

**NEW ON**

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

**5**

**AUGUST 2011  
PROMOTIONS**

**INTRODUCING  
NEW SHADES EQ CREAM  
& COVER PLUS**

**BOOST SALES OF NEW EXTREME  
NEW REDKEN FOR MEN LOOSE ENDS LIQUID POMADE**

GET INSPIRED. BE PART OF IT.  
REDKEN.COM

**REDKEN**  
5TH AVENUE NYC

# DOUBLE YOUR OPTIONS WITH SHADES EQ!

**Shades EQ** is now available in two new cream formulas featuring rich, deep color with incredible shine, pomegranate oil and rice protein for excellent conditioning, and 100% oxidative dyes for long-lasting color. Meet all of your demi-permanent color needs and create amazing results with these new tools!









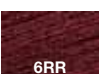

## SHADES EQ CREAM EQUALIZING CONDITIONING COLOR

- > No-lift, no-ammonia acid pH technology
- > Advanced gray blending
- > Available in 20 shades, plus Clear
- > Use with 10 volume **Pro-oxide** Cream Developer

<b>NATURAL ASH</b> Counteracts warmth, providing balanced, cool reflects. BASE: brown to tan + blue/violet	 09NA Slate Blonde	 06NA Cool Cocoa	 03NA Dark Chocolate
<b>WARM NATURAL</b> Provides warm neutral results. BASE: brown to tan + gold	 09WN Summer Wheat	 07WN Chai Tea	 05WN Sandy Sable
<b>WARM BEIGE</b> Provides a balanced golden result with strong beige reflects. BASE: brown to tan + gold/violet	 09WB Golden Vanilla	 05WB Golden Hazel	
<b>GOLD IRIDESCENT</b> Delivers antiqued gold tones with a robust iridescent quality. BASE: brown to tan + gold/iridescent	 08GI Iced Gold	 06GI Antiqued Gold	
<b>GOLD COPPER</b> Provides golden tones with subtle hints of copper. BASE: brown to tan + gold/orange	 09GC Golden Sienna	 07GC Burnished Copper	
<b>BROWN COPPER</b> Creates warm brunettes accented with copper reflects. BASE: brown to tan + copper/gold	 06BC Rich Amber		
<b>BROWN RED</b> Creates cool brown red shades with violet tones. BASE: brown to tan + mahogany/red	 05BR Garnet Sand	 03BR Burgundy Wine	
<b>COPPER</b> Provides true, warm rich copper tones with the Rubilane® copper dye. BASE: orange	 08C Persimmon	 06C Shiny Penny	
<b>RED RED</b> Provides intense red tones with a slightly cool finish with the R5 red dye. BASE: red	 07RR Strawberry Lemonade	 05RR Polished Ruby	 03RR Chocolate Cherry

## SHADES EQ COVER PLUS BRIGHTENING CONDITIONING COLOR CREAM\*

- > Up to 75% gray coverage with demi-permanent results
- > Subtle brightening effect for more visible reflect
- > No-ammonia formula
- > Available in 10 shades, plus Clear
- > Use with 10 or 20 volume **Pro-oxide** Cream Developer

<b>NATURAL</b> Provides the perfect balance of neutral background and warmth needed to cover gray. BASE: brown to tan	 8N Almond Cream	 6N Toasted Almond	 4N Chocolate Mousse	 2N Double Espresso
<b>GOLD</b> Illuminates hair with rich golden tones that make hair more vibrant and cover gray. BASE: brown to tan + gold	 7G Honeycomb	 5G Maple Syrup	 3G Golden Mocha	
<b>COPPER COPPER</b> Contains the Rubilane® copper dye and enriches hair with vibrant warm copper tones. BASE: + orange	 6CC Firelight			
<b>RED RED</b> Contains the R5 red dye and enlivens hair with rich cool red tones. BASE: + red	 6RR Lipstick Red	 4RR Crimson		

\*Available October 2011

### COVER MODELS' HAIRCOLOR:

#### NATURAL LEVEL 7, MEDIUM BLONDE

##### BLOCK ONE (TOP)

**Base Formula 1:**  
1 scoop **Up to 7** De-dusted Lightener  
1 oz. (30 ml) 20 volume **Pro-oxide** Cream Developer

**Glaze Formula:**  
1 oz. (30 ml) 09NA Slate Blonde **Shades EQ Cream**  
1 oz. (30 ml) 10 volume **Pro-oxide** Cream Developer

##### BLOCK TWO (BOTTOM)

**Lowlight Formula:**  
2 oz. (60 ml) 06NA Cool Cocoa **Shades EQ Cream**  
2 oz. (60 ml) 10 volume **Pro-oxide** Cream Developer

