NEW TIME RESET
HELP YOUR CLIENTS TURN BACK THE CLOCK

REDKEN FOR MEN FATHER’S DAY FREE GIFT
BOOST BUSINESS WITH REDKEN’S ART OF CONSULTATION

NEW ON
MAY 2010
PROMOTIONS

50 YEARS INSPIRING THE PROFESSIONAL EDGE
GET INSPIRED. BE PART OF IT. REDKEN.COM

5TH AVENUE NYC
NEW TIME RESET
RECAPTURE YOUTHFUL HAIR

HELP YOUR CLIENTS TURN BACK THE CLOCK...

Redken knows that time can take its toll on hair. The introduction of the New Time Reset At-Home Regimen and Time Reset Salon Service, with patented Intra-Cylane® technology, gives you the most advanced, groundbreaking tools to help clients reverse years of damage and combat 5 of the 6 signs* of aging hair:

1. Change in Texture
2. Diminished Density
3. Increased Dryness
4. Surface Dullness
5. Fragility/Breakage

VITAL 5 COMPLEX

<table>
<thead>
<tr>
<th>INTRA-CYLANE®</th>
<th>EVENS POROSITY &amp; REBUILDS STRUCTURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEPTIDES &amp; CERAMIDE</td>
<td>REPAIR &amp; RESURFACE</td>
</tr>
<tr>
<td>GREEN TEA</td>
<td>NEUTRALIZES FREE RADICALS</td>
</tr>
<tr>
<td>CAMELLIA OIL</td>
<td>SOFTENS &amp; REPLENISHES</td>
</tr>
<tr>
<td>CATIONIC UV FILTER</td>
<td>HELPS PREVENT PREMATURE AGING</td>
</tr>
</tbody>
</table>

EXCLUSIVE INTERBOND CONDITIONING SYSTEM

*Excludes gray hair

This month, we’re continuing our celebration of “50 years inspiring the professional edge.” For the past five decades, Redken has brought you scientifically advanced products and exclusive salon treatments, plus advanced education and effective business-building tools — all with the goal of helping your salon experience business success!

As always, we’re dedicated to leading the industry with groundbreaking technology and innovative products. In May, we’re especially excited to introduce NEW Time Reset with Intra-Cylane®, designed to meet the growing demand for anti-aging treatments. With this new haircare collection comes the opportunity to attract new clients and grow your business!

And of course, our celebration wouldn’t be complete without giving something back to you, the salon professional. Turn to page 17 to discover the exciting prizes and promotions we have planned for the rest of the year!

Very truly yours,

Karen Fuss-Zipp
Vice President, General Manager
Redken 5th Avenue NYC
HAIR AGES IN 2 WAYS:

Redken research has identified 2 main types of aging on the hair: chronological aging, which is caused primarily by external factors, and hormonal aging, which is caused by the progressive loss of hormonal activity over time.

1. CHRONOLOGICAL AGING
   Chronological aging is reflective of the age of the hair. Where new growth near the scalp may only be a few months old, the ends of hair are usually much older and therefore, have endured additional years of mechanical, chemical and environmental exposure. The combined effects of these external factors often leaves hair dry, sensitized and/or porous.

2. HORMONAL AGING
   Hormonal aging is the result of the physiological changes that women experience as they grow older. This ultimately leads to slowed scalp activity and a decline in melanin, which can leave hair dull, lifeless and extremely difficult to manage.

GROWING DEMAND FOR ANTI-AGING PRODUCTS & SERVICES

› 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 products and services

› NUMBER OF NON-INVASIVE COSMETIC PROCEDURES in the US has risen by an estimated 69% since the year 2000

THERE IS A GROWING NUMBER OF CLIENTS WHO WANT TO REVERSE THE SIGNS OF AGING HAIR. ARE YOU REACHING OUT TO THEM YET?

* 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.

Redken Chemistry Time Reset Filler Shot Phase contains a 10% dose of Intra-Cylane® which improves manageability, resilience and brilliance for younger, healthier hair from the inside out. Time Reset At-Home Porosity Filler treatments with 5% Intra-Cylane® extend the age-correcting benefits of the Time Reset Salon Service between appointments.

**RETAIL**

**Cleanse**

**Time Reset Shampoo** gently cleanses to remove impurities while resurfacing and nourishing with lipids to help revitalize porous, age-weakened hair.

