



**RIZZIERI AVEDA
SCHOOL**

UPCOMING CLASSES:

Full-Time Cosmetology

January 2, 2012

March 5, 2012

Part-Time Cosmetology

March 5, 2012

Full-Time Skin Care

January 2, 2012

April 2, 2012

Part-Time Skin Care

March 6, 2012

Manicuring

September 5, 2012

Make Up School

Spring, 2012

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Rizzieri Aveda School

VOLUME 2, ISSUE 4

FALL 2011

Our Time in the Spotlight

Rizzieri students Kelly Russell, Ben Apollo and Amanda DellaVecchia recently had the opportunity to fly out to Las Vegas to attend the North American Hairdressing Awards (NAHA) as winners of Pro Beauty Association's Beacon contest. The students, along with Rizzieri representatives, including Frank, Dino and Sal Rizzieri, were able to meet industry celebrities

(including Tabitha from Tabitha's Salon Takeover), listen to innovative and inspiring speakers and see amazing runway-style shows. Student winner, Kelly Russell, says, "The experience was a wonderful opportunity. It was inspiring and incredible. I definitely gained valuable insight and information that will

benefit my career moving forward after I graduate from Rizzieri." Students from Rizzieri are invited to participate in the PBA Beacon contest each year. For more information visit,



Student Ben Apollo, Frank Rizzieri, Dino Rizzieri, Sal Rizzieri, Instructor Michael Thoder



Town Center Expansion

Rizzieri Aveda School is located in the new Voorhees Town Center (formerly the Echelon Mall). The whole area is being built up with new businesses. Coffee Works is already open and features specialty coffees, as well as café-style food including wraps, paninis, and desserts. Firecreek Restaurant + Bar will be opening this Fall, 2011 and is referred to as one of the 'new spots'. It will feature an eclectic and exciting menu with clever takes on steak and seafood. In addition, Doghouse Gourmet Burgers is

scheduled to open this Fall, 2011, as well. They are committed to serving burgers made with fresh, local ingredients and a menu packed with mouth-watering toppings, homemade sauces and fresh vegetables. It's a Doggie Dog World will be opening in the Fall of 2011, right on Town Center Boulevard, and will be a fun and unique shopping experience specializing in upscale fashion, gear and accessories for cats and dogs. Spoon Me is also anticipated to open in Fall, 2011. It is a sinfully delicious world of frozen yogurt, minus the sin. They feature delicious, fat-free, and low in calorie desserts. Also opening soon, Qdoba is not your typical

Mexican restaurant. Going in the food court, Qdoba is an artisanal Mexican kitchen that prepares fresh ingredients and handcrafted meals right before your eyes. The Fusion Performing Arts Center will be opening in the mall area, and is dedicated to providing education and instruction in performing arts, as well as being a cultural community resource. They will facilitate performance opportunities for those educated at the center, as well as outside talent. The Town Center is quickly becoming a staple within the community. For additional information on the boulevard, please visit www.voorheestowncenter.com.

Beauty and the Feast

As fall approaches, Rizzieri Aveda School prepares to launch our annual Beauty and the Feast charity event. Guests of the school are encouraged to bring a canned good or nonperishable food item during the months of November and December to our student salon and spa clinics. By bringing in these items, they will receive a discount of 10% off one service for the day. These items will ultimately be donated to the Food Bank of South Jersey. For the past 25 years, the Food Bank of South Jersey has been working to fight hunger and malnutrition. Their

programs aim to improve the



health of the communities by providing a reliable source of food couples with teaching people how to eat more nutritiously and affordably. The students and staff at Rizzieri Aveda School also par-

ticipate in this event by having classroom food wars. The class that raises the most food for the Food Bank of South Jersey will win a pizza party. For more information on the services offered at Rizzieri Aveda School, visit our website at www.rizzierischools.com. For more information on the South Jersey Food Bank, visit their website at www.foodbanksj.org. Be sure to help fight hunger by getting your hair, skin and nail services at Rizzieri Aveda School this season.



I Attend Rizzieri!

