

NEW ON

**JULY 2011
PROMOTIONS**

5TH

NEW
TOUSLE WHIP 04

soft texturizing
cream-wax

**NATURE'S RESCUE GIFT WITH PURCHASE
SAVE ON INTRA FORCE AND REDKEN FOR MEN LITERS!**

GET INSPIRED. BE PART OF IT.
REDKEN.COM

REDKEN
5TH AVENUE NYC

FASHION. SCIENCE. INSPIRATION. BE PART OF IT!

This month, we're excited to introduce a new product in Redken Styling's **Texture Collection**. NEW **tousle whip 04** enhances any hair type with undone texture and soft separation, so you can give your clients the tousled, carefree looks we're seeing on the runways.

We also have amazing deals to help you boost retail sales of the **Hairspray Collection** and **Nature's Rescue**, plus special offers to encourage your clients to stock up on **Intra Force** and **Redken For Men** liters in time for back to school.

Check the promotional planning calendar on page 6 for a sneak preview of the other amazing offers we have planned over the next few months, and get ready to boost your business.

Very truly yours,



Karen Fuss-Zipp

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

NEW TOUSLE WHIP 04

soft texturizing
cream-wax



COVER MODEL'S HAIRCOLOR:

NATURAL LEVEL: 5

Base Formula

1 oz. (30 ml) 8N Color Fusion
1 oz. (30 ml) 8Ag Color Fusion
2 oz. (60 ml) 20 volume Pro-oxide Cream Developer

Highlight Formula

2 scoops (22 g) Up to 7 De-dusted Lightener
2 oz. (60 ml) 20 volume Pro-oxide Cream Developer

Glaze Formula

1 oz. (30 ml) 09N Cafe au Lait Shades EQ
1 oz. (30 ml) 000 Crystal Clear Shades EQ
2 oz. (60 ml) Shades EQ Processing Solution

GIVE HAIR THE PERFECT TOUCH OF TEXTURE

The latest addition to Redken Styling's Texture Collection, **NEW tousle whip 04** enhances any hair type with undone texture and soft separation. Work in for supple definition with a modern, satin-matte finish.

Take advantage of this special offer and introduce your clients to this great new product today!

SALON OFFER

PURCHASE
5 NEW **tousle whip 04**

RECEIVE FREE
1 Stylist Station Kit

Kit includes:
36 NEW **tousle whip 04** packettes
in a client sampling box



Salon Price

(salon value*)

STYLIST OFFER

PURCHASE
NEW **tousle whip 04** at off



Stylist Price

(stylist value)

*Includes value of 36 packettes

SAVE BIG ON REDKEN HAIRSPRAYS

Stock up on Redken Hairsprays and pass the savings on to clients to boost retail sales. We're offering an eye-catching display unit to help you capture clients' attention and promote the special Buy One Get One 50% off deal – just in time for back to school!

SALON OFFER

PURCHASE
48 Redken Hairsprays at 25% off

Required mix:
12 **Fashion Work 12** 11 oz.
12 **Pure Force 16** 6.7 oz.
12 **Quick Dry 18** 11 oz.
12 **Forceful 23** 11 oz.

RECEIVE FREE
1 Freestanding Semi-Permanent Display
1 Window Cling

Salon Price

(salon value)

CLIENT OFFER

PURCHASE
1 Redken Hairspray, get the second one 50% off

Client Price

(client value*)

*Actual price/value depends on products purchased.





SPECIAL OFFER \$25 GIFT VOUCHER!

Visit Redken.com/MyBusinessToolbox and enter code **RESCUE25** at checkout to order promotional materials to help spread the word about **Nature's Rescue** in your salon!

One offer per salon. One-time use only. Full amount must be used or forfeited. Coupon amount cannot be applied toward shipping costs. Expires 10/1/11.

BOOST SALES OF NATURE'S RESCUE WITH A SPECIAL GWP OFFER!

Offer clients this attractive clutch FREE with purchase of **Nature's Rescue** and watch your retail sales increase!

SALON OFFER

WHILE SUPPLIES LAST

PURCHASE

9 **Nature's Rescue** retail-size products (open stock) mix and match

RECOMMENDED PRODUCT MIX:

3 Refreshing Detox Shampoo 6.8 oz.
2 Cooling Deep Conditioner 4.2 oz.
2 Refining Sea Polish 3.4 oz.
2 Radiant Sea Spray 3.4 oz.

RECEIVE FREE

4 **Nature's Rescue** clutch bags
1 Clutch bag display

Salon Price*

*Price may vary depending on products purchased.

