

REDKEN
5TH AVENUE NYC

SHADES EQ + SHADES ALK

SALON SUCCESS PLAYBOOK



SALON SUCCESS PLAYBOOK

COVER. GLOSS. SUCCEED.

Using Shades ALK along with Shades EQ in your salon is a smart move both your clients and your business. These demi-permanent color services create beautiful, healthy-looking results while giving clients more reasons to book, come back sooner, and take home the right maintenance.

This playbook shows you step-by-step exactly how to make that happen. From creating buzz before the appointment, to elevating the in-salon experience, to confidently recommending home care and rebooking, you will turn every color visit into a better experience and a stronger business opportunity.

THE GOAL IS SIMPLE:

- + BETTER SERVICES
- + BETTER RESULTS
- + A COLOR STRATEGY THAT WORKS HARDER FOR YOU BEHIND THE CHAIR



1 WINDOW

Create curiosity and demand for demi color services online and in-salon

2 WELCOME

Set the tone, reduce first-visit anxiety, and build immediate trust

3 CONSULTATION

Educate, listen, and create a clear color plan clients believe in

CLIENT SALON JOURNEY

4 SHAMPOO RITUAL

Turn care and preparation into a relaxing, trust-building experience

5 SERVICE (COLOR)

Perform Shades EQ & Shades ALK services with confidence and modern technique

6 STYLING & REVEAL

Celebrate the look, demonstrate how to recreate it, and empower clients

7 CHECKOUT & REBOOK

Finish strong, reinforce the plan, secure loyalty, and set up the next visit

REDKEN IS A LEADING
**PROFESSIONAL
BRAND**

Backed by state-of-the-art science and a legacy of innovation that dates back to 1960. Started by a Hollywood actress and her hairdresser, we were the first company to take a scientific approach to hair and discover the formula that remains the alpha and omega of haircare to this very day:

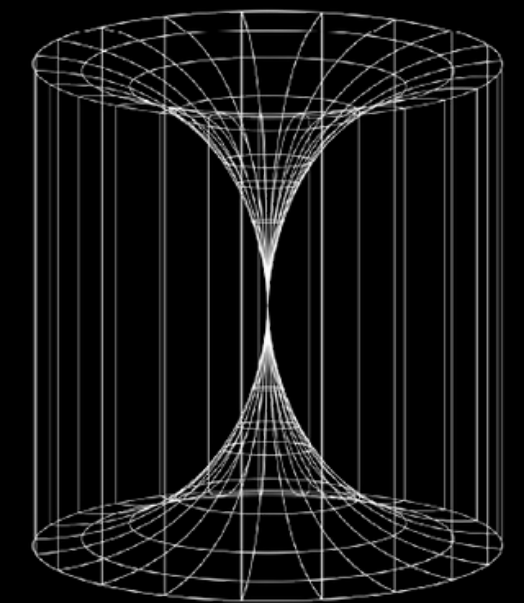
PROTEIN + MOISTURE + ACIDIC pH = HEALTHY HAIR.

Our groundbreaking research revolutionized the haircare industry, propelling Redken to the top of the U.S. professional market.

**TODAY, WE ARE THE #1 PRO HAIR BRAND AND
#1 CONSUMER HAIR BRAND IN THE U.S.**

Combining scientific rigor with an elevated aesthetic, we are known to create scientific hair prescriptions to deliver powerful hair transformations that preserve the health of the hair for performance-obsessed professionals and their clients all around the world.

THREE FOUNDING PILLARS OF OUR BRAND



1. FOUNDED BY A WOMAN



2. POWERED BY SCIENCE



3. PRESCRIBED BY PROS

THE #1 DEMI IN THE WORLD*

SHADES EQ

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER.
GO-TO ACIDIC LIQUID DEMI FOR IT'S EASE OF USE
& TRUE-TO-TONE RESULTS



2M+POSSIBLE FORMULATIONS**

- Customize any shade for any client
- The widest demi palette in the world



HAIR LOVES SHADES EQ

- Visibly reverses damage in just 1 use***
- Zero ammonia, zero lift
- Intense shine
- Ultra conditioning
- Long-lasting color results
- Healthy-looking and feeling hair
- For all hair types and textures — improves curl definition



TONE+ REPAIR IN ONE STEP

- Built-in bonding helps strengthen & protect more than the leading bonding additive**** for a stronger hair fiber****
- No additive needed, no compromise to color results

*Based on Kline 2023 Global Salon Hair Color **Based on a 3 shade mixture of Shades EQ shades ***Based off Consumer Study + Instrumental Test
****vs. without Shades EQ Bonder Inside. *****Flash Lift + competitor additive & Shades EQ Gloss + competitor additive (based on NPD Hair Report, August 2022) vs. Flash Lift Bonder Inside & Shades EQ Bonder Inside.





