

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

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 **Barbering, Cosmetology, Esthiology, Massage Therapy, Manicuring, Instructor** and **Ayurveda Esthetic**.

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.

*The Aveda Institute of Beauty and Wellness Madison and The Aveda Institute of Beauty and Wellness Milwaukee may also be recognized as The Institute of Beauty and Wellness.

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.

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