

NEW ON

**SEPTEMBER 2010
PROMOTIONS**

5TH

NEW
COLOR FUSION
RUBILANE[®]
COPPERS

SPELLBOUND RUNWAY HAIRSTYLE COLLECTION
INTRODUCING REDKEN FOR MEN SHINE FORM DEFINING WAX



50 YEARS INSPIRING THE PROFESSIONAL EDGE
GET INSPIRED. BE PART OF IT. REDKEN.COM

REDKEN
5TH AVENUE NYC

50 YEARS INSPIRING THE PROFESSIONAL EDGE

For the past 50 years, Redken has led the salon industry with innovation and inspiration. We've been celebrating our milestone 50th anniversary all year long, and this month is no exception! We're excited to introduce **NEW Color Fusion Rubilane®**, the truest copper dye for color that stays vibrant, even after 20 shampoos. Use these new shades to create brilliant, copper results for your clients – and boost your haircolor business!

As always, we're also bringing you the tools and resources you need to learn better, earn better and live better. It's not too late to qualify for a third-quarter **Redken Color Advantage Kit**, and take advantage of all the education and business-building materials it provides.

Finally, make your salon a destination in your community when you join us in hosting a **Cut-A-Thon** to benefit **City of Hope**. Turn to page 15 for details on how to get involved!

Very truly yours,



Karen Fuss-Zipp

Karen Fuss-Zipp
Vice President,
General Manager
Redken 5th Avenue NYC



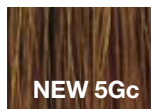
IGNITE THE RUNWAY

NEW COLOR FUSION RUBILANE® COPPERS HIGH INTENSITY. EVEN AFTER 20 SHAMPOOS.

The hottest trend from New York Fashion Week: Blazing copper haircolor that lasts! **Color Fusion** introduces six new revolutionary shades formulated with **Rubilane® Technology**, the truest copper dye*, for long-lasting, vibrant results never before achievable – with **high intensity, even after 20 shampoos!**



NEW 7Gc



NEW 5Gc



NEW 6C



NEW 4C



NEW 7Cc



NEW 5Cc

*Among permanent haircolor dyes

SHORT HAIR MODEL FORMULA:

NATURAL LEVEL: 6

BASE FORMULA 1:

½ oz. (15 ml) 7Cc **Color Fusion**
½ oz. (15 ml) 7Gc **Color Fusion**
1 oz. (30 ml) 20 volume **Pro-oxide** Cream Developer

BASE FORMULA 2:

½ oz. (15 ml) 7Cc **Color Fusion**
½ oz. (15 ml) 7Gc **Color Fusion**
1 oz. (30 ml) 30 volume **Pro-oxide** Cream Developer

BASE FORMULA 3:

½ oz. (15 ml) 7Cc **Color Fusion**
½ oz. (15 ml) 30 volume **Pro-oxide** Cream Developer

HIGHLIGHT FORMULA:

2 scoops **Up to 7 De-dusted Lightener**
2 oz. (60 ml) 20 volume **Pro-oxide** Cream Developer

GLAZE FORMULA:

2 oz. (60 ml) 08C Cayenne **Shades EQ**
2 oz. (60 ml) **Shades EQ** Processing Solution

LONG HAIR MODEL FORMULA:

NATURAL LEVEL: 4

BASE FORMULA 1:

½ oz. (15 ml) 5Cc **Color Fusion**
½ oz. (15 ml) 6C **Color Fusion**
1 oz. (30 ml) 20 volume **Pro-oxide** Cream Developer

BASE FORMULA 2:

1 oz. (30 ml) 5Cc **Color Fusion**
1 oz. (30 ml) 6C **Color Fusion**
2 oz. (60 ml) 30 volume **Pro-oxide** Cream Developer

HIGHLIGHT FORMULA:

½ oz. (15 ml) 7Cc **Color Fusion**
½ oz. (15 ml) 30 volume **Pro-oxide** Cream Developer

WHAT MAKES RUBILANE® SO REVOLUTIONARY?

- Patented Rubilane® is the **truest copper dye***
- Allows you to achieve results that were never before possible—with **unprecedented longevity!**
- Provides stunning copper results that are **high intensity, even after 20 shampoos!**
- Includes a range of wearable, **modern coppers to high-fashion fiery coppers**

RUBILANE® COMPARISON



RUBILANE® COPPER DYES:

- › Are more vibrant the day of application
- › Stay vibrant even after 20 shampoos

*Among permanent haircolor dyes



SALON OFFER

WHILE SUPPLIES LAST

PURCHASE

18 **Color Fusion** shades 2.1 oz.