**Condition**

**Time Reset Conditioner** provides easy detangling while strengthening and nourishing for increased resilience, renewed manageability and youthful shine.

Treat

**Time Reset Youth Revitalizer** replenishing deep treatment helps renew hair’s suppleness and restore its natural defenses to help porous, age-weakened strands combat the signs of aging.

**Time Reset Corrective Defense** protective softening lotion delivers a powerful combination of green tea extract, a potent antioxidant, and a cationic UV filter to support hair’s natural defenses and help prevent future damage.

**PATENTED INTRA-CYLANE®**

**WHAT IT IS:** Patented Intra-Cylane® is the result of 10 years of dedicated scientific research on a unique silicone molecule. Activated by water, it transforms from liquid to solid to create an internal fibrous network that reinforces each strand from the inside out.

**Cover Model’s Haircolor:**

**NATURAL LEVEL:** 6, 50% gray  
**BASE:** 2 oz. (60 ml) 7NGb Cover Fusion + 2 oz. (60 ml) 20 volume Pro-oxide Cream Developer  
**HIGHLIGHT:** 2 scoops (22 g) Up to 7 De-dusted Lightener + 2 oz. (60 ml) 20 volume Pro-oxide Cream Developer  
**GLAZE:** 2 oz. (60 ml) 09GB Butter Cream Shades EQ + 2 oz. (60 ml) Shades EQ Processing Solution
HELP YOUR CLIENTS RECAPTURE YOUTHFUL HAIR IN THE SALON

Recommend the **Time Reset Salon Service** to clients who are experiencing any combination of the visible signs of chronological and hormonal aging. Results last up to 10 shampoos!

**SERVICE TECHNIQUE**

**STEP 1**
Analyze the condition of the client’s hair. If the hair demonstrates the effects of chronological and/or hormonal aging—dryness, fragility, lack of density—it requires the **Time Reset Salon Service**.

**STEP 2**
Cleanse with **Time Reset Shampoo**. Apply to wet hair, massage into a lather, and rinse.

**STEP 3**
Apply **Redken Chemistry Time Reset Filler Shot Phase** directly on the lengths of the hair from the bottle.* Do not apply on scalp. Comb through to distribute evenly. Leave on for 1-2 minutes. Do not rinse.

**STEP 4**
Spray appropriate **Redken Chemistry Shot Phix pHix pHase** sealer directly on the hair. Work through. Rinse.

**STEP 5**
Apply **Time Reset Youth Revitalizer replenishing deep treatment**. Comb through to distribute evenly. Leave on for 5-15 minutes, depending on the condition of the hair. Rinse thoroughly.

**STEP 6**
For added conditioning and protection against age-accelerating aggressors, apply **Time Reset Corrective Defense protective softening lotion**. Comb through and leave in. Blow-dry and style as usual.

**STEP 7**
For optimal results, up-sell the service and give the client a set of the **Time Reset At-Home Porosity Filler** treatments to extend the benefits until their next salon visit. Explain the proper use of the treatment. Remember, follow each treatment with the application of the **Time Reset Youth Revitalizer replenishing deep treatment** for maximum results!

*Do not hand-apply. Due to the unique water-activated technology, the formula must be applied directly to the hair for optimal performance and maximum results.

HELP CLIENTS CONTINUE THE CARE AT HOME

**Time Reset At-Home Porosity Filler** is an exclusive treatment that helps extend the benefits of the **Time Reset Salon Service**. Formulated with 5% **Intra-Cylane**, it helps keep hair looking younger longer. Before clients leave the salon, educate them on the proper application and use of this product:

- **At-Home Porosity Filler** should be used once a week for 4 weeks.
- Apply the entire contents of the **At-Home Porosity Filler** tube directly onto the hair. Avoid applying on the scalp and do not hand-apply. Unique water-activated formula must be applied directly to hair.
- Comb through to distribute the product evenly. Leave on for 2 minutes. Rinse thoroughly.
- Follow with **Time Reset Youth Revitalizer replenishing deep treatment**. Leave on 5-15 minutes and rinse.
- For optimal age-fighting results, use with the **Time Reset At-Home Regimen**.
**SALON OFFER**

**PURCHASE**
- 12 NEW Time Reset Client Kits including:
  - 1 Shampoo 10.1 oz.
  - 1 Conditioner 8.5 oz.
  - 1 Youth Revitalizer 1 oz.
  - 4 At-Home Porosity Fillers
  - 1 Client Brochure

