

Green Cosmetic Chemistry

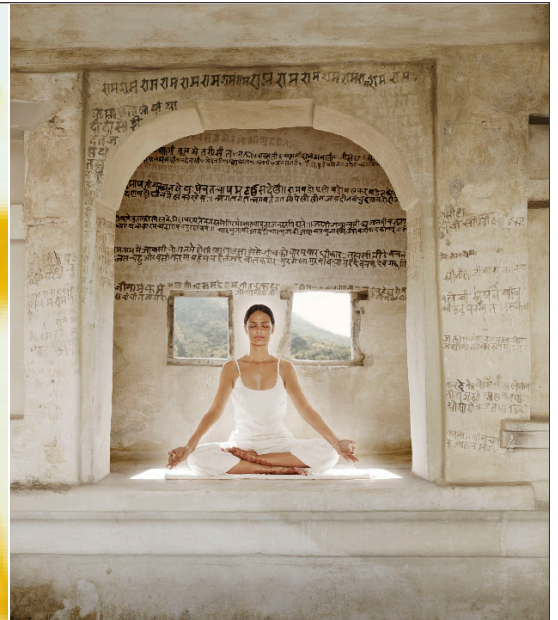
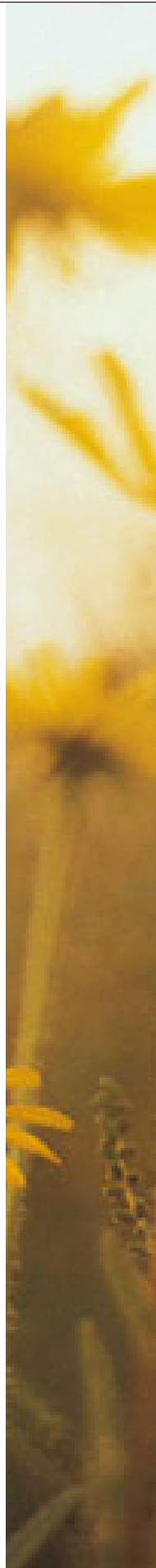
INSPIRE yourself to understand Aveda's Green Philosophy and our unique approach to formulating products. ENERGIZE your ability to knowledgeably untangle the mystery of cosmetic ingredient labels. ELEVATE your understanding of the inner workings of Aveda's product innovation laboratories. GROW your business with valuable formulation insights from Aveda's Executive Director for Research and Development.

This 1day course involves hands-on activities so you can feel, touch and experience some of Aveda's primary raw materials.

learning objectives:

You will gain a full understanding of---

- The difference between Aveda's approach to product formulation versus other companies
- How Aveda's Green Philosophy translates into high performing products
- The science and chemistry of cleansers, skin care treatments, lotions, creams, preservatives and colors
- How clinical testing is done for Aveda cosmetics
- How Aveda sources ingredients
- An introduction to Aveda skin and spa care products



what to bring:

Materials are provided
Wear comfortable clothing

dates:

March 21/21, 2010 - Denver, CO
June 13/14, 2010 - New York City, NY

price:

\$199
concept benefits eligible

how to register:

800.283.3244

website:

www.aveda.com



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