RECEIVE FREE

- 1 **Color Fusion Rubilane** Intro Kit* including:
- 1 **NEW Color Fusion Rubilane** 7Gc 2.1 oz.
- 1 **NEW Color Fusion Rubilane** 5Gc 2.1 oz.
- 1 **NEW Color Fusion Rubilane** 6C 2.1 oz.
- 1 **NEW Color Fusion Rubilane** 4C 2.1 oz.
- 1 **NEW Color Fusion Rubilane** 7Cc 2.1 oz.
- 1 **NEW Color Fusion Rubilane** 5Cc 2.1 oz.
- 1 **Color Fusion Rubilane** Service Guide
- 1 **Color Fusion Rubilane** Swatch Card Set
- 1 **Color Fusion Rubilane** Shade Chart
- 1 **Color Fusion Rubilane** Sticker Sheet
- 1 **Color Fusion Rubilane** Poster
- 1 Set of **Art of Consultation** Skin Tone Cards
- 5 **Color Fusion Rubilane** Contest Entry Guides



Salon Price

*Maximum one kit per salon

STYLIST OFFER

WHILE SUPPLIES LAST

PURCHASE

5 **Color Fusion** shades 2.1 oz.

RECEIVE FREE

- 1 **NEW Color Fusion Rubilane** shade 2.1 oz.**
- 1 **Color Fusion Rubilane** Stylist Support Kit including:
- 1 **Color Fusion Rubilane** Service Guide
- 1 **Color Fusion Rubilane** Swatch Card Set
- 1 **Color Fusion Rubilane** Shade Chart
- 1 **Color Fusion Rubilane** Sticker Sheet
- 1 Set of **Art of Consultation** Skin Tone Cards
- 1 **Color Fusion Rubilane** Contest Entry Guide



Salon Price

*Maximum one kit per customer

**Choose from Color Fusion 7Gc, 5Gc, 6C, 4C, 7Cc and 5Cc

COLOR FUSION RUBILANE SUPPORT



NEW Color Fusion Rubilane



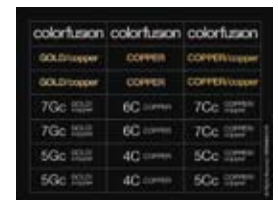
Color Fusion Rubilane
Service Guide



Color Fusion Rubilane
Swatch Card Set



Color Fusion Rubilane
Shade Chart



Color Fusion Rubilane
Sticker Sheet



Color Fusion Rubilane
Poster



Color Fusion Rubilane
Contest Entry Guide



Set of **Art of Consultation**
Skin Tone Cards

Use these cards to determine if your client's skin tone is warm or cool, and what **Rubilane** haircolor works best for her.

IGNITE YOUR CREATIVITY RUBILANE® CONTEST



Show us your creativity by developing a technique and haircolor formulas using the **NEW Color Fusion Rubilane** shades and the **Art of Consultation Skin Tone Cards** – you could be one of 10 winners to receive a prize package including:

- › Redken Art of Consultation Kit –
- › Redken Education On Demand Haircolor Development Package –
- › Plus, we'll feature the winning stylists and their formulas in an upcoming Redken Color Advantage Kits!



» Be sure to check out the September issue of *American Salon* magazine featuring an in-depth look at **NEW Color Fusion Rubilane**, and amazing copper haircolor looks created by **Tracey Cunningham**, Redken Creative Consultant for Color.

Visit Redken.com's professional site for behind-the-scenes info and color formulas!

ENTER TO WIN IN JUST 3 EASY STEPS:

- 1.** Create two haircolor formulas using **NEW Color Fusion Rubilane** shades: one for warm skin tones and one for cool skin tones. Be sure to include their corresponding **Shades EQ** glaze or refresh formulas.
- 2.** Briefly describe a haircolor technique that could be used with either formula.
- 3.** Submit your entry by mail or online.  

Visit Redken.com/Rubilane for more details and enter today!

REDKEN COLOR ADVANTAGE HAIRCOLOR REWARDS PROGRAM



LAST CHANCE TO QUALIFY FOR THIRD-QUARTER KITS!

We know that haircolor drives your salon business. That's why we've developed Redken Color Advantage, an exclusive program to reward you for purchasing the Redken Haircolor brands you rely on everyday: Shades EQ, Color Fusion, Cover Fusion and Color Gels.

With every dollar you spend on one of these brands, you'll be closer to qualifying for one of two different reward kits. The reward kits are grouped into tiers, so as your purchases increase, so do your rewards.

THIRD-QUARTER REWARD KITS (JULY - SEPTEMBER 2010)

LEVEL 1 REWARD KIT -

LEVEL 2 REWARD KIT -

Reward kits include high-value items like the ones you see below – in addition to many others! – to help you grow your business. Visit Redken.com/ColorAdvantage for a complete list of kit contents and full details on the program!



