

NEW ON

5TH

5

**OCTOBER 2011
PROMOTIONS**

**NEW
ALL SOFT
ARGAN-6 OIL**

**SHADES EQ COVER PLUS NOW AVAILABLE!
BOOST RETAIL SALES WITH HOLIDAY PREPACKS**



GET INSPIRED. BE PART OF IT.
REDKEN.COM

REDKEN
5TH AVENUE NYC

ONE LUXURIOUS OIL. 6 AMAZING USES.

NEW ALL SOFT ARGAN-6 MULTI-CARE OIL

EXPERIENCE WEIGHTLESS SOFTNESS

This omega-6 enriched, fair trade argan oil formula envelops hair in concentrated softness, nourishment and protection. **Argan-6 Oil** can be used many different ways to dramatically transform the texture of dry, brittle hair.

ON WET HAIR:

1. **PROTECT:** Pre-Blow-Dry Shield
2. **ILLUMINATE:** Styling Shine Booster
3. **SOFTEN:** Treatment Booster

ON DRY HAIR:

4. **MOISTURIZE:** Pre-Shampoo Treatment
5. **SMOOTH:** Post Blow-Dry Perfector
6. **RECONDITION:** Overnight Treatment

For additional ways to use **Argan-6 Oil**, log-on to Redken.com.

Redken **Argan-6 Oil** utilizes fair trade argan oil, meaning it is harvested and produced through a cooperative that promotes social awareness in terms of a fair price for the oil, safe working conditions, and environmental responsibility to guarantee and improve a sustainable argan supply chain.



EXPERIENCE THE DIFFERENCE OF ARGAN-6

- › Extremely versatile with 6+ amazing uses
- › Clear, lightweight formula
- › Smooth, even distribution
- › Affordable luxury multi-care oil
- › Measured dose applicator
- › Fair trade argan oil

REDKEN ARTISTS LOVE ARGAN-6 OIL

“

I love the way **Argan-6 Oil** feels on hair! Use it with heat to get a shiny finish or layer with Iron Silk 07 for a smooth, even curl.”

-Ellen Lawlor

“

The fragrance of **Argan-6 Oil** is delicious, and it feels so luxurious!”

-Kris Sorbie

“

Argan-6 Oil lasts all day in hair without making it feel weighed down. The shine is incredible! I'm amazed at how well it controls flyaways.”

-Leah Freeman

Log-on to Redken.com and visit The Break Room to hear what other stylist are saying about NEW **Argan-6 Oil!**

SALON OFFER

PURCHASE

6 or more **Argan-6 Oil** 3 oz.

RECEIVE FREE

1 **Argan-6 Oil** Merchandising Kit

KIT INCLUDES:

- 1 **Argan-6 Oil** 3 oz. for tester use
- 1 **Argan-6 Oil** Retail Size Tester Display
- 33 **Argan-6 Oil** samples with Client Cards
- 1 Sample Glorifier Box



Salon Price

(\$142.75 salon value/ 39% savings)*

* Includes value of the mini

STYLIST OFFER

PURCHASE

Argan-6 Oil 3 oz. at 20% off



Stylist Price

(**stylist value/ 20% savings**)

OPEN STOCK

Product	Size	Salon Price	SRP
Argan-6 Oil	3 oz.		

DISCOVER THE INTERLOCK PROTEIN NETWORK™



INNER STRENGTH. OUTER BEAUTY. REDKEN HAIRCARE REINVENTED

Get to the core of beautiful hair. Redken Haircare is now powered by the **INTERLOCK PROTEIN NETWORK™**, a revolutionary new delivery system that brings protein to hair's core for enhanced strength and conditioning. The result? Redken's best are even better, and hair is stronger and more beautiful, inside and out.

Take advantage of these amazing deals and boost your sales of Redken Haircare!

WHAT'S NEW?

