NEW ON 5TH
MARCH 2010
PROMOTIONS

NEW COVER FUSION
LOW AMMONIA 100% COVERAGE COLOR CREAM
NEW COLOR EXTEND SUN SOLAR SCREEN SPF 12
BOOST YOUR BUSINESS WITH REDKEN FOR MEN
LAST MONTH TO QUALIFY FOR FIRST-QUARTER REDKEN COLOR ADVANTAGE KITS

GET INSPIRED. BE PART OF IT. REDKEN.COM
NEW COVER FUSION
THE FASHION YOU LOVE. THE COVERAGE YOU NEED.

Seen in the front row of NY Fashion Week: 100% gray coverage with natural, modern reflects. Experience Cover Fusion’s low ammonia, low odor formula that covers gray and revitalizes hair. Available in 24* naturally reflective shades.

*5 of the 24 available June 2010

BRUNETTE MODEL’S HAIRCOLOR:
Starting Level: 5, 50% gray, previously colored with some highlights
2 oz. 6NBr COVER FUSION + 2 oz. 20 volume Pre-Oxide Cream Developer

BLONDE MODEL’S HAIRCOLOR:
Starting Level: 7, 75% gray, no previous color
Zone 1: 2 oz. 7NGb COVER FUSION + 2 oz. 20 volume Pre-Oxide Cream Developer Zone 2: ALTERNATE SLICES OF: 1 oz. 7NGb COVER FUSION + 1 oz. 20 volume Pre-Oxide Cream Developer, 1 oz. 9NGb COVER FUSION + 1 oz. 20 volume Pre-Oxide Cream Developer

NEW ON 5TH
INCREASE IN AGING CONSUMERS MEANS BIG BUSINESS FOR YOUR SALON

• THE ANTI-AGING MARKET OF consumer products and services is worth $5.3 billion & grows 4-6% every year.

• 77 MILLION PEOPLE fall within the baby boomer generation* that is investing $5.3 billion a year on anti-aging.

• NEARLY 80% OF WOMEN over the age of 50 color their hair to cover gray.

• THERE IS A GROWING NUMBER OF CLIENTS WHO WANT TO COVER GRAY HAIR... ARE YOU REACHING OUT TO THEM YET?

BECOME THE EXPERT IN YOUR COMMUNITY BY PROVIDING AGE-DEFYING PRODUCTS AND SERVICES

COVER FUSION IS THE PERFECT CHOICE FOR THESE CLIENTS

› 100% coverage color with natural, modern reflects

› Provides superior, naturally reflective, uniform coverage for hair that is over 50% gray

› Pleasant low odor, low ammonia experience

› Fortifies and delivers superior conditioning with rice protein and cationic conditioning polymers

› Defends aging hair with argan oil, rich in antioxidants known to neutralize free radicals

› 24 perfectly balanced shade options in 8 families**

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

REDKEN EDUCATION ON DEMAND
Visit RedkenEducationOnDemand.com and click the "color" tab for in-depth information on Redken Haircolor brands, principles of color, formulation guidelines and techniques.

* Baby boomer generation is the largest generational group in the US with the most purchasing power; a baby boomer is someone born between 1946 – 1964.

** 5 of the 24 available June 2010.

REVITALAGE COLORBOND TECHNOLOGY

100% COVERAGE

NATURALLY REFLECTIVE
100% COVERAGE
A combination of high coverage dyes provides intense reflect and perfect coverage

OPTIMAL DEFENSE
With argan oil, which contains antioxidants known to neutralize free radicals

SUPERIOR CONDITIONING
Cationic conditioning polymers and rice protein help revitalize the hair

BREAKTHROUGH FORMULA

LOW AMMONIA
Reduced ammonia odor provides increased comfort for the client

CREAMY TEXTURE
Provides easy application with either a bottle or bowl and brush

35-MINUTE PROCESSING
Faster processing time for more efficient services for you and your clients

NEW ON 5TH
**COVER FUSION FAMILIES**

Each Cover Fusion shade begins with an "N" which indicates the additional natural background in the formula that provides a naturally reflective result with 100% coverage.