BUSINESS BUILDING
SUPPORT



COLOR & HAIRCARE
PRODUCTS



EDUCATIONAL
MATERIALS



REWARDS

The third-quarter **Redken Color Advantage** kits will feature an exclusive “Rediscover the Basics” guide to help you profit from everyday haircolor services. Includes:

- Tried-and-true haircolor formulas for **Color Fusion**, **Cover Fusion**, **Color Gels** and **Shades EQ**
- A **Redken Chemistry** tent card to help you promote your backbar services
- Effective business tactics to boost service and retail sales, including the **NEW age-defying** products and services

Use this kit to get inspired and boost profits!

EARN BETTER

Talk to your Redken Sales Consultant about developing a customized plan for growing your haircolor business. More haircolor clients lead to higher levels of haircolor purchase, which in turn qualifies you for more valuable **Redken Color Advantage** reward kits!

Make sure to ask about Redken.com's **My Business Toolbox**, a new online resource center you can use to boost business.

NOTE: Haircolor purchases will be tracked quarterly by your Redken Distributor. Kits will be sent out in the month following the close of a quarter. Third quarter kits will begin to arrive in salons in October 2010. For full details, visit Redken.com/ColorAdvantage.

NEW EPISODE OF THE HAIR FILES: HOW TO TALK TO YOUR STYLIST

Hosted by MTV's SuChin Pak, the latest videos from The Hair Files help clients prepare for a consultation with their stylist, and teach them just how valuable a customized consultation is to achieving the look they want!

Encourage your clients and salon staff to log-on to Redken.com/TheHairFiles and watch "How to Talk to Your Stylist" today!

CONSULTATION SERIES: THE HAIR FILES



› August featured video: "Custom Color" with David Stanko and Beauty Blogger Amber Katz



› September featured video: "The Cut" with Rodney Cutler and Beauty Editor Polly Blitzer



› And coming in October: "For Men" with Jenny Balding

SAVE 20% ON VECTOR PLUS, INNER SECRET AND CREATIVE CURL TEXTURIZERS



VECTOR PLUS TAURINE: Fortified Wave

- Unique Taurine Technology evens porosity
- Creates manageable body and volume from scalp to ends
- For all hair types, up to 50% highlighted
- Available in **Original** and **Extra Body** formulas



CREATIVE CURL: Customized Acid Wave

- Extra gentle waving system
- Creates soft, natural-feeling, bouncy curls
- True-to-rod size
- Available in **Normal/Resistant**, **Fine/Limp** and **Tinted** formulas



INNER SECRET: Conditioner Activated Wave

- Patented process utilizes conditioner to help develop curl patterns
- Provides soft, conditioned, natural-looking curls
- For all hair types

OFFER #1 WHILE SUPPLIES LAST

SALON PRICE

PURCHASE
24 **Vector Plus** or **Vector Plus Extra Body** texturizers (mix and match) at 20% off

OFFER #2 WHILE SUPPLIES LAST

SALON PRICE

PURCHASE
24 **Inner Secret** or **Creative Curl** texturizers (mix and match) at 20% off



INTRODUCING *SPELLBOUND* REDKEN STYLING'S LATEST HAIRSTYLE COLLECTION

Every year, top fashion designers turn to Redken for help creating the amazing hairstyles seen on the runways at New York Fashion Week and around the world. With the expertise and vision of Redken Creative Consultant Guido, the latest hair trends take shape and set the tone for a season of innovative looks.

The inspiring new **Spellbound** collection brings you two dramatic runway styles created by Guido – each one as different as night and day, but with the common bond of mystery and seduction.

These styles captivated the fashion flock with their strong presence and alluring intensity. Now, you can use these stunning runway trends to build your business—everything you need is included in your Spellbound Stylist Trend Kit!

USE YOUR SPELLBOUND STYLIST TREND KIT TO BOOST SALES!

- Flip through the **Stylist Trend Guide** to learn easy step-by-step tips for creating the latest runway looks.
- Use the **Redken Styling** products in your kit to create fashion-forward styles for your clients – make sure to tell them about the features and benefits of each product you use to encourage retail sales!
- Play the **Fall/Winter 2010 Front Row DVD** in your waiting area to inspire clients and let them know Redken is the runway hair authority.
- Display the shelf talkers in your retail area to teach clients how to create runway looks and promote the correlating **Redken Styling** products.