- A revolutionary new delivery system, the **INTERLOCK PROTEIN NETWORK (IPN)** replaces the Interbond Conditioning System and penetrates deeper than ever before to bring protein to hair's core
- An exclusive blend of ingredients including **Keralink™**, **amino acid** and **protein** target all levels of the hair, offering progressive benefits that accumulate as long as there are damaged areas of the hair fiber for ingredients to be attracted to
- Sophisticated new packaging and new graphics enhance shelf appeal for all haircare collections

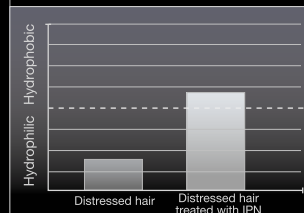
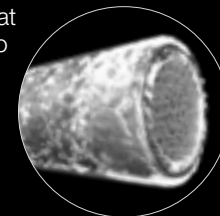


THE POWER OF 3:

3 INGREDIENTS + 3 LAYERS OF THE HAIR =
3 POWERFUL BENEFITS

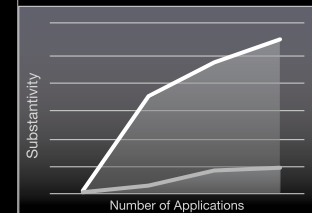
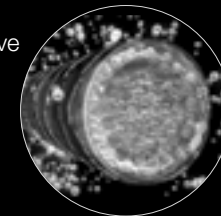
• REBUILDS SURFACE PROTECTION

Creates a protective coating that restores hair's hydrophobicity to a healthy state



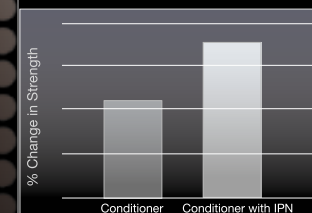
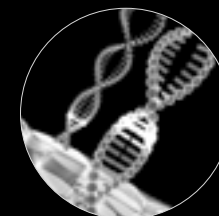
• PROVIDES PROGRESSIVE CONDITIONING

Binds conditioning ingredients to the hair fiber for a progressive effect with each application



• STRENGTHENS THE CORE

Penetrates to the cortex for internal strength and resistance against breakage



SALON OFFER

AVAILABLE WHILE SUPPLIES LAST

PURCHASE

4 or more retail size Shampoos and 4 or more retail size Conditioners (32 products minimum) of each of the following brands:

- Real Control
- Color Extend
- Blonde Glam
- Body Full

RECEIVE FREE

- 1 Shampoo and 1 Conditioner liter of each brand (8 liters total)
- 72 Duo Packettes (36 **Color Extend**, 18 **Real Control**, 18 **Blonde Glam**)
- 1 Redken Haircare Renovation Kit

» KIT INCLUDES:

- 1 "Reinventing Your Space with Redken" brochure with tips from design consultant **Peter Millard**
- 1 \$25 gift card for **My Business Toolbox**
- 1 **IPN** Window Cling
- 1 Set of 4 Easel Cards for new **IPN** brands
- 1 **IPN** DVD



Salon Price

(\$368.00 salon value/ 39% savings)

STYLIST OFFER

AVAILABLE WHILE SUPPLIES LAST

PURCHASE

2 or more retail size Shampoos and 2 or more retail size Conditioners

Choose from:

- Real Control
- Color Extend
- Blonde Glam
- Body Full

RECEIVE FREE

- 1 Shampoo OR Conditioner liter



Stylist Price

- (**stylist value for shampoo/ 30% savings**)
- (**stylist value for conditioner/ 34% savings**)

GET READY TO SHINE

Help your clients get glossy hair and lips with this shine-boosting duo, and increase your retail sales!

ADD THE PERFECT FINISHING TOUCH TO YOUR HAIR AND MAKEUP:

- Apply 1-2 drops of **glass 01** to dry hair to boost shine and tame flyaways
- Give a basic ponytail instant polish by smoothing **glass 01** on the tail
- Create a sleek twist, simply: Smooth **glass 01** from mid-lengths to ends, coil hair into a bun, and bobby pin in place.
- Try this trick for a perfect pout: Dab lip gloss in the center of your bottom lip, then press lips together. Concentrating shine in the center makes lips look fuller!