<table>
<thead>
<tr>
<th>SHADE DESCRIPTION</th>
<th>1N</th>
<th>1NA</th>
<th>1NG</th>
<th>1NGb</th>
<th>1NGc</th>
<th>1NGd</th>
<th>1NGe</th>
<th>1NGf</th>
<th>1NGg</th>
<th>1NGh</th>
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<tbody>
<tr>
<td>NATURAL/ASH</td>
<td>1N</td>
<td>1NA</td>
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<td>1NGb</td>
<td>1NGc</td>
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<td>1NGe</td>
<td>1NGf</td>
<td>1NGg</td>
<td>1NGh</td>
</tr>
<tr>
<td>NATURAL/NATURAL</td>
<td>1N</td>
<td>1NA</td>
<td>1NG</td>
<td>1NGb</td>
<td>1NGc</td>
<td>1NGd</td>
<td>1NGe</td>
<td>1NGf</td>
<td>1NGg</td>
<td>1NGh</td>
</tr>
<tr>
<td>NATURAL/GOLD/beige</td>
<td>1N</td>
<td>1NA</td>
<td>1NG</td>
<td>1NGb</td>
<td>1NGc</td>
<td>1NGd</td>
<td>1NGe</td>
<td>1NGf</td>
<td>1NGg</td>
<td>1NGh</td>
</tr>
<tr>
<td>NATURAL/GOLD</td>
<td>1N</td>
<td>1NA</td>
<td>1NG</td>
<td>1NGb</td>
<td>1NGc</td>
<td>1NGd</td>
<td>1NGe</td>
<td>1NGf</td>
<td>1NGg</td>
<td>1NGh</td>
</tr>
<tr>
<td>NATURAL/GOLD/copper</td>
<td>1N</td>
<td>1NA</td>
<td>1NG</td>
<td>1NGb</td>
<td>1NGc</td>
<td>1NGd</td>
<td>1NGe</td>
<td>1NGf</td>
<td>1NGg</td>
<td>1NGh</td>
</tr>
<tr>
<td>NATURAL/GOLD</td>
<td>1N</td>
<td>1NA</td>
<td>1NG</td>
<td>1NGb</td>
<td>1NGc</td>
<td>1NGd</td>
<td>1NGe</td>
<td>1NGf</td>
<td>1NGg</td>
<td>1NGh</td>
</tr>
<tr>
<td>NATURAL/BROWN/red</td>
<td>1N</td>
<td>1NA</td>
<td>1NG</td>
<td>1NGb</td>
<td>1NGc</td>
<td>1NGd</td>
<td>1NGe</td>
<td>1NGf</td>
<td>1NGg</td>
<td>1NGh</td>
</tr>
</tbody>
</table>

**NATURAL/ASH**
The NA family provides a perfect combination of coverage and cool tones with balanced cool reflects.

**NATURAL/NATURAL**
The NN family provides superior gray coverage with a soft neutral reflect. The tone is truly balanced with no excess warmth.

**NATURAL/GOLD/beige**
The NGb family provides excellent coverage along with a sophisticated and refined golden-beige reflect.

**NATURAL/GOLD**
The NG family covers gray while providing balanced, radiant golden tones that are rich and warm without being brassy or hollow.

**NATURAL/GOLD/copper**
The NGc family covers gray hair beautifully while providing warm gold tones with hints of copper that give your results a fashion edge while still being balanced and believable.

**NATURAL/BROWN/red**
The NBr family offers excellent gray coverage while providing rich, gem-like cool red brown tones that add a sophisticated edge while still being very wearable.