SALON OFFER

WHILE SUPPLIES LAST

PURCHASE

12 Redken Styling Products (mix & match)

RECEIVE FREE

1 Spellbound Stylist Trend Kit







SPELLBOUND STYLIST TREND KIT INCLUDES:

- 1 **Iron Silk 07** 8.5 oz. for Stylist Use
- 1 **Wax Blast 10** 4.4 oz. for Stylist Use
- 1 **Structure Wax 17** 1.7 oz. for Stylist Use
- 1 Fall/Winter 2010 Front Row DVD
- 1 Spellbound Stylist Trend Guide
- 2 Shelf Talkers with tear-off sheets



Salon Price

*Exact price depends on products purchased

		
<p>1 Iron Silk 07 8.5 oz. for Stylist Use</p>	<p>1 Wax Blast 10 4.4 oz. for Stylist Use</p>	<p>1 Structure Wax 17 1.7 oz. for Stylist Use</p>
		
<p>1 Fall/Winter 2010 Front Row DVD</p>	<p>1 Spellbound Stylist Trend Guide</p>	<p>2 Shelf Talkers with tear-off tips</p>

PROMOTION SUPPORT CHECKLIST

- Visit **Redken.com** for Fashion Week inspiration straight from the runways.
- Check out the Fashion Cuts videos from the Fall/Winter 2010 Front Row DVD to learn quick tips.

STYLE THAT MAKES AN IMPACT: **NEW SHINE FORM DEFINING WAX**

Sculpt polished styles. Moldable cream-wax provides hair with flexible, flake-free hold and a natural finish. Mild control. Minimal effort. Lasting results.



“

NEW Shine Form is perfect for my clients who want the high-shine, retro style that's so in demand this season. It adds flexible definition, and the pump packaging makes it easy to apply! ”



—Jenny Balding,
Redken For Men
Consultant



SALON OFFER

WHILE SUPPLIES LAST

Salon Price

PURCHASE

3 **Redken For Men shine form** defining wax 5 oz.

RECEIVE FREE

Redken For Men shine form Intro Kit including:

9 **Shine Form** Packettes

1 **Redken For Men** Look Book

1 **Redken For Men** Poster

10 **Redken For Men** Consumer Brochures



*Includes packette value

REDKEN FOR MEN SHINE FORM INTRO KIT



9 **Shine Form** Packettes



1 **Redken For Men** Look Book



1 **Redken For Men** Poster



10 **Redken For Men** Consumer Brochures

OPEN STOCK

PRODUCT	SIZE	SALON PRICE	SRP
Shine Form	5 oz.		

GET YOUR CLIENTS TALKING ABOUT REDKEN CHEMISTRY!


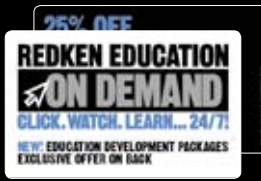
Redken Chemistry is a high-performance, cost-effective service customized to address clients' specific hair needs. Clients will fall in love with the results, and you'll boost your revenue at the same time! **Redken Chemistry** is the perfect add-on before or after a Redken Haircolor service. To get the conversation started, we've created a special offer including catchy T-shirts and mirror clings. Wear the T-shirts and display the mirror clings to spark conversation about how **Redken Chemistry** can treat and transform clients' hair!

SALON OFFER	Salon Price
PURCHASE 6 Redken Chemistry Shot Phase 16.9 oz. (mix & match) 3 Redken Chemistry Shot Phix 8.5 oz. (mix & match) 	

RECEIVE FREE REDKEN CHEMISTRY MERCHANDISING KIT

		
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5 Redken Chemistry T-shirts › 3 "We can Phix you up" (size M) › 2 "We have great chemistry" (size XL)	4 Redken Chemistry mirror clings	1 Redken Chemistry Education Guide
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1 Redken "Promoting You and Your Salon for Dummies" book	1 Coupon for 25% off any Redken Education Development Package
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PROMOTION SUPPORT CHECKLIST

- Visit Redken.com/StepUp to register for **Step Up! Fast Track to Wealth** seminars to discover how **Redken Chemistry** can revolutionize your business instantly!
- Log-on to Redken.com/Stimulus to find simple profit calculators along with business solutions for growing your monthly income!

REDKEN CHEMISTRY REVENUE CALCULATOR

Want even more motivation? Here's an example of the profits you could be earning with only two **Redken Chemistry** products (1 **Shot Phase** and 1 **Shot Phix**):

SALON INVESTMENT:	
Number of Services:	34
Average Price Per Service:	
Gross Profit:	
<hr/>	
= NET PROFIT:	

ALSO AVAILABLE



Time Reset Client Kit

SALON PRICE:
CLIENT PRICE:

Redken Chemistry Stylist "Try Me" Kit



SALON PRICE:

LIMITED TIME OFFER! SHAMPOO & CONDITIONER SPECIAL BONUS SIZES AT AMAZING SAVINGS

Now more than ever, clients want value. These special sizes give them a chance to purchase bestselling Redken Haircare products at exclusive savings—they'll get a full half liter of shampoo or conditioner for the same price as a retail-size bottle!