After working 10 years in a stressful, corporate job, Raina Torelli knew that she wasn't happy. She had always had a passion for hair and make-up but with kids to care for and bills to pay, never had the opportunity to start over. She ultimately was given that chance and started the Cosmetology program at Rizzieri in July, 2011. Raina chose Rizzieri for the amazing reputation, as well as her personal interactions with Sal Rizzieri, whom she had met through her

previous position. She knew he had certain expectations of his students, and was confident she would receive nothing but the best education. Thus far, Raina has really enjoyed learning about the history of cosmetology—it's fascinating to learn the role that hair and make-up have played throughout the years. Practically, she really enjoys up-dos. Although she's only been here a short while, Raina's favorite moment was the first day of school. It had been 12

years since she had been in school and was nervous about the adjustment. Once class began, her anxieties faded, however, and she knew that she had made the right decision. After graduation, Raina aspires to be a salon owner in her town. She wants to provide a funky environment that focuses on the artistic aspects of hair & make-up. Raina would recommend Rizzieri Aveda School to anyone looking to receive a quality education in any area of the industry.

**"Success is achieved
by developing our
strengths, not by
eliminating our**

Marilyn vos Savant

Spotlight: Aveda

Aveda's Control Force Hairspray offers 24-hour humidity defense, as well as an all day hold. It's fast-drying and non-flaking formula includes UV filters and anti-oxidants, as well as organic essential oils like Bulgarian lavender, palmarosa and vetiver (a calming aroma). Aveda is the first beauty com-

pany to give you aerosol hairsprays with net-zero climactic impact. Aveda's Control Force firm hold Hairspray gives you brushability, not something that you get with other hairsprays. It gives you the ability to brush through the hair, maintaining the hold, without disturbing the style. Top styl-

ists suggest using Control Force by applying to a bobby pin for extra hold or spraying right on your hand to smooth fly-aways and frizzies. Aveda's Control Force Hairspray is available at the Aveda Lifestyle Store at Rizzieri Aveda School in the Voorhees Town Center location.



Top Ten: Fall 2011 Beauty Tips

1. **Color Pops** - Bold colors, including teal, burgundy and tomato, are being featured this season. Sweep cobalt blue across your brows or a layering of pink, red and orange on the lip for an unexpected trend.

2. **Blush Hour** - Flushed cheeks are a standout this time of year. Placing the blush closer to the lips and bottom of the jaw is an option for this season, as well as highlighter on cheekbones.

3. **Head Dressing** - Adorn locks with jewels, features and even barrettes for a totally unique look.

4. **Metal Queens** - Hints of metallic including silvers, pewters and golds

will light up eyes, nails and hair this season.

5. **Red Alert** - Red in a multitude of shades will prevail this season, as always. Succulent cherry pouts set off by flawless complexions will always wow on and off the runway.

6. **Handsome Ladies** - From minimal complexions to boyish hairstyles creates a masculine, yet strong, woman. Extreme parts and sleek hair complete the looks.

7. **Pony Tails** - From low and loose to sleek and strict, this easy style showcases its versatility this season with varying heights and textures.

8. **Brow Power** - Lush, full brows are making a statement this season. It's a sure sign to stop bleaching your brows! Let them stand on their own.

9. **Wild Tips** - New takes on traditional styles will rule the nails this season. Very point, streamlined nails paired with blacks and taupes are the style.

10. **Mad About Mod** - Twiggy lashes, bouffant hair and sex-kitten cat eyes will be all the rage. Tons of mascara, lots of lashes and big hair will take center stage. Cat eye glasses might even be seen to accent the look of the eyes.