CLIENT OFFER

WHILE SUPPLIES LAST

PURCHASE

2 **Nature's Rescue** retail-size products

RECEIVE FREE

1 **Nature's Rescue**
GWP clutch bag



Client Price*

*Price may vary depending on products purchased.

OPEN STOCK	SIZE	SALON PRICE
Refreshing Detox Shampoo	6.8 oz.	
Refreshing Detox Shampoo	Liter	
Cooling Deep Conditioner	4.2 oz.	
Cooling Deep Conditioner	16.9 oz.	
Refining Sea Polish	3.4 oz.	
Radiant Sea Spray	3.4 oz.	
Shampoo liter pump	N/A	
Conditioner 1/2 liter pump	N/A	

GET MORE FOR LESS!

BIG SAVINGS ON INTRA FORCE AND REDKEN FOR MEN LITERS

Stock your backbar and pass the savings on to clients to increase retail sales!

PURCHASE

Intra Force Shampoo and Toner liters at 15% off

System 1 for Natural, Thinning Hair

System 2 for Color-Treated, Thinning Hair



PRODUCT	SALON PRICE	SALON VALUE	CLIENT PRICE	CLIENT VALUE
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System 1 Shampoo

System 1 Toner

System 2 Shampoo

System 2 Toner

PURCHASE

Redken For Men liters at 15% off



PRODUCT	SALON PRICE	SALON VALUE	CLIENT PRICE	CLIENT VALUE
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go clean liter

finish up liter

mint clean liter

cool finish liter

clean spice liter

UPCOMING REDKEN PROMOTIONS

RETAIL PROMOTIONS

JULY

Redken Styling: NEW **tousle whip 04** and **Hairspray Collection** display unit.

Boost sales of **Nature's Rescue** with a FREE GWP clutch bag!

Receive FREE samples of **Redken For Men's** best-selling shampoo, **go clean**, with purchase of full-size products. Offer to clients to boost retail sales!



AUGUST

Get loose. Look for a new styling product from **Redken For Men** to create loose, carefree styles.

Introduce your clients to **NEW Extreme** with IPN! Client kits make it easy.

Client offer: FREE **forceful 23** mini with purchase of **guts 10!**

Boost retail sales with a great brush GWP from Redken Styling.



SEPTEMBER

Look for breakthrough new technology in some of your favorite haircare products!

Promote Breast Cancer Awareness with the help of Redken Styling!

Get ready for Fall/Winter 2011's hottest hair trends, featuring Redken Styling.

SERVICE/BACKBAR PROMOTIONS

Stock your backbar with 15% off **Intra Force** and **Redken For Men** liters!

Check with your Redken Sales Consultant to see if you qualified for a Second Quarter **Color Advantage** Reward Kit!



Your **Shades EQ** toolbox is about to get bigger and better – ask your Redken Sales Consultant about NEW **Shades EQ** Cream!

Texture products 20% off!



Learn ways to promote **Intra Force** Scalp Stimulate Service and save!

Get ready for a renovation of **Color Fusion's** high-lift shades.

Fall/Winter hair trends, plus color techniques, featuring NEW **Shades EQ Cream**.



YOUR SALON MEETING

Remind stylists to let clients know about **NEW tousle whip 04** to get that effortlessly tousled look. Visit **RedkenEducationOnDemand.com** to learn more.

Refresh your knowledge of **NEW Extreme** with **RedkenEducationOnDemand.com**.

Phase 2 of **"Who Does Your Color?"** – Redken's biggest social media campaign ever – kicks off this month. Make sure your team is ready to welcome new clients!

THE REDKEN EXCHANGE

AT THE REDKEN EXCHANGE

Attend **Color 911: The Next Dimension**, with Randy Topham and Eric Ray, October 24-26. Go beyond color basics and learn how to correct with confidence – and increase your income! Call 1-800-545-8157 for more information and to register.



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

STOCK YOUR SHELVES WITH REDKEN FOR MEN AND GET FREE SAMPLES!

Consistent client sampling will grow your retail business! Don't miss out on this opportunity to introduce male clients to one of Redken For Men's top sellers!

SALON OFFER

PURCHASE
6 go clean daily care shampoo 10 oz.

RECEIVE FREE
18 go clean packettes for client sampling

Salon Price

(salon value*)

*Includes estimated packette value of \$0.33/packette



BOOST RETAIL SALES YEAR-ROUND WITH SAMPLING!