	All Soft Shampoo	All Soft Conditioner	Color Extend Shampoo	Color Extend Conditioner	Real Control Shampoo	Real Control Conditioner
SIZE	16.9 oz.	16.9 oz.	16.9 oz.	16.9 oz.	16.9 oz.	16.9 oz.
SALON PRICE						
SRP						

SHAMPOO =	98% MORE FREE	CONDITIONER =	67% MORE FREE
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Visit Redken.com/MyBusinessToolbox to order a shelf talker to promote these special haircare sizes in your salon!

THE REDKEN EXCHANGE

FEATURED CLASSES

› MIXING IT UP...FORMULATION!

3-day session: November 29 – December 1

Looking for a new way to think about coloring hair? Want the keys to creating vibrant reds, beautiful blondes and brilliant brunettes? This 3-day session will help you uncover the secrets behind haircolor to enrich your formulas. Discover how color is made, and how to formulate creatively to anchor your formulas. Gain the confidence and knowledge to create seasonal looks for your clients.


› DESIGNING...FROM BEHIND THE CHAIR!

3-day session: November 29 – December 1

Take all the great Principle Based Design skills you learned in Cut And Know Why to the next level! This 3-day session is set in an interactive training environment where you'll learn to solve design situations you run into everyday in the salon. Learn to update traditional methods, personalize both trend and commercial looks, discover how to adjust design for face shapes, and how to customize a design for all your clients.

To see class descriptions, register or for more information, call 1.800.545.8157 or log-on to Redken.com.

UPCOMING REDKEN PROMOTIONS

	SEPTEMBER	OCTOBER	NOVEMBER
RETAIL PROMOTIONS	<p>Look for NEW Redken For Men shine form defining wax.</p> <p>Offer added value and savings to clients with Haircare Bonus Sizes.</p> <p>Get ready for the Fall/Winter 2010 runway-inspired styles with the Spellbound Stylist Trend Kit, featuring the Front Row DVD and Stylist Trend Guide.</p>	<p>It's time to order your Redken Haircare, Styling and Redken For Men holiday prepacks to offer great savings to your clients.</p> <p>Get excited for the latest addition to Style Connection: NEW Powder Lift 01 aerosol hair powder/dry shampoo.</p> <p>Boost retail sales with mini sizes!</p> 	<p>Look for NEW Nature's Rescue, Redken's first silicone, paraben and sulfate-free range!</p> <p>Don't miss out on Redken Styling's gift with purchase promotion – perfect for the holiday season.</p>
SERVICE/BACKBAR PROMOTIONS	<p>Look for FREE full-sized products in your Fashion Week Kit. Stock your stylist stations and tell clients about the right products for runway-ready style!</p> <p>Check out NEW Color Fusion Rubilane shades with the most vibrant, powerful color technology ever!</p> <p>Stock up with 20% off favorite texture products.</p> <p>Stock your backbar with Redken Chemistry and receive FREE T-shirts, mirror clings and other exciting pieces!</p>	<p>If you haven't tried Redken's new Age-Defying products, now's your chance — look for an exclusive offer on Cover Fusion and Time Reset liters!</p> 	<p>Use the contents of your Color Advantage third-quarter reward kit to help grow your color business!</p> 
YOUR SALON MEETING	<p>Review the Spellbound stylist technique guide and get your stylists inspired to create the runway's latest looks!</p> 	<p>Get ready for the holiday season by logging-on to Redken.com/MyBusinessToolbox to order Redken-branded gift certificates and holiday postcards!</p> 	<p>Encourage your staff to log-on to Redken.com/50 to enter to win Redken's 50 Years sweepstakes!</p>
REDKEN EDUCATION	<p>Refresh your product knowledge with FREE videos on RedkenEducationOnDemand.com featuring your favorite Redken Artists!</p>	<p>Visit RedkenEducationOnDemand.com for in-depth knowledge on NEW Powder Lift 01.</p>	<p>Visit RedkenEducationOnDemand.com to watch a FREE video about NEW Nature's Rescue!</p>

ALL PROMOTIONS ARE SUBJECT TO CHANGE AND AVAILABLE WHILE SUPPLIES LAST.

» REGISTER FOR THE REDKEN SYMPOSIUM

Don't forget to register for the **Redken Symposium!** Learn, network, and energize with top educators and stylists from around the world at this award-winning event for salon professionals. Visit **Redken.com/Symposium** for information.

CELEBRATE REDKEN'S 50TH ANNIVERSARY BY HOSTING A CUT-A-THON TO BENEFIT CITY OF HOPE

Over the past five decades, Redken has touched the hearts of countless salon professionals by helping them **learn better, earn better** and **live better**. Now, we want to help the salon community **give better**, too!

