NEW & IMPROVED
FULL FRAME 07 PROTECTIVE VOLUMIZING MOUSSE
EXTREME INTRODUCES IRON REPAIR HEAT-ACTIVATED PROTECTOR
INCREASE YOUR MALE COLOR BUSINESS WITH COLOR CAMO
NEW & IMPROVED FORMULA!
FULL FRAME 07
PROTECTIVE VOLUMIZING MOUSSE

Fresh from the runway: fantastic fullness that’s never stiff or sticky. New and improved Full Frame 07 protective volumizing mousse features NEW Clean-Feel Technology that leaves hair soft and amazingly brushable while protecting against heat and humidity. Create runway volume — everyday, only from Redken Styling.

“WITH NEW FULL FRAME 07, I STILL GET GREAT CONTROL, BUT MY CLIENTS’ HAIR FEELS SOFTER AND MUCH MORE CONDITIONED. I LOVE IT!”

— BRIAN WASHBURN, REDKEN ARTIST

MODEL HAIRCOLOR FORMULAS:
SALON OFFER

PURCHASE
6 New and Improved Full Frame 07 8.5 oz.

RECEIVE FREE
A 6 New and Improved Full Frame 07 2 oz. minis
B 1 Stylist Education Brochure
C 1 Counter Card
D 1 Counter Card Holder

OPEN STOCK

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>SIZE</th>
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<tr>
<td>Full Frame 07</td>
<td>8.5 oz.</td>
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<tr>
<td>Full Frame 07</td>
<td>2 oz.</td>
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THE VOLUME STYLING COLLECTION:

- TOUCH CONTROL 05
  - VOLUMIZING
  - TEXTURE WHIP
  - plumps up hair with soft movement and definition

- THICKENING LOTION 06
  - BODY BUILDER
  - fattens each strand, so fine hair looks and feels full-bodied

- CLEAN LIFT 07
  - WEIGHTLESS
  - VOLUME GEL
  - delivers long-lasting fullness with a touchable feel

- FULL FRAME 07
  - PROTECTIVE
  - VOLUMIZING MOUSSE
  - adds touchable fullness while protecting hair from heat

- CONTOUR 08
  - SHAPING LOTION
  - gives shape and flexibility when blow-drying or air-drying

- GUTS 10
  - VOLUME SPRAY FOAM
  - adds amazing lift at the roots
NEw EXTREME IRON REPAIR
HEAT-ACTIVATED PROTECTOR
DEFEND & FORTIFY HEAT-STRESSED HAIR

Give heat-styled hair specialized care. New Extreme Iron Repair heat-activated protector is a lightweight lotion that helps reinforce and restructure distressed, dull hair. Redken’s exclusive Interbond Conditioning System, unique 3D Repair Complex and xylose sugar strengthen the internal and external fiber while protecting hair from heat-styling damage. Hair is infused with lasting protection, reparative strength, and lustrous shine.

MODEL HAIRCOLOR FORMULAS:
Natural Level 7, Base Color: Color Fusion, 2 oz. 9Av + 2 oz. 20 Volume Pro-Oxide Cream Developer. Highlights: 2 oz. Up to 7 + 2 oz. 20 Volume Pro-Oxide Cream Developer. Glaze: Shades EQ, ½ oz. 09G + ½ oz. 09V, + 1 oz. 000 Crystal Clear + 2 oz. Shades EQ Processing Solution.
SALON INTRODUCTORY OFFER

PURCHASE
5 NEW Extreme Iron Repair heat-activated protector 5 oz.

RECEIVE FREE
A 1 NEW Extreme Iron Repair heat-activated protector 5 oz. for stylist use
B 1 Stylist Brochure
C 1 Shelf Talker

OPEN STOCK

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<th>PRODUCT</th>
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<tr>
<td>Extreme Iron Repair</td>
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THE DIFFERENCES BETWEEN EXTREME IRON REPAIR AND OTHER REDKEN LEAVE-IN TREATMENTS

EXTREME IRON REPAIR HEAT-ACTIVATED PROTECTOR

- Protects hair from heat styling damage
- Repairs and strengthens
- Imparts radiant shine

EXTREME ANTI-SNAP LEAVE-IN TREATMENT

- Fortifies damaged areas and helps reduce breakage
- Provides protective resurfacing

SMOOTH DOWN HEAT GLIDE PROTECTIVE SMOOTHER

- Tames, controls and smooths rebellious hair
- Eliminates frizz and delivers glossy shine

ALL SOFT VELVET WHIP THERMAL SOFTENING TREATMENT

- Instantly restores softness
- Improves texture and manageability
- Helps provide heat protection

- Lightweight lotion
- Lightweight lotion
- Serum
- Cream

FOR CLIENTS WITH
- Heat-distressed, dull hair
- Fragile, damaged hair prone to breakage
- Very dry, unruly hair
- Dry, brittle hair

LEVEL OF HEAT PROTECTION
- High
- None
- Medium
- Medium

September 2008 Promotions
TAKE GRAY HAIR UNDERCOVER... AND INCREASE YOUR MALE COLOR BUSINESS WITH COLOR CAMO

More men are open to coloring their hair than ever before — so it’s a great time to bring Color Camo 10 min. camouflage color to your salon. With Color Camo, both you and your clients can reap the benefits. You build your male clientele and repeat business with a quick, easy and effective service and clients restore a more youthful appearance — without a commitment to time or maintenance. Everyone wins!