**RECEIVE FREE**
- 1 NEW Time Reset Salon Kit including:
  - 1 Shampoo Liter (not shown)
  - 1 Conditioner Liter (not shown)
  - 1 Youth Revitalizer 8.5 oz.
  - 1 Redken Chemistry Time Reset Filler Shot Phase 7.6 oz.
  - 1 Redken Chemistry Shot Phix 3.5 pHix pHase sealer 8.5 oz.
  - 50 Trio Packettes (Shampoo, Conditioner & Youth Revitalizer)
  - 1 Semi-Permanent Acrylic Glorifier
  - 1 Stylist Brochure
  - 50 Consumer Brochures
  - 1 Easel with Brochure Holder
  - 4 Mirror Clings
  - 1 Shelf Talker
  - 1 Salon Service Poster with business tips, featured in American Salon

**TIME RESET MATERIALS**

1 Youth Revitalizer 8.5 oz.  
1 Filler Shot 7.6 oz.  
1 Redken Chemistry Shot Phix 3.5 pHix pHase sealer 8.5 oz.  
50 Trio Packettes  
1 Semi-Permanent Acrylic Glorifier

1 Stylist Brochure  
50 Consumer Brochures &  
1 Easel with Brochure Holder  
4 Mirror Clings  
1 Shelf Talker  
1 Salon Service Poster with business tips, featured in American Salon

**PROMOTION SUPPORT CHECKLIST**

- Visit RedkenEducationOnDemand.com for in-depth information on NEW Time Reset!
- Log-on to Redken.com’s Professional Site and activate the client offer on your Salon Finder listing to let clients know your salon is featuring this exciting collection!
**STYLIST OFFER**

**PURCHASE**
1 NEW Time Reset Stylist Trial Kit at a discount

**KIT INCLUDES**
1 Shampoo 10.1 oz.
1 Youth Revitalizer 8.5 oz.
1 Redken Chemistry Time Reset Filler Shot Phase 7.6 oz.
1 Redken Chemistry Shot Phix 3.5 pHix pHase sealer 8.5 oz.
1 Stylist Brochure

**CLIENT OFFER**

**PURCHASE**
1 NEW Time Reset Client Kit at a discount

**OPEN STOCK**

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>SIZE</th>
<th>SALON PRICE</th>
<th>SRP</th>
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<tbody>
<tr>
<td>Time Reset Shampoo</td>
<td>1.7 oz.</td>
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<tr>
<td>Time Reset Shampoo</td>
<td>10.1 oz.</td>
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</tr>
<tr>
<td>Time Reset Shampoo</td>
<td>Liter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time Reset Conditioner</td>
<td>1 oz.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time Reset Conditioner</td>
<td>8.5 oz.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time Reset Conditioner</td>
<td>Liter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time Reset Youth Revitalizer</td>
<td>1 oz.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time Reset Youth Revitalizer</td>
<td>8.5 oz.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time Reset Corrective Defense</td>
<td>1 oz.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time Reset Corrective Defense</td>
<td>3.2 oz.</td>
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</tr>
<tr>
<td>Time Reset Filler Shot Phase</td>
<td>7.6 oz.</td>
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</tr>
<tr>
<td>Time Reset At-Home Porosity Filler Kit</td>
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<td></td>
</tr>
<tr>
<td>Time Reset Client Kit</td>
<td>n/a</td>
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<td></td>
</tr>
</tbody>
</table>

*At-Home Porosity Filler Kit price should be incorporated into cost of service*
Every year, top fashion designers turn to Redken for help creating the amazing hairstyles seen on the runways at New York Fashion Week and around the world. With the expertise and vision of Redken Creative Consultant Guido, the latest hair trends take shape and set the tone for a season of innovative looks. This season’s inspiring new Urban Romance hairstyle collection brings you six runway styles created by Guido. It’s easy to use the latest trends to build your business—everything you need is included in your Fashion Week Kit!

