



color curriculum intensive training with david adams

course overview

The Aveda Color Curriculum Intensive training is an in-depth course on the complete Aveda Hair Color technical system and methodology. Created by David Adams in coordination with Aveda network hair color experts, the Aveda Color Curriculum features the 20 color techniques that serve as the Aveda standard for creating beautiful hair color – and for creating exceptional salon colorists.

During the course, students will cover the continuum of color technique, starting with the first chapters of the curriculum and developing into progressively more advanced techniques. Using the Aveda Color Curriculum as a learning guide, the course will cover each of the topics in the curriculum, including theory, formulation and appropriate use and application of Aveda Hair Color. Each chapter features step-by-step and finished looks for each technique, along with a DVD supplement. Students attending the course will receive a set of the Aveda Color Curriculum for use during the course and to take back to the salon and/or training center. The format of the course includes theory and hands-on workshops using both mannequin heads and live-models. Emphasis will be placed on developing strong competency with each of the featured techniques.

Aveda is offering a limited number of Color Curriculum Intensive Training sessions. Sessions are facilitated by David Adams and limited to 24 participants per session.

technical content

Retouch – Reestablish
Retouch – Emulsify
Virgin Lighter
Virgin Darker
Alternative Virgin
Lightening & Toning
Comb-On Color
Shoeshine
Circles/Tricolor
Color Melting
Full-Head Foil
Alternative Full-Head Foil
Partial/Short-Hair Foil
Alternative Partial Foil
Singles
Cushion Color
Full-Head Slices with Color
Back-to-Back Slices
Color Cleansing
Pre-Coloration

who is invited

Hair Color Coaches
Hair Color Educators
Hair Color Pureessionals

location

Aveda Academy New York

dates

June 11 - 15

Note: All courses are five days.
Each student must attend all five days

price

\$2,300 - Education Benefits Eligible

Includes one set of the Aveda Color/
Texture Curriculum for each student.
A \$175.00 value.

instructors

David Adams and Lupe Voss

to register, please call 800.283.3244

website

www.aveda.com/newyorkacademy