NEW ON 5TH

NOVEMBER 2010
PROMOTIONS

ADVANCE YOUR CAREER WITH REDKEN EDUCATION

BECOME AN AGE-DEFYING EXPERT WITH TIME RESET
STYLING GIFT WITH PURCHASE – FREE HAIR ACCESSORY!
PLUS EXCITING 50TH ANNIVERSARY PRIZES!

50 YEARS INSPIRING THE PROFESSIONAL EDGE

GET INSPIRED. BE PART OF IT. REDKEN.COM

REDKEN
5TH AVENUE NYC

50 YEARS INSPIRING THE PROFESSIONAL EDGE

This month, we're continuing our yearlong celebration of "50 years inspiring the Professional Edge"–and we're looking ahead to 2011 by strengthening our commitment to education even more!

In 2011, we're dedicating additional funds and resources to make Redken Education even better! Make sure you take advantage of everything Redken Education has to offer, including RedkenEducationOnDemand.com, the Redken Symposium and of course, The Redken Exchange. Classes sold out in 2010, so make sure to book early for 2011.

Look for these exciting classes:

- Color 911: The Next Dimension
- Inspiring World of Redken
- Just Cut the Darn Thing
- Total Design and Color Immersion
- And more!

And of course, our celebration wouldn't be complete without giving something back to you, the salon professional. Turn to page 15 to discover this month's exciting prizes!

Very truly yours,

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

THE REDKEN EXCHANGE

SESSION CALENDAR 2011

COLOR SESSIONS

Color and Know Why	$900	February 14 – 17, March 14 – 17, April 11 – 14, May 9 – 12, June 13 – 16, July 11 – 14, August 8 – 11, September 12 – 15, October 10 – 13, November 14 – 17
Coloring Out of Your Mind	$900	February 21 – 23, April 18 – 20, June 20 – 22, August 15 – 17, October 17 – 19 December 5 – 7
Mixing It Up… Formulation	$900	February 28 – March 2 , June 27 – 29, September 19 – 21, November 28 – 30

DESIGN SESSIONS

Cut and Know Why	$900	February 14 – 17, March 14 – 17, April 11 – 14, May 9 – 12, June 13 – 16, July 11 – 14, August 8 – 11, September 12 – 15, October 10 – 13, November 14 – 17
Cutting Over the Top	$900	February 21 – 23, April 18 – 20, June 20 – 22, August 15 – 17, October 17 – 19, December 5 – 7
Cutting with Sam + Chris	$1100	January 31 – February 1, May 16 – 17, October 31 – November 1
Diagnostic Design	$800	February 28 – March 2, June 27 – 29, September 19 – 21, November 28 – 30

COMBO SESSIONS

Everything's Included	$950	January 31 – February 2, March 28 – 30, May 23 – 25, July 25 – 27, September 26 – 28, October 24 – 26
Everything's Included 2	$950	February 7 – 9, March 21 – 23, April 25 – 27, June 6 – 8, August 1 – 3, October 3 – 5

SPECIALTY SESSIONS

Best Blondes	$800	March 28 – 30, August 1 – 3
Color 911	$800	July 18 – 19, September 26 – 27
Color 911: The Next Dimension	$800	October 24 – 26
Dressing the Bride	$1100	July 18 – 20
Finish and Know Why	$900	April 4 – 6
Full On Curls	$800	March 7 – 9, August 22– 24
Gray Matters	$800	June 6 – 8
Just Cut the Darn Thing	$900	July 25 – 26
Platform Artistry	$1250	April 25 – 27
Red Retention	$800	May 23 – 24
Session Skills and Photo	$1650	March 7 – 9, October 3 – 5
Inspiring World of Redken	$800	March 21 – 23
Total Design & Color Immersion	$1000	August 29 – September 1

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

ADVANCE YOUR EDUCATION WITH THESE INSPRING CLASSES!

INSPIRING WORLD OF REDKEN: SHAPES & SHADOWS

March 21–23

Celebrate 50 years of Redken with one of our most exciting specialty classes! This session combines the talent, knowledge and creativity of some of our most sought-after artists for an exciting showcase of innovative design and color techniques. Experience non-stop inspiration and return to the salon with a wealth of new service ideas for your clients!

RED RETENTION

May 23–24

Tired of reds that fade or brown out? Ready to take your reds to a new level of longevity? Keeping reds vibrant has always been a challenge, but this 2-day session will help you learn how to create vibrant reds that have staying power. From cool to warm, you'll know the right product to use for the red you want to achieve.

GRAY MATTERS

June 6–8

An increase in aging consumers means increased demand for gray coverage. It also means increased profit when you reach out to the growing age-defying market! In this 2-day session, you'll explore factors that contribute to the difficulty of covering gray hair, and learn to overcome these challenges. Discover formulation guidelines, proper application, techniques to create fashionable transformations, and more!

MODEL'S HAIRCOLOR:

LOWLIGHT FORMULA 1:
1 7/8 oz. (52.5 ml) 5T **Color Fusion**
1/8 oz. (7.5 ml) **Hi-Fusion** Blue
2 oz. (60 ml) 20 Volume **Pro-oxide** Cream Developer

LOWLIGHT FORMULA 2:
1 oz. (30 ml) **Hi-Fusion Violet**
1 oz. (30 ml) **2 oz. (60 ml)** 20 Volume **Pro-oxide** Cream Developer

GLAZE
2 oz. (60 ml) 04WG Sun Tea **Shades EQ**
2 oz. (60 ml) **Shades EQ** Processing Solution

JANUARY 16 -18 MANDALAY BAY RESORT & CASINO LAS VEGAS, NEVADA

JOIN US AT THE REDKEN EXCHANGE ...IN LAS VEGAS!