*Available June 2010: NATURAL/BROWN/Copper and NATURAL/COPPER/Red*
SALON INTRO OFFER

PURCHASE
24 Cover Fusion shades or more

RECEIVE FREE*
A  1 Cover Fusion 8NA
1 Cover Fusion 7Ngb
1 Cover Fusion 7NG
1 Cover Fusion 8NGc
1 Cover Fusion 6NBr
B  1 Cover Fusion Swatch Book ($30.00 value)
C  1 Cover Fusion Apron ($25.00 value)
D  1 Cover Fusion Shade Chart
E  1 Cover Fusion Stylist Service Guide
F  1 Cover Fusion Client Communication Piece
G  1 Cover Fusion Sticker Sheet
H  3 Posters (18" x 24")

*Maximum 1 offer per salon

NEW ON 5TH

STYLIST INTRO OFFER

PURCHASE
12 Cover Fusion shades

RECEIVE FREE
B  1 Cover Fusion Swatch Book ($30.00 value)
D  1 Cover Fusion Shade Chart
E  1 Cover Fusion Stylist Service Guide
F  1 Cover Fusion Client Communication Piece
G  1 Cover Fusion Sticker Sheet
Age-defying services and finishing techniques address the main issues gray-haired clients face. These techniques are featured in the *Cover Fusion* Stylist Service Guide.

### AGE-DEFYING COLOR SERVICES

**Retouch**

- 50% Gray

**Add Density and Fullness**

- 75% Gray

**Add Dimension**

- 90% Gray

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### STYLIST TRIAL KIT

**Purchase**

Stylist Trial Kit at a discount

**Includes**

- A 1 Cover Fusion 8NN
- A 1 Cover Fusion 6NN
- A 1 Cover Fusion SNGb
- A 1 Cover Fusion 8NA
- A 1 Cover Fusion 7NG
- A 1 Cover Fusion 4NBr
- I 1 20 volume Pro-oxide Cream Developer, 8 oz.
- D 1 Cover Fusion Shade Chart
- E 1 Cover Fusion Stylist Service Guide
- F 1 Cover Fusion Client Communication Piece
- G 1 Cover Fusion Sticker Sheet
- J 1 Cover Fusion Mini Swatch Card
REDKEN COLOR ADVANTAGE
HAIRCOLOR REWARDS PROGRAM

LAST MONTH TO QUALIFY FOR FIRST-QUARTER REWARD KITS!

We know that haircolor drives your salon business. That’s why we’ve developed Redken Color Advantage, an exclusive program to reward you for purchasing the Redken Haircolor brands you rely on everyday: Shades EQ, Color Fusion, Cover Fusion and Color Gels.

With every dollar you spend on one of these brands, you’ll be closer to qualifying for one of two different reward kits. The reward kits are grouped into levels, so as your purchases increase, so do your rewards.

Talk to your Redken Sales Consultant or visit Redken.com/ColorAdvantage to find out more!

FIRST-QUARTER REWARD KITS
(JANUARY – MARCH 2010)