/REDEFINING AL·KA·LINE / ALK / SHADES ALK

Liquid-Cream Alkaline Demi

**POWER OF COLOR.
CARE OF A GLOSS.
KEY INGREDIENTS ONLY***

AT-A-GLANCE

- **Alkaline Demi-Permanent**
Up to 1 level of lift & up to 75% gray coverage
- **Liquid-Cream Formula**
Easy application with either bowl & brush or bottle
- **Low-Commitment Color**
Easier transition with grow-out than a full coverage permanent color
- **50 Shade Palette**
Familiar and trusted tonalities that are fully intermixable
- **Longevity up to 32 Shampoos**
Color that lasts until the next appointment
- **Hydro-Magnetic Complex**
Instantly replenishes color, shine, hydration and vitality

20 Minute
Process Time
No Heat Needed

*Formula Simplified and Optimized for Targeted Performance

/REDEFINING AL·KA·LINE / ALK / SHADES ALK

Liquid-Cream Alkaline Demi



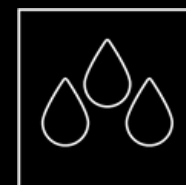
EASY TO USE



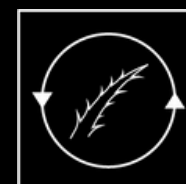
2.3X GLOSSY
SHINE**



FAST MIXING
+ RINSING



LIQUID-CREAM
PRECISION



VISIBLY REVERSES
DAMAGE IN JUST
ONE USE***



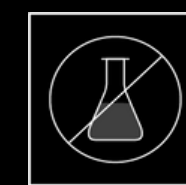
UP TO 8 WEEKS
OF VIBRANCY



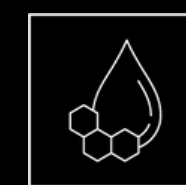
DEEPLY
HYDRATED
FEEL



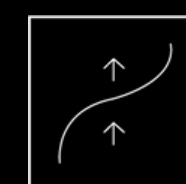
TRUE-TO-TONE
RESULTS



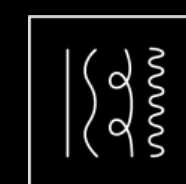
46% LESS
INGREDIENTS*



RICH
PREDICABLE
COLOR PAYOFF



RESTORED
MOVEMENT +
BALANCE



SHAPED &
DEFINED CURL
PATTERN

Vs. Uncolored, Unwashed Hair *Based off Consumer Study + Instrumental Test *Vs. Our Traditional Permanent Cream Color



SHADES EQ

- + High shine + conditioning
- + Soft gray blending (up to 50%)
- + Ideal for toning, glossing & refreshing
- + Repeatable maintenance services



SHADES ALK

- + Fuller-bodied, more saturated color
- + Up to 1 level of lift
- + Tone-on-tone gray coverage (up to 75%)
- + Boost faded color or add brightness
- + Higher-value demi services without permanent commitment

TWO DEMIS. ONE SMART STRATEGY.

MEET MODERN CLIENT NEEDS WHILE GROWING YOUR BUSINESS BEHIND THE CHAIR

TODAY'S CLIENTS WANT:

- ▣ Flexible color options
- ▣ Healthier-looking hair
- ▣ Softer grow-out
- ▣ Clear professional guidance

THEY ALLOW YOU TO:

- ▣ Offer more color services
- ▣ Increase visit frequency
- ▣ Raise average ticket value
- ▣ Customize results without complexity

**SHADES EQ AND SHADES ALK
DELIVER THAT PROFITABLY.**



			
	SHADES EQ GLOSS	SHADES EQ BONDER INSIDE	SHADES ALK
GLOSS	• Adds shine and condition on all hair types • CALLING ALL CURLY CLIENTS! Offer your curly clients a Clear Service for added conditioning		N/A
TONE	• Tone down or intensify natural or color-treated hair • Tone pre-lightened or highlighted hair		• Tone up to 1 level on natural, color treated, pre-lightened, or highlighted hair with robust, full-bodied deposit • Tone down to create a subtle or significant shift to a deeper shade for clients whose hair has naturally lightened over time, want more depth to their natural color, or want to transition from previously lightened hair
REFRESH	• Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth (Zone 1) • Restore color to highlights • Add color immediately following a Redken texture service to restore any color loss that may have occurred	• Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color on the regrowth (Zone 1) • Restore color to highlights • Suitable for sensitized hair	• Shades ALK can be used in Zones 2 and 3 to refresh and create a consistent tone and vibrancy to match Zone 1
CORRECT	• Fill over-lightened hair before a tintback service • Correct uneven, brassy or overly vibrant tones	• Correct uneven, brassy or overly vibrant tones on sensitized hair	• Can be used with Shades EQ when a client is going darker, transitioning 3+ levels. Use Shades EQ to fill in missing undertones per fill guidelines and then process. Then use Shades ALK for the final overlay to create a tint-back with the best tonal reflect plus longevity.
DIMENSION	• Use Gloss to Gel Processing Solution to add dimension with lowlights, root smudge • Color block and add contour with precise placement		• Create dimension with a base bump or subtle highlights in Zones 1-3 with up to 1 level of lift
COVER GRAY	• Blend gray without lifting the hair’s natural pigment		• Provide coverage on clients with up to 75% gray with superior coverage families
CLEAR	• Deposit shine only. Suitable for sensitized clients • Dilute color intensity • Dilute level intensity		• Dilute color intensity • Dilute level intensity • Can be used to subtly brighten
BRIGHTEN	N/A		• Brighten hair up to 1 level with a vibrant deposit of color and healthy shine

TURN SHADES EQ & SHADES ALK SERVICES INTO REVENUE DRIVERS

1 INCREASE CLIENT FREQUENCY

One additional
maintenance visit
(gloss, refresh or
toning service)