VISIT US AT THE EXCHANGE EXPERIENCE

Brian Washburn, Alicia Marcano and Ryan Morgan

NYC – right in the middle of the Mandalay Bay! Stop by and get a glimpse of what you can experience when you attend The Redken Exchange, Redken's state-of the-art learning facility in New York. Get your hands on a mannequin and try out some great new cut and color techniques – all in between Symposium sessions!

REDKEN EXCHANGE SESSION CALENDAR – NEW YORK CITY

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

NAME OF SESSION	DATE	TUITION
Everything's Included	January 31 – February 2	$950
Cutting with Sam & Chris	January 31 – February 1	$1100

FREE REDKEN CHEMISTRY PRODUCTS WHEN YOU PURCHASE COLOR GELS OR SHADES EQ!

Stock up on **Color Gels** or **Shades EQ**, and use your FREE **Color Extend Shot Phase** and **Shot Phix 3.5 pHix pHase sealer** to give clients a **Redken Chemistry Color Extend** treatment. It's the perfect add-on after any Redken haircolor service, and can boost your profits by more than $3,000 per year!*

Log-on to **RedkenEducationOnDemand.com** to watch FREE product knowledge videos about **Redken Chemistry**!

*Based on performing 5 Redken Chemistry services per week, priced at $15 per service.

SALON OFFER #1

PURCHASE
18 **Color Gels** 2 oz. shades

RECEIVE FREE

1 Redken Chemistry **Color Extend Shot Phase** 16.9 oz.
1 **Shot Phix 3.5 pHix pHase sealer** 8.5 oz.

Salon Price

$85.50
($112.00 salon value)

SALON OFFER #2

PURCHASE
18 **Shades EQ** 2 oz. shades

RECEIVE FREE

1 Redken Chemistry **Color Extend Shot Phase** 16.9 oz.
1 **Shot Phix 3.5 pHix pHase sealer** 8.5 oz.

Salon Price

$81.00
($107.50 salon value)

NEW TIME RESET

for porous, age-weakened hair

RECAPTURE YOUTHFUL HAIR

Redken knows that time can take its toll on hair. The introduction of the **New Time Reset** at-home regimen and **Time Reset Salon Service**, with patented **Intra-Cylane®** technology, gives you the most advanced, groundbreaking tools to help clients reverse years of damage and combat five of the six signs* of aging hair:

1. Change in Texture
2. Diminished Density
3. Increased Dryness
4. Surface Dullness
5. Fragility/Breakage

COMBATS 5 SIGNS OF AGING

VITAL 5 COMPLEX

INTRA-CYLANE® = EVENS POROSITY & REBUILDS STRUCTURE
PEPTIDES & CERAMIDE = REPAIR & RESURFACE
GREEN TEA = NEUTRALIZES FREE RADICALS
CAMELLIA OIL = SOFTENS & REPLENISHES
CATIONIC UV FILTER = HELPS PREVENT PREMATURE AGING
EXCLUSIVE INTERBOND CONDITIONING SYSTEM

*Excludes gray hair

THE TIME RESET COLLECTION

BACKBAR

Redken Chemistry Time Reset Filler Shot Phase contains a **10% dose** of **Intra-Cylane**® which improves manageability, resilience and brilliance for younger, healthier hair from the inside out. **Time Reset At-Home Porosity Filler** treatments with **5% Intra-Cylane**® extend the age-correcting benefits of the **Time Reset Salon Service** between appointments.

RETAIL

CLEANSE

Time Reset Shampoo gently cleanses to remove impurities while resurfacing and nourishing with lipids to help revitalize porous, age-weakened hair.

CONDITION

Time Reset Conditioner provides easy detangling while strengthening and nourishing for increased resilience, renewed manageability and youthful shine.

TREAT

Time Reset Youth Revitalizer replenishing deep treatment helps renew hair's suppleness and restore its natural defenses to help porous, age-weakened strands combat the signs of aging.

Time Reset Corrective Defense protective softening lotion delivers a powerful combination of green tea extract, a potent antioxidant, and a cationic UV filter to support hair's natural defenses and help prevent future damage.

PATENTED INTRA-CYLANE®

WHAT IT IS:

Patented **Intra-Cylane**® is the result of 10 years of dedicated scientific research on a unique silicone molecule. Activated by water, it transforms from liquid to solid to create an internal fibrous network that reinforces each strand from the inside out.

Fills in gaps on the cuticle and forms a protective barrier against abrasion

Penetrates the cuticle to strengthen and reinforce the hair fiber for improved resilience

Creates an internal fibrous network that boosts strands with a plumping effect

STYLIST OFFER WHILE SUPPLIES LAST	STYLIST PRICE
PURCHASE 1 **NEW Time Reset** Stylist Trial Kit at a discount **KIT INCLUDES** 1 Shampoo 10.1 oz. 1 Youth Revitalizer 8.5 oz. 1 Redken Chemistry Time Reset Filler Shot Phase 7.6 oz. 1 Redken Chemistry Shot Phix 3.5 pHix pHase sealer 8.5 oz. 1 Stylist Brochure	**$25.00** **($35.50 salon value)**

50% OFF
TIME RESET TREATMENTS

Now is the perfect time to stock your backbar, retail, and stylist stations with **Time Reset** treatments at unprecedented 50% savings!

