

**NEW ON**

**5<sup>TH</sup>**

**5**

**DECEMBER 2010  
PROMOTIONS**

**BOOST BUSINESS  
WITH SAMPLING!**

**BIG SAVINGS ON REDKEN FOR MEN LITERS  
STOCK YOUR STYLIST STATION AND SAVE**

50 YEARS INSPIRING THE PROFESSIONAL EDGE

GET INSPIRED. BE PART OF IT. [REDKEN.COM](http://REDKEN.COM)

**REDKEN**

5TH AVENUE NYC

# 50 YEARS INSPIRING THE PROFESSIONAL EDGE

On behalf of everyone at Redken, thanks for helping us celebrate our 50th anniversary! Our celebration comes to a close this month, but that doesn't mean the inspiration stops.

As always, we have plenty of education, business-building and reward programs designed to help you learn better, earn better and live better.

This month, we're focusing on a simple way to grow your business – sampling! When you offer clients sample packettes and allow them to experience Redken at home, they'll come back to your salon to make a purchase. That means increased retail sales, and increased revenue.

And don't forget, make sure you're on track to qualify for a 4th quarter Color Advantage kit, which includes a wealth of business-building materials you can use all year long – talk to your Sales Consultant for more details!

Finally we wanted to send a special thank you to all of our salons. If you're an Elite salon, look for your name on page 8! Thanks again for celebrating with us all year long – we couldn't have done it without you!

Very truly yours,



*Karen Fuss-Zipp*

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

# GET MORE FOR LESS! BIG SAVINGS ON REDKEN FOR MEN

**PURCHASE:**  
Redken For Men liters at a discount\*

**CHOOSE FROM**

					
	go clean liter	finish up liter	mint clean liter	cool finish liter	clean spice liter
Salon price					
Salon value					
Client price					
Client value					

\*Liters will be stickered 15% off

# SAMPLE YOUR WAY TO SALON SUCCESS!

Sampling is key to boosting retail sales! 9 out of 10 consumers say they would purchase a product or service if they tried it and were satisfied. Take advantage of this opportunity to receive FREE samples with your open stock purchases – then start sampling, and watch your retail sales increase!

## SAMPLING TIPS

- Explain product benefits and offer usage tips with each sample you hand out. When clients understand how to use a product properly, they're more likely to make a full-size purchase.
- Introduce clients to a new haircare system with a free sample. 72% of them will likely come back for a full-size product!
- Give female clients samples of **Redken For Men** products to give to the men in their life. They will come back to purchase his favorites.
- Log-on to [Redken.com/MyBusinessToolbox](http://Redken.com/MyBusinessToolbox) to customize special offer cards to hand out along with your samples. Try an offer like "20% off a full-size product" to motivate clients to come back for a full-size purchase!



## TRY NEW CLEAN SPICE FOR FREE WITH YOUR HAIRCARE PURCHASE!

If you haven't already tried **Redken For Men's NEW Clean Spice 2-in-1 Conditioning Shampoo** this is the time to try it out in your salon!

**Clean Spice** has nourishing essential wood oils that moisturize and control even the most hard-to-manage hair while revitalizing the scalp and warming the senses. Hair is stronger, smoother and polished. The convenience of a 2-in-1 formula will appeal to the fast-paced lifestyles of today's men.

### FORMULATED WITH:

**aroma fused technology** **PROTEIN = STRENGTHENS**  
**ESSENTIAL WOOD OILS = NOURISH & CONTROL**  
**AROMATIC SPICES = STIMULATE THE SENSES**

## SALON OFFER

### PURCHASE

6 Shampoos 10.1 oz.  
 & 6 Conditioners 8.5 oz (of the same brand)



### CHOOSE FROM:

All Soft  
 Color Extend  
 Smooth Down  
 Time Reset

### RECEIVE FREE

25 shampoo/conditioner duo\* packettes  
 (of the same brand)  
 25 **Redken For Men Clean Spice** packettes



## Salon Price

\*Time Reset purchase comes with trio packettes including Youth Revitalizer

\*\*Includes estimated value of \$.50 per duo packette

# STOCK YOUR STATION & SAVE!

Empower stylists to create amazing looks—and increase retail sales—with these two exclusive offers from Redken Styling!

## SALON OFFER #1:

### SAVE 25% ON SELECT BACKBAR SIZES

Use Redken Styling products to give your clients the latest hairstyles from the runways of New York Fashion Week, and don't forget to let clients know which product you're using to encourage retail purchase.

