FOR IMMEDIATE RELEASE

April 15, 2012  West Chester, Ohio – When owners Frederic and Julie Holzberger set out to find a new home for their expanding Cosmetology, Managing Esthiology and Managing Nail Esthetics school, Aveda Fredric's Institute (AFI), in Hyde Park, they kept their focus on the environment. Choosing first to retrofit an existing 28,000 sq. ft. space instead of building new from the ground up, they found their home in a formerly occupied space at Voice of America Centre, a Midland Atlantic property located in West Chester.

To further celebrate their commitment to the environment and spread their environmental message, they have chosen Earth Month to host their grand opening celebration on Sunday, April 15, 2012 from 5:00 – 8:00 p.m. with a special ribbon/floral garland cutting ceremony at 6:00 p.m. Along with over 800 guests, the West Chester Liberty Chamber Alliance will be on hand to welcome Aveda Fredric’s Institute to the community.

Building “green” is always a priority for the Holzberger’s who are avid environmentalists. Their team of designers and crafts people (architect: Casler Design Group, construction: James Hunt Construction) have incorporated the latest features of environmental design including tankless hot water heaters, low energy ceiling fans, skylights and windows which provide ample sunlight and include a tinted film covering to protect against UVA exposure; flooring made from renewable cork, recycled rubber and linoleum consisting of linseed oil and burlap; recycled plastic service carts, retail cabinetry manufactured from sustainable bamboo and bio composite materials; countertops made from stainless steel, recycled concrete and Corian, a Greenguard Certified low-emitting material as well as Greenguard fabrics; water based paints; energy efficient lighting; sensors on lights, toilets, and faucets to reduce waste. Even 25.43 tons of excavated concrete and all metal from the former retail establishment was recycled. These efforts were detailed and recognized in an April 2012 Business Courier Green Business Award nomination.

Founded in 1999 by Julie and Frederic Holzberger the Aveda Fredric’s Institute has a long history of success and has received numerous local, state, and industry-wide accolades. Nationally accredited, their greatest barometer of success lies with the student completion, licensure and placement rates which, for the year January 1, 2010 – December 31, 2010, were 94% completion, 100% licensure and 91% placement.

“Our goal is to make our students as marketable as possible in the job market of today,” states Holzberger. “In addition to teaching them the technical skills they need to succeed, we are also teaching them how to develop a clientele.”

Remaining true to their mission to “develop future leaders in the world of beauty and wellness™“, Aveda Fredric's Institute Cincinnati remains an industry leader. Students from all over the country can train and prepare for a great future in the 28,000 sq. ft. environmentally and ergonomically designed school offering quality programs in Cosmetology, Managing Esthiology and Managing Nail Esthetics. Guests seeking quality hair cuts, hair color, spa treatments, makeup and nail services receive excellent service by students under the supervision of licensed instructors. Aveda Fredric's Institute also offers the full line of Aveda products.

April 22, 2012 - In support of Aveda’s Earth Month efforts and their commitment to clean water, the AFI is hosting “Appointments for the Earth” and will be open for services by appointment on Sunday, April 22 from 12:00 a.m. – 4:00 p.m. where all haircut, haircolor, and manicure and pedicure service fees will be donated to Sierra Club, a local non-profit organization (www.ohiosierraclub.org). Furthermore, Daniel Holzberger, award-winning AFI Alumni and Creative Director of Van Michael Salons in Atlanta, GA will return to his alma mater to cut hair, donating his $100 fee per haircut! An exclusive raffle drawing is being held to win a spot in his chair. 100 tickets for his $100 haircuts will be sold at $10 each. The lucky winners will be notified on April 18 for their appointment on Sunday the 22nd. Stop in or call 513.533.0700 to purchase tickets.

www.avedafi.edu