### SALON OFFER

**PURCHASE**

12 Redken Styling products*

**RECEIVE FREE**

Urban Romance Fashion Week Kit

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*Excluding Hardwear 16

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**APPROXIMATE SALON PRICE**

** Exact price depends on products purchased

### URBAN ROMANCE FASHION WEEK KIT INCLUDES:

| 1 Urban Romance Look Book | 1 Urban Romance Technique Guide including 5 wearable looks for everyday | 4 Client Sampling Kits:  
BLOWN AWAY 09 825 oz.  
QUICK DRY 18 2 oz.  
4 Client Sampling Kits:  
GUTS 10 2 oz.  
FORCEFUL 23 2 oz.  
1 Spring/Summer 2010 Front Row DVD |
|--------------------------|--------------------------------------------------|--------------------------------------------------------------------------------|

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**ADDITIONAL EDUCATION SUPPORT:**

1 “Stylist’s Guide to Fashion Week” Brochure  
2 Double-Sided Posters (18" x 24")  
20 Retail Client Brochures  
1 2010 Retail Product Guide

While supplies last

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*Source: Redken*
STOCK YOUR STATION & SAVE!

Empower stylists to create amazing looks—and increase retail sales—with these two exclusive offers from Redken Styling!

**SALON OFFER #1:**
**SAVE 25% ON SELECT BACKBAR SIZES**
Use Redken Styling and Redken For Men products to give your clients the latest hairstyles from the runways of New York Fashion Week, and don’t forget to let clients know which product you’re using to encourage retail purchase.

**CHOOSE FROM** | **SALON PRICE** | **SALON VALUE**
--- | --- | ---
Glass 01 4 oz. |  |  
Thickening Lotion 06 ½ Liter |  |  
Blown Away 09 ½ Liter |  |  
Hardwear 16 ½ Liter |  |  
Hot Sets 22 ½ Liter |  |  
Redken For Men Grip Tight ½ Liter |  |  

**SALON OFFER #2:**
**FREE “STYLIST USE ONLY” PRODUCTS WITH PURCHASE**
Purchase three of the same retail products and receive an additional “Stylist Use Only” size for FREE—a 25% Savings!

**CHOOSE FROM** | **SALON PRICE** | **SALON VALUE**
--- | --- | ---
Outshine 01 3.4 oz. |  |  
Rewind 06 5 oz. |  |  
Guts 10 10.58 oz. |  |  
Rough Paste 12 2.5 oz |  |  
Forceful 23 11 oz. |  |  

**DID YOU KNOW?**
Refilling retail-size stylist station products from reduced-price ½ liters results in significant savings! Let’s do the math:
› A ½ liter bottle of *Thickening Lotion 06* at 25% off ($9.00) costs about $.53 per oz.
› A 5 oz. bottle of *Thickening Lotion 06* at regular salon cost ($6.50) is $1.40 per oz.
› A 5 oz. bottle of *Thickening Lotion 06* that’s been refilled using the reduced price ½ liter now costs $2.67—a savings of 59%!

**BIZ BOOSTERS**
› Teach your clients how to recreate their look at home by recommending Redken Styling products used at the stylist station. Explain what you are using, and how they can use the product for best results.
› Recommend a styling regimen for your client’s specific hair type.
› Close the sale. At the end of the visit ask the client if they are interested in taking home products that were used during their service.
› Highlight current promotions in your salon when discussing retail with the client.
› If clients seem interested but are hesitant to purchase a full size product, offer them a sample or suggest they purchase a mini as a trial size.
› Create a pleasant shopping experience for clients. Merchandise Redken Styling by end result so clients can easily identify which products they need. Use Redken planograms as a reference.
**CELEBRATE FATHER’S DAY WITH REDKEN FOR MEN!**

It’s the perfect gift for the stylish man! This client prepack includes two of Redken For Men’s most popular grooming essentials — go clean daily care shampoo and work hard molding paste — plus a FREE limited edition corkscrew valued at $20!

<table>
<thead>
<tr>
<th>PREPACK INCLUDES</th>
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</thead>
<tbody>
<tr>
<td>1 go clean daily care shampoo 10.1 oz.</td>
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</tbody>
</table>

**CLIENT PRICE**

**SALON PRICE**

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**PROMOTION SUPPORT CHECKLIST**

- For expert tips on using Redken For Men products, visit Redken.com/RFMstyles or watch FREE product knowledge videos at RedkenEducationOnDemand.com.
- Log-on to Redken.com’s Professional Site and activate this offer on your Salon Finder listing to let clients know your salon is featuring this exciting gift set.
NEW CLEAN SPICE 2-IN-1 CONDITIONING SHAMPOO

Warm-up to an aromatic blend of cedar wood and ginger from Redken For Men. Nourishing essential wood oils moisturize and control even the most hard-to-manage hair while revitalizing the scalp and warming the senses. Hair is stronger, smoother and polished. The convenience of a 2-in-1 formula will appeal to the fast-paced lifestyles of today’s men.

