



March 4, 2010
FOR IMMEDIATE RELEASE

Douglas J Aveda Institute
Students Make the Cut
Local Students Runners Up in Prestigious
National Competition

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LANSING-----Douglas J Aveda Institute proudly puts the spotlight on nine of its students who made the cut — and the makeup — for award-winning looks in the third annual 2009 Edwin Neill II Full Potential Award.

The Aveda Institute network is always pushing its cosmetology and esthology students to challenge themselves and reach their full potential. It is with this in mind that the Aveda Institutes created the Edwin Neill II Full Potential Award. This prestigious award was created in 2006 in memory of Edwin Neill II, a distributor and long-time mentor for the Aveda Institutes. The award is presented to one team of three students nationally.

“We encourage our students to push themselves when it comes to their natural talents to develop the skills that will make the most of them. Competing against other students in their field can help them to do that,” said TJ Weaver, co-owner of Douglas J and vice president of salon and spa services. “This is a fantastic opportunity for our talented students to stand out. We are so proud of our local teams who made it to the finals. They did a fantastic job.”

Douglas J Aveda Institute Runners Up were:

East Lansing

Face Color: Lindsey Frycek
Hair Color: Haley Smith
Haircutting: Meagan Pickering

Ann Arbor

Face Color: Evelyn Lawrence
Hair Color: Lindsay Kelley
Haircutting: Kelly Lavoy

Grand Rapids

Face Color: Aleece Hansen
Hair Color: Nancy Kenny
Haircutting: Mary Matecki

Royal Oak

Face Color: Jenna Kitz
Hair Color: Kathryn Dimarzzo
Haircutting: Bella Adbellh



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Competing students initially crafted projects individually incorporating hair color, cut and makeup, including before and after pictures of their models. Finalists from the individual competition were put into teams of three, each consisting of a student for face color, hair color and haircutting. These teams, put together by each Institute location, worked together to create a complete original look for the second level of the competition. This year, the grand prize went to a team from Chicago.

“The competition works as a good learning tool because students begin working things out individually and then the finalists are able to come together as a team,” said Weaver. “There is a lot to take out of our program and this competition is just one of the many great opportunities.”

Deadline to enter for the 2010 Award is July 1. Anyone who is attending an Aveda Institute at that time is eligible to compete at that Aveda Institute location.

Douglas J’s Aveda Institute is gearing up for the 2010 competition. Students who are currently attending the Institute are eligible to compete nationally. All four Douglas J Aveda Institutes, located in Ann Arbor, East Lansing, Grand Rapids and Royal Oak, are currently accepting applications to join its prestigious cosmetology and esthiology programs.

Douglas J is a regional company that runs spas, salons and cosmetology institutes. The Aveda Institute is a highly esteemed institution that offers programs in cosmetology and esthiology to prepare its students for careers in the salon industry. To learn more about Douglas J and the Aveda Institute, visit www.douglasj.com. To learn more about the Edwin Neill II Full Potential Award, visit www.avedainstitutesmichigan.com.

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