To support your salon's sampling efforts all year long, we've created an Ongoing Sampling Program where you'll automatically receive sample packettes when you purchase select best-selling Redken Haircare and Styling products:

HAIRCARE

PURCHASE
6 shampoo 10.1 oz. and conditioner 8.5 oz. from the same regimen

RECEIVE FREE
18 shampoo/conditioner duo packettes

Choose from*
All Soft
Color Extend
Real Control



Salon Price**

(salon value**)

STYLING

PURCHASE
6 of the same Redken Styling products

RECEIVE FREE
18 single packettes

Choose from*
outshine 01
velvet gelatine 07
align 12



Salon Price**

(salon value**)

Talk to your Redken Sales Consultant today for more details on the program and to sign up!

*Salons can choose any one set of free packettes, regardless of the brand purchased

**Exact price/value depends on products purchased. Includes packette value (\$10.00/pack of 18 haircare duos; per 18 styling singles).

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.					_____
10.1 oz.					_____
Liter					_____
Gallon					_____
CONDITIONERS (+)					
All Soft, Blonde Glam, Body Full, Clear Moisture, Color Extend, Extreme, Fresh Curls, Real Control, Smooth Down, Time Reset					
1 oz.					_____
8.5 oz.					_____
Liter					_____
Gallon					_____
SAMPLING					
HAIRCARE DUO PACKETTES (BAGS OF 18)					
All Soft, Color Extend, Real Control					
1.7 oz.	14	N.A.			_____
TREATMENTS					
All Soft Heavy Cream super treatment					
1 oz.	100				_____
8.5 oz.**	12				_____
Blonde Glam Color Enhancer Perfect Platinum					
8.5 oz.	12				_____
Blonde Glam Color Enhancer Rich Vanilla					
8.5 oz.	12				_____
Body Full Instant Bodifier volumizing foam					
5 oz.**	12				_____
Body Full Volume Amplifier thickening lift spray					
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					
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 CAT Treatment protein reconstructing treatment					
5 oz.**	12				_____
Extreme Strength Builder*					
8.5 oz.	12				_____
Extreme Strength Builder Plus*					
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					
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					
8.5 oz.**	12				_____
Real Control Slim Supreme slimming serum					
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				_____
Real Control Thermal Resist inner hair repair					
5 oz.	12				_____

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
Smooth Down Butter Treat smoothing treatment					
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	N.A.			_____
NATURE'S RESCUE					
Nature's Rescue Refreshing Detox Shampoo					
6.8 oz.	12				_____
Liter	12				_____
Nature's Rescue Cooling Deep Conditioner					
4.2 oz.	12				_____
16.9 oz.	6				_____
Nature's Rescue Refining Sea Polish					
3.4 oz.	12				_____
Nature's Rescue Radiant Sea Spray					
3.4 oz.	24				_____
Nature's Rescue Pump					
1/2 Liter	N.A.	N.A.			N.A.
Nature's Rescue Fragrance Blotters for tester unit (Bags of 100)					
	N.A.				_____
INTRA FORCE					
SYSTEM 1 NATURAL					
Shampoo					
9.8 oz.	12				_____
Liter	12				_____
Toner					
8.3 oz.	12				_____
Liter	12				_____
Scalp Treatment					
5.1 oz.	12				_____
Starter Kit					
	6				_____
SYSTEM 2 COLOR TREATED					
Shampoo					
9.8 oz.	12				_____
Liter	12				_____
Toner					
8.3 oz.	12				_____
Liter	12				_____
Scalp Treatment					
5.1 oz.	12				_____
Starter Kit					
	6				_____
TREATMENTS					
Micro Boost					
2.8 oz.	12				_____
Hair Advance					
.24 oz. x 10	6				_____
STYLING					
Hair Densifier Styling Foam					
8.5 oz.	12				_____
IN SALON SERVICES					
Scalp Stimulate					
.85 oz. x 6	12				_____
REDKEN CHEMISTRY					
Color Extend Shot Phase					
16.9 oz. (1/2 Liter)	12	N.A.			_____
Extreme Shot Phase					
16.9 oz. (1/2 Liter)	12	N.A.			_____
Clear Moisture Shot					
16.9 oz. (1/2 Liter)	12	N.A.			_____
Smooth Down Shot Phase					
16.9 oz. (1/2 Liter)	12	N.A.			_____
All Soft Shot Phase					
16.9 oz. (1/2 Liter)	12	N.A.			_____
Real Control Shot Phase					
16.9 oz. (1/2 Liter)	12	N.A.			_____

(CONTINUED)

