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REDKEN
5TH AVENUE NYC

REDKEN ACCESS VIDEO CATALOGUE 2024



GET REDKEN OBSESSED!

**REDKEN OFFERS ACCESSIBLE EDUCATION
WHEREVER YOU ARE**

Learning happens everywhere - in your salon, at an event or at the award-winning Redken Exchange on 5th Avenue. In this moment we are excited to share Redken's amazing education with you wherever you may be! Stay engaged with artists who will deliver inspiration, education and motivation to you directly in the comfort of your home or wherever you are!



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NEW CONTENT

VIDEO TITLE	VIDEO DESCRIPTION	CATEGORY	ACCESS LINK
SEQ SILVER STRONG COLLECTION	 Learn all about Shades EQ Silver Strong Collection. Discover endless possibilities from gray to silver with this ultimate collection. Designed to enhance, neutralize and transform! Whether it's a natural progression towards gray or undergoing a silver transformation. .	HAIRCOLOR	SHADES EQ SILVER STRONG COLLECTION
ACIDIC COLOR GLOSS	 Formulated by our chemists to link REDKEN's equity in Shades EQ and Acidic Expertise. Acidic Color Gloss is revolutionary color care. Clients can now retain & deposit shine, maintain vibrancy across glosses, toners, & permanent color.	HAIRCARE	ACIDIC COLOR GLOSS
ABC 5 MINUTE MASK	 Introducing Acidic Bonding Concentrate 5 Minute Mask. This ultra-conditioning mask provides deep hydration and deep repair in just 5 minutes!	HAIRCARE	ABC 5 MINUTE MASK
ABC LIGHTWEIGHT CONDITIONER	 Watch Redken Artist George Garcia take you through all the benefits to the newest addition in the Acidic Bonding Concentrate portfolio.	HAIRCARE	ABC LIGHTWEIGHT CONDITIONER
ABC LIGHTWEIGHT LIQUID CONDITIONER-PRODUCT KNOWLEDGE	 Acidic Bonding Concentrate Lightweight Liquid Conditioner! This product is a break-through innovation, bringing fine-hair specific usages to this whitespace within bond repair. Now, fine0hair clients can experience ABC signature benefits and voluminous, lightweight results.	HAIRCARE	ACIDIC BONDING CONCENTRATE LIGHTWEIGHT LIQUID CONDITIONER - PRODUCT KNOWLEDGE
ALL SOFT MEGA PRODUCT KNOWLEDGE MODULE	 All Soft Mega Curls now optimized for the curly & coily community. Take this course to learn all about the new formula and understanding curl patterns.	HAIRCARE	ALL SOFT MEGA PRODUCT KNOWLEDGE MODULE

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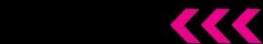
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NEW CONTENT

VIDEO TITLE	VIDEO DESCRIPTION	CATEGORY	ACCESS LINK
FLASH LIFT POWER 9 BONDER INSIDE	 Introducing our most powerful lightener to date with up to 9 levels of lift! Built-in bonder to protect disulfide bonds, formula with Glycine and Citric Acid that helps preserve the integrity of the hair. For all hair types and textures, all levels including dark bases.	LIGHTENER	FLASH LIFT POWER 9 BONDER INSIDE
SHADES EQ BONDER INSIDE COPPER BLONDES	 Learn all about Shades EQ Copper Blondes Collection. 3 new additions to the bonder inside portfolio. Kick up the vibrancy and create Brighter Bonded Blondes!	HAIRCOLOR	SHADES EQ BONDER INSIDE COPPER BLONDES
SHADES EQ GLOSS BONDER INSIDE VV FAMILY	 Learn all about Shades EQ Gloss Bonder Inside Violet Violet family. Our most intense neutralizing family yet!	HAIRCOLOR	SHADES EQ GLOSS BONDER INSIDE VV FAMILY
BEACH SPRAY PRODUCT KNOWLEDGE	 Introducing BEACH SPRAY! A sea salt-free , medium control spray for beachy, textured waves.	STYLING	BEACH SPRAY PRODUCT KNOWLEDGE
SPRAY SMOOTH PRODUCT KNOWLEDGE	 Introducing SPRAY SMOOTH, instant smoothing and de-frizzing spray! 48-hour smoothing spray with a long-lasting silky, shine finish. Frizz and heat protection, easy all-over application, and much more!	STYLING	SPRAY SMOOTH PRODUCT KNOWLEDGE