#### NATURAL LEVEL 5, LIGHT BROWN

##### 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) 05BR Garnet Sand **Shades EQ Cream**  
2 oz. (60 ml) 10 volume **Pro-oxide** Cream Developer



# TAKE ADVANTAGE OF THESE INTRODUCTORY DEALS AND BOOST YOUR BUSINESS WITH THE NEWLY EXPANDED SHADES EQ FAMILY!



## SALON OFFER

### PURCHASE

1 Shades EQ Cream Salon Intro Kit

### KIT INCLUDES:

- 21 NEW Shades EQ Cream 2.1 oz. shades (1 of each shade)
- 10 volume Pro-oxide Cream Developer Liter
- 1 Shades EQ Cream/Cover Plus Swatchbook – a \$30.00 value!
- 1 Shades EQ/Cover Plus Shade Chart
- 1 Shades EQ Cream/Cover Plus Lookbook/Technique Cards
- 1 Shades EQ Cream/Cover Plus Colorist Tip Guide
- 1 Shades EQ Cream/Cover Plus Sticker Sheet
- 1 Set of Shades EQ Cream Mirror Clings

Salon Price

## BONUS OFFER

Only for salons that purchase the Salon Offer

### PURCHASE

- 1 Shades EQ Cream Salon Intro Kit
- 21 Shades EQ Cream 2.1 oz. open stock

### RECEIVE FREE

- 1 Special Edition Wide/Long Brush
- 1 Special Edition Narrow/Long Brush
- 1 Special Edition Bowl
- 1 Voucher for 6 FREE Shades EQ Cover Plus shades\*



Bonus Price

\*Available October 2011

## STYLIST OFFER

### PURCHASE

1 Shades EQ Cream Stylist Trial Kit

### KIT INCLUDES

- 1 06NA Cool Cocoa Shades EQ Cream 2.1 oz.
- 1 09WN Summer Wheat Shades EQ Cream 2.1 oz.
- 1 08GI Iced Gold Shades EQ Cream 2.1 oz.
- 1 07GC Burnished Copper Shades EQ Cream 2.1 oz.
- 1 06C Shiny Penny Shades EQ Cream 2.1 oz.
- 1 05RR Polished Ruby Shades EQ Cream 2.1 oz.
- 1 10 volume Pro-oxide Cream Developer 8 oz.
- 1 Shades EQ Cream Mini Swatch Card
- 1 Shades EQ Cream/Cover Plus Shade Chart
- 1 Shades EQ Cream/Cover Plus Lookbook/Technique Cards
- 1 Shades EQ Cream/Cover Plus Colorist Tip Guide
- 1 Shades EQ Cream/Cover Plus Sticker Sheet
- 1 Set of Shades EQ Cream Mirror Clings

Stylist Price

# NEW LOOSE ENDS liquid pomade STYLE THAT MOVES

- › Instantly defines longer lengths and layers
- › Provides flexible movement and a natural finish

NEW LOOSE ENDS liquid pomade  
STYLE THAT MOVES

REDKEN FOR MEN

GET INSPIRED. SEE YOUR STYLIST. REDKEN.COM

HELP YOUR CLIENTS RECREATE THEIR SALON LOOK AT HOME - AND BOOST RETAIL SALES!

NEW LOOSE ENDS liquid pomade  
STYLE THAT MOVES

REDKEN FOR MEN

## SALON OFFER

### PURCHASE

- 3 NEW loose ends 5 oz.
- 3 Redken For Men styling products

### RECEIVE FREE

- 1 loose ends Merchandising Kit

### Kit includes:

- 1 NEW loose ends 5 oz.
- 18 NEW loose ends sample packettes .825 oz.
- 1 Holographic Product Glorifier
- 1 Redken For Men Art of Consultation Guide
- 1 Art of Consultation Men's Prescription Pad
- 25 Redken For Men Consumer Brochures

Salon Price

OPEN STOCK

SALON PRICE

SRP

loose ends 5 oz.

# FREE PADDLE BRUSH WITH PURCHASE

Increase retail sales with this must-have paddle brush gift – a \$15 value with the purchase of any two Redken Styling products!

## SALON OFFER

### PURCHASE

- 10 or more Redken Styling products (mix and match)

### RECEIVE FREE

- 6 Paddle Brushes
- 1 Brush Display

Average Salon Price

## CLIENT OFFER

### PURCHASE

- Any 2 Redken Styling products (mix and match)

### RECEIVE FREE

- 1 Paddle Brush

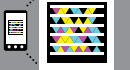
Average Client Price



# FREE BRUSH

WITH THE PURCHASE OF ANY 2 REDKEN STYLING PRODUCTS!