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
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Time Reset Filler Shot Phase					
7.6 oz.	12	N.A.			_____
Shot Phix 3.5 pHix pHase sealer					
8.5 oz.	12	N.A.			_____
Shot Phix 5.5 pHix pHase sealer					
8.5 oz.	12	N.A.			_____
Redken Chemistry "Try Me Kit"					
	4	N.A.			_____

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	N.A.			_____
Outshine 01 anti-frizz polishing milk					
1 oz.	100				_____
3.4 oz.	12				_____
Shine Flash 02 glistening mist*					
2 oz.	24				_____
4.4 oz.	12				_____

VOLUME

Thickening Lotion 06 body builder					
5 oz.	12				_____
1/2 Liter	12	N.A.			_____
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.	12				_____
Contour 08 shaping lotion					
8.5 oz.	12				_____
Guts 10 volume spray foam					
2 oz.	24				_____
10.58 oz.	12				_____

TEXTURE

Water Wax 03 shine defining pomade					
1.7 oz.	12				_____
Tousle Whip 04 soft texturing cream-wax*					
3.4 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	N.A.			_____
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				_____

HEAT STYLING

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				_____
Spray Starch 15 versatile ironing spray					
5 oz.	12				_____
Hot Sets 22 thermal setting mist*					
5 oz.	12				_____
1/2 Liter	12	N.A.			_____

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
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HAIRSPRAYS

Fashion Work 12 versatile working spray					
2.1 oz.	24				_____
11 oz.	12				_____
Pure Force 16 non-aerosol fixing spray					
2 oz.	24				_____
6.7 oz.	12				_____
Quick Dry 18 instant finishing spray					
2 oz.	24				_____
11 oz.	12				_____
Forceful 23 super strength finishing spray					
2.1 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				_____

STYLING SINGLE PACKETTES (BAGS OF 18)

Align 12 protective straightening lotion					
Outshine 01 anti-frizz polishing milk					
Velvet Gelatine 07 cushioning blow-dry gel					
.35 oz. Single Packette	28	N.A.			_____

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				_____

STYLING

Mint Fix sweat-resist gel					
5 oz.	12				_____
Stand Tough extreme gel					
5 oz.	12				_____
Grip Tight holding gel					
5 oz.	12				_____
Dishevel fiber cream					
3.4 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				_____
High Rise hard wax					
1.7 oz.	12				_____
Outplay texture putty					
3.4 oz.	24				_____
Maneuver working wax					
3.4 oz.	24				_____
Shine Form defining wax					
2.5 oz.	12				_____
Polish Up pomade					
3.4 oz.	24				_____

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	N.A.			_____
Pro-oxide Cream Developer 10v					
Liter**	6	N.A.			_____

HAIRCOLOR

Shades EQ Equalizing Conditioning Color Gloss & Color Kickers					
2 oz.**	36	N.A.			_____

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
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Shades EQ Crystal Clear

16 oz.	12	N.A.			_____
Liter	6	N.A.			_____
Color Fusion Advanced Performance Color Cream & Hi-Fusion**					
2.1 oz.	36	N.A.			_____
Cover Fusion Low Ammonia 100% Coverage Color Cream**					
2.1 oz.	36	N.A.			_____
Color Gels Permanent Conditioning Haircolor & Fashion Gels					
2 oz.**	36	N.A.			_____

HAIRCOLOR COLLECTION KITS

Shades EQ					
Salon Intro Kit**	1	N.A.		N.A.	_____
Stylist Trial Kit**	4	N.A.			_____
Color Fusion					
Salon Intro Kit**	1	N.A.		N.A.	_____
Stylist Trial Kit**	4	N.A.			_____
Color Gels					
Salon Intro Kit	1	N.A.		N.A.	_____
Stylist Trial Kit	4	N.A.			_____

DEVELOPERS

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

LIGHTENERS

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

HAIRCOLOR MAINTENANCE

Color Thickener					
4 oz.	12	N.A.			_____

TEXTURE

Acid Waves					
Creative Curl	24	N.A.			_____
Inner Secret	24	N.A.			_____
Alkaline Waves					
Vector Plus	24	N.A.			_____
Vector Plus Extra Body	24	N.A.			_____

SALON GEAR

COLOR GEAR

Salon Basics					
Tint Bowl	N.A.	N.A.		N.A.	_____
Wide Brush/Long Bristles	N.A.	N.A.		N.A.	_____
Wide Brush/Short Bristles	N.A.	N.A.		N.A.	_____
Narrow Brush/Long Bristles	N.A.	N.A.		N.A.	_____