CHOOSE FROM	SALON PRICE	SALON VALUE
<b>Glass 01</b> 4 oz.		
<b>Thickening Lotion 06</b> ½ Liter		
<b>Blown Away 09</b> ½ Liter		
<b>Hardwear 16</b> ½ Liter		
<b>Hot Sets 22</b> ½ Liter		



## SALON OFFER #2:

### FREE “STYLIST USE ONLY” PRODUCTS WITH PURCHASE

Purchase three of the same retail products and receive an additional “Stylist Use Only” size of the same product for FREE!

CHOOSE FROM	SALON PRICE	SALON VALUE
<b>Rewind 06</b> 5 oz.		
<b>Guts 10</b> 10.58 oz.		
<b>Rough Paste 12</b> 2.5 oz.		



## DID YOU KNOW?

Refilling retail-size stylist station products from reduced-price ½ liters results in significant savings? Let's do the math:

- › A ½ liter bottle of **Thickening Lotion 06** at 25% off costs about \_\_\_\_\_ per oz.
- › A 5 oz. bottle of **Thickening Lotion 06** at regular salon cost is \_\_\_\_\_ per oz.
- › A 5 oz. bottle of **Thickening Lotion 06** that's been refilled using the reduced price ½ liter now costs \_\_\_\_\_ – a savings of 59%!

## BIZ BOOSTERS

- Customize a styling regimen for each client, and teach them how to recreate their look at home with the **Redken Styling** products used at the stylist station.
- At the end of the visit, ask the client if they are interested in taking home products that were used during their service – make sure to highlight current promotions in your salon when discussing retail with the client.
- If clients seem interested but are hesitant to purchase a full size product, offer them a sample!



- Log on to: **Redken.com/MyBusinessToolbox** to customize special offers for new retail clients.

# FREE STYLE CONNECTION PRODUCT WITH YOUR PURCHASE OF COLOR FUSION!

Featuring three cutting-edge styling products, **Style Connection** lets you transform every client's style! Receive a FREE full-size **Style Connection** product—perfect for your stylist station—when you purchase any 12 **Color Fusion** shades.

## SALON OFFER WHILE SUPPLIES LAST

Salon Price

### PURCHASE

12 **Color Fusion** shades 2.1 oz.

### RECEIVE FREE

1 **Style Connection** product

### CHOOSE FROM:

**matte sponge 05** rugged texturizer 1.7 oz.

**velvet gelatine 07** cushioning blow-dry gel 3.4 oz.

**wool shake 08** gel-slush texturizer 5 oz.



\*Style Connection products valued at \$8.50 each

# SHOW CLIENTS THE AMAZING COLOR YOU CAN CREATE FOR THEM!

Swatch books from Redken's **Color Gear** line of salon accessories help you show clients the beautiful shades you can create for them with Redken Haircolor.

Our **Color Fusion** and **Color Gels** swatch books have been updated to be even more appealing and user-friendly.

Ask your Redken Sales Consultant for details and how to order.



## TIPS

Use the Finder Tool to help you formulate correctly:

- › Not sure exactly how much gray your client really has? Use the **gray finder** to easily determine the amount of gray.



- › Use the **Color Fusion Neutral** swatch card as your natural level finder during your color consultation.

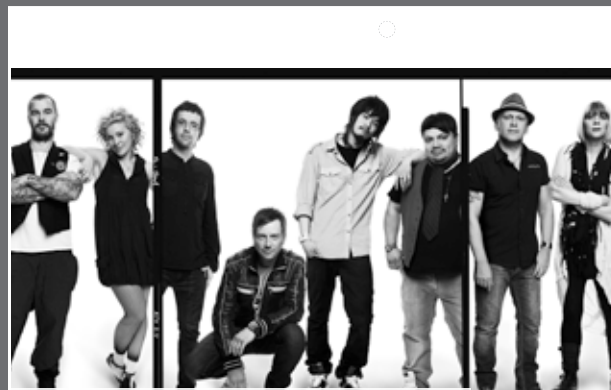


# COLOR ADVANTAGE

## HAIRCOLOR REWARDS PROGRAM

### 4<sup>th</sup> QUARTER REWARD KITS INCLUDE A WEALTH OF BUSINESS-BUILDING MATERIALS...

including the **365 Days of Color** calendar featuring a year's worth of advice and inspiration – business tips, promotional ideas, inspirational haircolor formulas and more! Your calendar also includes a section to help you record and track your monthly haircolor purchases and see if you've qualified for a **Color Advantage** Reward Kit!