SALON OFFER

PURCHASE

- 4 Prepacks including:
- 1 **glass 01** smoothing serum 2 oz.
- 1 Maybelline Shine Sensational Lip Gloss in Crushed Candy – a \$5 value

Salon Price

CLIENT OFFER

PURCHASE

- 1 **glass 01** smoothing serum 2 oz.

RECEIVE FREE

- 1 Maybelline Shine Sensational Lip Gloss in Crushed Candy – a \$5 value

Client Price

NOW AVAILABLE!

NEW SHADES EQ COVER PLUS









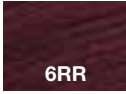

BRIGHTENING CONDITIONING COLOR CREAM

Think you can't get incredible gray coverage from a demi-permanent color? Think again. **NEW Shades EQ Cover Plus** delivers up to 75% gray coverage with a subtle brightening effect, for rich results with amazing shine and condition. Take advantage of this offer and give your clients perfect low-commitment gray coverage!

SHADES EQ COVER PLUS

BRIGHTENING CONDITIONING COLOR CREAM

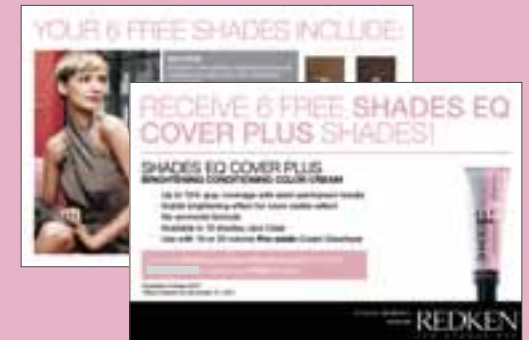
- > Up to 75% gray coverage with demi-permanent results
- > Subtle brightening effect for more visible reflect
- > No-ammonia formula
- > Available in 10 shades, plus Clear
- > Use with 10 or 20 volume **Pro-oxide** Cream Developer

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



DON'T FORGET TO REDEEM YOUR FREE SHADES!

If you purchased the **Shades EQ Cream** Bonus Offer in July, you received a voucher for 6 **FREE Shades EQ Cover Plus** shades. Don't forget to redeem this special offer!



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

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



SALON / STYLIST OFFER

PURCHASE

- 18 **Shades EQ Cream** or
- 18 **Shades EQ Cover Plus** Shades 2.1 oz. (mix or match)

RECEIVE FREE

- 1 Limited Edition **Shades EQ Apron**



Salon Price

(salon value)

HAVE YOUR MOST PROFITABLE HOLIDAY SEASON YET!

Use these easy merchandising tips from Peter Millard and the special offers on the following pages to get your salon ready for a season of strong retail sales.

1. DRESS UP YOUR WINDOWS

Elves, snowflakes, and evergreen boughs don't communicate fashion or style – or help you boost retail sales! Keep it chic and clean this year, using Redken gift sets to create a beautiful first impression:

- If you have full-length windows, place a 40" or 42" pedestal showcasing Redken gift sets in each window.
- Wrap weighted boxes with white glossy gift wrap tied with white grosgrain bows to set the stage for your gift sets.
- Put a hook in the ceiling above the window and use white grosgrain ribbon or clear fishing line to hang the gift sets at varying height.



2. CREATE IMPACT IN YOUR RETAIL AREA

Most of your guests are desperate to get their holiday shopping done! Help them by showing them great gift ideas.

- Use pedestals to create a gift set display. Bring your display up to an ideal height by using risers.
- Rearrange your inventory so your holiday display is at eye level, and showcase gift sets next to the lines they are from: **Color Extend, All Soft, Styling and Redken For Men.**

3. DISPLAY GWP's AT THE RECEPTION DESK

Set up a special area at your reception desk to display the Gift with Purchase bracelets and minis with mesh bag. Train your team to talk to clients about each offer to create excitement:

- “This chic bracelet is FREE with the purchase of a shampoo and conditioner!”
- “Minis are perfect for last-minute stocking stuffers, or as a treat for yourself – it’s a great way to try out a new product you’ve never tried before!”



