INTRODUCING NEW REDKEN CHEMISTRY

LEARN BETTER WITH REDKEN EDUCATION ON DEMAND!

GIVE YOUR CLIENTS RUNWAY-READY TEXTURE
NEW REDKEN CHEMISTRY

Redken 5th Avenue gives you the Professional Edge with a unique mix of fashion, science and inspiration. And now, Redken Chemistry gives you the Professional Edge too — with scientifically advanced products that inspire stylists to create customized services that deliver healthy, shiny, fashionable hair! Built on a strong foundation of protein and moisture, New Redken Chemistry is a comprehensive system of products that helps you treat and transform every client’s hair.
WHAT’S NEW AND BETTER ABOUT REDKEN CHEMISTRY?

Now easier to use and more profitable for the salon, Chemistry System has a new name — Redken Chemistry — plus a new look and new options:

NEW SHOT PHASE
- The six Shot Phase formulas’ names coincide with retail brands to improve synergy between backbar and retail
- Bigger and sturdier 1/2 liter sizes (16.9 oz.) for the shots are more economical
- Pre-measured pumps allow for easy application and customization while reducing waste
- New Clear Moisture Shot Phase offers more options for customization to meet different client needs

NEW SHOT PHIX
- Now features a trigger handle for non-slip application at the shampoo bowl

NEW SHOT SHAKER
- Improved design provides good dispensing for less waste

BIZTIPS

FOUR WAYS YOU CAN BUILD REVENUE WITH REDKEN CHEMISTRY:

1. A LA CARTE
Charge the client for each Redken Chemistry treatment. The average price of a treatment service is $15 - $25, depending on the prices of other services in your salon.

2. BUILD THE COST OF A TAKE-HOME REGIMEN INTO THE SERVICE
Increase the price of a Redken Chemistry treatment and give the client the appropriate take-home regimen for continued care at home.

3. SELL A SERIES OF TREATMENTS
Sell a series of Redken Chemistry services, possibly at an adjusted package price, to clients who need a long-term hair plan. Clients who tried a Redken Chemistry treatment and loved the results will also take advantage of this offer!

4. CREATE A PACKAGE DEAL
Add the cost of a Redken Chemistry treatment into the price of other services such as color, cut or style. For example, instead of a $15 Redken Chemistry treatment and $75 color service, charge $90 for a “Treatment Color” (or similarly, a “Treatment Cut” or “Treatment Style”).

YOUR KEY TO FRONT DESK SUCCESS!

An online webinar series hosted by Kristi Valenzuela, Front Desk 1st helps to train your front desk on new business building systems, upcoming Redken promotions, team synergy ideas, and more! The Salon Offer includes a FREE Front Desk 1st CD focusing on Redken Chemistry, plus a complimentary episode. Go to www.frontdesk1st.com/redken to sign up. A $29.95 value!

WANT MORE BUSINESS BUILDING TIPS?

Log-on to Redken.com. Plus, watch Redken Chemistry “in action” with a special video featuring David Stanko that’s available FREE on Redken Education On Demand! Just log-on to RedkenEducationOnDemand.com, enter “Chemistry” in the search bar and follow the easy steps.

MODEL HAIRCOLOR FORMULAS:
Natural Level: 5, Base: 2 oz. (60ml) 7N Color Fusion + 2 oz. (60ml) 20 volume Pro-oxide Cream Developer, Highlight: 2 scoops Up To 7 De-dusted Lightener + 2 oz. (60ml) 20 volume Pro-oxide Cream Developer, Glaze: 1 ½ oz. (45ml) 09GB Butter Cream Shades EQ + ½ oz. (15ml) 09NB Irish Crème Shades EQ + 2 oz. (60ml) Shades EQ Processing Solution
2 EASY STEPS TO HEALTHIER HAIR

The Redken Chemistry service is a 2-step professional in-salon treatment that is designed to work in conjunction with the Redken Haircare line, delivering simple solutions for specific problems and creating a total service from backbar to retail.

STEP 1: SHOT PHASE

Contains specialized ingredients that compensate for missing components in the hair due to chemical or mechanical distress. Six Shot Phase formulas are available and they can be used alone or intermix up to 3 formulas to create customized treatments.

**How-to:** After cleansing with the appropriate Redken shampoo, apply the appropriate Shot Phase (mix up to 3 formulas):
Apply 3 pumps (15 ml or .5 oz.). Leave on 5 minutes, do not rinse.

