

240
140
80
60

SALON PRICE LIST

EFFECTIVE JANUARY 2024

REDKEN
5TH AVENUE NYC

PRODUCT	CASE QUANTITY	SUGGESTED RETAIL PRICE (EACH)
ACIDIC BONDING CONCENTRATE		
Acidic Bonding Concentrate Shampoo		
1.7 oz.	50	\$13.00
10.1 oz.	12	\$33.00
16.9 oz.	12	\$40.00
1 Liter	6	\$64.00
Acidic Bonding Concentrate Conditioner		
1 oz.	100	\$13.00
10.1 oz.	12	\$33.00
16.9 oz.	12	\$40.00
1 Liter	6	\$64.00
Acidic Bonding Concentrate Intensive Treatment		
1 oz.	96	\$13.00
5.1 oz.	6	\$33.00
Acidic Bonding Concentrate Leave-In Treatment		
1 oz.	96	\$13.00
5.1 oz.	12	\$33.00
Acidic Bonding Concentrate Lightweight Liquid Con- ditioner		
1 oz.	80	\$13.00
6.8 oz.	6	\$33.00
Acidic Bonding Concentrate 5-Min Liquid Mask		
1 oz.	80	\$13.00
8.5 oz.	12	\$38.00
PROFESSIONAL STRENGTH CONCENTRATES		
Acidic Moisture Concentrate		
16.9 oz.	6	
Acidic Protein Amino Concentrate		
8.5 oz.	6	
Acidic pH Sealer		
8.5 oz.	6	
ACIDIC COLOR GLOSS		
Acidic Color Gloss Shampoo		
1.7 oz.	50	\$13.00
10.1 oz.	12	\$33.00
1 Liter	12	\$64.00
Acidic Color Gloss Conditioner		
1 oz.	100	\$13.00
10.1 oz.	12	\$33.00
1 Liter	6	\$64.00
Acidic Color Gloss Activated Glass Gloss Treatment		
6.8 oz.	12	\$38.00
Acidic Color Gloss Heat Protection Spray		
6.8 oz.	6	\$33.00

PRODUCT	CASE QUANTITY	SUGGESTED RETAIL PRICE (EACH)
ALL SOFT		
All Soft Shampoo		
1.7 oz.	50	\$8.00
10.1 oz.	12	\$26.00
16.9 oz.	12	\$35.00
1 Liter	6	\$52.00
1 Gallon	4	
All Soft Conditioner		
1.7 oz.	100	\$8.00
10.1 oz.	12	\$26.00
16.9 oz.	12	\$35.00
1 Liter	6	\$52.00
1 Gallon	4	\$108.00
All Soft Heavy Cream Mask		
8.5 oz.	6	\$32.00
All Soft Argan-6 Oil		
3.8 oz.	12	\$36.00
All Soft Moisture Restore		
1 oz.	12	\$8.00
5.1 oz.	12	\$30.00
ALL SOFT MEGA CURLS		
All Soft Mega Curls Shampoo		
10.1 oz.	12	\$26.00
1 Liter	6	\$52.00
All Soft Mega Curls Conditioner		
10.1 oz.	12	\$26.00
1 Liter	6	\$52.00
All Soft Mega Curls Hydramelt		
5.1 oz.	6	\$30.00
COLOR EXTEND MAGNETICS		
Color Extend Magnetics Shampoo		
1.7 oz.	50	\$8.00
10.1 oz.	12	\$26.00
16.9 oz.	12	\$35.00
1 Liter	6	\$52.00
1 Gallon	4	
Color Extend Magnetics Conditioner		
1.7 oz.	50	\$8.00
10.1 oz.	12	\$26.00
16.9 oz.	12	\$35.00
1 Liter	6	\$52.00
1 Gallon	4	

PRODUCT	CASE QUANTITY	SUGGESTED RETAIL PRICE (EACH)
COLOR EXTEND BLONDAGE		
Color Extend Blondage Shampoo		
1.7 oz.	50	\$8.00
10.1 oz.	12	\$26.00
16.9 oz.	12	\$35.00
1 Liter	6	\$52.00
Color Extend Blondage Conditioner		
1 oz.	50	\$8.00
10.1 oz.	12	\$26.00
16.9 oz.	12	\$35.00
1 Liter	6	\$52.00
Color Extend Blondage Mask		
8.5 oz.	6	\$32.00
EXTREME		
Extreme Shampoo		
1.7 oz.	50	\$8.00
10.1 oz.	12	\$26.00
16.9 oz.	12	\$35.00
1 Liter	6	\$52.00
1 Gallon	4	
Extreme Conditioner		
1 oz.	50	\$8.00
10.1 oz.	12	\$26.00
16.9 oz.	12	\$35.00
1 Liter	6	\$52.00
1 Gallon	4	
Extreme CAT		
6.8 oz.	12	\$30.00
Extreme Anti-Snap		
1.7 oz.	50	\$8.00
8.5 oz.	12	\$30.00
Extreme Play Safe		
6.8 oz.	6	\$30.00
Extreme Mask		
8.5 oz.	12	\$32.00
EXTREME LENGTH		
Extreme Length Shampoo		
10.1 oz.	12	\$26.00
16.9 oz.	12	\$35.00
1 Liter	6	\$52.00
Extreme Length Conditioner		
10.1 oz.	12	\$26.00
16.9 oz.	12	\$35.00
1 Liter	6	\$52.00
Extreme Length Sealer		
5.1 oz.	6	\$30.00
Extreme Length Triple Action Treatment		
8.5 oz	6	\$30.00