FORMULATED WITH:

PROTEIN = STRENGTHENS
ESSENTIAL WOOD OILS = NOURISH & CONTROL
AROMATIC SPICES = STIMULATE THE SENSES

Introducing our NEW Redken For Men Consultant, Jenny Balding!

Have questions about styling techniques and haircare tips for male clients? Connect with Jenny! Send her your questions through the Ask the Experts page on Redken.com.

And don’t forget – become a fan on Facebook to find out more tips, tricks and exciting updates.

“clean spice 2-in-1 conditioning shampoo cleanses and provides lightweight conditioning in one quick, easy step – and it’s ideal for all hair types. Plus the warm, rich aroma is amazing!”

– Jenny Balding

CLEAN SPICE SALON OFFER*

<table>
<thead>
<tr>
<th>PURCHASE</th>
<th>RECEIVE FREE</th>
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<tbody>
<tr>
<td>5 clean spice 2-in-1 conditioning shampoo 10 oz.</td>
<td>1 clean spice 2-in-1 conditioning shampoo liter with pump</td>
</tr>
</tbody>
</table>

*While supplies last.
**Salon value includes liter and pump.
GROW YOUR BUSINESS WITH REDKEN’S ART OF CONSULTATION KIT!

During this challenging business climate, we see clients increasing the time between their salon appointments, being more sensitive to price, and looking for increased value from their beauty dollar. Now, more than ever, Redken is committed to helping you overcome these challenges. The Redken Art of Consultation Kit helps you create a point of difference for yourself and your salon – so you can grow your business and your profits!

WHY CONSULTATION IS SO IMPORTANT

Offering a comprehensive consultation ensures your clients get the service they deserve each and every time they visit your salon.

HOW IT BENEFITS YOU

› Increased client satisfaction
› Increased rebooking
› More clients in the salon
› More referrals
› Revenue boost
› Increased retail sales

THE REDKEN ART OF CONSULTATION SYSTEM IS BASED ON 4 EASY STEPS:

1. ANALYSIS: Consultation starts with a Lifestyle and Physical Analysis. Conduct your consultation using the Customized Client Profiler and interactive tools provided.

2. CUSTOM HAIR PLAN: Present and agree on a Custom Hair Plan with your client for today and future visits. Make sure to discuss:
   › Services
   › Time Commitment
   › Cost
   › Maintenance
   › Next Steps

3. SERVICE: Perform Prep, Technical and Post Services

4. CONTINUED CARE: Review the results of today’s services and discuss:
   › Recap your Custom Hair Plan for your client to include next services and at-home maintenance
   › Re-book next visit(s)

The consultation process doesn’t end with one visit. Make sure you Re-consult with your clients as this will ensure their loyalty and satisfaction.
WHAT'S IN YOUR ART OF CONSULTATION KIT?

Art of Consultation Manual:
Your ultimate consultation resource with information, tips and real-life salon scenarios.

Art of Consultation Implementation Guide:
Contains suggestions and a checklist on how to implement the Redken Art of Consultation system.

2010 Haircolor and Texture Guide:
A complete overview of all Redken’s Haircolor and Texture brands, plus formula ideas, shade charts and more.

2010 Retail Product Guide:
Comprehensive guide to all of Redken’s retail and backbar products.

Customized Client Profiler:
Interactive tool for recording client information, including the Custom Hair Plan tear-off sheet to give to clients at the end of their visit.

Professional Treatments Tool:
Used with the client to diagnose the perfect in-salon treatment and take-home regimen.

Face Shape Indicator:
Helps you identify the client’s face shape to determine the best design, style, and color placement to enhance their features.

Level and Percentage of Gray Finder:
Helps you identify the client’s percentage of gray and starting level.

Skin Tone Cards:
Use to determine if the client’s skin tone is warm or cool, which will help you when formulating haircolor.

Style Portfolio:
Personalize this portfolio with examples of cuts and haircolors you like from magazines as well as the latest celebrity styles.