CORRECTIVE DEFENSE

SALON PRICE

$5.00

($10.00 salon value)

CLIENT PRICE

$10.00

($20.00 client value)

YOUTH REVITALIZER

SALON PRICE

$4.25

($8.50 salon value)

CLIENT PRICE

$8.50

($17.00 client value)

REVENUE POTENTIAL FOR TIME RESET STYLIST KIT

PRICE OF KIT: [INCLUDES EVERYTHING YOU NEED TO PERFORM THE SERVICE!]	$25.00
NUMBER OF SERVICES YOU CAN PERFORM:	17
AVERAGE PRICE OF THE SERVICE:	$20.00
	$340.00
NET PROFIT:	$315.00

PASS THE SAVINGS ON TO YOUR CLIENTS!

Here are some promotion ideas to make the most of this valuable offer:

- 50% off **Corrective Defense** with the purchase of the **Time Reset Client Kit**
- **FREE Time Reset Salon Service** with any **Cover Fusion** haircolor service—plus 50% off **Youth Revitalizer**
- 50% off **Youth Revitalizer** with a **Time Reset Salon Service**
- For clients with medium to coarse hair, recommend they purchase **Time Reset Shampoo** and **Youth Revitalizer** and then offer 50% off **Corrective Defense**
- For clients with fine hair, recommend they purchase **Time Reset Shampoo** and **Conditioner** and then offer 50% off **Corrective Defense**

STYLISTS LOVE TIME RESET!

Those who have tried **Time Reset** have rave reviews! Read on to see what fellow stylists are saying:

"**Corrective Defense** is one of the star products—it really provides that added softening benefit without weighing hair down. As someone who is showing signs of aging hair, I use the products and my hair not only looks and feels stronger but has more volume, texture and shine. I love it!"

—**Linda Macchi,**
Salon 877,
Ardaley, NY

"**Time Reset's** product performance really meets the needs of the anti-aging hair market. It gives incredible life back to the hair. And the results are immediate—clients can really see and feel the difference!"

—**Amy Hill,**
Grand Salon,
New York, NY

"Our salon held an age-defying event for new and existing clients and it was the talk of the town for weeks! We had two primary goals for the event: to increase our color business and to increase stylist's 'reach' with **Redken** products. It worked! Our color business went up 23%, our guest count went up 30% and Time Reset retail sales represented 21% of the total Redken retail sales in the 22 days that followed the event."

—**Sally & Marti Fernandez,**
Aniko Salon & Spa,
Chicago, IL

IT'S ABOUT TIME...

AGE-DEFYING PRODUCTS AND SERVICES ARE HERE!

HELP CLIENTS COMBAT THE 6TH SIGN OF AGING HAIR WITH COVER FUSION

Cover Fusion is the perfect complement to **Time Reset**—together you can offer your clients solutions for all 6 signs of aging hair. **Cover Fusion** delivers 100% gray coverage in a low-odor, low-ammonia formula. Don't miss the opportunity to become the "Age-Defying Expert" and offer your clients these amazing **NEW** services!

HAVE YOU TRIED NEW COVER FUSION COPPERS YET?

WHY COPPERS?

Traditionally, it has been difficult to cover gray and get beautiful, vibrant coppers in one step. **Cover Fusion Coppers** delivers 100% gray coverage and modern, reflective coppers.

FASHION HEADBAND GIFT WITH PURCHASE

In Hollywood and on the runways, headbands are a hot look! Help your clients accessorize their style with this chic headband – a $15 value, FREE with the purchase of any two Redken Styling products.

Your kit also includes consumer brochures with easy tips showing how Hollywood celebs wear headbands on the red carpet. Don't miss out on this opportunity to generate client excitement and boost retail sales!

"A simple black headband is perfect for giving any style a touch of glamour!"

–Guido,
Redken Creative Consultant

Braided style, satin finish headband ›

SALON OFFER

PURCHASE
12 Redken Styling products (mix and match)

RECEIVE FREE
1 Salon Kit including:
6 Headband GWPs in Zipper Pouches
1 Headband for Display
12 Consumer Brochures
1 Display
1 **Guts 10** 10.58 oz. for Stylist Use

Salon Price*

$94.17
($100.67 salon value*)
*Average price

CLIENT OFFER

PURCHASE
2 Redken Styling products (mix and match)

RECEIVE FREE
1 Headband in Zipper Pouch – a $15 value!
› Braided, black satin-finish texture
› Comfortable elastic

Client Price*

$31.50*
*Average price

GIVE YOUR CLIENTS FALL/WINTER 2010'S HOTTEST HAIRCOLOR LOOKS!

Celebrity colorist Tracey Cunningham is one of the most sought-after colorists in the business and has a client list that's packed with A-listers. As Redken's Creative Consultant for Color, she zeros in on the season's hottest haircolor trends and helps you create those looks for your clients.

You can use Redken's haircolor collection featuring **Color Fusion Rubilane** to create amazing looks for your clients – read on for ideas and formulas from Tracey!

BRUNETTES

"Brunettes will still have a dark chocolate base but you'll see a lot of thick, warm golden highlights starting from the mid-section of the hair – like model Lily Aldridge. This look is fun and flirty."

REDHEADS

"The most va-va-voom shade of red is a single process tone with no highlights, just deep mahogany tones. Think Julianne Moore with her luscious shade that's full of shine."

BLONDES

"This season's blonde is a California blonde with the base a shade darker and light, golden highlights. This shade pops on Kate Bosworth and looks great with red lips."

GIVE YOUR CLIENTS THEIR MOST VIBRANT HAIRCOLOR YET WITH THESE SUGGESTED FORMULAS FROM TRACEY, FEATURING NEW COLOR FUSION RUBILANE!