**STEP 2: SHOT PHIX**

Helps lock in the specialized ingredients in the Shot Phase formulas onto the hair while rebalancing hair’s pH level and sealing the cuticle to leave hair in its most compact, healthy condition. There are two Shot Phix sealers available.

**How-to:** Spray 10-15 pumps over shot. Work in, rinse.

*Real Control Shot Phase 1/2 liter (16.9 oz.) will be available in Spring 2009*
**SALON INTRODUCTORY OFFER**

**PURCHASE**
NEW Redken Chemistry Intro Prepack at a discount

**PREPACK INCLUDES:**
- NEW Redken Chemistry Shot Phase and Shot Phix
  - A 1 Extreme Shot Phase 1/2 liter (16.9 oz.)
  - B 1 Color Extend Shot Phase 1/2 liter (16.9 oz.)
  - C 1 NEW Clear Moisture Shot Phase 1/2 liter (16.9 oz.)
  - D 1 All Soft Shot Phase 1/2 liter (16.9 oz.)
  - E 1 Smooth Down Shot Phase 1/2 liter (16.9 oz.)
  - F 2 Real Control Shot 8.5 oz.*
  - G 3 Shot Phix 3.5 pHix pHase 8.5 oz.
  - H 1 Shot Phix 5.5 pHix pHase 8.5 oz.

**CLIENT SAMPLING**
- I 6 All Soft Shampoo 1.7 oz.
- I 6 All Soft Mini Treatment**
- J 6 Extreme Shampoo 1.7 oz.
- J 6 Extreme Iron Repair .825 oz.
- K 6 Real Control Shampoo 1.7 oz.
- K 6 Real Control Intense Renewal 1.7 oz.
- 18 GWP Bags (I,J,K)
- 25 All Soft Packettes (not shown)

**COLLATERAL PIECES!**
- L 1 “What’s the Plan?” Letter
- M 1 Stylist Education Guide
- N 4 Mirror Clings
  - Redken Counter Card Stand (not shown)
- O 1 Placement Map for Product Display at the Backbar
- P 1 Business Building Brochure
- Q 1 Redken Chemistry Sales Training CD
- R 1 NEW Shot Shaker

**SALON BONUS OFFER!**

**PURCHASE**
6 Shampoo Liters and 6 Conditioner Liters at 15% off***

**CHOOSE FROM:**
All Soft, Extreme, Real Control

**STYLIST OFFER**

**PURCHASE**
NEW Redken Chemistry Stylist Trial Kit at a discount

**KIT INCLUDES:**
- B 1 Color Extend Shot Phase 1/2 liter (16.9 oz.)
- G 1 Shot Phix 3.5 pHix pHase sealer 8.5 oz.
- R 1 NEW Shot Shaker
- M 1 Stylist Education Guide

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*Real Control Shot Phase 1/2 liter (16.9 oz.) will be available in Spring 2009
**All Soft Heavy Cream 1.7 oz. or All Soft Gold Glimmer 0.5 oz.
***Offer limited to salons that have purchased the Redken Chemistry Salon Introductory Offer
Make sure to check the January 2009 issue of American Salon to see the amazing results that can be achieved with Redken Chemistry! Edited by Marianne Dougherty, American Salon’s editor-in-chief, this must-see cover story includes a 6-page photoshoot showcasing Redken Chemistry, with hair by David Stanko and clothing from Tuleh, one of New York City’s most fashion-forward designers.

“New Redken Chemistry has inspired me to repromote the service to my clients. I send e-blasts and offer a color service package including a Redken Chemistry treatment. It’s perfect for repairing and preparing the hair for the coming spring season.”

DAVID STANKO, REDKEN ARTIST AND HAIRCOLOR CONSULTANT

NOW ON REDKEN.COM!

THE HAIR FILES: HOW-TO GUIDES FOR STYLISH HAIR EVERYDAY
Redken has a new online video series that can help clients create stylish salon looks at home! Hosted by MTV VJ SuChin Pak and featuring Redken’s hair experts, clients will learn simple step-by-step techniques that guide them through a complete look from start to finish. Encourage clients to log-on today to Redken.com/TheHairFiles to see the latest episode and get inspired!