#### LEARN BETTER, SO YOU CAN EARN BETTER

A strong educational foundation will set you on the path to career success – Redken Education provides the resources you need to learn better, earn better and live better!

- Sharpen your professional edge with **Redken Education On Demand**.
- If you aren't already, make it a goal to become a **Redken Certified Haircolorist**.
- Set up a "Chemistry Bank" where dollars a stylist earns from Redken Chemistry services go in a "bank" they can use for classes at **The Redken Exchange**.

SUN	MON	TUE	WED	THU	FRI	SAT									
<b>REDKEN EDUCATION ON DEMAND</b> Subscription to RedkenEducationOnDemand.com and never miss a new video – Personal Monthly subscriptions start at just \$19.99!				1	2	3									
<b>THE REDKEN EXCHANGE</b> Call 1-800-545-8157 to reserve a seat for <i>Mixing it Up...Formulations</i> , November 28-30, 2011.				4 Labor Day	5	6 <b>FEATURED FORMULA:</b> CONSUMMATION ECAN 1 1/2 oz. 0900 Mega Shades EQ 1/2 oz. 09A Terra Cotta Shades EQ 2 oz. Shades EQ Processing Solution	7	8	9	10					
11	12	13	14	New York Fashion Week		15 <b>FEATURED FORMULA:</b> SENA SPARK 1 oz. 0900 Mega Shades EQ 1/2 oz. 0900 Run Tea Shades EQ 1/2 oz. 09A Terra Cotta Shades EQ 2 oz. Shades EQ Processing Solution	16	17	18	19	20	21	22	23	24
<b>FEATURED FORMULA:</b> SUNSET SPARK 1 1/2 oz. 09A Terra Cotta Shades EQ 1/2 oz. 0900 Mega Shades EQ 2 oz. Shades EQ Processing Solution				New York Fashion Week		25	26 <b>FEATURED FORMULA:</b> HEALING SPICE 1 1/2 oz. 0900 Brandy Shades EQ 1/2 oz. 09A Terra Cotta Shades EQ 2 oz. Shades EQ Processing Solution	27	28	29 Rosh Hashanah	30				

Visit Redken.com's professional site to discover the amazing Fall/Winter hair trends created by Redken Creative Consultant Guido!

# SEPTEMBER

### 365 DAYS OF COLOR CALENDAR FEATURES:

Simple haircolor and business tips to help you gain new clients, boost retail sales, and more

Easy tools to help you track your monthly haircolor purchases for **Color Advantage**

The latest information on **Redken Education On Demand, My Business Toolbox** and **The Redken Exchange**

Discover inspiring new haircolor formulas

#### TRACK YOUR PURCHASES FOR REDKEN COLOR ADVANTAGE

Enter the dollar amount or number of tubes/bottles from each purchase you make. See page 1 for more details.

Color Fusion/Cover Fusion:

Shades EQ:

Color Gels:

#### MONTHLY TOTAL:

JULY + AUG + SEPT

#### QUARTERLY TOTAL:

=

#### DID YOU QUALIFY?

Level 1: Total quarterly purchases of \$300+ or more!

Level 2: Total quarterly purchases of \$1000+ or more!

Ask your Redken Sales Consultant



# COMPLETE REWARDS KIT CONTENTS

## LEVEL 1 KIT

+ Value

( + in quarterly haircolor purchases)

- › 1 **365 Days of Color** 2011 Calendar
- › 1 **Redken Education On Demand** Color Development Package – a value!
- › 1 **Color Extend** Shampoo Liter
- › 1 **Color Extend** Conditioner Liter
- › 100 **Color Extend** Packettes
- › 1 **NEW Wax Blast 10**
- › 1 **Velvet Gelatine 07**
- › 1 **Aerate 08**
- › 2 Redken Favorite Capes
- › 2 Wide/Long Brushes
- › 2 Tint Bowls
- › 2 Applicator Bottles

## LEVEL 2 KIT

Value +

( - in quarterly haircolor purchases)

- › 1 **365 Days of Color** 2011 Calendar
- › 1 **Redken Education On Demand** Salon Subscription – a value!
- › 1 **Color Extend** Shampoo Liter
- › 1 **Color Extend** Conditioner Liter
- › 50 **Color Extend** Packettes
- › 1 **NEW Wax Blast 10**
- › 1 Applicator Bottle

## 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 **Color Advantage** reward kits!

Visit [Redken.com/ColorAdvantage](http://Redken.com/ColorAdvantage) for full details on the program!