BRUNETTE:

Base Color:

- 1 ½ oz. (45 ml) 3Gb **Color Fusion**
- ½ oz. (15 ml) 4C **Color Fusion Rubilane**
- 2 oz. (60 ml) **Pro-oxide** Cream Developer

Highlights:

- **1 part (20 g) Blonde Icing** Power Lift Conditioning Cream Lightener
- 2 parts (40 g) 20 volume **Blonde Icing** Conditioning Cream Developer

REDHEAD:

Base color:

- 1 ½ oz. (45 ml) 4C **Color Fusion Rubilane**
- ½ oz. (15 ml) 5Cc **Color Fusion Rubilane**
- 2 oz. (60 ml) **Pro-oxide** Cream Developer

BLONDE:

Base Color:

- 1 oz. (30 ml) 7GC **Color Fusion Rubilane**
- 1 oz. (30 ml) 8N **Color Fusion**
- 2 oz. (60 ml) **Pro-oxide** Cream Developer

Highlights:

- **1 part (20 g) Blonde Icing** Power Lift Conditioning Cream Lightener
- 1 parts (20 g) 20 volume **Blonde Icing** Conditioning Cream Developer

REDKEN COLOR ADVANTAGE HAIRCOLOR REWARDS PROGRAM

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.

4th QUARTER REWARD KITS FEATURE TOOLS TO GET 2011 OFF TO A PROFITABLE START

365 Days of Color Calendar with business tips, promo ideas, inspiring formulas and more!

REDKEN EDUCATION ON DEMAND
CLICK. WATCH. LEARN... 24/7!

Education Development and Subscription Packages from **RedkenEducationOnDemand.com**

Samples of the newest products from Redken **styling.**

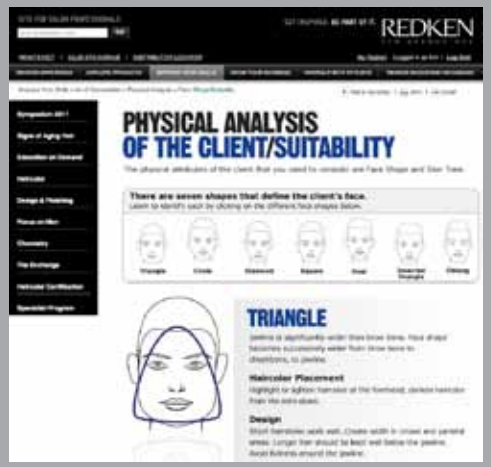
Stay on track to receive these rewards and more!

Ask your Sales Consultant or visit **Redken.com/ ColorAdvantage** for full details on the program!

DISCOVER ART OF CONSULTATION ONLINE!

Redken's **Art of Consultation System** gives you everything you need to offer the most comprehensive and effective client consultation, which ensures your clients get the service they deserve each and every time they visit the salon. When you practice these proven methods, you will set yourself apart from other stylists from the moment you and your client meet.

Redken's **Art of Consultation System** is available online to provide the tools and information you need…24/7!
Visit **Redken.com/ArtOfConsultation** to get started today!



LOG-ON AND LEARN

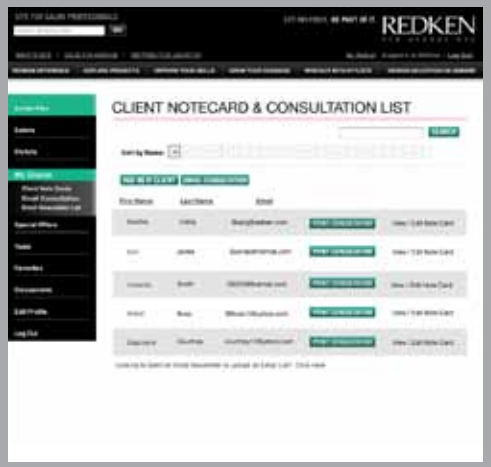
Discover essential resources from the **Art of Consultation** Manual, including:

- Step-by-step instructions to implement the system in your salon
- Client scenarios
- Tracking guidelines

ONLINE TOOLS

Interactive tools help with the Physical Analysis portion of your consultation:

- Animated **Face Shape Tool** to determine appropriate color and design for your clients
- **Professional Treatments Tool** to diagnose the perfect in-salon treatment and take-home regimen for each client



"MY CLIENTS" SECTION

Keep track of all your client consultations in one place

- Results from the lifestyle and physical analyses
- Past formulas, appointments and retail purchases

"The **Art of Consultation** System is intended to help the salon professional build greater success and stronger loyalty with their clients. So much of what we do is establishing trust."

–**David Stanko**
in *American Salon*, May 2010

Visit **RedkenEducationOnDemand.com** to watch 4 NEW videos featuring the **Art of Consultation** – for FREE!

