **Cosmetology, Esthiology,** and **Educator**.

WE STRIVE TO:

- Create an environment of trust and respect
- Encourage a commitment to teamwork
- Promote personal and professional development
- Inspire the continuous quest for knowledge and growth

By supporting our students in this manner, we enable them to provide service that exceeds their clients' expectations.

WE ARE AN AVEDA INSTITUTE dedicated to supporting our students and teams in becoming successful beyond their expectations as artists and professionals. We do so by living our our core values in everything we do:

PRIORTIZE PEOPLE:

At The Institute of Beauty and Wellness, each individual - student, guest, and teammate - is seen, heard and aligned with their best self.

BE ACCOUNTABLE

We act responsibly in everything we do, always giving more than we take

EXERCISE TRANSPARENCY

We bare it all from ingredients to education, and beyond.

HAVE FUN

Life is short. We celebrate one another and have fun in all that we do.

RETURN TO NATURE

We find inspiration in the land and embrace the Ayurvedic principles we were founded on.

**The Aveda Institute of Beauty and Wellness Chicago will also be refered to as Aveda Institute Chicago or The Institute of Beauty and Wellness.*

REV.3/11/2026



Photo Credit: Aveda