Meet Our Staff

Jason Liverman began his career at Rizzieri Aveda School in December 2010 as a Cosmetology Instructor. He followed in his sister's footsteps (who has been in the industry for close to 20 years) when joining the cosmetology field. At this point, he has been teaching for 8 years and doing hair for almost 10 years. Jason's favorite part of teaching is watching the students progress: from their first day of school to being nervous as they receive their first clients to seeing them mature into stylists upon graduation. The most challenging part of his position would be managing so many diverse personalities and learning styles

at once. Making learning fun, but successful for everyone is definitely a challenge in this industry. Jason currently oversees the graduation photo shoots for the cosmetology students. Seeing their senior projects, as well as their graduation ceremonies, is the most rewarding part of Jason's job here at Rizzieri Aveda School. Seeing the creativity of the students come to fruition at the end of the program and seeing how far they've come since the start of school is the proof of a teaching job well done. Jason would advise future students to keep an open mind and never give up how matter how challeng-

ing it may seem. "Hard work and dedication will pay off and you will see the rewards for the rest of your career," says Jason. Jason currently resides in Mt. Royal, NJ with his wife of 2 years and their 5 dogs. Besides being an accomplished instructor, Jason is a former professional wrestler, as well as a roller derby announcer.



"Many fine things can be done in a day if you don't always make that day tomorrow."

Elemental Nature

Elemental Nature is Aveda's comprehensive skin care approach that marries synergistically with their spa philosophy of wellness of the body, mind and spirit. No other brand offers such a high-touch approach to skin care. With customized skin care, lifestyle tips and wellness advice recommended through a personalized skin care consultation, Elemental

Nature uncovers the causes of our skin concerns and prescribes a holistic program to treat it. Elemental Nature teaches us that imbalances in any of the 5 elements that are found in all of us (Infinity, Air, Water, Earth and Fire) manifest themselves onto the skin in the form of dryness, acne, redness, lines or wrinkles. Restoring balance through

appropriately diagnosed products, a healthy diet, and regular wellness activity will result in radiant looking skin. To receive a personal skin care consultation, and fabulous service, visit Rizzieri Aveda School Tuesday through Saturday. Seatings may be booked by calling 856-988-8600 x0.



RIZZIERI AVEDA SCHOOL

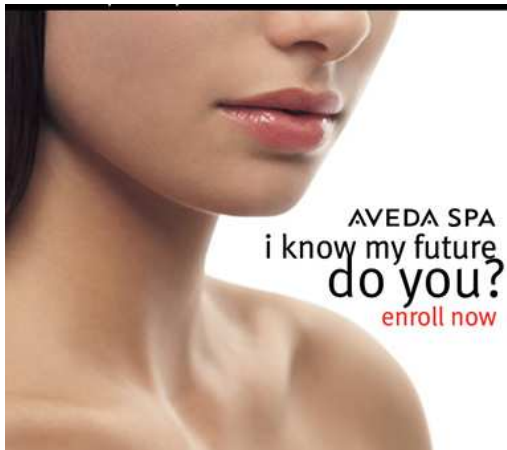
8200 Town Center Blvd.

Voorhees, NJ 08043

Phone: 856-988-8600

Fax: 856-983-1680

E-mail: Admissions@Rizzieri.com



Upcoming Rizzieri Events

Career Fair

November 1, 2011

Alumni and Students - Come with your resumes, and be prepared to meet with hiring employers.

Salons & Spas - Come with literature on your facility and application, and be prepared to meet with our qualified students and alumni.

Open House

March 19, 2012

Come check out our facility, meet staff and students, and take the first step to your new career! Contact Admissions@Rizzieri.com to RSVP.

Where You Go, Depends On Where You Begin

Check Us Out ...

Rizzieri Aveda School is all over the World Wide Web. It's a great way to hear about new classes, events promotions and what we're up to! Be sure to check us out!

Also, feel free to visit our website at www.rizzierischools.com for information on:

- Upcoming Classes
- Job Opportunities
- Continuing Education Courses
- Student Clinic
- Curriculum
- Staff Information
- ...and More!

For additional information, feel free to email our Admissions Department at Admissions@Rizzieri.com

We have our own Facebook page, where you can friend request us. We post the upcoming events and latest school happenings.



www.facebook.com/rizzieriaveda

Rizzieri is also on Twitter. Follow us to hear about upcoming promotions, guest speakers, and classes.

www.twitter.com/rizzieri



Check out our blog for information on the beauty industry, upcoming classes and events, and more!



www.rizzierischools.com/blog

Rizzieri Aveda School is also a hot spot on Foursquare. Be sure to "Check In" when visiting the school.

<http://foursquare.com/venue/9016761>