COLOR CAMO FEATURES:
• NO-AMMONIA, PERMANENT DYE TECHNOLOGY
• TURNS UP THE “PEPPER” IN SALT AND PEPPER HAIR
• SIX SHADES, IN NATURAL AND ASH FOR ANY LEVEL
• LOW MAINTENANCE RESULTS WITH NO VISIBLE LIFT
• QUICK, EASY, PROFITABLE 10-MINUTE SERVICE

It’s a great time to stock up on Color Camo. This promotion includes new education materials including a guide and DVD with a technical demonstration and new merchandising pieces to help you open the lines of communication with male clients.

SALON OFFER

PURCHASE
10 Color Camo shades 2 oz.

RECEIVE FREE
A 1 Color Camo Apron
B 1 Technique Guide with DVD
C 1 Poster with new model imagery
D 1 Before and After Easel Card
NEW TO COLOR CAMO?
GET STARTED WITH THE COMPLETE COLOR CAMO KIT

This complete Color Camo Kit includes everything you need to get started offering this valuable service in your salon.

KIT INCLUDES:
A  1 Light Ash 2 oz.
   1 Medium Ash 2 oz.
   1 Dark Ash 2 oz.
   1 Light Natural 2 oz.
   1 Medium Natural 2 oz.
   1 Dark Natural 2 oz.
B  1 16 oz. Color Camo Developer
C  1 Before & After Easel
D  1 4 oz. Applicator Bottle
E  1 Technique Guide with DVD

NOW ON REDKENFORMEN.COM:
HIGHLIGHT THAT YOU OFFER COLOR CAMO!

Consumers who visit the Salon Finder on Redkenformen.com can now search for specific salons that carry Color Camo! Each month, over 20,000 men visit Redkenformen.com to conduct a Salon Finder search. Make sure your salon is registered – log-on to the Redken.com professional site and follow the easy steps. Or update your current salon listing to include Color Camo.
INCREASE RETAIL SALES WITH FREE EDITORIAL EASELS & 20% SAVINGS!

Clients love to purchase and try products they see in top beauty and fashion magazines! So what better way to encourage retail sales then by displaying Redken’s editorial coverage in your retail area?

Save 20% on these Editor favorites and then pass the savings on to your clients. Each product in the promotion is featured on the free editorial easels and inserts — be sure to display these impactful pieces to capture clients’ attention and spark sales! Plus you can use the Bonus full sizes of Touch Control 05 and Rough Clay 20 at the station for client trial to also encourage purchase!

**SALON OFFER**

**PURCHASE**
12 Styling products at 20% off

**CHOOSE FROM**

<table>
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<tr>
<th>PRODUCT</th>
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<tr>
<td>Satinwear 02</td>
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<tr>
<td>Vinyl Glam 02</td>
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<tr>
<td>Touch Control 05</td>
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<tr>
<td>Ringlet 07</td>
<td>6 oz.</td>
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<tr>
<td>Workforce 09</td>
<td>11 oz.</td>
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<tr>
<td>Quick Dry 18</td>
<td>11 oz.</td>
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<tr>
<td>Rough Clay 20</td>
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<td>Hot Sets 22</td>
<td>5 oz.</td>
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**RECEIVE FREE**

A 1 Bonus Touch Control 05 9.2 oz.
B 1 Bonus Rough Clay 20 1.7 oz.
C 1 Set of 5x7 editorial easels
D 1 Set of editorial inserts (for existing “As Seen In” Portfolio)

**REDKEN AND VOGUE PRESENT “THE LOOK OF FALL 2008” VIDEO SERIES**

Go behind-the-scenes at Fashion Week in New York, London, Milan and Paris with Redken and Vogue! “The Look of Fall 2008” is a new four episode Behind The Lens video series that spotlights the inspiration of Redken Creative Consultant Guido as he creates new runway hairstyles to complement top fashion designer’s fall collections. Get an inside look at the making of the Peter Som, Luella Bartley, Roberto Cavalli and Jean Paul Gaultier fall runway shows. Log-on to Redken.com today to watch the videos or download them to your iPod!
DO YOU SHADES EQ?