<table>
<thead>
<tr>
<th>LEVEL 1 — $275+ VALUE</th>
<th>LEVEL 2 — $150+ VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarterly purchase of $3,000 +</td>
<td>Quarterly purchase of $1,000 - $2,999</td>
</tr>
<tr>
<td>1 Inspiring World of Redken Book</td>
<td>1 Inspiring World of Redken Book</td>
</tr>
<tr>
<td>1 Color Extend Shampoo Liter</td>
<td>1 Color Extend Shampoo Liter</td>
</tr>
<tr>
<td>1 Color Extend Conditioner Liter</td>
<td>1 Color Extend Conditioner Liter</td>
</tr>
<tr>
<td>1 Redken Chemistry Color Extend Trial kit</td>
<td>1 Redken Chemistry Color Extend Trial kit</td>
</tr>
<tr>
<td>1 000 Crystal Clear Shades EQ Liter</td>
<td>1 000 Crystal Clear Shades EQ Liter</td>
</tr>
<tr>
<td>1 Shades EQ Processing Solution Liter</td>
<td>1 Shades EQ Processing Solution Liter</td>
</tr>
<tr>
<td>100 Color Extend Shampoo/Conditioner Duo Packettes</td>
<td>50 Color Extend Shampoo/Conditioner Duo Packettes</td>
</tr>
<tr>
<td>1 Redken Cape</td>
<td>2 Redken Haircolor Decals/Mirror Clings</td>
</tr>
<tr>
<td>5 Redken Haircolor Decals/Mirror Clings</td>
<td>1 Color Extend Stylist Guide</td>
</tr>
<tr>
<td>1 Color Extend Stylist Guide</td>
<td>1 My Business Toolbox Guide</td>
</tr>
<tr>
<td>1 1-year subscription to American Salon magazine — a $33.00 value!</td>
<td>1 Gift Card Pack featuring Redken Education On Demand and My Business Toolbox — a $40 value!</td>
</tr>
<tr>
<td>1 My Business Toolbox Guide</td>
<td></td>
</tr>
<tr>
<td>1 Gift Card Pack featuring Redken Education On Demand, My Business Toolbox and select haircolor swatchbooks — an $80.00 value!</td>
<td></td>
</tr>
</tbody>
</table>
THE INSPIRING WORLD OF REDKEN

The first-quarter Redken Color Advantage kits will feature the The Inspiring World of Redken book, a celebration of 50 years of groundbreaking, personal-based education programs and creativity — without limits! Redken invited eight innovative and inspiring artists from across the globe to come to NYC, share their inspiration and create color and design techniques that epitomize "The inspiring world of Redken."

Use your Redken Color Advantage reward kit to get inspired to create amazing looks for your clients — and grow your business!

EARN BETTER

Talk to your Redken Sales Consultant about developing a customized plan for growing your haircolor business. More haircolor clients lead to higher levels of haircolor purchase, which in turn qualifies you for more valuable Redken Color Advantage reward kits!

Make sure to ask about Redken.com’s My Business Toolbox, a new section that features customizable templates — like postcards, referral cards and much more — you can use to boost business. You can have your materials mailed to your salon or client list, or purchase a list of potential clients in your area.

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

**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
SAFEGUARD SUMMER HAIR

NEW COLOR EXTEND SUN SOLAR SCREEN SPF 12

Get ready for your time in the sun with New Color Extend Sun Solar Screen SPF 12. The multi-function formula guards sun-exposed scalp to help prevent sunburn, peeling and flaking while replenishing sun-stressed hair.

WHY SUN-EXPOSED HAIR AND SCALP NEED PROTECTION...

- The sun can really take its toll on hair and scalp — both color treated and natural haircolor
- UVA/UVB rays can damage the cuticle, causing hair to become dull and prone to frizz and fly-aways
- UV rays can also penetrate the cuticle, leading to color fading on all hair types
- Pool chemicals and sea salts can bind to the hair, intensifying haircolor degradation caused by sun exposure. As a result haircolor can turn brassy, grayish or even green, and hair texture is dry and rough
- Sunburned scalp is often painful and can result in peeling of the scalp skin and the appearance of dandruff-like flakes in the hair
THE COLOR EXTEND SUN COLLECTION

PROTECT
NEW Solar Screen SPF 12 guards haircolor and provides effective protection to sun-exposed scalp.
Sparkling Shield leave-in smoother helps provide water-resistant protection against UVA/UVB rays, chlorine and minerals while creating a sleek, polished finish.

CLEANSE
After-Sun Shampoo gently cleanses and removes minerals, chlorine and salt deposits while helping to repair sun-damaged hair.

REPAIR
After-Sun Mask instantly detangles and revitalizes sun-damaged hair with intense moisture replenishment and repair.