A Cut Above  
A New Technique  
Ahead of Hair  
Allure Hair Studio  
Amato #1  
Anna & Friends Salon  
Anthony Valentino  
Arbor Salon & Spa/  
Sophisticated Shapes  
Artistic Hair  
Artistik Edge  
Avante Salon & Spa  
Avante On Main Street

B. Jolie  
B. Lewie  
Bella Amici Salon  
Belli Capelli  
Bella Salon  
Bella Vita Salon  
Bellezza

Creative Hairlines Salon & Spa  
Cre8 Salon & Spa  
Currie Hair, Skin and Nail Salon

Designer's Edge  
David's Etc.  
Donovens Salon

Element Salon  
Elite Hair Studio by Tre Salon  
Elle Marie Hair Studio  
Eos Salon  
Essence  
Estilo Valdez Salon  
Evolution

Finesse Hair Studio  
First Impressions  
Flair Hairstyling  
Flair Styling Studio & Day Spa  
Forte Salon & Spa

His or Hers  
HQ Salon & Spa

Images  
Imagine Salon & Spa  
Imperial  
Indulgence Salon & Spa  
Industry 80 Salon  
Innovations  
Invidia Salon & Spa

J B Hair Machine  
J. Joseph Salon  
Jagged Edge Salon  
Jandee  
Jean Pierre & Co  
Jeffrey Roberts  
Jerilyn & Co Salon & Spa  
Jon Thomas - Olive  
Julian Hans Salon

Misano Salon & Spa  
Misbehaven  
Moxie Blue

N-Trigue Hair Studio  
Neo Mode  
New Creations  
New Identities  
Nicholas Anthony Salon & Day Spa  
Nicolo's

O Salon & Spa  
Oasis Salon And Day Spa

Park Ave Of Hair Designs  
Perez Salon & Day Spa  
Perfect Images  
Philip Anthony Salon  
Pizzazz Hair Design  
Platinum  
Posh Salon

Salon M Squared  
Salon Naman  
Salon Piper Glen  
Salon Salon  
Salon Salvatore Christian  
Salon Volo  
Salon Williams  
Salon X  
Saloon  
Sananda Salon/Megan  
Santa Fe Day Spa  
Sculpture Salon  
Season's Spa & Salon  
Shannon Aleksandrs Salon  
Sharmaine's Day Spa  
Shear Art  
Shear Dimensions  
Shear Dimensions Salon And  
Day Spa  
Shear Express  
Simplicity Salon and Spa

The Rock For Hair & Nails  
The Rose Of Sharon  
The Solace Center  
The Spa at Salon West  
The Total Look  
Thomas Scott Salon & Spa  
Town & Country Salon  
Tranquility Salon & Spa  
Tre Volte  
Trendsetters  
Trios Salon

Ultima Hair Designers  
Ultimate Image Salon  
Urban Trends Salon & Spa

Versailles Salon  
Visible Changes

You Salon

# A SPECIAL THANK YOU TO ALL OUR ELITE SALONS FOR YOUR SUPPORT IN 2010!



Bentley's  
Beth's Hair Boutique & Body Spa  
Bladerunner  
Blo  
Blue Star Body Lounge  
Brecyn Salon  
Breon Hair Salon

Cameo Salon & Spa  
Capello's  
Carl Michael  
Carlos Salon  
Calvetti Co  
Capricio Salon And Spa  
Celebrity Spa & Boutique  
Charles David Salon  
Chazio's  
Chrome  
Cleo's Annex  
Cobalt Blue Salon  
Contours Spa & Wellness

Fountain of Beauty  
Francisco's Salon  
Freestyle Hair & Body Spa  
Fringe Salon

Gb & Co Hair, Skin Spa  
Glitz Nxt Salon  
Glow Salon & Spa/Scandals

Hair & Body Solutions  
Hair Benders  
Hair by Diane  
Hair Company  
Hair Experts Design Team  
Hair Fashion Forum  
Hair Friends  
Hair It Is  
Hair On The Avenue  
Hair Precinct  
Hair Unlimited  
Heath Hair Co

Karena's Hair & Nail Design  
Kathy Adams Salon  
Keith Harris Salon  
King & Queen Salon

La Bella Salon & Spa  
Laus Deo Salon  
Legacy Salon Spa  
Legal Hair  
Lisa Thomas

Madison Avenue Salon & Spa  
Mane Attractions  
Mark Anthony's  
Martino Cartier At Giovanni & Pileggi  
Mary Kate & Company  
Mask Hair Design  
Metro Salon And Spa  
Micciche Salon  
Michael Shae Salon & Day Spa  
Mirror Image