4. DECORATE WITH DISPLAYS AT THE STYLIST STATION

Stand back and take a look at your salon as it is now. Now, imagine it with a holiday gift display on every station instead of all the clutter that’s there right now:

- Ask your staff to “de-clutter” for the holiday season and set out only their two favorite styling products.
- Display the gift sets and minis with mesh bags.
- Order signage from **My Business Toolbox** to communicate the offers.

AND DON'T FORGET...

All of the signage featured in these photographs is available to you on **My Business Toolbox**. Visit Redken.com/MyBusinessToolbox to order your materials today!



RING IN THE SALES THIS HOLIDAY SEASON

Redken's 2011 holiday offerings have something for everyone with a luxe gift-with-purchase, minis, and gift collections packed with bestsellers and incredible savings!



EXCLUSIVE GIFT-WITH-PURCHASE! SPECIAL OPEN STOCK HAIRCARE OFFER

Offer clients a giftable and stylish black rhinestone bracelet when they purchase their favorite shampoo and conditioner.



SALON OFFER

PURCHASE

Any 12 shampoos and conditioners
(mix and match)

CHOOSE FROM:

Blonde Glam
Body Full
Clear Moisture
Extreme
Fresh Curls

Nature's Rescue
Real Control
Smooth Down
Time Reset

RECEIVE FREE:

6 Gift-with-Purchase Bracelets
1 Bracelet Display

Salon Price

CLIENT OFFER

PURCHASE

Redken Shampoo and Conditioner of the same
brand and receive a FREE bracelet.

Client Price

*Excludes Color Extend and All Soft due to Holiday prepacks

BEST-SELLING HAIRCARE KITS NOW POWERED BY IPN

Our best just got better! Two of our most popular haircare lines have been reformulated with the exclusive **Interlock Protein Network (IPN)** for advanced strengthening and conditioning benefits. Take advantage of this great savings opportunity to introduce your clients to the improved formulas!

ALL SOFT

INCLUDES

- 1 **All Soft** Shampoo 10.1 oz.
- 1 **All Soft** Conditioner 8.5 oz.
- 1 **All Soft** Heavy Cream softening rinse-out mask 1 oz.
- 1 NEW **All Soft Argan-6 Oil** sample .16 fl. oz.

Salon Price

(salon value/ 31% savings)

Client Price

(client value/ 31% savings)

COLOR EXTEND

INCLUDES

- 1 **Color Extend** Shampoo 10.1 oz.
- 1 **Color Extend** Conditioner 8.5 oz.
- 1 **outshine 01** anti-frizz polishing milk 1 oz.

Salon Price

(salon value/ 30% savings)

Client Price

(client value/ 30% savings)



WATCH THESE BLOW-DRY ESSENTIALS BLOW OFF YOUR SHELVES!

Help clients learn how to blow-dry like a pro with this collection of best-selling haircare and styling essentials plus expert tips they can hang on their mirror for easy reference!

INCLUDES

- 1 **Extreme Anti-Snap** leave-in treatment 8.5 oz.
- 1 **fashion work 12** versatile working spray 11 oz.
- 1 **satinwear 02** ultimate blow-dry lotion 1 oz.
- 1 Mirror Cling with easy blow-dry tips

Salon Price

(salon value/ 35% savings)

Client Price

(client value/ 35% savings)



FREE COSMETIC BAG WITH TRAVEL ESSENTIALS

The perfect travel-sized collection of haircare and styling essentials – ready to go anywhere in a sleek cosmetic bag.

INCLUDES

- 1 **Color Extend** Shampoo 1.7 oz.
- 1 **Color Extend** Conditioner 1 oz.
- 1 **shine flash 02** glistening mist 2 oz.
- 1 **forceful 23** super strength finishing spray 2.1 oz.
- 1 Cosmetic Bag

Salon Price

Client Price

(salon value/ 26% savings)

(client value/ 26% savings)



THE PERFECT GIFT FOR EVERY MAN: REDKEN FOR MEN CLASSICS

Redken For Men offers the perfect celebration—three grooming favorites at an exceptional value!