ART OF CONSULTATION RESOURCES

Redken provides the marketing, communication and educational resources to help give your consultations and services the professional edge:

› Customized Client Profilers: These should be ready at the front desk for when clients call. To print these out, visit Redken.com/clientprofile or simply email the questionnaire to your client before their appointment. Once they complete email the questionnaire to your clients before their appointment. Once they complete and submit, their lifestyle responses will be saved right to your Redken.com account.
› Redken Education on Demand: 4 NEW FREE VIDEOS featuring the Art of Consultation and specific steps on how to implement it in your salon are available on RedkenEducationOnDemand.com.
› Phone consultation scripts: Make sure the front desk team is comfortable and well-trained to handle phone consultations. See the cards in the Implementation Guide.

SPEAK TO YOUR REDKEN SALES CONSULTANT TODAY TO FIND OUT HOW YOU CAN RECEIVE THIS VALUABLE BUSINESS-BUILDING KIT!
REDKEN
COLOR ADVANTAGE
HAIRCOLOR REWARDS PROGRAM

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 tiers, so as your purchases increase, so do your rewards.

The second-quarter Redken Color Advantage kits will feature an exclusive Business-Building Guide with quick, easy, cost-effective ways you can increase profits, including:

- Techniques for a NEW Flash Highlights service that lets you offer clients maximum results for minimum cost
- Efficiency tips from Redken Experts
- Success stories from Redken Artists

Use this kit to get inspired and grow your business!

SECOND-QUARTER REWARD KITS
(APRIL - JUNE 2010)

<table>
<thead>
<tr>
<th>KIT 1</th>
<th>$300+ VALUE*</th>
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<tbody>
<tr>
<td>$3,000+ haircolor purchases</td>
<td></td>
</tr>
<tr>
<td>1 Business-Building Guide featuring NEW Flash Highlights</td>
<td></td>
</tr>
<tr>
<td>100 Flash Highlights Consumer Menus</td>
<td></td>
</tr>
<tr>
<td>2 Flash Highlights Posters</td>
<td></td>
</tr>
<tr>
<td>3 Durasilk All Purpose Aprons</td>
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</tr>
<tr>
<td>1 Blonde Glam Shampoo Liter</td>
<td></td>
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<tr>
<td>1 Blonde Glam Conditioner Liter</td>
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<tr>
<td>1 Blonde Icing Power Lift (Ammonia Formula)</td>
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<tr>
<td>1 30 Volume Blonde Icing Developer Liter</td>
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<tr>
<td>1 000 Crystal Clear Shades EQ Liter</td>
<td></td>
</tr>
<tr>
<td>1 Shades EQ Processing Solution Liter</td>
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<tr>
<td>100 Blonde Glam Shampoo/Conditioner Duo Packettes</td>
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<tr>
<td>1 Redken Timer</td>
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<tr>
<td>1 Blonde Icing Scoop</td>
<td></td>
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<tr>
<td>1 Redken Education On Demand Gift Card – a $29.95 value!</td>
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<tr>
<td>1 My Business Toolbox Gift Card – a $35 value!</td>
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<tr>
<td><strong>BONUS</strong> education DVD featuring Redken Haircolor Consultant David Stanko – a $125 value!</td>
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<table>
<thead>
<tr>
<th>KIT 2</th>
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<tbody>
<tr>
<td>$1,000 - $2,999 haircolor purchases</td>
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<tr>
<td>1 Business-Building Guide featuring NEW Flash Highlights</td>
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</tr>
<tr>
<td>50 Flash Highlights Consumer Menus</td>
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</tbody>
</table>

*not including bonus DVD

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 online resource center you can use to boost business.

NOTE: Haircolor purchases will be tracked quarterly by your Redken Distributor. Kits will be sent out in the month following the close of a quarter. Second quarter kits will begin to arrive in salons in July 2010. For full details, visit Redken.com/ColorAdvantage.
GIVE YOUR CLIENTS SPRING/SUMMER 2010’S HOTTEST HAIRCOLOR LOOKS!

Celebrity colorist Tracey Cunningham is one of the most sought-after colorists in the business and has a client list that’s packed with A-listers. As Redken’s Creative Consultant for Color, she zeros in on the season’s hottest haircolor trends and helps you create those looks for your clients.

“This season, my blonde, brunette and redhead clients want haircolor that complements the vibrant fashions that were seen on the runways,” says Tracey. “They want a look that’s rich and full of dimension.”

You can use Redken’s Electric Avenue haircolor collection featuring Color Fusion and Shades EQ to create amazing looks for your clients – read below for ideas from Tracey, then visit Redken.com’s Professional Site to learn the formulas!

BRUNETTES
“Brunette clients want to brighten their locks for a vibrant shade, with baby-fine to medium butterscotch highlights, similar to Jessica Biel.”