UPCOMING REDKEN PROMOTIONS

	NOVEMBER	DECEMBER	JANUARY
RETAIL PROMOTIONS	Don't miss out on the **Redken Styling Headband GWP**, just in time for the holiday season. The versatile black headband makes the perfect holiday hair accessory! Boost your age-defying business with **Time Reset**! 	Get ready for an exciting new addition to Redken haircare – **NEW Nature's Rescue!** Look for another sampling initiative to grow your business! Stock up and save on your favorite **Redken For Men** shampoo and conditioner with 15% off all **Redken For Men Haircare** liters. 	Get excited for the latest additions to the **Redken Hairspray Collection: Fashion Work 12 and Pure Force 16!** Stock up on **Scalp Relief Dandruff Control** Shampoo, 20% off! Use your PR Highlights Kit to show clients the amazing editorial mentions Redken receives in top magazines!
SERVICE/ BACKBAR PROMOTIONS	Be sure to use the business-building resources in your **3rd Color Advantage kit** to help you grow your color business! 	Stock up on products for your stylist station and save! Make sure your haircolor purchases are on track to qualify for a **4th-quarter Color Advantage** reward kit! 	Jumpstart the New Year with a great **Color Camo** offer for men! Clients can receive a free **Go Clean** and **Grip Tight** mini gift with the purchase of a **Color Camo** service. Get ready for the new haircolor collection inspired by NY Fashion Week Spring/ Summer 2011 runway trends.
YOUR SALON MEETING	Last chance to register for the **Redken Symposium!** 	Review the importance of sampling with your salon staff – make sure stylists and front desk staff are sampling at every opportunity! 	Start the New Year off right by setting goals for your salon – track and monitor your progress with **Redken.com's business calculators.**
REDKEN EDUCATION	Log-on to **RedkenEducationOnDemand.com** to learn more about Time Reset!	Visit **RedkenEducationonDemand.com** for in-depth product knowledge on Redken's NEW haircare line!	Visit **RedkenEducationOnDemand.com** for in-depth knowledge on the new Hairspray collection.

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 more information.

CELEBRATING REDKEN'S 50TH ANNIVERSARY

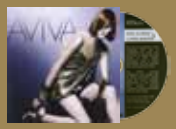
WITH AMAZING PRIZES!

Our 50th anniversary celebration continues with another chance for you to win great prizes! This month we're giving away **Color Fusion Rubilane shades**—revolutionary copper shades that offer long-lasting, vibrant results never before achievable – with **high intensity, even after 20 shampoos!**

25 WINNERS WILL RECEIVE A COLOR FUSION RUBILANE STYLIST KIT INCLUDING ONE OF EACH SHADE: 7Gc, 5Gc, 6C, 4C, 7Cc and 5Cc

BONUS PRIZE!

2,000 people will win an AVIVA DVD FEATURING KRIS SORBIE & CHRIS BARAN



This DVD features innovative and easy to follow techniques from Redken's Global Artistic Educators, Kris Sorbie and Chris Baran! Master strong geometric design and strategic color placement, learn about Redken's **Art of Consultation** and more!

Enter today at Redken.com/50 for your chance to win!

Entry period: November 1-30. Log-on to Redken.com/50 for official rules

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	3.00	1.50	75.00	____
10.1 oz.	12	13.00	6.50	78.00	____
Liter	12	23.00	11.50	138.00	____
Gallon	4	N.A.	25.00	100.00	____
CONDITIONERS (+)					
All Soft, Blonde Glam, Body Full, Clear Moisture, Color Extend, Extreme, Fresh Curls, Real Control, Smooth Down, Time Reset					
1 oz.***	100	3.00	1.50	150.00	____
8.5 oz.	12	14.00	7.00	84.00	____
Liter	12	28.00	14.00	168.00	____
Gallon	4	N.A.	40.00	160.00	____
TREATMENTS					
All Soft Heavy Cream super treatment					
1 oz.	100	3.00	1.50	150.00	____
8.5 oz.	12	15.00	7.50	90.00	____
All Soft Gold Glimmer perfecting shine treatment					
1.7 oz.	24	16.00	8.00	192.00	____
Blonde Glam Color Enhancer Perfect Platinum					
1.7 oz.	50	4.00	2.00	100.00	____
8.5 oz.	12	17.00	8.50	102.00	____
Blonde Glam Color Enhancer Rich Vanilla					
8.5 oz.	12	17.00	8.50	102.00	____
Blonde Glam Dream Whip protective softening mousse					
5.4 oz.	12	16.00	8.00	96.00	____
Body Full Instant Bodifier volumizing foam					
5 oz.	12	16.00	8.00	96.00	____
Body Full Volume Amplifier thickening lift spray					
1.7 oz.	40	4.00	2.00	80.00	____
5 oz.	12	16.00	8.00	96.00	____
Clear Moisture Instant Polishing Prep leave-in cutting and detangling lotion					
4.2 oz.	12	13.00	6.50	78.00	____
Color Extend Rich Recovery protective treatment					
1 oz.	100	3.00	1.50	150.00	
8.5 oz.	12	15.00	7.50	90.00	____
Color Extend Total Recharge inner hair fuel					
5 oz.	12	16.00	8.00	96.00	____
Color Extend Shine Enrich protective shine serum					
1 oz.	100	3.00	1.50	150.00	____
3.4 oz.	12	16.00	8.00	96.00	____
Color Extend Sun After-Sun Mask					
8.5 oz.	12	15.00	7.50	90.00	____
Color Extend Sun Solar Screen SPF 12					
5 oz.	12	16.00	8.00	96.00	____
Color Extend Sun Sparkling Shield leave-in smoother					
5 oz.	12	16.00	8.00	96.00	____
Extreme Anti-Snap leave-in treatment					
1.7 oz.	24	4.00	2.00	48.00	____
8.5 oz.	12	16.00	8.00	96.00	____
Extreme Deep Fuel durable strengthening treatment					
(Box of 5 x .68 oz.)	12	17.00	8.50	102.00	____
Extreme CAT Treatment protein reconstructing treatment					
5 oz.	12	15.00	7.50	90.00	____
Extreme Iron Repair heat activated protector					
1 oz.	24	3.00	1.50	36.00	____
5 oz.	12	16.00	8.00	96.00	____
Extreme Rescue Force fortifying treatment					
8.5 oz.	12	15.00	7.50	90.00	____
Fresh Curls Spring Mousse leave-in anti-frizz activator for lazy curls					
5.4 oz.	12	16.00	8.00	96.00	____
Fresh Curls Curl Recovery intensive rinse-out mask					
1 oz.	24	3.00	1.50	36.00	____
8.5 oz.	12	15.00	7.50	90.00	____
Fresh Curls Curl Refiner leave-in anti-frizz detangler					
8.5 oz.	12	16.00	8.00	96.00	____
Fresh Curls Curl Boost scrunching spray gel					
8.5 oz.	12	16.00	8.00	96.00	____
Real Control Intense Renewal super moisturizing mask					
1 oz.	100	3.00	1.50	150.00	____
8.5 oz.	12	15.00	7.50	90.00	____
Real Control Crema Care daily nourishing styling treatment					
1.7 oz.	24	4.00	2.00	48.00	____
8.5 oz.	12	16.00	8.00	96.00	____
Real Control Slim Supreme slimming serum*					
1 oz.	75	5.00	2.50	187.50	____
3.4 oz.	12	16.00	8.00	96.00	____
Real Control Mineral Elixir dazzling smoothing oil					
4.4 oz.	12	17.00	8.50	102.00	____
Real Control Overnight Treat night recovery					
3.4 oz.	12	20.00	10.00	120.00	____

