



AVEDA INSTITUTE
TAMPA BAY

MISSION OF
care
SCHOLARSHIP



WIN A \$3,000 BEAUTY SCHOOL SCHOLARSHIP

Our mission at Aveda is to

care

for the world we live in.

From the products we make, to the ways
in which we give back to society.

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

WHAT IS YOUR MISSION OF CARE?



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SCHOLARSHIP DETAILS

Applicants can submit their entry in one of the following formats:

1. Social Media Video Submission (TikTok / Instagram Reels)

- Create a video (up to 90 seconds) showcasing your mission of care and how you align with the values of Aveda.
- Video should demonstrate passion for sustainability, beauty, wellness, or community service.
- Must include the hashtags: #MyMissionOfCare #AvedaInstituteCares
- Must tag @AvedaInstituteTampaBay in the caption.
- Profile must be public for the submission to be seen.

2. Essay Submission

- Write an essay (500-750 words) answering:
 - What does “care” mean to you?
 - How have you demonstrated care in your community, school, or environment?
 - How do you plan to continue making an impact in the future as a licensed beauty professional?
- Submit as a PDF or Word document to info@avedaflorida.edu using the subject line SCHOLARSHIP - Pinellas.

Scholarship Award

- Scholarship Amount: \$3,000
- Awarded to: 5 Pinellas County Public School Graduating Seniors
- Funds must be used toward tuition at the Aveda Institute Tampa Bay in the June 2025 or August 2025 cosmetology class

Eligibility Criteria

- Must be a graduating high school senior.
- Must demonstrate a commitment to care—whether for people, the planet, or their community.