REDHEADS
“Redheads will be fierce, playful and eye-catching in deep strawberry shades with lots of oomph! I colored Ali Larter from a blonde to a redhead –very glamorous.”

BLONDES
“My blonde clients love summer and this season they’ll look for a warmer base with lowlights underneath – it tones down the blonde and creates a beachy, sun-kissed look. Think Nicole Richie.”

SPECIAL OFFER!
$25 OFF ANY MY BUSINESS TOOLBOX ORDER
PLUS THE CHANCE TO RECEIVE $150 OF FREE BACKBAR PRODUCT

For a limited time, log-on to Redken.com/MyBusinessToolbox and receive $25 toward any My Business Toolbox purchase when you enter coupon code FIRST50

As a special bonus, the first 50 people to redeem the coupon will receive a $150 backbar credit good for:

› Redken Haircare backbar sizes
› Redken Chemistry products
› Select Redken Haircolor products including Shades EQ, Color Fusion, Cover Fusion, Color Gels and their corresponding developers

Don’t wait, log-on to Redken.com/MyBusinessToolbox to redeem your $25 credit today!

MY BUSINESS TOOLBOX
GAIN CLIENTS, BOOST PROFITS

Available exclusively at Redken.com, My Business Toolbox is an online resource center that helps you continuously promote your salon’s products and services with customized, Redken branded templates that are affordable and easy to use!
COLOR SESSIONS

Color and Know Why
Jun 14-17, Jul 12-15, Aug 9-12, Sept 13-16, Oct 11-14, Nov 8-11

Coloring Out of Your Mind
Jun 21-23, Aug 16-18, Oct 18-20, Nov 15-17

Mixing It Up... Formulation
Aug 30-Sept 1, Nov 29-Dec 1

DESIGN SESSIONS

Cut and Know Why
Jun 14-17, Jul 12-15, Aug 9-12, Sept 13-16, Oct 14-16, Nov 8-11,

Cutting Over the Top
Jun 21-13, Aug 16-18, Oct 18-20, Nov 15-17

Cutting With Sam + Chris
Dec 6-7

Designing... Behind the Chair
Aug 30-Sept 1, Nov 29-Dec 1

Diagnostic Design
Jun 7 & 8, Nov 1-2

COMBO SESSIONS

Everything’s Included
Jul 19-21, Sept 27-29, Oct 25-27

Everything’s Included 2
Apr 5-7, May 3-5, Jun 28-30, Aug 2-4, Oct 25-27, Dec 6-8

SPECIALTY SESSIONS

Best Blondes
Jul 19-21, Oct 4-6

Color 911
June 7-8

Color 911, The Next Dimension
November 1-2

Finish and Know Why
July 26-28

Full on Curls
Apr 26-28

Gender Neutral
July 26-28

Gray Matters
May 17-19

Just Cut the Dam Thing
August 23-24

Platform Artistry
May 17-19

Red Retention
August 23 & 25

Session Skills and Photo
September 20-22

The Science of Color
August 2-3

Total Design and Color Immersion
September 20-23

FEATURED CLASS

› COLORING OUT OF YOUR MIND


Dare to be different! This advanced color session challenges you to use your vision and imagination in creative color placement for subtle to dramatic results. With NYC as your backdrop, you’ll be inspired by both the catwalk and the sidewalk. Bring your strong color background and foil-ability plus the desire to see things differently, and get ready to color out of your mind!

› CUTTING OVER THE TOP!


Free your creative spirit, imagine unconventional designs, and create the shapes that you’ve been dreaming of! You will discover the “ingredients” of creativity, how to manipulate your tools in new ways, and solve challenges through team building exercises. We invite you to explore conceptual hair design and expand your creative potential by cutting over the top!
CELEBRATING 50 YEARS OF SALON LEADERSHIP

50 YEARS, 50,000 PRIZES!
To celebrate our 50th anniversary, we’ve planned a year of exciting events and promotions.

WATCH FOR THESE UPCOMING GIVEAWAYS THROUGHOUT 2010!