(CONTINUED)

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
Real Control Thermal Resist inner hair repair					
5 oz.	12	16.00	8.00	96.00	
Smooth Down Butter Treat smoothing treatment					
1.7 oz.	24	3.00	1.50	36.00	
8.5 oz.	12	15.00	7.50	90.00	
Smooth Down Detangling Cream leave-in smoother					
1.7 oz.	24	4.00	2.00	48.00	
8.5 oz.	12	16.00	8.00	96.00	
Smooth Down Heat Glide protective smoother					
5 oz.	12	16.00	8.00	96.00	
Time Reset Youth Revitalizer					
1 oz.	100	3.00	1.50	150.00	
8.5 oz.	12	17.00	8.50	102.00	
Time Reset Corrective Defense					
3.2 oz.	12	20.00	10.00	120.00	
Time Reset At-Home Porosity Filler Kit					
4 x 0.5 oz	12	N.A.	10.00	120.00	
Time Reset Client Kit					
	6	30	15.00	90.00	
Pre Art					
Liter	12	N.A.	24.00	288.00	

REDKEN CHEMISTRY

Color Extend Shot Phase					
16.9 oz. (1/2 Liter)	12	N.A.	18.00	216.00	
Extreme Shot Phase					
16.9 oz. (1/2 Liter)	12	N.A.	18.00	216.00	
Clear Moisture Shot					
16.9 oz. (1/2 Liter)	12	N.A.	18.00	216.00	
Smooth Down Shot Phase					
16.9 oz. (1/2 Liter)	12	N.A.	18.00	216.00	
All Soft Shot Phase					
16.9 oz. (1/2 Liter)	12	N.A.	18.00	216.00	
Real Control Shot Phase					
16.9 oz. (1/2 Liter)	12	N.A.	18.00	216.00	
Time Reset Filler Shot Phase					
7.6 oz.	12	N.A.	12.00	144.00	
Shot Phix 3.5 pHix pHase sealer					
8.5 oz.	12	N.A.	8.50	102.00	
Shot Phix 5.5 pHix pHase sealer					
8.5 oz.	12	N.A.	8.50	102.00	
Redken Chemistry "Try Me Kit"					
	4	N.A.	20.00	80.00	

STYLING

STRAIGHT

Sheer Straight 06 lightweight straightening gel					
1 oz.	100	5.00	2.50	250.00	
3.4 oz.	12	15.00	7.50	90.00	
Align 12 protective straightening lotion					
1 oz.	100	5.00	2.50	250.00	
5 oz.	12	16.00	8.00	96.00	
Power Tame 16 intense straightening balm					
5 oz.	12	16.00	8.00	96.00	

SHINE

Glass 01 smoothing serum					
2 oz.	48	16.00	8.00	384.00	
4 oz.	12	N.A.	12.00	144.00	
Outshine 01 anti-frizz polishing milk					
1 oz.	100	5.00	2.50	250.00	
3.4 oz.	12	17.00	8.50	102.00	
Vinyl Glam 02 mega shine spray					
3.4 oz.	24	16.00	8.00	192.00	

VOLUME

Touch Control 05 volumizing texture whip					
9.2 oz.	12	15.00	7.50	90.00	
Thickening Lotion 06 body builder					
5 oz.	12	14.00	7.00	84.00	
1/2 Liter	12	N.A.	12.00	144.00	
Rootful 06 root lifting spray					
8.5 oz.	12	15.00	7.50	90.00	
Layer Lift 07 length elevating spray-gel					
5.7 oz.	12	15.00	7.50	90.00	
Full Frame 07 protective volumizing mousse					
2 oz.	24	4.00	2.00	48.00	
8.5 oz.	12	15.00	7.50	90.00	
Aerate 08 bodyfying cream-mousse					
2.3 oz. net wt.	12	16.00	8.00	96.00	
Contour 08 shaping lotion					
8.5 oz.	12	14.00	7.00	84.00	
Guts 10 volume spray foam					
2 oz.	24	4.00	2.00	48.00	
10.58 oz.	12	16.00	8.00	96.00	

TEXTURE

Water Wax 03 shine defining pomade					
1.7 oz.	12	17.00	8.50	102.00	
Rewind 06 pliable styling paste					
.75 oz.	144	5.00	2.50	360.00	
5 oz.	12	18.00	9.00	108.00	
Wax Blast 10 high impact finishing spray-wax*					
2 oz.	24	8.00	4.00	96.00	
4.4 oz.	12	17.00	8.50	102.00	
Rough Paste 12 working material					
.75 oz.	144	5.00	2.50	360.00	
2.5 oz.	12	17.00	8.50	102.00	
Hardwear 16 super strong gel**					
8.5 oz.	12	15.00	7.50	90.00	
1/2 Liter	12	N.A.	9.00	108.00	
Rough Clay 20 matte texturizer					
1.7 oz.	12	16.00	8.00	96.00	
Structure Wax 17 classic styling wax*					
1.7 oz.	12	17.00	8.50	102.00	