On September 30, 2010, the Redken Exchange will host a **Cut-A-Thon** to benefit **City of Hope**, an independent research and treatment institution leading the fight against cancer and other life-threatening diseases.

We invite salons across the country and around the world to host your own **Cut-A-Thon** to benefit **City Of Hope** – mark your calendars and be part of it!

MAKE YOUR CUT-A-THON A SUCCESS!

- Visit Redken.com/50 for easy tips on hosting a **Cut-A-Thon** in your salon.
- Customize promotional materials to build excitement for your salon's **Cut-A-Thon** – everything you need is available at Redken.com/MyBusinessToolbox!
- Share your **Cut-A-Thon** tips and success stories on Redken.com's "The Break Room."



Visit Redken.com/50 to join Redken's celebration of 50 years inspiring the professional edge, and discover how you can learn better, earn better and live better!



PRODUCT LIST

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
HAIRCARE					
SHAMPOOS (+)					
All Soft, Blonde Glam, Body Full, Clear Moisture, Color Extend, Color Extend Sun, Dandruff Control, Extreme, Fresh Curls, Hair Cleansing Cream, Real Control, Smooth Down, Time Reset					
1.7 oz.***		50			
10.1 oz.		12			
Liter		12			
Gallon		4			
CONDITIONERS (+)					
All Soft, Blonde Glam, Body Full, Clear Moisture, Color Extend, Extreme, Fresh Curls, Real Control, Smooth Down, Time Reset					
1 oz.***		100			
8.5 oz.		12			
Liter		12			
Gallon		4			
TREATMENTS					
All Soft Heavy Cream super treatment					
1 oz.		100			
8.5 oz.		12			
All Soft Gold Glimmer perfecting shine treatment					
1.7 oz.		24			
Blonde Glam Color Enhancer Perfect Platinum					
1.7 oz.		50			
8.5 oz.		12			
Blonde Glam Color Enhancer Rich Vanilla					
8.5 oz.		12			
Blonde Glam Dream Whip protective softening mousse					
5.4 oz.		12			
Body Full Instant Bodifier volumizing foam					
5 oz.		12			
Body Full Volume Amplifier thickening lift spray					
1.7 oz.		40			
5 oz.		12			
Clear Moisture Instant Polishing Prep leave-in cutting and detangling lotion					
4.2 oz.		12			
Color Extend Rich Recovery protective treatment					
1 oz.		100			
8.5 oz.		12			
Color Extend Total Recharge inner hair fuel					
5 oz.		12			
Color Extend Shine Enrich protective shine serum					
1 oz.		100			
3.4 oz.		12			
Color Extend Sun After-Sun Mask					
8.5 oz.		12			
Color Extend Sun Solar Screen SPF 12					
5 oz.		12			
Color Extend Sun Sparkling Shield leave-in smoother					
5 oz.		12			
Extreme Anti-Snap leave-in treatment					
1.7 oz.		24			
8.5 oz.		12			
Extreme Deep Fuel durable strengthening treatment (Box of 5 x .68 oz.)					
5 oz.		12			
Extreme CAT Treatment protein reconstructing treatment					
5 oz.		12			
Extreme Iron Repair heat activated protector					
1 oz.		24			
5 oz.		12			
Extreme Rescue Force fortifying treatment					
8.5 oz.		12			
Fresh Curls Spring Mousse leave-in anti-frizz activator for lazy curls					
5.4 oz.		12			
Fresh Curls Curl Recovery intensive rinse-out mask					
1 oz.		24			
8.5 oz.		12			
Fresh Curls Curl Refiner leave-in anti-frizz detangler					
8.5 oz.		12			
Fresh Curls Curl Boost scrunching spray gel					
8.5 oz.		12			
Real Control Intense Renewal super moisturizing mask					
1 oz.		100			
8.5 oz.		12			
Real Control Crema Care daily nourishing styling treatment					
1.7 oz.		24			
8.5 oz.		12			
Real Control Slim Supreme slimming serum*					
1 oz.		75			
3.4 oz.		12			

(CONTINUED)

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
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Real Control Mineral Elixir dazzling smoothing oil	4.4 oz.	12			
Real Control Overnight Treat night recovery	3.4 oz.	12			
Real Control Thermal Resist inner hair repair	5 oz.	12			
Smooth Down Butter Treat smoothing treatment	1.7 oz.	24			
	8.5 oz.	12			
Smooth Down Detangling Cream leave-in smoother	1.7 oz.	24			
	8.5 oz.	12			
Smooth Down Heat Glide protective smoother	5 oz.	12			
Time Reset Youth Revitalizer	1 oz.	100			
	8.5 oz.	12			
Time Reset Corrective Defense	3.2 oz.	12			
Time Reset At-Home Porosity Filler Kit	4 x 0.5 oz	12			
Time Reset Client Kit		6			

