

The Institute of Beauty and Wellness
327 East St. Paul Avenue
Milwaukee, Wisconsin 53202

414.227.2889 | Institutebw.com

The Institute

Aveda Corporation founder Horst M. Rechelbacher has redefined the face of beauty worldwide. For more than four decades, he has been a major, motivating force in the hair care and beauty industry. He has invented and perfected cutting-edge technologies, trends, products and treatments imbued with the multiple benefits of pure flower and plant ingredients. Horst's dynamic vision is reflected in Aveda's global network of educational institutions, salons, spas and Environmental Lifestyle Stores.

The Institute of Beauty and Wellness is owned by Susan Haise, an award winning innovative business leader who changed the beauty industry in Milwaukee. The dynamic curriculum and high standards of The Institute benefits from its connection to the Aveda vision and Susan's real-life experience as owner of the multiple professional locations of Neroli Salon and Spa.

Susan has earned her license of cosmetology, esthology and is a certified CIDESCO diplomat. From 2002-2009 she participated as an Aveda Advisory Board member. She is also a member of Intercoiffure, a distinguished organization of the top 1% of salons and spas worldwide. In 1994, Susan founded the school as The Skin Institute Esthetic Training Center and expanded the program in 1999, offering massage therapy, cosmetology and manicuring.

The Institute of Beauty and Wellness is a stimulating, interactive learning center that offers comprehensive programs of theory and practical experience in salon and spa environments. Become a part of the next generation of beauty and wellness professionals. Study in our state-of-the-art classrooms, clinic areas, and Aveda Experience retail stores. Gain hands on experience working with top-of-the-line technology and equipment and learn from state licensed and Aveda certified instructors.

We strive to set an example for environmental leadership and responsibility – not just in the world of beauty, but around the world.