SALON OFFER
Purchase 3 Color Extend Sun client prepacks at a discount

CLIENT OFFER
Purchase a Color Extend Sun client prepack at a discount
PREPACK INCLUDES
A  1 Color Extend Sun After-Sun Shampoo 10.1 oz.
B  1 Color Extend Sun Solar Screen SPF 12 5 oz.

OPEN STOCK

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>SIZE</th>
<th>SALON PRICE</th>
<th>SRP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color Extend Sun After-Sun Shampoo</td>
<td>10.1 oz.</td>
<td>$6.50</td>
<td>$13.00</td>
</tr>
<tr>
<td>Color Extend Sun Solar Screen SPF 12</td>
<td>5 oz.</td>
<td>$8.00</td>
<td>$16.00</td>
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<tr>
<td>Color Extend Sun Sparkling Shield leave-in smoother</td>
<td>5 oz.</td>
<td>$8.00</td>
<td>$16.00</td>
</tr>
<tr>
<td>Color Extend Sun After-Sun Mask</td>
<td>8.5 oz.</td>
<td>$7.50</td>
<td>$15.00</td>
</tr>
</tbody>
</table>

March 2010 Promotions
REDKEN’S BEST
SAVE 50% ON SHAMPOO AND CONDITIONER

Stylists and clients love Redken Haircare! From rave reviews on our Facebook page to awards from top magazines, our shampoos and conditioners are getting noticed for the customized results they provide. This special offer will boost retail sales and introduce clients to the amazing benefits they’ll get with Redken Haircare.

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

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

BONUS!

All Soft and Color Extend Duos include FREE Redken For Men samples clients can pass on to the guy in their life:

• go clean daily care shampoo cleanses and removes build-up for strong, manageable hair.
• maneuver working wax lets you direct, construct and redesign with moldable texture.

To activate this offer, visit redken.com/specialoffers

To activate this offer, visit redken.com/specialoffers
DARE TO TRANSFORM
NEW STYLE CONNECTION

Unleash your creativity. NEW Style Connection is a collection of three surface shifting stylers for truly dramatic texture transformations. With NEW Style Connection, you can create fashion-forward looks with pioneering textures and high-fashion finishes. Don’t miss out on this exclusive launch offer!

SALON OFFER

Purchase 9 NEW Style Connection products (mix and match)

SUGGESTED PRODUCT MIX:
3 Matte Sponge 05 1.7 oz.
3 Velvet Gelatine 07 3.4 oz.
3 Wool Shake 08 5 oz.

RECEIVE FREE* Style Connection Launch Kit

KIT INCLUDES:
A 1 Matte Sponge 05 1.7 oz.**
B 1 Velvet Gelatine 07 3.4 oz.**
C 1 Wool Shake 08 5 oz.**
D 3 Matte Sponge 05 .75 oz. with Sampling Tool***
E 3 Velvet Gelatine 07 1 oz. with Sampling Tool***
F 3 Wool Shake 08 1 oz. with Sampling Tool***
G 1 Style Connection Shelf Talker
H 1 Dare to Transform Technique Guide
I 1 Style Connection Semi-Permanent Glorifier
J 2 Double-Sided Header Cards for Glorifier
K 2 Double-Sided Posters

STYLIST OFFER

NEW Style Connection Trial Kit

KIT INCLUDES:
A 1 Matte Sponge 05 1.7 oz.
B 1 Velvet Gelatine 07 3.4 oz.
C 1 Wool Shake 08 5 oz.
H 1 Dare to Transform Technique Guide

OPEN STOCK

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>SIZE</th>
<th>SALON PRICE</th>
<th>SRP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matte Sponge 05</td>
<td>1.7 oz.</td>
<td>$8.50</td>
<td>$17.00</td>
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<tr>
<td>Velvet Gelatine 07</td>
<td>3.4 oz.</td>
<td>$8.50</td>
<td>$17.00</td>
</tr>
<tr>
<td>Wool Shake 08</td>
<td>5 oz.</td>
<td>$8.50</td>
<td>$17.00</td>
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*While supplies last
**Will be stickered “Stylist Use Only”
***Samples valued at $3.00 each

Visit RedkenEducationOnDemand.com and check out “Stylist Spin” for the latest tips and tricks on NEW Style Connection!
BOOST YOUR BUSINESS WITH REDKEN FOR MEN AND MY BUSINESS TOOLBOX!