Pre Art	Liter	12			
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REDKEN CHEMISTRY

Color Extend Shot Phase	16.9 oz. (1/2 Liter)	12			
Extreme Shot Phase	16.9 oz. (1/2 Liter)	12			
Clear Moisture Shot	16.9 oz. (1/2 Liter)	12			
Smooth Down Shot Phase	16.9 oz. (1/2 Liter)	12			
All Soft Shot Phase	16.9 oz. (1/2 Liter)	12			
Real Control Shot Phase	16.9 oz. (1/2 Liter)	12			
Time Reset Filler Shot Phase	7.6 oz.	12			
Shot Phix 3.5 pHix pHase sealer	8.5 oz.	12			
Shot Phix 5.5 pHix pHase sealer	8.5 oz.	12			
Redken Chemistry "Try Me Kit"		4			

STYLING

STRAIGHT

Sheer Straight 06 lightweight straightening gel	1 oz.	100			
	3.4 oz.	12			
Align 12 protective straightening lotion	1 oz.	100			
	5 oz.	12			
Power Tame 16 intense straightening balm	5 oz.	12			

SHINE

Glass 01 smoothing serum	2 oz.	48			
	4 oz.	12			
Outshine 01 anti-frizz polishing milk	1 oz.	100			
	3.4 oz.	12			
Vinyl Glam 02 mega shine spray	3.4 oz.	24			

VOLUME

Touch Control 05 volumizing texture whip	9.2 oz.	12			
Thickening Lotion 06 body builder	5 oz.	12			
	1/2 Liter	12			
Rootful 06 root lifting spray	8.5 oz.	12			
Layer Lift 07 length elevating spray-gel	5.7 oz.	12			
Full Frame 07 protective volumizing mousse	2 oz.	24			
	8.5 oz.	12			
Aerate 08 bodyfying cream-mousse	2.3 oz. net wt.	12			
Contour 08 shaping lotion	8.5 oz.	12			
Guts 10 volume spray foam	2 oz.	24			
	10.58 oz.	12			

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
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TEXTURE

Water Wax 03 shine defining pomade	1.7 oz.	12			
Rewind 06 pliable styling paste	.75 oz.	144			
	5 oz.	12			
Wax Blast 10 high impact finishing spray-wax*	2 oz.	24			
	4.4 oz.	12			
Rough Paste 12 working material	.75 oz.	144			
	2.5 oz.	12			
Hardwear 16 super strong gel**	8.5 oz.	12			
	1/2 Liter	12			
Rough Clay 20 matte texturizer	1.7 oz.	12			
Structure Wax 17 classic styling wax*	1.7 oz.	12			

CURL

Soft Spin 05 curl-enhancing gel	5 oz.	12			
Ringlet 07 curl perfecting lotion	1 oz.	100			
	6 oz.	6			
Curl Wise 14 curl defining cream	5 oz.	12			

HAIRSPRAYS

Workforce 09 flexible volumizing spray	2 oz.	24			
	11 oz.	12			
Headplay 12 pliable working spray	8.5 oz.	12			
Quick Dry 18 instant finishing spray	2 oz.	24			
	11 oz.	12			
Forceful 23 super strength finishing spray	2 oz.	24			
	11 oz.	12			

STYLE CONNECTION

Matte Sponge 05 rugged texturizer	1.7 oz.	12			
Velvet Gelatine 07 cushioning blow-dry gel	3.4 oz.	12			
Wool Shake 08 gel-slush texturizer	5 oz.	6			

REDKEN FOR MEN

HAIRCARE

Clean Spice 2-in-1 conditioning shampoo	10 oz.	12			
	Liter	12			
Mint Clean invigorating shampoo	10 oz.	12			
	Liter	12			
Cool Finish invigorating conditioner	10 oz.	12			
	Liter	12			
Densify texturizing shampoo	10 oz.	12			
Go Clean daily care shampoo	10 oz.	12			
	Liter	12			
Finish Up daily weightless conditioner	10 oz.	12			
	Liter	12			

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
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STYLING

Mint Fix sweat-resist gel	5 oz.	12			
Stand Tough extreme gel	5 oz.	12			
Grip Tight holding gel	5 oz.	12			
	1/2 Liter	12			
Get Groomed finishing cream	5 oz.	12			
Work Hard molding paste	3.4 oz.	12			
Mint Shape forming paste	3.4 oz.	24			
Disrupt fiber gum	4.6 oz.	12			
Outplay texture putty	3.4 oz.	24			
High Rise hard wax	1.7 oz.	12			
Maneuver working wax	3.4 oz.	24			
Polish Up pomade	3.4 oz.	24			
Shine Form defining wax*	5 oz.	12			