Scan for a how-to video!



Get the free mobile app at <http://gettag.mobi>

GET INSPIRED. SEE YOUR STYLIST. REDKEN.COM

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5TH AVENUE NYC

# HELP CLIENTS ACHIEVE LASTING **VOLUME** WHILE BOOSTING RETAIL SALES

FREE sample of **Forceful 23** when clients purchase **Guts 10**!

## SALON OFFER

**PURCHASE**  
Guts 10 10.58 oz.

**RECEIVE FREE**  
Forceful 23 2.1 oz. (banded together with Guts 10)

	Salon Price	Salon Value
EACH		
CASE OF 12		

## CLIENT OFFER

**PURCHASE**  
Guts 10 10.58 oz.

**RECEIVE FREE**  
Forceful 23 2.1 oz. sample

Client Price



**SPRAY ON  
AMAZING VOLUME**  
WITH GUTS 10 AND FORCEFUL 23

**FREE SAMPLE**

Includes:  
1 Guts 10 root targeted volume spray foam 10.58 oz.  
1 Forceful 23 super strength finishing spray 2 oz.

REDKEN  
33rd AVENUE NYC

# WHIP HAIR INTO SHAPE NEW TOUSLE WHIP 04

Give hair an effortlessly tousled look.

## SALON OFFER\*

**PURCHASE**  
5 or more NEW tousle whip 04

**RECEIVE FREE**  
1 Stylist Station Kit

**Kit includes:**  
36 tousle whip 04 packettes

Salon Price

## STYLIST OFFER\*

**PURCHASE**  
NEW tousle whip 04

Stylist Price



\*AVAILABLE WHILE SUPPLIES LAST

# BOOST SALES OF **NEW** EXTREME WITH CLIENT KITS!

Give your clients the healthy-looking, resilient hair they desire with NEW **Extreme** featuring the **Interlock Protein Network™** — client kits offer an amazing value!

## SALON OFFER

**PURCHASE**  
Extreme Client Kit at a discount



Salon Price

## CLIENT OFFER

**PURCHASE**  
Extreme Client Kit at a discount

### KIT INCLUDES:

- 1 Extreme Shampoo 10.1 oz
- 1 Extreme Conditioner 8.5 oz.
- 1 Extreme Strength Builder 1.0 oz
- 1 Extreme Anti-Snap 1.7 oz.

Client Price



# UPCOMING REDKEN PROMOTIONS

## AUGUST

Shape longer lengths and layers with **NEW Loose Ends** from **Redken For Men!**

Boost sales of **Redken Styling** – clients can try **Forceful 23** when they purchase **Guts 10!**

FREE brush when clients purchase 2 **Redken Styling** products!

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



## SEPTEMBER

Look for Redken's Fall/Winter 2011 Fashion trends!

**Redken Styling** supports Breast Cancer Awareness with a special promotion!

Look for the **NEW Interlock Protein Network** in your favorite haircare products!

Look for **FREE Intra Force** Liters with the purchase of Client Starter kits.

Make sure you downloaded the **FREE Facebook Toolkit!**

Learn how the **"Who Does Your Color?"** campaign will help you gain new clients.

Get ready for **NEW Color Fusion Extra Lift** shades!

Encourage stylists to learn more about **NEW Shades EQ Cream** and the **NEW Interlock Protein Network** at **RedkenEducationOnDemand.com!**

## OCTOBER

Prepare for the holiday season with special offers!

Get ready for Redken's long-awaited oil treatment with 6 uses!

Add a bit of shine to your life with the help of Redken Styling.



Don't forget to redeem your vouchers for **NEW Shades EQ Cover Plus** shades available in October!

Get ready to boost profits this holiday season! Let your staff know about upcoming offers, and plan your strategies for a successful holiday.

### RETAIL PROMOTIONS

### SERVICE/BACKBAR PROMOTIONS

### YOUR SALON MEETING

### THE REDKEN EXCHANGE

Visit **RedkenEducationOnDemand.com** to learn more about **NEW Loose Ends** from **Redken For Men!**

**DIAGNOSTIC DESIGN** with **Danny Felstead** and **Lucas Shaffer** / **November 28 – 30**  
Learn how to tackle some of the toughest challenges we face daily when designing hair with this diagnostic approach that will enhance your cutting skills.