INCLUDES

- 1 **go clean** daily care shampoo 10 oz.
- 1 **grip tight** holding gel 5 oz.
- 1 **cleanse** acid-balanced cleansing bar 5 oz.

Salon Price

Client Price

(salon value/ 38% savings)

(client value/ 38% savings)



MINI SIZES: A HOLIDAY FAVORITE

Choose from a popular assortment of haircare and styling minis and receive free gift bags!

PURCHASE:

24 Redken Haircare and Styling minis (mix and match)

RECEIVE FREE:

12 mesh gift bags

HAIRCARE:

CHOOSE FROM:

PRODUCT	SIZE	SALON PRICE	CLIENT PRICE
All Soft Shampoo	1.7 oz.		
All Soft Conditioner	1 oz.		
Color Extend Shampoo	1.7 oz.		
Color Extend Conditioner	1 oz.		
Real Control Shampoo	1.7 oz.		
Real Control Conditioner	1 oz.		

STYLING:

CHOOSE FROM:

PRODUCT	SIZE	SALON PRICE	CLIENT PRICE
outshine 01	1 oz.		
satinwear 02	1 oz.		
rewind 06	.75 oz.		
sheer straight 06	1 oz.		
ringlet 07	1 oz.		
wax blast 10	2 oz.		
rough paste 12	.75 oz.		
forceful 23	2.1 oz.		

Average Price

*Actual price and value vary based on products purchased



UPCOMING REDKEN PROMOTIONS

RETAIL PROMOTIONS

OCTOBER

Give your hair softness, nourishment and protection with **NEW Argan-6 Oil**.

Boost your holiday sales and give your retail space a festive look with exciting holiday offers!

Add shine to your hair and lips with Redken Styling's fun lip-gloss promotion.



NOVEMBER

Get smooth, shiny hair and 15x more conditioning with **NEW All Soft** – now with **IPN!**

Want nails as polished as your hair? Look for an exciting Redken Styling gift with purchase.

Increase sales of **Redken for Men** with a stylish gift-with-purchase backpack.

Haven't tried **Nature's Rescue** yet? Now's the time with this attractive 20% off promotion!



DECEMBER

Look for a new **Style Connection** product!

FREE **Intra Force** liters with retail purchase!



SERVICE/BACKBAR PROMOTIONS

Introducing **NEW Shades EQ Cover Plus** for up to 75% gray coverage and subtle brightening!



Stock up on gallons with 15% off.

20% off Texture products.

Get ready for new **Shape Control!**



Stock up on stylist station products and save.

Ask your Redken Sales Consultant if you are on track to receive a fourth-quarter **Color Advantage** kit!



YOUR SALON MEETING

Bring your clients to a new level of softness with the **Argan-6** Silkening Service. Visit **Redken.com** and click on **Redken Education On Demand** to learn more about this amazing new product.

It's that time of the year-plan your holiday sales strategies and have a profitable holiday season!

Review the features and benefits of **NEW All Soft!** Visit **Redken.com** to watch a FREE video from **Redken Education on Demand**.

Introduce your clients to **Intra Force** by using the FREE liters on them at the backbar.

THE REDKEN EXCHANGE

FINISH & KNOW WHY with Chris Baran / March 5- 7, 2012

Improve your skills at finishing hair with all aspects of hot tools! Learn how to gain maximum control of your styling implement in order to get the results you've been looking for.

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.