- + Fits modern lifestyles
- + Improves color longevity
- + Drives consistency

200 Active Color Clients
x **\$60** Avg Service Price

= \$12,000 per stylist/year

2 CUSTOMIZED MODERN GRAY SERVICES

Shades EQ soft grey blending
with natural transitions &
Shades ALK tone-on-tone
gray coverage (up to 75%)

- + Attracts clients avoiding
permanent color
- + Builds loyalty

40 Gray Coverage Clients
x **\$120** Avg Service Price
x **5** Visits

= \$24,000 per stylist/year

3 GROW AVERAGE TICKET

Add-on to existing
appointments
(gloss, refresh or
toning service)

- + Minimal extra time
- + Easy yes for clients

4 Gloss Add-Ons
per week
x **45** Avg Gloss Price
x **52** Weeks

= \$9,360 per stylist/year

THE COMBINED IMPACT

Small Shifts with
Real Growth

Per Stylist, Per Year (Ex.)

Extra Maintenance Visit: **\$12,000**

Modern Gray Services: **\$24,000**

+ Add Ons: **\$9,360**

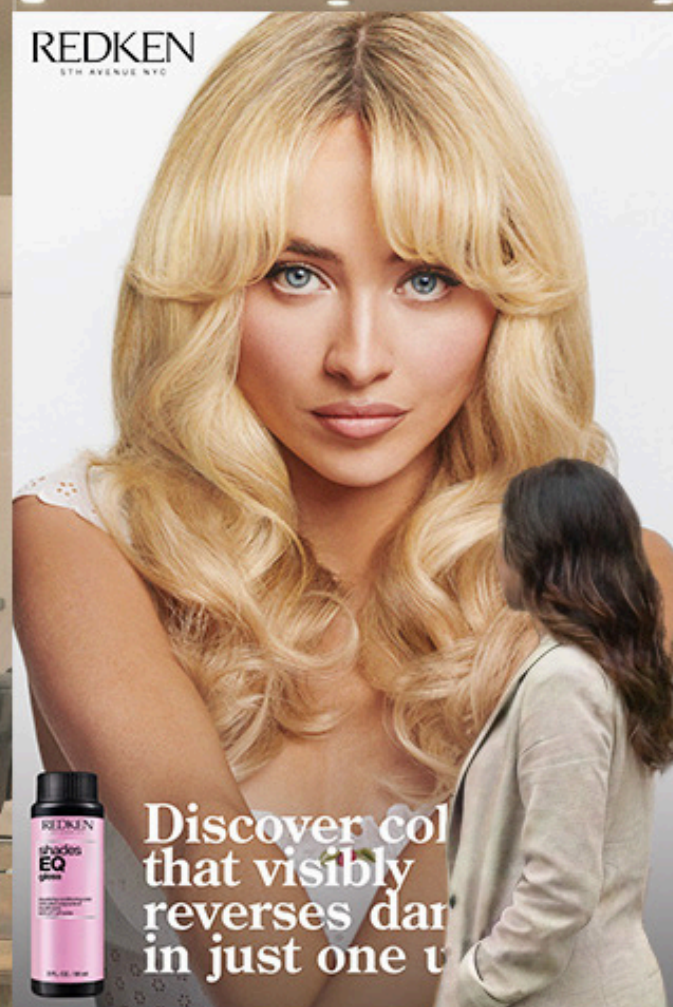
\$45,360

in Total Annual Growth Potential

Shades EQ & Shades ALK color services
maximize the clients you already have
and keep them coming back.

WINDOW

CREATE CURIOSITY FOR SHADES EQ & SHADES ALK SERVICES BEFORE CLIENTS BOOK



WHY SHADES EQ & SHADES ALK BELONG IN YOUR WINDOW



- ⊕ Clients want shine without commitment
- ⊕ Clients want color that grows out softly
- ⊕ Clients want fewer full color appointments

WHAT IS IT THAT CLIENTS SHOULD UNDERSTAND AT A GLANCE



- ⊕ Shades EQ and ALK ≠ permanent commitment
- ⊕ Shades EQ and ALK = shine, tone, softness
- ⊕ Shades EQ and ALK color services fit real life

MODERN SERVICES DESERVE MODERN VISIBILITY

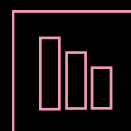


MAKE YOUR COLOR SERVICES VISIBLE

SOCIAL MEDIA

INTERACTIVE STORIES

Polls, Sliders & Questions



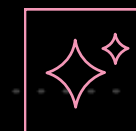
Examples:

- “Soft grow-out or bold color?”
- “How low-maintenance do you want your color?”

Invite participation without pressure

THIS OR THAT

Before & Afters or Carousel Slides



Examples:

- “Glossy or vibrant?”
- “Blend gray or cover?”

Help clients visualize results they want

DM INVITES

Caption or Story Call-to-Action



Examples:

- “DM us if this sounds like you.”
- “Message us and we’ll guide you.”

Private conversations convert to booking.

ASK YOUR STYLIST

Stories or Feed Posts



Examples:

- “Ask your stylist what kind of refresh makes sense for you.”
- “Not sure what your hair needs? Let’s talk.”

Move clients toward consultation naturally

SAVE-WORTHY EDUCATION

Helpful, Not Salesy Carousels



Examples:

- “3 signs your color needs a refresh.”
- “When demi-permanent color is the best choice for you.”