CURL

Soft Spin 05 curl-enhancing gel					
5 oz.	12	15.00	7.50	90.00	
Ringlet 07 curl perfecting lotion					
1 oz.	100	5.00	2.50	250.00	
6 oz.	6	17.00	8.50	51.00	
Curl Wise 14 curl defining cream					
5 oz.	12	16.00	8.00	96.00	

HEAT STYLING

Satinwear 02 ultimate blow-dry lotion					
1 oz.	24	4.00	2.00	48.00	
5 oz.	12	16.00	8.00	96.00	
Iron Silk 07 ultra straightening spray					
8.5 oz.	12	15.00	7.50	90.00	
Blown Away 09 protective blow-dry gel					
1 oz.	100	4.00	2.00	200.00	
5 oz.	12	16.00	8.00	96.00	
1/2 Liter	12	N.A.	12.00	144.00	
Spray Starch 15 versatile ironing spray					
5 oz.	12	13.00	6.50	78.00	
Hot Sets 22 thermal setting mist					
5 oz.	12	13.00	6.50	78.00	
1/2 Liter	12	N.A.	12.00	144.00	

HAIRSPRAYS

Workforce 09 flexible volumizing spray					
2 oz.	24	4.00	2.00	48.00	
11 oz.	12	16.00	8.00	96.00	
Headplay 12 pliable working spray					
8.5 oz.	12	13.00	6.50	78.00	
Quick Dry 18 instant finishing spray					
2 oz.	24	4.00	2.00	48.00	
11 oz.	12	14.00	7.00	84.00	
Forceful 23 super strength finishing spray					
2 oz.	24	4.00	2.00	48.00	
11 oz.	12	16.00	8.00	96.00	

STYLE CONNECTION

Matte Sponge 05 rugged texturizer					
1.7 oz.	12	17.00	8.50	102.00	
Velvet Gelatine 07 cushioning blow-dry gel					
3.4 oz.	12	17.00	8.50	102.00	
Wool Shake 08 gel-slush texturizer					
5 oz.	6	17.00	8.50	51.00	

REDKEN FOR MEN

HAIRCARE

Clean Spice 2-in-1 conditioning shampoo					
10 oz.	12	12.00	6.00	72.00	
Liter	12	22.00	11.00	132.00	
Mint Clean invigorating shampoo					
10 oz.	12	11.00	5.50	66.00	
Liter	12	21.00	10.50	126.00	
Cool Finish invigorating conditioner					
10 oz.	12	12.00	6.00	72.00	
Liter	12	22.00	11.00	132.00	
Densify texturizing shampoo					
10 oz.	12	11.00	5.50	66.00	
Go Clean daily care shampoo					
10 oz.	12	11.00	5.50	66.00	
Liter	12	19.00	9.50	114.00	
Finish Up daily weightless conditioner					
10 oz.	12	11.00	5.50	66.00	
Liter	12	21.00	10.50	126.00	

STYLING

Mint Fix sweat-resist gel					
5 oz.	12	12.00	6.00	72.00	
Stand Tough extreme gel					
5 oz.	12	11.00	5.50	66.00	
Grip Tight holding gel					
5 oz.	12	11.00	5.50	66.00	
Get Groomed finishing cream					
5 oz.	12	11.00	5.50	66.00	
Work Hard molding paste					
3.4 oz.	12	14.00	7.00	84.00	
Mint Shape forming paste					
3.4 oz.	24	14.00	7.00	168.00	
Disrupt fiber gum					
4.6 oz.	12	14.00	7.00	84.00	
Outplay texture putty					
3.4 oz.	24	14.00	7.00	168.00	
High Rise hard wax					
1.7 oz.	12	16.00	8.00	96.00	
Maneuver working wax					
3.4 oz.	24	14.00	7.00	168.00	
Polish Up pomade					
3.4 oz.	24	14.00	7.00	168.00	
Shine Form defining wax					
5 oz.	12	16.00	8.00	96.00	

SKIN/BODY CARE

Cleanse acid balanced cleansing bar					
5.3 oz.	36	8.00	4.00	144.00	
Mint Rush invigorating hair and body wash					
6.8 oz.	12	14.00	7.00	84.00	

HAIRCOLOR

Color Camo					
2 oz.	36	N.A.	3.65	131.40	
Pro-Oxide Cream Developer 10v					
Liter	6	N.A.	5.90	35.40	

HAIRCOLOR

Shades EQ Equalizing Conditioning Color Gloss & Color Kickers					
2 oz.	36	N.A.	4.50	162.00	
Shades EQ Crystal Clear					
16 oz.	12	N.A.	21.00	252.00	
Liter	6	N.A.	31.00	186.00	
Color Fusion Advanced Performance Color Cream & Hi-Fusion					
2.1 oz.	36	N.A.	5.75	207.00	
Cover Fusion Low Ammonia 100% Coverage Color Cream					
2.1 oz.	36	N.A.	5.75	207.00	
Color Gels Permanent Conditioning Haircolor & Fashion Gels					
2 oz.	36	N.A.	4.75	171.00	