Pro Hair Design Salon & Spa  
Pure Posh

Randolph's  
Red's Salon & Spa  
Roots Hair Lounge  
Roots Salon  
Ruffolo's  
Rumours

Salina's Salon  
Salon 124/Genesis Salon  
Salon 2000  
Salon 877  
Salon Allure  
Salon Dv8  
Salon Fusion  
Salon Gramercy  
Salon Image And Spa  
Salon Jovon  
Salon La Page

Soluna Salon  
Solutions Day Spa  
Somers & Company  
St. John Club Salon  
Studio 718  
Studio D/Danae's Designs  
Studio Rk  
Sue Kolve's Salon & Day Spa  
Swerve Salon

Tera Lane Salon  
That Look  
The Clip Joint  
The Edge by Mystic Hair  
The Hair Connection of Michiana  
The Hair Loft

Includes Elite Salons as of  
September, 2010.

# LET YOUR CLIENTS KNOW ABOUT REDKEN'S AWARD-WINNING PRODUCTS, THEN WATCH YOUR RETAIL & SERVICE SALES SOAR!

Redken retail products and services consistently receive awards from top consumer and trade magazines and websites. Consumers are looking for these products, so make sure your salon is listed on Redken.com's salon locator, and stock your salon with these 2010 award-winning products!



**Color Extend Shampoo & Conditioner:** *Allure's* Reader's Choice Award for Best Shampoo & Conditioner



**quick dry 18** instant finishing spray; *Brides' Best* Hairspray, and **aerate 08** bodifying cream-mousse: Best Volumizer



**Body Full** Volume Amplifier: *SELF's* Best Volumizing Spray



**velvet gelatine 07** cushioning blow-dry gel: *Redbook* MVP Celebration of the Senses Award in the "Touch Category"



**hot sets 22** thermal setting mist: *Siempre Mujer's* Excellence in Beauty Award



**All Soft** Shampoo: *Allure* Reader's Choice Award for Best Shampoo for Dry Hair



**mint rush** invigorating hair and body wash: *Instinct's* Best 2-in-1



**mint shape** forming paste: *Men's Health* Best Hair Paste



**Color Extend Shampoo, Color Fusion & Shades EQ:** *BehindTheChair.com's* favorites in their respective categories



**Redken Color:** *NaturallyCurly.com's* Best Color Line



**Shades EQ:** Best Haircolor; **Redken Chemistry,** Best Hair Treatment; and **outshine 01:** Best Shine Enhancer: *American Salon's* Professional's Choice Awards

# UPCOMING REDKEN PROMOTIONS

	DECEMBER	JANUARY	FEBRUARY
<b>RETAIL PROMOTIONS</b>	Sampling is one of the most effective ways to grow your retail business. Stock up on shampoo and conditioner and receive <b>Haircare</b> and <b>Redken For Men</b> samples with this promotion!	Watch for the latest additions to the Redken Hairspray Collection: <b>Fashion Work 12</b> and <b>Pure Force 16!</b>  Check out the <b>PR Highlights promotion</b> featuring Haircare and Styling products.  20% off <b>Scalp Relief Dandruff Control Shampoo</b>	Look for a NEW styling product from <b>Redken For Men</b> .  Boost sales with <b>retail samples all year long!</b>
<b>SERVICE/BACKBAR PROMOTIONS</b>	Save 15% on <b>Redken For Men</b> shampoo and conditioner liters.  Save 25% on <b>styling backbar</b> ½ liters!  Make sure your haircolor purchases are on track to qualify for a 4 <sup>th</sup> Quarter <b>Color Advantage</b> reward kit!	Capture your male clients' attention with a <b>FREE Redken For Men</b> gift included with their <b>Color Camo</b> service.  Try Redken Haircolor and take advantage of the new and improved <b>Haircolor Exclusive Conversion Program!</b>	Get ready for the hottest new trends in haircolor! Plus, <b>Cover Fusion</b> is expanding its palette with three new shades!
<b>YOUR SALON MEETING</b>	Remind stylists about the <b>importance of sampling</b> — 72% of consumers purchase full-size products after trying a sample size!	Kick off the new year! Hang the <b>365 Days of Color Calendar</b> in your breakroom and use it to communicate salon meetings, promotions, and holidays to your staff.	Use <b>Redken.com's</b> calculators to track your business and new clients!
<b>REDKEN EDUCATION</b>	Go to <b>RedkenEducationOnDemand.com</b> to refresh your knowledge of Haircare and <b>Redken for Men!</b>	Visit <b>RedkenEducationOnDemand.com</b> for in-depth product knowledge on the NEW Hairspray Collection.	Visit <b>RedkenEducationOnDemand.com</b> for in-depth product knowledge on the NEW <b>Redken For Men</b> styler.