**See which followers saved the post.
They are more likely to book.**

BEHIND-THE-CHAIR MOMENTS

Short, Real Video Clips



Examples:

- “Here’s why not everyone needs permanent color.”
- “This is how I approached this refresh.”

Help clients visualize results they want

MAKE YOUR COLOR SERVICES VISIBLE

PHYSICAL WINDOW

POSTER & WINDOW CLING

REDKEN
5TH AVENUE NYC

SHADES EQ

VISIBLY
REVERSES
DAMAGE
IN JUST ONE USE

INSTANTLY REVERSES THE 4 KEY SIGNS OF HAIR DAMAGE

SPLIT ENDS

FRIZZ

DRYNESS

DULLNESS

REDKEN

shades EQ

gloss

2 FL OZ (56 ml)

REDKEN
5TH AVENUE NYC

Discover color
that visibly
reverses damage
in just one use

REDKEN

shades EQ

gloss

2 FL OZ (56 ml)

SERVICE SIGNAGE

VISIBLY HEALTHIER HAIR
IN ONE SERVICE

BEFORE

AFTER*

BLEND
+ GLOSS
SERVICE

GENTLY BLEND AWAY GRAYS WITH RICH, LUMINOUS COLOR
WITH ULTIMATE SHINE + VISIBLY HEALTHIER HAIR IN ONE SERVICE

REDKEN

5TH AVENUE NYC

VISIBLY HEALTHIER HAIR
IN ONE SERVICE

BEFORE

AFTER*

LIFT
+ BALANCE
SERVICE

CUSTOMIZED LIGHTENING & ROBUST COLOR FOR BALANCED
DIMENSION FROM ROOTS TO ENDS
+ VISIBLY HEALTHIER HAIR IN ONE SERVICE

REDKEN

5TH AVENUE NYC

VISIBLY HEALTHIER HAIR
IN ONE SERVICE

BEFORE

AFTER*

BOOST
+ BRIGHTEN
SERVICE

BOOST YOUR COLOR WITH HIGH IMPACT VIBRANCY & HEALTHY
SHINE FOR VISIBLY HEALTHIER HAIR IN ONE SERVICE

REDKEN

5TH AVENUE NYC

EVENTING

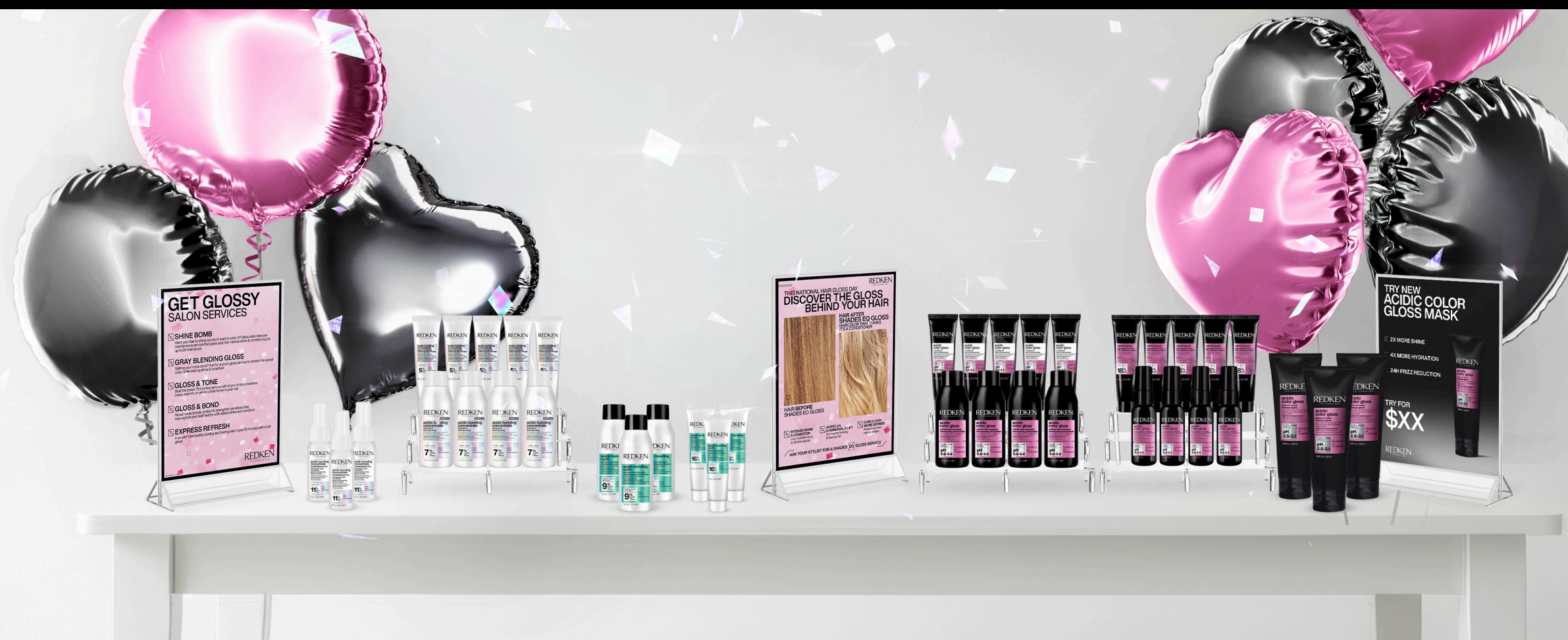
TURN ONE DAY INTO NEW CLIENTS & REPEAT BOOKINGS