AWARD-WINNING HAIRCARE!
All Soft Shampoo & Conditioner have been honored with a Reader’s Choice Award for Best Shampoo & Conditioner from Glam.com!*

*Glam.com receives 2 million viewers a month

SEE THE GORGEOUS RESULTS YOU CAN GET WITH REDKEN CHEMISTRY

50% OFF SHAMPOO WITH CONDITIONER PURCHASE

Encourage client purchase of Redken Haircare with this special offer!

SALON OFFER

PURCHASE
3 Shampoo and Conditioner Duos
(of the same brand) at a discount

CHOOSE FROM
All Soft Duo
Color Extend Duo
Extreme Duo
Real Control Duo
Smooth Down Duo

CLIENT OFFER

Save 50% on shampoo 10.1 oz. with the purchase of the conditioner 8.5 oz.

To activate this offer, visit redken.com/specialoffers

NEW ON 5TH
REDKEN EDUCATION ON DEMAND
CLICK. WATCH. LEARN... 24/7

Now you can access Redken Education anytime, anywhere from your computer! Visit RedkenEducationOnDemand.com to browse through videos including training for haircolor, finishing, design, and men’s. You can also watch product knowledge videos for free!

Videos can be rented for 48 hours and watched right from your Internet browser. Log-on today and get started!

WHAT’S AVAILABLE:

With Redken Education On Demand you can customize your learning — master the principles of design, color, and finishing, or the hottest new color and cutting techniques.

Videos feature your favorite artists including: Chris Baran, Kris Sorbie, Tim Cowan, Lori Zabel, David Stanko, Brent Borreson, Giovanni Giuntoli, Dhaniel Doud, George Garcia, Carmody Homan and Shannon King.

IDEAS ON WHEN TO USE REDKEN EDUCATION ON DEMAND:

AT HOME
Looking to improve your skills but not heading to the Exchange for a few months? Use Redken Education On Demand to discover new techniques and advance your skills.

DOWN TIME IN THE SALON
A little downtime in your appointment book? Put down that magazine and get on your computer!

IN-SALON TRAINING NIGHT
Provide your staff with the latest education by hosting an “in-salon training night” with Redken Education On Demand.

NEW STYLISTS’ TRAINING
Use the free product knowledge videos to introduce new stylists to Redken products. Once they’ve mastered the basics, encourage them to move onto advanced learning!

CERTIFICATION PREPARATION
Are you already signed up for Redken’s Haircolor Certification program? Let your “tutor” be Redken Education On Demand!

ORDERING IS EASY:

STEP 1
Visit RedkenEducationOnDemand.com and browse through the selection of videos.

STEP 2
When you know what you want, click “add to cart.”

STEP 3
Move through the checkout process by entering your credit card information. Be sure to enter any promotional codes you may have received.

STEP 4
Let the learning begin! Expand to full screen for best viewing.
SAVE 25% ON ROUGH CLAY 20

Rough clay 20 matte texturizer has only been around for one year, but it has already become a stylist favorite! Encourage your stylists to use this versatile product on clients in order to promote retail purchase, and pass on the savings to clients for an even bigger boost in retail sales!

SALON OFFER

PURCHASE
Rough Clay 20 1.7 oz. at 25% off

WHY REDKEN ARTISTS LOVE ROUGH CLAY 20!

- Ideal for adding texture and control with a matte finish
- Builds body and separation without weighing down hair
- Perfect for giving male and female clients defiant, roughed-up styles
- Can be restyled throughout the day
- Only a small amount is needed for amazing control
- Shampoos out easily

“Rough clay 20 is my go-to styling product! I use it to add texture and movement to any look.”
LAUREN HAGEN, REDKEN ARTIST

“You can use rough clay 20 to add some texture to fine hair, spike out a pixie or add a little oomph to a stacked haircut. I love this product!”
MARY SPYROPOULOS, REDKEN ARTIST

“I love using rough clay 20 on medium to coarse hair. It controls fly-aways and holds your style in place. It’s a great alternative for clients who don’t like hairspray.”
LANA JEAN CAPRIA, REDKEN ARTIST
BOOST YOUR RETAIL BUSINESS WITH FULL FRAME 07!

Plump up hair with fabulous fullness. New and improved full frame 07 protective volumizing mousse with Clean-Feel Technology leaves hair silky-soft — never stiff or sticky — and brushes through beautifully. Encourage your clients to try full frame 07 for FREE with purchase!

**SALON OFFER**

FREE Full Frame 07 mini 2 oz. with the purchase of each Body Full Shampoo 10.1 oz.