SKIN/BODY CARE

Cleanse acid balanced cleansing bar	5.3 oz.	36			
Mint Rush invigorating hair and body wash	6.8 oz.	12			

HAIRCOLOR

Color Camo	2 oz.	36			
Pro-Oxide Cream Developer 10v	Liter	6			

HAIRCOLOR

Shades EQ Equalizing Conditioning Color Gloss & Color Kickers	2 oz.	36			
Shades EQ Crystal Clear	16 oz.	12			
	Liter	6			
Color Fusion Advanced Performance Color Cream & Hi-Fusion	2.1 oz.	36			
Cover Fusion Low Ammonia 100% Coverage Color Cream	2.1 oz.	36			
Color Gels Permanent Conditioning Haircolor & Fashion Gels	2 oz.	36			

HAIRCOLOR COLLECTION KITS

Shades EQ					
Salon Intro Kit	1				
Stylist Trial Kit	4				
Color Fusion					
Salon Intro Kit	1				
Stylist Trial Kit	4				
Color Gels					
Salon Intro Kit	1				
Stylist Trial Kit	4				

DEVELOPERS

Color Gels Developer 10v, 20v, 30v, 40v	Liter	6			
Pro-Oxide Cream Developer 10v, 20v, 30v, 40v	16 oz. (20v only)	12			
	Liter	6			
Shades EQ Processing Solution	Liter	6			

LIGHTENERS

Blonde Icing Conditioning Cream Developer 20v, 30v, 40v	Liter	6			
Blonde Icing Power Lift Conditioning Cream Lightener — Ammonia	17.6 oz.	6			
Blonde Icing Conditioning Cream Lightener — Ammonia-Free	17.6 oz.	12			
Blonde Dimensions Dust-Free Conditioning Lightener	8 oz.	12			
	32 oz.	6			
Lift 5/15 Highlifting Cream	1 oz.	72			
Lift 5/15 Highlifting Booster	21.1 oz.	12			
Up To 7 De-Dusted Lightener	16 oz.	12			
	32 oz.	6			

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
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HAIRCOLOR MAINTENANCE

Color Thickener	4 oz.	12			
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TEXTURE

Acid Waves					
Creative Curl	24				
Inner Secret	24				
Alkaline Waves					
Vector Plus	24				
Vector Plus Extra Body	24				

SALON GEAR

COLOR GEAR

Salon Basics					
Tint Bowl	N.A.				
Wide Brush/Long Bristles	N.A.				
Wide Brush/Short Bristles	N.A.				
Narrow Brush/Long Bristles	N.A.				
Narrow Brush/Short Bristles	N.A.				
Applicator Bottle	N.A.				
Measuring Cup	N.A.				
Organizer Tray Cream (Regular—holds 42)	N.A.				
Organizer Tray Cream (Mini—holds 21)	N.A.				
Organizer Tray Liquid (Regular—holds 36)	N.A.				
Tube Key	N.A.				

Specialty

Detailing Freehand Brush (Angled Brush)	N.A.				
Detailing Etching Wand (Mascara Wand)	N.A.				
Technique Board	N.A.				
Spray Water Bottle	N.A.				
Mini-Spatula	N.A.				
Mini-Whisk	N.A.				
Clips (set of 8)	N.A.				
Magnetic Clip Wristband	N.A.				
Blonde Icing Scoop	N.A.				

Apparel

Redken Favorite Cape	N.A.				
DuraSilk™ All Purpose Cape	N.A.				
DuraSilk™ All Purpose Apron	N.A.				
DuraSilk™ Client Wrap	N.A.				
Swatches & More					
Shades EQ Swatch Book	N.A.				
Color Fusion Swatch Book	N.A.				
Cover Fusion Swatch Book	N.A.				
Color Gels Swatch Book	N.A.				
Color Camo Swatch Box	N.A.				
Swatch Cards	N.A.				
Shade Charts	N.A.				
Shade Stickers	N.A.				
Haircolor & Texture Guide	N.A.				

HAIRCARE/STYLING GEAR

Retail Product Guide	N.A.				
Redken Chemistry	N.A.				
Shot Shaker					
Pumps					
Liter (White)	N.A.				
Liter (Black)	N.A.				
Gallon (Black)	N.A.				

BUSINESS TOOLS

Redken Creates Volume III	N.A.				
Reinventing Space Book	N.A.				
Inspiring World of Redken	N.A.				
Art of Consultation Kit*	N.A.				

All retail prices are suggested only. * new product ** new price
 *** New case quantity will be phased-in therefore not all brands are available in this quantity yet \$ not for sale in California + not all sizes available for every product
 N.A. = Not Applicable.