Drive new clients into your salon and increase sales of Redken For Men with this valuable promotion! Purchase any 12 Redken For Men products at a 20% discount and log-on to My Business Toolbox to receive a FREE “Boost Your Business” kit with promotional materials valued at approximately $230.

GETTING YOUR FREE KIT FROM REDKEN.COM’S MY BUSINESS TOOLBOX IS SIMPLE:

- Log-on to Redken.com/TRYRFM
- Make sure your salon information is up-to-date
- Upload your salon logo
- Customize your promotional materials and enter code “TRYRFM” at checkout — we’ll print and ship your materials
SALON OFFER

PURCHASE
12 Redken From Men products** at a 20% discount (mix and match)

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>SIZE</th>
<th>SALON PRICE</th>
<th>20% OFF PRICE</th>
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</thead>
<tbody>
<tr>
<td>Mint Clean invigorating shampoo</td>
<td>10 oz.</td>
<td>$5.50</td>
<td>$4.40</td>
</tr>
<tr>
<td>Cool Finish invigorating conditioner</td>
<td>10 oz.</td>
<td>$6.00</td>
<td>$4.80</td>
</tr>
<tr>
<td>Chill Blast daily antidandruff leave-in</td>
<td>6 oz.</td>
<td>$7.00</td>
<td>$5.60</td>
</tr>
<tr>
<td>Mint Rush invigorating hair and body</td>
<td>6.8 oz.</td>
<td>$8.00</td>
<td>$6.40</td>
</tr>
<tr>
<td>Go Clean daily care shampoo</td>
<td>10 oz.</td>
<td>$7.00</td>
<td>$5.60</td>
</tr>
<tr>
<td>Densify texturizing shampoo</td>
<td>10 oz.</td>
<td>$5.50</td>
<td>$4.40</td>
</tr>
<tr>
<td>Finish Up daily weightless conditioner</td>
<td>10 oz.</td>
<td>$5.50</td>
<td>$4.40</td>
</tr>
<tr>
<td>Get Groomed finishing cream</td>
<td>5 oz.</td>
<td>$7.00</td>
<td>$5.60</td>
</tr>
<tr>
<td>Grip Tight holding gel</td>
<td>5 oz.</td>
<td>$7.00</td>
<td>$5.60</td>
</tr>
<tr>
<td>Stand Tough extreme gel</td>
<td>6 oz.</td>
<td>$6.00</td>
<td>$4.80</td>
</tr>
<tr>
<td>Mint Fix Sweat-Resist Gel</td>
<td>5 oz.</td>
<td>$7.00</td>
<td>$5.60</td>
</tr>
<tr>
<td>Polish Up pomade</td>
<td>3.4 oz.</td>
<td>$7.00</td>
<td>$5.60</td>
</tr>
<tr>
<td>Maneuver working wax</td>
<td>3.4 oz.</td>
<td>$6.00</td>
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<tr>
<td>Outplay texture putty</td>
<td>3.4 oz.</td>
<td>$7.00</td>
<td>$5.60</td>
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<tr>
<td>High Rise hard wax</td>
<td>1.7 oz.</td>
<td>$5.50</td>
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<tr>
<td>Disrupt fiber gum</td>
<td>4.6 oz.</td>
<td>$7.00</td>
<td>$5.60</td>
</tr>
<tr>
<td>Mint Shape paste</td>
<td>3.4 oz.</td>
<td>$7.00</td>
<td>$5.60</td>
</tr>
<tr>
<td>Work Hard molding paste</td>
<td>3.4 oz.</td>
<td>$7.00</td>
<td>$5.60</td>
</tr>
<tr>
<td>Hold Still firm spray</td>
<td>7.4 oz.</td>
<td>$8.00</td>
<td>$6.40</td>
</tr>
</tbody>
</table>

RECEIVE FREE
1 "Boost Your Business with Redken For Men" kit — a $230 value!