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

## » EARN BETTER, SO YOU CAN LIVE BETTER!

Attend **STEP UP! Fast Track to Wealth** – an interactive, hands-on workshop designed to help salon professionals dramatically improve their personal finances and professional income. Created by Redken Business Consultant Michael Cole, **STEP UP!** will help you transform your life and your career. Learn more at SalonDev.com.

# CELEBRATE REDKEN'S 50<sup>TH</sup> ANNIVERSARY



## WITH THIS AMAZING SWEEPSTAKES!

Over the past five decades, Redken has touched the hearts of countless salon professionals by helping them **learn better, earn better and live better**. We've been celebrating all year with exciting events and promotions, and now we're thrilled to bring you one more anniversary sweepstakes!

One lucky salon will win a private "Step Up! Fast Track To Wealth" program with Michael Cole, valued at \$5,500!

Your **Step Up!** session includes:

- Strategies to manage expenses and debt, so you can live stress-free
- How to double your earning power behind the chair
- Tips to create an extraordinary experience for each and every client
- Advice on how to work fewer hours and make more money
- Step Up! journals to track finances and keep you on track

Don't wait! Log-on to [Redken.com/50](http://Redken.com/50) to enter now!

## PRODUCT LIST

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
<b>HAIRCARE</b>					
<b>SHAMPOOS (+)</b>					
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			_____
<b>CONDITIONERS (+)</b>					
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			_____
<b>TREATMENTS</b>					
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			_____
Real Control Mineral Elixir dazzling smoothing oil					
4.4 oz.		12			_____
Real Control Overnight Treat night recovery					
3.4 oz.		12			_____

(CONTINUED)

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
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				
<b>REDKEN CHEMISTRY</b>					
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				
<b>STYLING</b>					
<b>STRAIGHT</b>					
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				
<b>SHINE</b>					
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				
<b>VOLUME</b>					
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
<b>TEXTURE</b>					
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				
<b>CURL</b>					
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				
<b>HEAT STYLING</b>					
Satinwear 02 ultimate blow-dry lotion					
1 oz.	24				
5 oz.	12				
Iron Silk 07 ultra straightening spray					
8.5 oz.	12				
Blown Away 09 protective blow-dry gel					
1 oz.	100				
5 oz.	12				
1/2 Liter	12				
Spray Starch 15 versatile ironing spray					
5 oz.	12				
Hot Sets 22 thermal setting mist					
5 oz.	12				
1/2 Liter	12				
<b>HAIRSPRAYS</b>					
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				
<b>STYLE CONNECTION</b>					
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				
<b>REDKEN FOR MEN</b>					
<b>HAIRCARE</b>					
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
<b>STYLING</b>					
Mint Fix sweat-resist gel					
5 oz.	12				
Stand Tough extreme gel					
5 oz.	12				
Grip Tight holding gel					
5 oz.	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				
<b>SKIN/BODY CARE</b>					
Cleanse acid balanced cleansing bar					
5.3 oz.	36				
Mint Rush invigorating hair and body wash					
6.8 oz.	12				
<b>HAIRCOLOR</b>					
Color Camo					
2 oz.	36				
Pro-Oxide Cream Developer 10v					
Liter	6				
<b>HAIRCOLOR</b>					
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					
8.1 oz.	36				
Color Gels Permanent Conditioning Haircolor & Fashion Gels					
2 oz.	36				
<b>HAIRCOLOR COLLECTION KITS</b>					
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				
<b>DEVELOPERS</b>					
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				
<b>LIGHTENERS</b>					
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.	6				
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
<b>HAIRCOLOR MAINTENANCE</b>					
Color Thickener					
4 oz.	12				
<b>TEXTURE</b>					
Acid Waves					
Creative Curl	24				
Inner Secret	24				
Alkaline Waves					
Vector Plus	24				
Vector Plus Extra Body	24				
<b>SALON GEAR</b>					
<b>COLOR GEAR</b>					
<b>Salon Basics</b>					
Tint Bowl					
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.				
<b>Specialty</b>					
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.				
<b>Apparel</b>					
Redken Favorite Cape	N.A.				
DuraSilk™ All Purpose Cape	N.A.				