HAIRCOLOR COLLECTION KITS

Shades EQ					
Salon Intro Kit	1	N.A.	180.00	N.A.	
Stylist Trial Kit	4	N.A.	72.00	288.00	
Color Fusion					
Salon Intro Kit	1	N.A.	287.50	N.A.	
Stylist Trial Kit	4	N.A.	92.00	368.00	
Color Gels					
Salon Intro Kit	1	N.A.	190.00	N.A.	
Stylist Trial Kit	4	N.A.	76.00	304.00	

DEVELOPERS

Color Gels Developer 10v, 20v, 30v, 40v					
Liter	6	N.A.	5.90	35.40	
Pro-Oxide Cream Developer 10v, 20v, 30v, 40v					
16 oz. (20v only)	12	N.A.	3.60	43.20	
Liter	6	N.A.	5.90	35.40	
Shades EQ Processing Solution					
Liter	6	N.A.	5.90	35.40	

LIGHTENERS

Blonde Icing Conditioning Cream Developer 20v, 30v, 40v					
Liter	6	N.A.	10.00	60.00	
Blonde Icing Power Lift Conditioning Cream Lightener — Ammonia					
17.6 oz.	6	N.A.	28.50	162.00	
Blonde Icing Conditioning Cream Lightener — Ammonia-Free					
17.6 oz.	6	N.A.	28.50	162.00	
Blonde Dimensions Dust-Free Conditioning Lightener					
8 oz.	12	N.A.	10.75	129.00	
32 oz.	6	N.A.	27.60	165.60	
Lift 5/15 Highlifting Cream					
1 oz.	72	N.A.	3.60	259.20	
Lift 5/15 Highlifting Booster					
21.1 oz.	12	N.A.	20.50	246.00	
Up To 7 De-Dusted Lightener					
16 oz.	12	N.A.	16.85	202.20	
32 oz.	6	N.A.	27.60	165.60	

HAIRCOLOR MAINTENANCE

Color Thickener					
4 oz.	12	N.A.	7.95	95.40	

TEXTURE

Acid Waves					
Creative Curl	24	N.A.	6.00	144.00	
Inner Secret	24	N.A.	6.00	144.00	
Alkaline Waves					
Vector Plus	24	N.A.	5.00	120.00	
Vector Plus Extra Body	24	N.A.	5.00	120.00	

SALON GEAR

COLOR GEAR

Salon Basics					
Tint Bowl	N.A.	N.A.	5.00	N.A.	
Wide Brush/Long Bristles	N.A.	N.A.	3.00	N.A.	
Wide Brush/Short Bristles	N.A.	N.A.	3.00	N.A.	
Narrow Brush/Long Bristles	N.A.	N.A.	3.00	N.A.	
Narrow Brush/Short Bristles	N.A.	N.A.	3.00	N.A.	
Applicator Bottle	N.A.	N.A.	3.50	N.A	
Measuring Cup	N.A.	N.A.	2.50	N.A.	
Organizer Tray Cream (Regular–holds 42)	N.A.	N.A.	20.00	N.A.	
Organizer Tray Cream (Mini–holds 21)	N.A.	N.A.	15.00	N.A.	
Organizer Tray Liquid (Regular–holds 36)	N.A.	N.A.	20.00	N.A.	
Tube Key	N.A.	N.A.	2.50	N.A.	
Specialty					
Detailing Freehand Brush (Angled Brush)	N.A.	N.A.	5.00	N.A.	
Detailing Etching Wand (Mascara Wand)	N.A.	N.A.	5.00	N.A.	
Technique Board	N.A.	N.A.	15.00	N.A.	
Spray Water Bottle	N.A.	N.A.	6.00	N.A.	
Mini-Spatula	N.A.	N.A.	5.00	N.A.	
Mini-Whisk	N.A.	N.A.	5.00	N.A.	
Clips (set of 8)	N.A.	N.A.	7.00	N.A.	
Magnetic Clip Wristband	N.A.	N.A.	20.00	N.A.	
Blonde Icing Scoop	N.A	N.A.	5.00	N.A.	
Apparel					
Redken Favorite Cape	N.A.	N.A.	25.00	N.A.	
DuraSilk™ All Purpose Cape	N.A.	N.A.	25.00	N.A.	
DuraSilk™ All Purpose Apron	N.A.	N.A.	25.00	N.A.	
DuraSilk™ Client Wrap	N.A.	N.A.	30.00	N.A.	
Swatches & More					
Shades EQ Swatch Book	N.A.	N.A.	30.00	N.A.	
Color Fusion Swatch Book	N.A.	N.A.	50.00	N.A.	
Cover Fusion Swatch Book	N.A.	N.A.	30.00	N.A.	
Color Gels Swatch Book	N.A.	N.A.	30.00	N.A.	
Swatch Cards	N.A.	N.A.	N.A.	N.A.	
Shade Charts	N.A.	N.A.	N.A.	N.A.	
Shade Stickers	N.A.	N.A.	N.A.	N.A.	
Haircolor & Texture Guide	N.A.	N.A.	N.A.	N.A.	

HAIRCARE/STYLING GEAR

Retail Product Guide	N.A.	N.A.	N.A.	N.A.	
Redken Chemistry Shot Shaker	N.A.	N.A.	2.25	N.A.	
Pumps					
Liter (White)	N.A.	N.A.	2.25	N.A.	
Liter (Black)	N.A.	N.A.	2.25	N.A.	
Gallon (Black)	N.A.	N.A.	4.25	N.A.	

BUSINESS TOOLS

Redken Creates Volume III	N.A.	N.A.	59.00	N.A.	
Reinventing Space Book	N.A.	N.A.	59.00	N.A.	
Inspiring World of Redken	N.A.	N.A.	59.00	N.A.	
Art of Consultation Kit*	N.A.	N.A.	45.00	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.

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