MY BUSINESS TOOLBOX KIT INCLUDES*

A 1 Redken For Men Poster
B 1 Redken For Men Shelf Talker
C 1 Redken For Men Shelf Sign
D 250 Redken For Men Reward Cards**
E 250 Redken For Men Referral Cards**
F 500 Redken For Men Postcards + direct mailing list with 500 potential new client names!

CLIENT OFFER

Receive a 20% discount on all Redken For Men products****

*Kit must be ordered online
**Materials shown are examples
****Excluding Cleanse bar

BIZTIPS

- Use the free direct mailing list and postcards to drive new male clients into your salon.
- Display the Redken For Men shelf talker, shelf signage and poster to capture clients’ attention in the salon—you can also develop your own salon offer and use shelf signage to promote it!
- Hand out referral cards to current clients to bring in new male business.
- Give reward cards to current male clients to encourage pre-booking and retail purchase.
In 2010, Redken marks an exciting milestone – our 50th anniversary! Over the past five decades, Redken has built its “professional edge” and became a pioneer of products, programs and practices that have created the industry as we know it today. Redken has also touched the hearts of countless salon professionals through its commitment to help them learn better, earn better and live better.

50 YEARS, 50,000 PRIZES!

To celebrate our 50th anniversary, we’ve planned a year of exciting events and promotions. We’ll be giving away...

- 50,000 product samples
- $50,000 worth of Golden Education tickets at The Redken Exchange and the Redken Symposium
- 50,000 Club 5th Avenue points – 10 winners!
- $50,000 worth of scholarships to The Salon Professional Academy/APS, LLC
- And much more — each month will feature a different promotion or giveaway!

Visit Redken.com/50 to join Redken’s celebration of 50 years inspiring the professional edge, and discover how you can learn better, earn better and live better!
WIN A TRIP TO THE 2011 REDKEN SYMPOSIUM!

Get ready to be inspired! This month, we’re giving away 10 Golden Education Tickets to the 2011 Redken Symposium, including:

• Roundtrip airfare
• Hotel accommodations
• VIP seating at the Grand Opening
• VIP pass to the cocktail party featuring our musical performer

Each trip is valued at $2,000 — visit Redken.com/50 today for your chance to win! Entry period March 1-31.

ABOUT THE REDKEN SYMPOSIUM

Date: January 16-18, 2011
Location: Las Vegas, NV

This high energy program brings together more than 10,000 salon professionals, who gather to learn, network and get inspired by top educators and stylists from around the world. Featuring specialized sessions in color, design, finishing and business-building, the Redken Symposium teaches salon professionals to take their skills—and their earning potential—to the highest level.
**INVEST IN YOUR EDUCATION!**

Advancing your education is always a smart business decision. At The Redken Exchange, our state-of-the-art facility located in the heart of NYC, you’ll learn the latest techniques in color, design, trends and business from our award-winning facilitators. It’s your first step toward learning better, earning better and living better!

To make it easier for you to attend classes at The Redken Exchange, Redken is now offering a tuition payment plan that allows you to break down your education expenses into easy-to-manage installments.