**CLIENT OFFER**

FREE Full Frame 07 mini 2 oz. with the purchase of Body Full Shampoo 10.1 oz.

To activate this offer, visit redken.com/specialoffers

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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

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

**TEXTURIZER REFERENCE GUIDE**

**Vector Plus Taurine: Fortified Wave**
- Unique Taurine Technology evens porosity
- Creates manageable body and volume from scalp to ends
- For all hair types, up to 50% highlighted
- Available in Original and Extra Body Formulas

**Creative Curl: Customized Acid Wave**
- Extra gentle waving system
- Creates soft, natural-feeling, bouncy curls
- True-to rod size
- Available in Normal/Resistant, Fine/Limp, and Tinted formulas

**Inner Secret: Conditioner Activated Wave**
- Patented process utilizes conditioner to help develop curl patterns
- Provides soft, conditioned, natural looking curls
- For all hair types
PROMOTE REDKEN HAIRCOLOR, RECEIVE FREE COLOR GELS!

Let clients know that Redken Haircolor is in demand with this exclusive booklet featuring highlights from Redken Haircolor’s editorial credits. Once your clients see that magazine editors, stylists and celebrities all rely on Redken Haircolor, boosting your haircolor business will be easier than ever!

**SALON OFFER**

**PURCHASE**
18 Color Fusion Shades

**RECEIVE FREE**
1 Fashion Gels Blonde Series Gold 2 oz.
B 1 06NW Brandy Color Gels 2 oz.
1 07NW Chestnut Color Gels 2 oz.
1 Color Gels Developer (20 volume) 8 oz. (not shown)
D 1 Redken Haircolor Editorial Highlights Booklet
E 1 Redken Haircolor Editorial Highlights Tips & Techniques Guide
F 1 Redken Haircolor Editorial Highlights Tent Card
G 1 Redken Haircolor Editorial Highlights Poster

For in depth color knowledge, attend a Redken Specialist program in your area.

Click on the color tab under Redken Education On Demand for in depth information on our color brands, principles of color, formulation and color techniques.
Take a sneak peek at one of the exclusive techniques featured in the Redken Haircolor Editorial Highlights Tips & Techniques Guide! “Trend Shifting” by George Garcia is one of a collection of must-have haircolor techniques created by Redken Artists and debuting at the 2009 Redken Symposium.

TECHNIQUE: “BOWTIE”

Working off your client’s natural part, create two triangles whose highpoints intersect at the part. From the top view, the section will look like a large bowtie. Start to foil horizontally starting at the outer part of the triangle working your way in. Apply Formula 1 from scalp to ends on a very fine slice. Leaving no hair in between, take your next slice and apply Formula 2 from scalp to ends. Continue to alternate throughout both triangles. Apply Formula 3 to all remaining hair.

TIP:

After every color service use Redken Chemistry Color Extend Shot Phase with 3.5 pHix pHase. Also, prescribe Extreme CAT as a take-home treatment for all of your color clients. This will ensure that they have long-lasting, healthy color.

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<th>FORMULA 1</th>
<th>FORMULA 2</th>
<th>FORMULA 3</th>
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<tbody>
<tr>
<td>• 1 1/2 oz. (45 ml) 7Mv Color Fusion</td>
<td>• 1/2 oz. (15 ml) 6Mv Color Fusion</td>
<td>• 2 oz. (60 ml) 4Mv Color Fusion</td>
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<tr>
<td>• 1/2 oz. (15 ml) Hi-Fusion V</td>
<td>• 1 1/2 oz. (45 ml) 6Rc Color Fusion</td>
<td>• 2 oz. (60 ml) 10 volume Pro-oxide</td>
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<td>• 2 oz. (60 ml) 20 volume Pro-oxide</td>
<td>• 2 oz. (60 ml) 20 volume Pro-oxide</td>
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Cream Developer

REDKEN HAIRCOLOR 2008 AWARDS & HONORS

COLOR FUSION

Favorite Permanent Haircolor Line behindthechair.com’s Stylist Choice Awards

SHADES EQ

Favorite Demi-Permanent Haircolor behindthechair.com’s Stylist Choice Awards

SHADES EQ

Favorite Color Line American Salon Professional Choice Awards

SPOTLIGHT COLLECTION

Best New Haircolor Launch Launchpad’s Reader’s Choice Awards
BUILD YOUR COLOR CAMO BUSINESS!