WHY EVENTING WORKS

- FILLS SLOW DAYS** → Turn low-traffic time into booked chairs
- DRIVES TRIAL FAST** → More clients experience the services
- LEADS TO REBOOKING** → First visit becomes the next appointment

WHAT IS IT

- + One focused service (ex. Glossing Service)
- + A set day & time
- + A celebratory salon experience
- + Limited availability



HOW TO RUN A SUCCESSFUL GLOSSING EVENT



REDKEN GLOSSING
EVENT SIGNAGE

01

PLAN

- Choose a slow day
- Block calendars

02

PROMOTE

- In-salon conversations
- Social posts & stories
- Email invites

03

EXECUTE

- Branded signage
- Décor & refreshments
- Complimentary travel-size takeaway

04

ASSESS

- In-salon conversations
- Social posts & stories
- Email invites

FOCUSED EVENTS CREATE REPEAT BUSINESS

WELCOME

WHY THE WELCOME MATTERS



- 68% of clients feel anxious walking in for the first time.
- Trust starts before the service.
- Strong welcomes lead to loyalty.

WHAT A GREAT WELCOME DOES



- Puts clients at ease.
- Reinforces confidence in your salon.
- Sets expectations for the visits.
- Begins the relationship.

WELCOME LANGUAGE TO TRY



- “Hi [Client Name]! Welcome in – we’re so glad you’re here.”
- “Make yourself comfortable. Your stylist will be right with you.”
- “Since this is your first visit we will walk you through everything.”