- A $200 deposit secures your seat
- The payment plan is interest-free
- You can pay by mail or phone
- Plans range from 3-12 months and can be customized to meet your needs

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### REDKEN EXCHANGE SESSION CALENDAR

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

#### COLOR SESSIONS

<table>
<thead>
<tr>
<th>Color and Know Why</th>
<th>$900</th>
<th>April 12-15, May 10-13, June 14-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coloring Out of Your Mind</td>
<td>$900</td>
<td>April 19-21, June 21-23</td>
</tr>
<tr>
<td>Mixing It Up... Formulaion</td>
<td>$900</td>
<td>May 24-26</td>
</tr>
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#### DESIGN SESSIONS

<table>
<thead>
<tr>
<th>Cut and Know Why</th>
<th>$900</th>
<th>April 12-15, May 10-13, June 14-17</th>
</tr>
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<tbody>
<tr>
<td>Cutting Over the Top</td>
<td>$900</td>
<td>April 19-21, June 21-23</td>
</tr>
<tr>
<td>Cutting With Sam + Chris</td>
<td>$1100</td>
<td>May 3 &amp; 4</td>
</tr>
<tr>
<td>Designing... Behind the Chair</td>
<td>$900</td>
<td>May 24-26</td>
</tr>
<tr>
<td>Diagnostic Design</td>
<td>$800</td>
<td>June 7 &amp; 8</td>
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</table>

#### COMBO SESSIONS

<table>
<thead>
<tr>
<th>Everything's Included</th>
<th>$950</th>
<th>April 26-28</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everything's Included 2</td>
<td>$950</td>
<td>April 5-7, May 3-5, June 28-30</td>
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#### SPECIALTY SESSIONS

<table>
<thead>
<tr>
<th>Best Blondes</th>
<th>$800</th>
<th>July 19-21, October 4-6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color 911</td>
<td>$800</td>
<td>June 7 &amp; 8</td>
</tr>
<tr>
<td>Color 911, the Next Dimension</td>
<td>$800</td>
<td>November 1 &amp; 2</td>
</tr>
<tr>
<td>Dressing the Bride</td>
<td>$1100</td>
<td>October 4-6</td>
</tr>
<tr>
<td>Finish and Know Why</td>
<td>$900</td>
<td>July 26-28</td>
</tr>
<tr>
<td>Full on Curls</td>
<td>$800</td>
<td>April 26-28</td>
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<tr>
<td>Gender Neutral</td>
<td>$800</td>
<td>July 26-28</td>
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<tr>
<td>Gray Matters</td>
<td>$800</td>
<td>May 17-19</td>
</tr>
<tr>
<td>Just Cut the Darn Thing</td>
<td>$900</td>
<td>August 23 &amp; 24</td>
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<tr>
<td>Platform Artistry</td>
<td>$1250</td>
<td>May 17-19</td>
</tr>
<tr>
<td>Red Retention</td>
<td>$800</td>
<td>August 23-25</td>
</tr>
<tr>
<td>Session Skills and Photo with Noah Hatton</td>
<td>$1650</td>
<td>September 20-22</td>
</tr>
<tr>
<td>The Science of Color</td>
<td>$800</td>
<td>August 2 &amp; 3</td>
</tr>
<tr>
<td>Total Design and Color Immersion</td>
<td>$1000</td>
<td>September 20-23</td>
</tr>
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GET CONNECTED!

INTRODUCING “THE BREAK ROOM” AT REDKEN.COM

Now, you can interact with fellow salon professionals, share inspiring looks you’ve created, keep up-to-date on the latest education events, and much more! The Break Room is an interactive new section on Redken.com dedicated exclusively to helping stylists connect, learn and grow. Think of it as Facebook for salon professionals!

THE BREAK ROOM FEATURES:

- Exclusive member profiles
- Social news feed to help you keep up-to-date on the latest salon happenings
- Status updates so you can share thoughts and accomplishments with others
- Discussion Boards that allow users to collaborate in public and private groups
- Job postings
- Business and personal finance content to help you earn better
- Calendar of upcoming events such as trade shows and classes at The Redken Exchange
- “Share your style” feature that allows users to share the looks they’ve created, including step-by-step instructions, images and video

Visit Redken.com’s professional site to learn more.