

The Founder of Aveda Corporation



Horst M. Rechelbacher

Aveda Corporation founder Horst M. Rechelbacher has redefined the face of beauty worldwide. For nearly four decades, he has been a major, motivating force in hair care and the beauty industry. A world-renowned hair stylist, artist, entrepreneur and educator, he's a master of innovation: moved by a keen intelligence, artistic talent and quest for knowledge, he has invented and perfected cutting-edge techniques, trends, products and treatments imbued with the multiple benefits of pure flower and plant ingredients.

His beliefs in the powers of nature and his efforts to preserve the environment, combined with his lifelong commitment to excellence, have spawned a new sense of beauty that goes far beyond surface image. Reflected in Aveda's expanding global network of educational Institutes, salons, spas, and Environmental Lifestyle Stores, the Aveda concept of beauty encompasses a complete system of care, using plant-based products, treatments and simple rituals to enhance appearance, well-being and the quality of life. In turn, this approach also advocates more environmentally responsible business practices and lifestyles.

Horst's dynamic vision and ideas are embodied in the Aveda Institute–Minneapolis, which he founded in 1976. Under his vital leadership, the Aveda Institute–Minneapolis has become an internationally acclaimed center of learning for professionals in cosmetology, esthology, manicuring, spa body care and massage. Still actively involved in education, Horst continues to develop and direct various aspects of Institute curriculum and training, always evolving new techniques and technologies. The very essence of Horst's vision and ideas, the Aveda Institute is a stimulating, interactive learning center that offers a comprehensive program that blends basic theory with practical experience in real-life salon and spa environments.

Ownership and Accreditation

The Institute of Beauty and Wellness is owned by Susan Haise. Susan founded The Institute of Beauty and Wellness in 1994 as The Skin Institute Esthetic Training Center and expanded the program offerings into Massage Therapy, Cosmetology and Nail Design.

Our faculty is a skilled team of experienced instructors with knowledge of classic and contemporary techniques. Instructors have met program licensing requirements and are trained in all aspects of hair, skin and nails, massage, body care and related subjects. The Institute's programs are approved and licensed by: State of Wisconsin Department of Regulations and Licensing (for Cosmetology, Esthology and Manicuring). 1400 E. Washington Ave. P.O.Box 8935, Madison, WI 53708-8935, (608)266-5511. State of Wisconsin Department of Regulations and Licensing (for Massage Therapy). P.O.Box 8935, Madison, WI 53708-8935, (608)266-0145. We are accredited with NACCAS (The National Accrediting Commission of Cosmetology Arts and Sciences), 4401 Ford Avenue, Suite 1300, Alexandria VA 22302, (703) 600-7600. We are an American Massage Therapy Association (AMTA) school member.