SUPPORTING TOOLS

REDKEN RETAIL PLANOGRAM

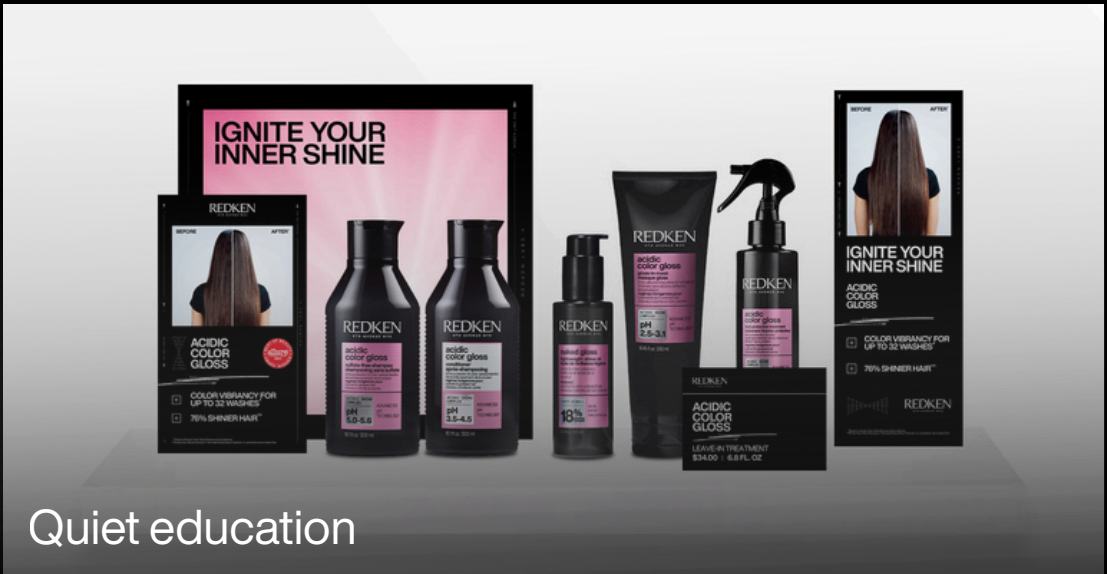
ACCESS HERE



Clean, shoppable shelves

REDKEN SHELF TALKERS & EASELS

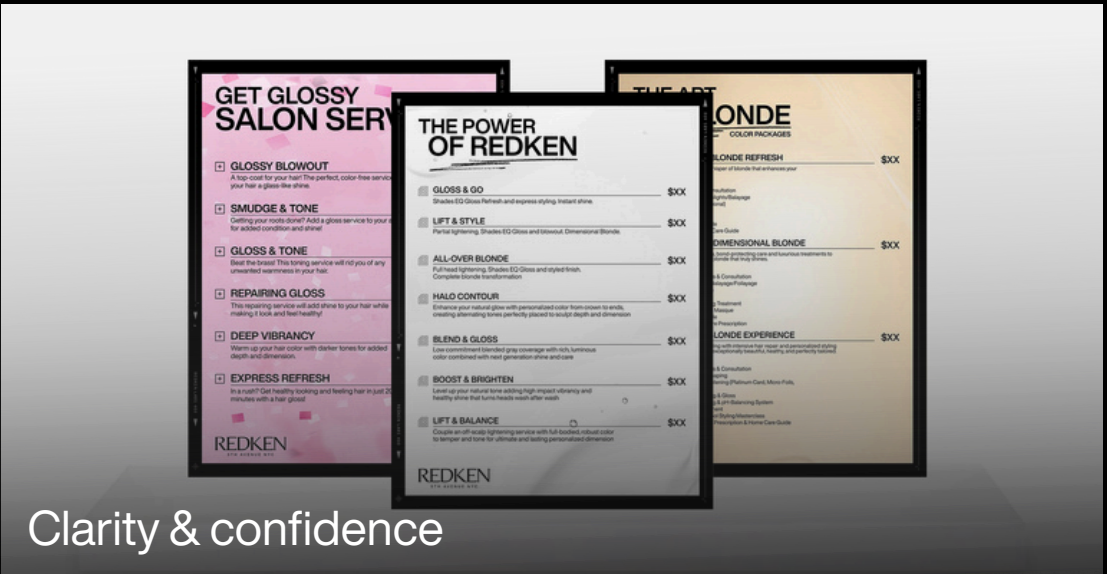
ACCESS HERE



Quiet education

REDKEN SERVICE MENUS

ACCESS HERE



Clarity & confidence

CONSULT

POSITION COLOR SERVICES WITH SHADES EQ AND SHADES ALK AS A THOUGHTFUL SOLUTION RATHER THAN JUST A SERVICE.

Demi-permanent color services with Shades EQ and Shades ALK are powerful, but only when clients understand why they're right for them.



Many clients want healthier, shinier, more natural-looking color, but hesitate because they don't know what's possible without permanent commitment. The consultation is where you bridge that gap.

This is your moment to step into your role as the color authority – to educate, guide and recommend with confidence

HELPING CLIENTS SAY YES WITH CONFIDENCE



YOUR ROLE AS THE EXPERT

A GREAT CONSULTATION BALANCES LISTENING AND LEADING.

YOU'RE ASSESSING THREE THINGS TO DECIDE WHETHER **SHADES EQ** OR **SHADES ALK** IS THE BEST SOLUTION TODAY:

01

HAIR HISTORY

- What is in the hair and how do we work with it? (e.g. previous permanent or demi color, chemical processes)

02

HAIR CONDITION

- What does the hair need right now? (e.g. shine, moisture, strength, evenness)

03

HAIR GOALS

- What result will make the client feel their best? (e.g. subtle refresh, grey blending, low maintenance between appointments)

**GREAT COLOR STARTS WITH
A GREAT CONVERSATION**



FROM CONSULTATION TO COMMITMENT

SUPPORTING TOOLS

SALON EMOTION CONSULTATION

Consultation Tips

[ACCESS HERE](#)



SHADES EQ LOOKBOOK

Inspire & show
achievable results

[ACCESS HERE](#)



REDKEN RECIPES

Redken's first
digital formula library

[ACCESS HERE](#)



MIRROR CLING

Guide
conversation

[ACCESS HERE](#)



+ HOW TO TALK ABOUT COLOR SERVICES

“This service will refresh your color and boost shine without locking you in. It’s designed to grow out softly, so maintenance stays easy. This is why demi-permanent color works so well between bigger color appointments.”

+ INTRODUCING HOME CARE (AS CARE, NOT SELLING)

Why now?

- + Protects tone and shine
- + Extends results
- + Makes the next visit easier

“Home care protects the results we’re creating today.”

+ BEFORE YOU START, THE CLIENT SHOULD KNOW:

- + What you’re doing today
- + Why demi is the right choice
- + How to maintain it
- + When to come back for a refresh

SHAMPOO RITUAL

WHY THIS MOMENT MATTERS

87%

of clients say the shampoo is their favorite part

70%

won't return if they don't enjoy it

80%

of clients choose shampoo based on scent

THE MISSION

- Create a calm, stress-free experience
- Slow down and try not to rush
- Reinforce trust in your expertise
- Prepare hair to best receive and hold Shades EQ and Shades ALK

MUST-HAVES AT THE BACK BAR

- A relaxing ritual (e.g. scalp massage)
- Redken care on display
- Visible treatment options (e.g. signage)
- Clean, soothing environment

SHAMPOO WITH PURPOSE

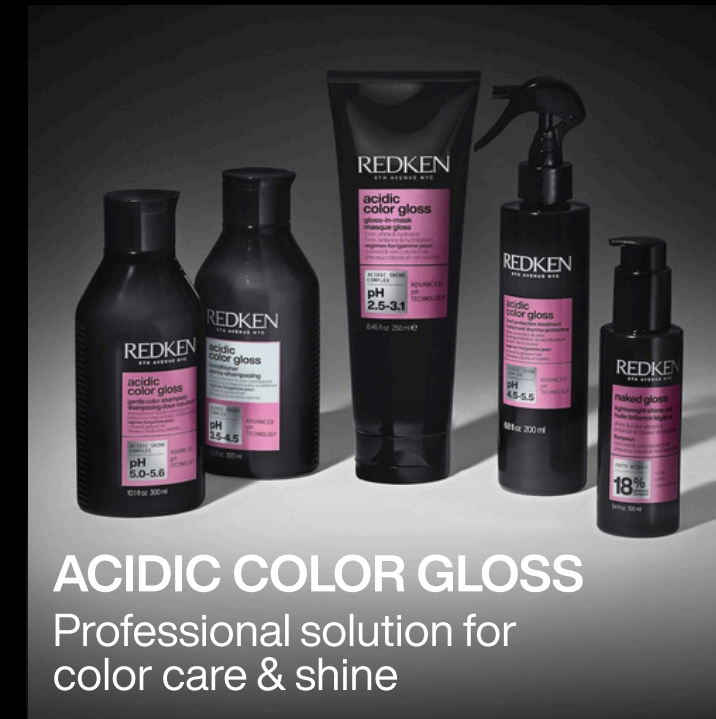
BE PRESCRIPTIVE BASED ON THE CONSULTATION