**MIXING IT UP... FORMULATION** with **Alicia Marciano** and **Eric Ray** / **November 28 – 30**  
Uncover the myths of haircolor, learn how to formulate creatively, and gain the confidence and knowledge you need to give your clients amazing color!

Call **1-800-545-8157** to register, or visit **Redken.com** to view the full class calendar!



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



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

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

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

Salon Price

Salon Price

## 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				_____
Liters	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>SAMPLING</b>					
<b>HAIRCARE DUO PACKETTES (BAGS OF 18)</b>					
All Soft, Color Extend, Real Control					
1.7 oz.	14				_____
<b>TREATMENTS</b>					
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					
9 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
<b>Smooth Down Butter Treat smoothing treatment</b>					
1.7 oz.	24				_____
8.5 oz.**	12				_____
<b>Smooth Down Heat Glide protective smoother</b>					
5 oz.**	12				_____
<b>Time Reset Youth Revitalizer</b>					
1 oz.	100				_____
8.5 oz.**	12				_____
<b>Time Reset Corrective Defense</b>					
3.2 oz.**	12				_____
<b>Time Reset At-Home Porosity Filter Kit</b>					
4 x 0.5 oz.	12				_____
<b>Time Reset Client Kit</b>					
	6				_____
<b>Pre Art</b>					
Liter	12				_____
<b>NATURE'S RESCUE</b>					
<b>Nature's Rescue Refreshing Detox Shampoo</b>					
6.8 oz.	12				_____
Liter	12				_____
<b>Nature's Rescue Cooling Deep Conditioner</b>					
4.2 oz.	12				_____
16.9 oz.	6				_____
<b>Nature's Rescue Refining Sea Polish</b>					
3.4 oz.	12				_____
<b>Nature's Rescue Radiant Sea Spray</b>					
3.4 oz.	24				_____
<b>Nature's Rescue Pump</b>					
1/2 Liter	N.A.				_____
<b>Nature's Rescue Fragrance Blotters for tester unit (Bags of 100)</b>					
	N.A.				_____
<b>INTRA FORCE</b>					
<b>SYSTEM 1 NATURAL Shampoo</b>					
9.8 oz.	12				_____
Liter	12				_____
<b>Toner</b>					
8.3 oz.	12				_____
Liter	12				_____
<b>Scalp Treatment</b>					
5.1 oz.	12				_____
<b>Starter Kit</b>					
	6				_____
<b>SYSTEM 2 COLOR TREATED Shampoo</b>					
9.8 oz.	12				_____
Liter	12				_____
<b>Toner</b>					
8.3 oz.	12				_____
Liter	12				_____
<b>Scalp Treatment</b>					
5.1 oz.	12				_____
<b>Starter Kit</b>					
	6				_____
<b>TREATMENTS</b>					
<b>Micro Boost</b>					
2.8 oz.	12				_____
<b>Hair Advance</b>					
.24 oz. x 10	6				_____
<b>STYLING</b>					
<b>Hair Densifier Styling Foam</b>					
8.5 oz.	12				_____
<b>IN SALON SERVICES</b>					
<b>Scalp Stimulate</b>					
.85 oz. x 6	12				_____
<b>REDKEN CHEMISTRY</b>					
<b>Color Extend Shot Phase</b>					
16.9 oz. (1/2 Liter)	12				_____
<b>Extreme Shot Phase</b>					
16.9 oz. (1/2 Liter)	12				_____
<b>Clear Moisture Shot</b>					
16.9 oz. (1/2 Liter)	12				_____
<b>Smooth Down Shot Phase</b>					
16.9 oz. (1/2 Liter)	12				_____
<b>All Soft Shot Phase</b>					
16.9 oz. (1/2 Liter)	12				_____
<b>Real Control Shot Phase</b>					
16.9 oz. (1/2 Liter)	12				_____

(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				
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				
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				
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				
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.	24				
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				
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				

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				

## REDKEN FOR MEN

### HAIRCARE

Clean Spice 2-in-1 conditioning shampoo					
10 oz.	12				
1 Liter	12				
Mint Clean invigorating shampoo					
10 oz.**	12				
1 Liter	12				
Cool Finish invigorating conditioner					
10 oz.	12				
1 Liter	12				
Densify texturizing shampoo					
10 oz.**	12				
Go Clean daily care shampoo					
10 oz.**	12				
1 Liter	12				
Finish Up daily weightless conditioner					
10 oz.	12				
1 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				
Pro-oxide Cream Developer 10v					
1 Liter**	6				

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
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## 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.	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				

## HAIRCOLOR MAINTENANCE

Color Thickener					
4 oz.	12				

## TEXTURE

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

## 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.				

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
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## 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.				