INTRODUCE NEW CLIENTS TO COLOR CAMO WITH THESE EXCITING PROMOTIONAL MATERIALS! USE THEM ANY WAY YOU CHOOSE TO DEVELOP CUSTOMIZED PROMOTIONS THAT MEET YOUR SALON’S NEEDS:

- Display client brochures at the front desk to let male and female clients know about Color Camo. Encourage female clients to take one and pass it on to the guy in their life!
- Distribute loyalty cards that entitle clients to 1 FREE Color Camo service with every 6 paid services. It’s the perfect way to keep new and current Color Camo clients coming back for more!
- Hang Color Camo mirror clings at stylist stations to promote the service in your salon!
- Encourage male and female clients to refer new Color Camo clients by offering them retail discount cards good for 15% off any two Redken or Redken for Men retail products. You can also offer the cards to male clients who’ve received a Color Camo service!
- Let male clients know that you’re using Redken For Men at the backbar — explain which Redken For Men products are best for their hair type in order to encourage retail purchase.
SALON OFFER

PURCHASE
10 Color Camo 2 oz.

RECEIVE FREE
A  20 Client Brochures
B  1 Brochure Holder
C  20 Retail Discount Cards
D  20 Color Camo Loyalty Cards
E  4 Color Camo Mirror Clings
F  1 Color Camo Litho
G  1 Liter Pump
H  1 Go Clean Liter
# THE REDKEN EXCHANGE SESSION CALENDAR 2009

To register or for more information call 1.800.545.8157 or log-on to Redken.com

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<th>DATE</th>
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<td>Feb 9 - 12 Mon - Thur</td>
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<td>Everything’s Included</td>
<td>Sep 28 - 30 Mon - Wed</td>
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<td><strong>OCTOBER</strong></td>
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<td>Don’t Sweat It Fix It</td>
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<td>Platform Artistry</td>
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<td>Cut &amp; Know Why</td>
<td>Oct 12 - 15 Mon - Thu</td>
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<tr>
<td>Coloring Out of Your Mind</td>
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<td>Cutting Over the Top</td>
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<td>Everything’s Included</td>
<td>Oct 19 - 21 Mon - Wed</td>
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<td>Color &amp; Know Why</td>
<td>Nov 9 - 12 Mon - Thur</td>
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<td>Cut &amp; Know Why</td>
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<tr>
<td>Color 911 The Next Dimension</td>
<td>Nov 16 - 18 Mon - Wed</td>
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<tr>
<td>Session Skills &amp; Photo</td>
<td>Nov 16 - 18 Mon - Wed</td>
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<td>Cutting with Sam &amp; Chris</td>
<td>Nov 30 - Dec 1 Mon - Wed</td>
<td>$1100</td>
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<td><strong>DECEMBER</strong></td>
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<td>Dressing the Bride</td>
<td>Nov 30 - Dec 2 Mon - Wed</td>
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<td>Everything’s Included</td>
<td>Dec 7 - 9 Mon - Wed</td>
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<tr>
<td>Everything’s Included</td>
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NEW ON 5TH
DRESSING THE BRIDE

ATTEND DRESSING THE BRIDE WITH GIOVANNI GIUNTOLI, TISHA HALL AND JAYSON MORGAN AT THE REDKEN EXCHANGE MARCH 30 – APRIL 1, 2009

It’s all about the ring, the gown, and of course, the hair! Brides today expect a lot from their hairstylist and plenty of attention to even the smallest detail on their special day. Get ready for anything and any request that comes your way – from those who come to the salon to those who invite you to their exotic destination! New York-based editorial expert and “bridal miracle worker” Giovanni Giuntoli, along with Tisha Hall and Jayson Morgan, will share styling tips and photo shoot secrets to enhance your talents and attract those almighty nuptial dollars! On day 3, your creation will be digitally captured to add to your bridal portfolio.

REDKEN CREATES 3

ATTEND REDKEN CREATES 3 WITH CARMODY HOMAN AND DHANIEL DOUD AT THE REDKEN EXCHANGE MAY 18 – 19, 2009

Each look in this year’s collection is layered with contradiction. Jagged and smooth. Split and focused. Fragmented and solid. This push-pull effect was fueled by the spirit and energy of New York City. From the tallest buildings to a trip underground through the subways, the city is full of highs and lows, grit and glamour, calm and chaos. And for Redken Creates, the collision of contrasts ignited amazing fashion looks that you can create for your clients.