PRODUCT	CASE QUANTITY	SUGGESTED RETAIL PRICE (EACH)
FRIZZ DISMISS		
Frizz Dismiss Shampoo		
1.7 oz.	50	\$8.00
10.1 oz.	12	\$26.00
16.9 oz.	12	\$35.00
1 Liter	6	\$52.00
Frizz Dismiss Conditioner		
1 oz.	100	\$7.00
10.1 oz.	12	\$25.00
16.9 oz.	12	\$33.00
1 Liter	6	\$52.00
Frizz Dismiss Mask		
8.5 oz.	6	\$32.00
Frizz Dismiss Anti-Static Oil		
4.2 oz.	12	\$36.00
Frizz Dismiss Instant Deflate Oil-In-Serum		
4.2 oz.	12	\$32.00
Frizz Dismiss Rebel Tame		
8.5 oz.	6	\$30.00
Frizz Dismiss Smooth Force		
6.8 oz.	12	\$30.00

PRODUCT	CASE QUANTITY	SUGGESTED RETAIL PRICE (EACH)
VOLUME INJECTION		
Volume Injection Shampoo		
10.1 oz.	12	\$26.00
16.9 oz.	12	\$36.00
1 Liter	6	\$52.00
Volume Injection Conditioner		
10.1 oz.	12	\$26.00
16.9 oz.	12	\$36.00
1 Liter	6	\$52.00
CLEAN		
Hair Cleansing Cream Shampoo		
1.7 oz.	50	\$8.00
8.5 oz.	12	\$26.00
1 Liter	6	\$52.00
Scalp Relief		
8.5 oz.	12	\$26.00

PRODUCT	CASE QUANTITY	SUGGESTED RETAIL PRICE (EACH)
SALON FAVORITES		
One United All-In-One Multi-Benefit Treatment		
1.0 oz.	80	\$14.00
5.0 oz.	12	\$30.00
13.5 oz.	12	\$44.00
Deep Clean Dry Shampoo		
5 oz. (reform)	12	\$27.00
Jumbo (reform)	6	\$44.00
Invisible Dry Shampoo		
5 oz. (reform)	12	\$27.00
Spray Smooth		
2.1 oz.	24	\$14.00
7.5 oz.	12	\$30.00
Shine Flash		
4.4 oz.	12	\$24.00
HAIRSPRAYS		
Max Hold Hairspray Neutral Fragrance 32		
9.1 oz.	12	\$27.00
Max Hold Hairspray 32		
4.0 oz.	12	\$14.00
9.0 oz.	12	\$27.00
Control Hairspray 28		
10.5 oz. (reform)	12	\$ 27.00
Brushable Hairspray 12		
1.9 oz. (reform)	24	\$ 14.00
10.5 oz. (reform)	12	\$27.00
VOLUMIZE		
Full Volume Mousse 07		
2.2 oz.	24	\$14.00
12.1 oz.	12	\$27.00
Root Tease		
5.3 oz.	12	\$27.00
Root Lifter 10		
2.0 oz.	24	\$14.00
10.58 oz.	12	\$27.00
Volume Maximizer		
8.5 oz.	12	\$30.00

PRODUCT	CASE QUANTITY	SUGGESTED RETAIL PRICE (EACH)
TEXTURIZE		
Beach Spray		
4.2 oz.	12	\$27.00
Pliable Paste 06		
150 ml.	12	\$24.00
Texture Paste 12l		
75 ml.	12	\$24.00
Max Sculpting Gel 16		
250 ml.	12	\$24.00
Spray Wax		
2 oz.	12	\$14.00
5.8 oz. (reform)	12	\$24.00
HEAT PROTECTION		
Thermal Spray Low Hold 11		
8.5 oz.	12	\$27.00
Thermal Spray High Hold 22		
4.2 oz.	12	\$27.00
Quick Blowout		
30 ml.	80	\$14.00
125 ml.	12	\$27.00
Big Blowout		
3.4 oz.	12	\$27.00

PRODUCT	CASE QUANTITY	SUGGESTED RETAIL PRICE (EACH)
REDKEN BREWS HAIRCARE		
3-in-1 Shampoo, Conditioner and Body Wash		
50 ml.	12	\$9.00
300 ml.	12	\$20.00
1Liter	12	\$34.00
Daily Shampoo		
300 ml.	12	\$20.00
1Liter	12	\$34.00
Daily Conditioner		
300 ml.	12	\$20.00
1Liter	12	\$34.00
Mint Shampoo		
300 ml.	12	\$20.00
THICKENING SYSTEM		
Thickening Shampoo		
300 ml.	12	\$20.00

PRODUCT	CASE QUANTITY	SUGGESTED RETAIL PRICE (EACH)
REDKEN BREWS STYLING		
Molding Paste		
5.0 oz.	12	\$22.00
Holding Gel		
5.0 oz.	12	\$21.00
Fiber Cream		
3.4 oz.	12	\$21.00
Cream Pomade		
3.4 oz.	24	\$21.00
Clay Pomade		
3.4 oz.	24	\$21.00
Texture Pomade		
3.4 oz.	24	\$21.00

PRODUCT	CASE QUANTITY
REDKEN BREWS COLOR CAMO	
2.0 oz. bottle	36
Dark Natural	Medium Ash
Dark Ash	Light Natural
Medium Natural	Light Ash