

Dear Aveda North America Team,

I am writing this letter to recommend Steffan Bentley for Aveda's North America Artistic Team as a Colorist. I have had the pleasure of working with Steffan for the past year and a half, and of knowing him for many more years.

Steffan has served as an Educator for many of my Aveda accounts in multiple capacities. Through his educational classes, he has helped convert non-Aveda salons to Aveda exclusive hair color accounts. Providing this type of education requires the competence in an educator that only an expert can demonstrate. Not only has Steffan mastered the rules of hair color theory and chemistry, he is also extremely creative. Because of this creativity, he is able to continuously re-inspire and motivate stylist that have been with Aveda for decades.

Additionally, Steffan is extremely competent, organized, and professional. I have never had to worry about him not showing up or being unprepared. He truly goes above and beyond for every team he teaches. The feedback I receive from my accounts that work with Steffan is always extremely positive.

I highly recommend Steffan for Aveda's new North America Artistic Team. Steffan's mastery of Aveda hair color as well as his competent and thorough approach to education make him an ideal candidate. Additionally, the passion and love for Aveda that Steffan displays is undeniable. This passion is contagious and energizes anyone who is fortunate enough to come into contact with him.

Please feel free to reach out to me with any questions.

Best,  
Paris

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