...DAVID STANKO DOES!

Shades EQ can really take you places, and no one knows that better than David Stanko, Redken’s Haircolor Consultant. He has travelled the globe, from London to Tokyo to Melbourne, to teach colorists about Shades EQ.

For David, one of the best parts is watching a student have that “ah-ha!” moment with Shades EQ. “In Japan, I was teaching students how to refresh faded ends while processing permanent color on the roots,” he says. “It was a real awakening—they learned that they didn’t need to pull permanent color through the ends. Instead, they could add shine and deposit translucent color with Shades EQ.”

When David’s back in New York City tending to his own fashion-forward clientele—“coloristas,” as he calls them—he relies on Shades EQ to achieve the latest in-demand hues. These days, it’s all about 09GB Buttercream and 09T Chrome. “It creates a creamy, shiny blonde with a hint of natural coolness—perfect for getting end-of-summer blondes on the path to fall,” he says. Shining results, as always!

SEE DAVID STANKO’S VIDEO AT www.DoYouShadesEQ.com!

Celebrate 20 years of amazing haircolor with Shades EQ! Just log-on to www.DoYouShadesEQ.com—you’ll hear more from David and discover why stylists across the country can’t live without their Shades EQ. Redken is featuring a different salon professional every month—look for Kathy Capelli, Color Director at Rolf’s Salons in Arizona, next!

SEE ALL THE SHADES EQ VIDEOS AT WWW.DOYOUshaDES EQ.COM. YOU’LL ALSO FIND FORMULAS, TIPS AND TECHNIQUES FROM REDKEN EXPERTS!

AND THE WINNERS ARE...

VISIT DOYOUshaDES EQ.COM TO FIND OUT!

Thanks to everyone who submitted videos and shared their Shades EQ story — they were amazing! Last month you voted for your favorite and the two videos with the most votes have been chosen. Log-on today to DoYouShadesEQ.com and see the winning videos! Each winner will receive the Grand Prize:

- An all expense paid 4 day / 3 night trip for two to New York City
- A professional photo shoot with their favorite Redken artist for their own Shades EQ feature in the January 2009 issue of American Salon magazine

Our exclusive Shades EQ website features formulas, techniques, tips and, of course, videos from industry leaders about why they love Shades EQ. Head over to DoYouShadesEQ.com, get inspired by this amazing haircolor, and then speak with your clients about the amazing things you can do for their hair with Shades EQ!
GET YOUR COPY OF THE AMAZING COLOR DVD!

One of a kind in the industry, this inspiring DVD holds a wealth of information on every Redken Haircolor brand in both English and Spanish for seasoned and starter colorists. Redken artists walk you through principle-based applications, new ways to formulate, consultation techniques, plus facts, formulas and ideas. Six exclusive techniques and a mini-technique guide are also included. Amazing Color will be your salon’s ultimate haircolor reference too!

FREE SHIMMER ONE SWATCH BOX WITH PURCHASE

Shimmer One 20 min. Shine-Infusing Color Cream, Redken’s first ammonia-free, 1 level lift color cream, infuses hair with luminous layers of light and shine in just 20 minutes. Shimmer One can be used to darken hair, brighten and enrich dark hair, and tone pre-lightened hair with incredible dimension. Stock up now and receive this swatch box — a $30.00 value – FREE!

PURCHASE
8 Shimmer One 2 oz. shades

RECEIVE FREE
1 Shimmer One Swatch Box including Blonde Brilliance and Expanded Uses cards

THE SHIMMER ONE SWATCH BOX IS A QUICK AND SIMPLIFIED WAY OF SELECTING THE BEST SHADES FOR YOUR FORMULA:
Determine the natural level of the client’s hair using the natural level finder swatch card. Decide if you want a Level-On-Level or Level-Up result, then determine the tone.
REDKEN CREATES VOLUME 2

Classic shapes reinvented. Diversity through color placement. Styles with hidden potential. Redken Creates volume 2 combines creativity, innovation and modernity for a collection of 12 visionary cut and color techniques. Versatility and customization are at the heart of the collection. By combining contrasting elements, core structures morph to create different looks. Long and short... softness and strength... curly and straight... glamorous and edgy... The contradictions merge seamlessly to create high fashion, highly-wearable styles.

SAVE 20% ON VECTOR PLUS TEXTURIZERS

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

VECTOR PLUS ORIGINAL FORMULA:
- Soft, springy curls
- Manageable body and volume for beautiful natural-looking styles
- For all hair types up to 50% highlighted
- 3 component buffered Alkaline Wave System

VECTOR PLUS EXTRA BODY FORMULA:
- Defined, resilient, uniform curls
- Long-lasting curl formation even after shampooing and styling
- For all hair types up to 50% highlighted
- 2 component buffered Alkaline Wave System