Choose products that support Shades EQ and Shades ALK performance:



ACIDIC BONDING CONCENTRATE

Professional solution for damaged, processed hair



ACIDIC COLOR GLOSS

Professional solution for color care & shine



ACIDIC BONDING CURLS

Professional solution for damaged, processed waves, curls, and coils

2025 REDKEN PRODUCT GUIDE

Refer to the Redken Product Guide for more detailed information on usage and hair types.

CONTINUE THE MAINTENANCE CONVERSATION

CONNECT

care to longer-lasting tone and shine

REINFORCE

what the hair needs between visits

SET

expectations for post-color feel and longevity

HELPFUL TALKING POINTS

DURING SHAMPOO (PRE-COLOR)



“I’m starting with Acidic Bonding Concentrate to strengthen your hair so it’s in the best shape to receive your glossing service. This helps balance the hair and improve shine so your color looks smoother and lasts longer.

TALKING THROUGH PRODUCT CHOICE



“Because your hair needs more shine and tone support, I’m using Acidic Color Gloss.”

SETTING UP POST-COLOR TREATMENTS



“When we come back to the shampoo bowl, I recommend a treatment to seal in your Shades EQ results and boost softness. This step helps your color look better between visits.

PROFESSIONAL HOME-CARE REMINDER

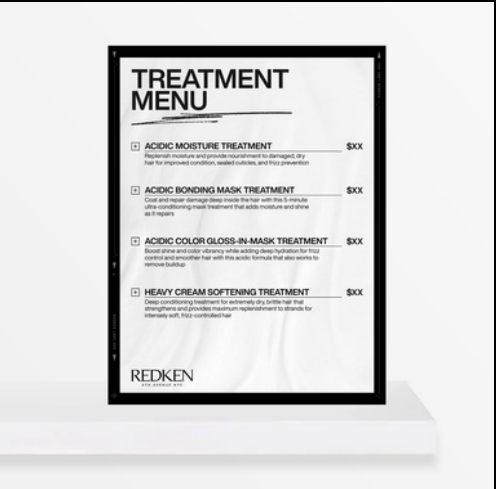


“Everything we used today is available here if you want to maintain these results at home. I’ll review this again with you at checkout so it’s easy.”

INTRODUCING MAINTENANCE & RX CARD



“Based on what we talked about in your consultation, these are the products I recommend for home. I will give you a prescription card that shows exactly what your hair needs to stay healthy and extend the life of your color between appointments,



TREATMENT MENU



RX CARD

SERVICE

DELIVER THE VISION.
REINFORCE THE TRUST.

GROW YOUR SKILLS

Shades EQ & Shades ALK Education Path

YOUR ROLE AS A PROFESSIONAL



TECHNICAL PRECISION

- + Execute the agreed plan

REASSURING COMMUNICATION

- + Briefly explain what you are doing and why.

Example: “This step supports the tone and blend we discussed”

FOUNDATION



Video series to help unlock the potential of Shades EQ

SHADES 101



24/7 Access to the ultimate learning hub.

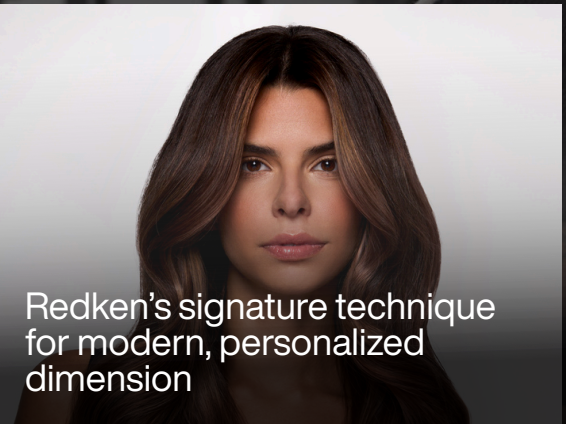
LOREAL ACCESS



Our first digital formula library.

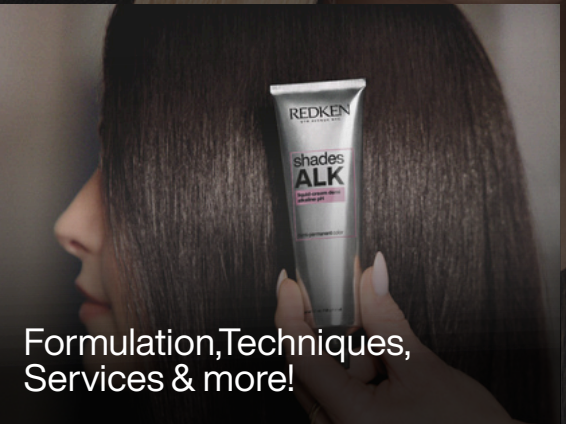
REDKEN RECIPES

TECHNIQUE



Redken's signature technique for modern, personalized dimension

HALO CONTOURING



Formulation, Techniques, Services & more!

