

Promote Your Salon/Spa Events Online at Aveda.com

Designed to help attract new guests to local salon|spa happenings, Aveda Lifestyle and Concept locations can now feature events online as part of their aveda.com “Find a Location” referral listing.

Guests searching the aveda.com locator simply click Events to view happenings at salon and spas in their local area (see illustration below).

The screenshot shows the Aveda.com website's locator results page. The header includes the Aveda logo and navigation links for 'new at aveda', 'get the look', 'about aveda', and a 'product search' box. Below the header is a navigation bar with categories: HAIR CARE, STYLING, SKIN CARE, BODY, MEN, MAKEUP, PURE-FUME™, GIFTS, FAVORITES, and OFFERS. The main content area is titled 'locator results' and is divided into two columns.

Left Column: New Search

- Salon/Spa Name: [input field]
- Address: [input field]
- City: [input field]
- State or Province: [input field]
- Postal or Zip Code: [input field with '10013']
- Country: [dropdown menu with 'USA']
- Search for:**
 - HC Exclusive Aveda Hair Color
 - PP Pure Privilege Location
 - SS Performs Aveda Signature Spa Services
 - EM Earth Month Leader
 - SR Performs Complimentary Sensory Rituals
 - Salons/Spas
 - Stores
- within [input field with '100'] miles
- [SUBMIT](#)
- [CLEAR](#)

Right Column: Lifestyle/Concept Salon/Spa and Store Search

YOUR SEARCH LOCATION:
10013 USA

Note: a maximum of 20 locations will be displayed in the results. If you cannot find what you are looking for, try narrowing down your search by entering a street address, zip code and/or salon name.

Featured Locations

Name	Address	Details
AVEDA VANDAM LIFESTYLE SALON HC PP EM SR	20 Vandam St NEW YORK, NY 10013-1274 USA 212-473-0280	0.41 miles Get the facts Directions
AVEDA WEST BROADWAY LIFESTYLE SALON HC PP EM SR	456 West Broadway NEW YORK, NY 10012 USA 212-473-0280	0.47 miles Get the facts Directions
PARLOR HC EM SR	102 Avenue B NEW YORK, NY 10009-6257 USA 212-673-5520	1.30 miles Get the facts Directions
Name	Address	Details
AVEDA INSTITUTE - NEW YORK PP SS EM SR	233 Spring Street NEW YORK, NY 10013 USA 212-807-1492	0.35 miles Get the facts Directions Events

The Events link only appears next to listings with an active event posted. During holiday(Oct 26 – Jan 2) this link will say “Holiday Events” instead of “Events”. Events are easily posted via Aveda’s PurePro website by owner/manager user types of qualifying locations.

To post an event a user will need to follow these directions...

1. Go to **Aveda PurePro** at: <http://www.avedapurepro.com/>
2. Click **My Account** on the upper right hand section of the home page.
3. Click **Events** located on the right hand side of the page.
(Remember: only owner/manager user types are able to view and access this tool)

my account

your user info

Name: j e
Email address: livetest2@aveda.com
Aveda PurePro Newsletter: not subscribed

[edit name and subscriptions](#) [edit email address](#) [edit password](#)

your affiliations

Scott J Columbus Avenue
257 Columbus Ave @ 72nd St
NEW YORK NY 10023-3330 USA
Business ID = 2335
Concept/Lifestyle Salon/Spa Owner/Manager

- Online Presence
- AvedaPurePartners.com/Job Bank
- **Events**
- eSalon Balance
- Concept Benefit Balance

[View/Add users affiliated to this location](#)
[Remove affiliation](#)

Add another affiliate:
[add new](#)

4. Fill in the event template with the relevant information.

an event listing

or edit your event listing here.

automatically drop off aveda.com on the end date provided.

title:	<input type="text" value="Holiday Makeover Event"/>	
description:	<input type="text" value="Make Holiday Salon your gift destination for everyone on your list—and make a difference. Our gift sets and gift cards help improve lives, and reverse deforestation, in the Himalayas. You are invited to come in and enjoy complimentary mini-treatments while you shop. Experience! Stress-relieving Treatments. Holiday Makeup Tips. Holiday Hair Styling tips. Refreshments and appetizers served. Hope to see you there! Call: (123) 999-9999 or email us for more information."/>	(In the event description please include the day/time of the event, if customers need to RSVP, and if there is a cost.) View Event Description Example here.
start date:	<input type="text" value="10/15/2007"/>	Please enter the date you want to start advertising the date.
end date:	<input type="text" value="1/08/2008"/>	Please enter the date you want the event to be removed from the website. The end date must be within the next 90 days.
time:	<input type="text" value="Monday"/> <input type="text" value="2400 Janine Tpk"/> <input type="text" value="GARDEN CITY PARK"/> <input type="text" value="USA"/> <input type="text" value="New York"/> <input type="text" value="11048"/>	
name:	<input type="text" value="Mary at the Front Desk"/> <input type="text" value="516-742-9113"/> <input type="text" value="hurray1@aol.com"/> <input type="text" value="http://www.hurray.com"/>	

5. Once done, click **Submit**.

Once published, Events will post immediately to the Event Listing page (<http://www.aveda.com/events>) and Pure Privilege.com (for participating Pure Privilege locations), but will require 24 hours to display in the "find a location" section, and the salon offer tab of [facebook.com/Aveda](https://www.facebook.com/Aveda).

Posted events automatically expire at the end date provided and disappear from view on the Events listing.

If no future events are posted, the Events link disappears until re-activated by the owner/manager.

It is the responsibility of the salon/spa to update or cancel any event posting made should information change. Aveda assumes no responsibility or liability for the accuracy of the information posted by the salon/spa.

Please contact the Aveda PurePro Help Desk at 800.55.AVEDA with any questions.

Event Description Example:

Make Studio Salon your gift destination for everyone on your list—and make a difference. Our gift sets and gift cards help improve lives, and reverse deforestation, in the Himalayas.

You are invited to come in and enjoy complimentary mini-treatments while you shop.

Experience:

Stress-relieving Treatments

Holiday Makeup Tips

Holiday Hair Styling tips

Refreshments and appetizers served.

Hope to see you there!

Call: (123) 999-9999 or email us for more information.