May • FREE Time Reset
June • FREE Redken Education On Demand video rentals
July • FREE Redken For Men Color Camo Trial Kits
August • FREE In-Salon “Inspiring World of Redken” Class
September • FREE My Business Toolbox Gift Cards
October • FREE Product
November • FREE Salon Lunch with Ann Mincey
December • FREE Product

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!
# UPCOMING REDKEN PROMOTIONS

<table>
<thead>
<tr>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RETAIL PROMOTIONS</strong></td>
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<td>Get ready to turn back time with <strong>NEW Time Reset</strong> – corrective care for porous, age-weakened hair. This new backbar-to-retail launch helps you gain the valuable baby-boomer market!</td>
<td>Look for two new texture products from Redken Styling: <strong>NEW Wax Blast 10</strong> high impact finishing spray-wax and <strong>NEW Structure Wax 17</strong> classic styling wax. Sampling is one of the most effective ways to grow your retail business. Stock up on Redken Haircare and Redken For Men samples with this sampling promotion.</td>
<td>Get ready for back-to-school sales with Redken Styling and Redken For Men prepacks.</td>
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<td>Capitalize on <strong>Father’s Day</strong> sales with a high-value prepack from Redken For Men.</td>
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<td><strong>SERVICE/BACKBAR PROMOTIONS</strong></td>
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<td><strong>NEW Time Reset Salon Service.</strong> This exclusive age-defying treatment improves manageability, resilience and brilliance for younger, healthier looking hair that last up to 10 shampoos! Stock up on products for your stylist station and save! If you qualified for the Redken Color Advantage first-quarter reward kit, make sure to review the contents of the kit and use the promotional ideas to boost business!</td>
<td>Introducing 5 <strong>NEW Cover Fusion Copper</strong> shades! The salon and stylist intro offer includes all the materials you need to promote this Redken Haircolor innovation to your clients.</td>
<td>Organize a client event to promote Redken’s <strong>NEW age-defying products and services.</strong> Take advantage of special savings on Cover Fusion and Time Reset and receive all the tools to set up this event. Stock up your backbar with Redken For Men liters. Are you profiting from graying male clients? <strong>Color Camo</strong> is a quick service that can help increase your bottom line in just 5 minutes!</td>
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<tr>
<td><strong>YOUR SALON MEETING</strong></td>
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<td>Check out the <strong>Time Reset Stylist Brochure</strong> to learn how to target anti-aging clients and increase your business. Discover must-know tactics to attract new business!</td>
<td>Use the technique guide included in the Wax Blast 10 and Structure Wax 17 merchandising kit to learn the features and benefits of these new products. Review the age-defying properties of <strong>Cover Fusion</strong> with your stylists. Watch the FREE Cover Fusion video on Redken Education on Demand, and review the materials included in this month’s promotion.</td>
<td>Read through the <strong>Age-Defying Event Instructional Booklet</strong> for tips on how to organize and host a client event focused on age-defying hair services. Visit Redken.com/MyBusinessToolbox to download promotional materials – items can be purchased as a “campaign” in a package deal or à la carte. Review the <strong>Color Camo</strong> swatch book and technique guide.</td>
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<tr>
<td><strong>REDKEN EDUCATION</strong></td>
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<tr>
<td>Check out <strong>FREE Time Reset</strong> product knowledge videos at RedkenEducationOnDemand.com</td>
<td>Check out <strong>FREE Wax Blast 10</strong> and <strong>Structure Wax 17</strong> product knowledge videos at RedkenEducationOnDemand.com.</td>
<td>For in-depth product knowledge check out these <strong>FREE videos</strong> at RedkenEducationOnDemand.com: Art of Consultation and New Redken For Men 2-in-1 clean spice.</td>
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» **ART OF CONSULTATION**

Discover Redken’s Art of Consultation, a comprehensive consultation system that helps you create and implement a consistent degree of service delivery from your front desk team to your salon professionals. Speak to your Redken Sales Consultant to get this valuable business-building tool today!
25% OFF ANY BUSINESS VIDEO ON REDKEN EDUCATION ON DEMAND

Click. Watch. Learn... and build your business! With Redken Education On Demand, you can instantly access videos that help you:

› Learn how to build a loyal clientele
› Boost profits through service, retail, re-booking and referrals
› Learn how to use a “salon scorecard” to identify areas for improvement
› Implement simple strategies to increase your salon’s success
› And more!

THIS MONTH, GET 25% OFF ANY BUSINESS VIDEO WHEN YOU ENTER THE CODE MAYDEAL AT CHECKOUT.*

Log-on to RedkenEducationOnDemand.com today and get started!

*Offer valid from May 1, 2010-July 31, 2010. Cannot be combined with other discounts or promotional codes.