SHADES ALK GUIDE



The hottest techniques from your favorite Artists

SHADES EQ TECHNIQUES



Follow these Artists for tips

REDKEN AMBASSADORS

STYLING & REVEAL

STYLE WITH PURPOSE



- Finish service to match the agreed vision
- Showcase shine and dimension from Shades EQ & Shades ALK services
- Invite feedback and make small refinements

*“How does this feel?
Does this match what we talked about?”*

DEMONSTRATE & RECORD



- Demonstrate each styling step slowly
- Explain what product and tool you're using and why
- Record a short video on your phone for them as you style. If they can see it and replay it, they can do it!

COACH AS YOU STYLE



- Show the order in which the products are used
- Call out the amounts, placement and motion
- Keep it realistic for home styling

“Start with REDKEN One United on damp hair, then blow dry using this motion.”

RETAIL CONVERSATION



- Name products as you use them
- Connect each to color protection and style longevity
- Point out where products live in the salon
- Hand them their **PRESCRIPTION CARD**

CONFIRM & CAPTURE



- Ask for final approval
- Capture a finished photo or video (with permission)
- Send the styling video with:
“Thank you. Here's how to recreate your look at home.”



CLIENT HESITANT TO PURCHASE RETAIL?

Ease them into purchases with proven products like **One United** or low risk offerings like **NEW Bandage Balm**

**ONE UNITED & BANDAGE
BALM EASELS**

CHECK OUT & REBOOKING

51%

of clients feel rushed
at checkout

70%

who book a second
visit book a third

**HAPPY
CLIENTS**

become your best marketing

THE 4-STEP CHECKOUT FLOW ↓ ↓ ↓

01

EXPERIENCE

- Check in before checking out

Did today meet
your expectations?

02

RETAIL

- Reinforce the plan
- Use the **Prescription Card**
as a reminder

03

REBOOK

- Guide with confidence

To maintain this color, I recommend
a refresh in 6 weeks – around [DATE]
Would 10 am work?

04

ASSESS

- Close with appreciation

Thank you – looking forward
to seeing you again!

**REBOOKING IS HOW RESULTS ARE MAINTAINED,
NOT HOW APPOINTMENTS ARE SOLD**



LOYALTY & REFERRALS

REBOOKING PROTECTS THE RESULTS.
LOYALTY REWARDS THE COMMITMENT.
REFERRALS GROW THE COMMUNITY.

BEYOND TODAY'S VISIT

「LOYALTY REWARD THE RELATIONSHIP」

- Earn points for every visit
- Use rewards towards services, retail or experiences
- Encourages consistency and higher lifetime value

「REFERRALS GROW THROUGH TRUST」

- Happy clients are your most powerful growth channel.

"If you loved your experience, we'd love for you to share it. Referrals help us grow with clients just like you."

「STAY CONNECTED AFTER CHECKOUT」

Smart salons use CRM to:

- Send email & SMS follow ups
- Reconnect with at-risk clients
- Celebrate loyalty milestones



SALON SUCCESS PLAYBOOK



SCAN TO ACCESS
ALL CUSTOMIZABLE
TOOLS & ASSETS



POSTER &
WINDOW CLING



REDKEN RETAIL
PLANOGRAM



SALON EMOTION
CONSULTATION



TREATMENT MENU



LOREAL ACCESS



HALO CONTOURING



ONE UNITED & BANDAGE
BALM EASELS



BLEND
+ GLOSS
SERVICE



REDKEN SHELF
TALKERS & EASELS



REDKEN RECIPES



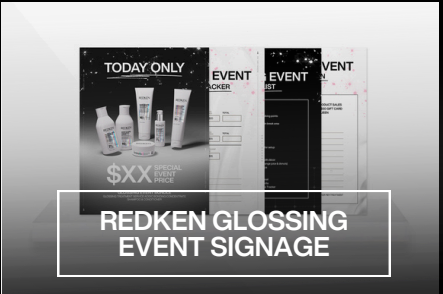
RX CARD



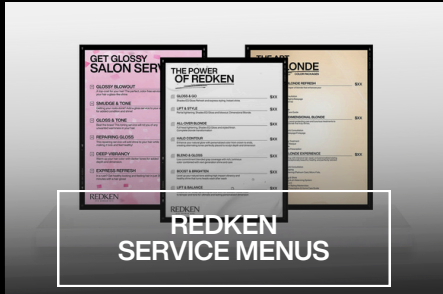
SHADES 101



SHADES ALK GUIDE



REDKEN GLOSSING
EVENT SIGNAGE



REDKEN
SERVICE MENUS



SHADES EQ
LOOKBOOK



PRODUCT GUIDE



REDKEN RECIPES



SHADES EQ
TECHNIQUES



MIRROR CLING



REDKEN
AMBASSADORS

BE ENGAGING
WINDOW

SET THE TONE
WELCOME

LET'S CONNECT
CONSULTATION

TRUSTED CARE
SHAMPOO RITUAL

PRO TECHNIQUE
SERVICE

PRO TECHNIQUE
SERVICE

STYLE & COACH
STYLING & REVEAL