THE REDKEN EXCHANGE

2012 SESSION CALENDAR

COLOR SESSIONS »

Color 911	May 21 - 22
Color and Know Why	February 13 – 16, March 12 – 15, April 9 – 12, May 14 – 17, June 11 – 14, July 9 – 12, August 13 – 16, September 10 – 13, October 8 – 11, November 12 - 15
Coloring Out of Your Mind	February 20 – 22, April 16 – 18, June 18 – 20, August 20 – 22, October 15 - 17
Mixing It Up Formulation	February 27 – 29, July 23 – 25, October 29 – 31, December 10 - 12

DESIGN SESSIONS »

Cut and Know Why	February 13 – 16, March 12 – 15, April 9 – 12, May 14 – 17, June 11 – 14, July 9 – 12, August 13 – 16, September 10 – 13, October 8 – 11, November 12 - 15
Cutting Over the Top	February 20 – 22, April 16 – 18, June 18 – 20, August 20 – 22, October 15 - 17
Diagnostic Design	February 27 – 29, July 23 – 25, October 29 – 31, December 10 – 12

COMBO SESSIONS »

Everything's Included	January 30 – Feb 1, March 19 – 21, May 7 – 9, July 30 – August 1, September 24 – 26, November 5 - 7
Everything's Included 2	February 6 – 8, April 2 – 4, June 4 – 6, August 6 – 8, October 1 – 3, December 3 - 5
Full On Curls	April 23 – 25, September 17 - 19
Total Design & Color (2.0)	July 30 – August 2

SPECIALTY SESSIONS »

Best Blondes	April 23 – 25, August 27 - 29
Color Generation	March 26 – 27
Cutting with Sam + Chris	Jan 30 – 31, May 21 – 22, November 5 - 6
Dress It Up	April 30 – May 1, August 27 - 29
Fashion Behind the Chair	May 7 – 8, August 6 - 7
Finish + Know Why	March 5 – 7, October 22 - 24
Gray Matters	April 2 – 4, October 1 - 3
Platform Artistry	February 6 – 8, July 16 - 18
Platform Artistry 2	Dec 3 - 5
Redken Retention	April 30 – May 1
SegMENTation	July 16 – 17
Session Skills + Photo	March 19 – 21, September 17 - 19

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

PRODUCT LIST

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
HAIRCARE					
SHAMPOOS (+)					
All Soft, Blonde Glam, Body Full, Clear Moisture, Color Extend, Color Extend Sun, Dandruff Control, Extreme, Fresh Curls, Hair Cleansing Cream, Real Control, Smooth Down, Time Reset					
1.7 oz.	50				_____
10.1 oz.	12				_____
Liters	12				_____
Gallon	4				_____
CONDITIONERS (+)					
All Soft, Blonde Glam, Body Full, Clear Moisture, Color Extend, Extreme, Fresh Curls, Real Control, Smooth Down, Time Reset					
1 oz.	100				_____
8.5 oz.	12				_____
Liter	12				_____
Gallon	4				_____
SAMPLING					
HAIRCARE DUO PACKETTES (BAGS OF 18)					
All Soft, Color Extend, Real Control					
1.7 oz.	14				_____
TREATMENTS					
All Soft Heavy Cream super treatment					
1 oz.	100				_____
8.5 oz.	12				_____
All Soft Argan-6 Oil treatment*					
3 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				_____
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.0	12				_____
Time Reset At-Home Porosity Filter Kit					
4 x 0.5 oz	12				_____
Time Reset Client Kit					
	6				_____
Pre Art					
Liter	12				_____
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.				_____
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				_____
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				_____

(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 Cream & Cover Plus					
16 oz.	36				_____
Shades EQ Crystal Clear					
16 oz.	12				_____
1 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					
1 Liter	6				_____
Pro-oxide Cream Developer 10v, 20v, 30v, 40v					
16 oz. (20v only)	12				_____
1 Liter	6				_____
Shades EQ Processing Solution					
1 Liter	6				_____

LIGHTENERS

Blonde Icing Conditioning Cream Developer 20v, 30v, 40v					
1 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	24				_____
Inner Secret	24				_____
Alkaline Waves					
Vector Plus	24				_____
Vector Plus Extra Body	24				_____

SALON GEAR

COLOR GEAR

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

PRODUCT	CASE QTY	RETAIL PRICE	SALON PRICE	CASE PRICE	ORDER QTY
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Specialty