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HAIRCOLOR

BLONDING TECHNIQUES				
VIDEO TITLE		VIDEO DESCRIPTION	CATEGORY	ACCESS LINK
5TH AVENUE BALAYAGE TECHNIQUE		Watch and learn as we explain the Redken 5th Avenue Balayage technique and how to use various points of light to create sun kissed looks.	BLONDING	5TH AVENUE BALAYAGE TECHNIQUE REDKEN
BABYLIGHTS TECHNIQUE		In this video, Redken Artist Lori Zabel will show you how to use the Babylights Technique to customize a look to mimic the soft, sun kissed tones your client had as a child.	BLONDING	BABYLIGHTS TECHNIQUE REDKEN
BASE BREAK TECHNIQUE		A Base Break is a service used to subtly lighten a clients' natural base before a Highlight or Balayage service. In this episode we'll demonstrate how you can achieve a softer base for custom color results.	BLONDING	BASE BREAK TECHNIQUE REDKEN
CLASSIC BALAYAGE - TECHNIQUE		Balayage gives natural looking color, with softer, less noticeable regrowth. While there are many ways to Balayage, our video will demonstrate a Classic Balayage. Watch the step by step application for precise methods of sectioning, selecting strands and the actual painting, to create a perfect application with repeatable results.	BLONDING	CLASSIC BALAYAGE - TECHNIQUE REDKEN
FACE FRAME BALAYAGE TECHNIQUE		For clients who are looking for natural looking haircolor, Balayage is often the best choice. Clients are often looking to add brightness, customized to their skin tones around the face. In this video, you will learn how to create the perfect face-framing balayage.	BLONDING	FACE FRAME BALAYAGE TECHNIQUE REDKEN
FLAT BRUSH BALAYAGE - ADVANCED TECHNIQUE		Redken Artist Justin Isaac demonstrates Flat Brush Balayage, an advanced balayage technique that is perfect for shorter lengths.	BLONDING	FLAT BRUSH BALAYAGE - ADVANCED TECHNIQUE REDKEN
MODERN BALAYAGE TECHNIQUE		In this video, we will introduce you to a fun, new Modern Variation of Balayage. This method takes away some of the mystique, and gives you confidence with guaranteed results.	BLONDING	MODERN BALAYAGE TECHNIQUE REDKEN
OMBRE TECHNIQUE		In this Episode we will show you how to create the perfect Ombre as well as give some hot tips on how to create a Seamless transition and a symmetrical placement throughout the entire head.	BLONDING	OMBRE TECHNIQUE REDKEN
SURFACE BALAYAGE TECHNIQUE		In this episode this video we'll show you how to get those natural, sun-kissed highlights that float just on the surface. Your clients are asking for it, and we'll show you how to do it.	BLONDING	SURFACE BALAYAGE TECHNIQUE REDKEN
SWERVE BALAYAGE TECHNIQUE		Swerve Balayage is where it's at. This technique is wonderful for all wavy hair types. Learn how to enhance light reflection, and create dimension throughout the fabric of the waves. Watch Redken Artist Lori Zabel take you on a swerve journey, as if you're rippling through a puddle- learning to analyze each wave to achieve the best swerve result for your client.	BLONDING	SWERVE BALAYAGE TECHNIQUE REDKEN
TRADITIONAL BALAYAGE		In this video you will learn how to achieve a traditional balayage application; Points of light; Saturation of product; Balayage sectioning; Proper brush technique.	BLONDING	TRADITIONAL BALAYAGE REDKEN

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HAIRCOLOR TECHNIQUES				
VIDEO TITLE		VIDEO DESCRIPTION	CATEGORY	ACCESS LINK
BLENDED BABYLIGHTS TECHNIQUE WITH SEAN GODARD		In this video you will watch Sean Godard as he demonstrates his blended lights technique using SEQ Violet Gold family.	HAIRCOLOR	BLENDED BABYLIGHTS TECHNIQUE WITH SEAN GODARD
COLOR BLUR TECHNIQUE		In this Episode you will learn how you can combine two different tones of haircolor to create a third new tone with Redken's exclusive Blur Brush.	HAIRCOLOR	COLOR BLUR TECHNIQUE REDKEN
COLOR GELS LACQUERS 10-EXPRESS TECHNIQUE WITH JERRIC FRUITS		Watch Redken Artist, Jerric Fruits create an express technique using CG10 - to help you make more money behind the chair	HAIRCOLOR	CG10 EXPRESS TECHNIQUE- JERRIC FRUITS
COLOR GELS LACQUERS 10-EXPRESS TECHNIQUE WITH JUSTIN ISAAC		Watch Redken Artist, Justin Isaac create an express technique using CG10 - to help you make more money behind the chair	HAIRCOLOR	CG10 EXPRESS TECHNIQUE- JUSTIN ISAAC
COLOR GELS LACQUERS 10-EXPRESS TECHNIQUE WITH SEAN GODARD		Watch Redken Artist, Sean Godard create an express technique using CG10 Color - to help you make more money behind the chair	HAIRCOLOR	CG10 EXPRESS TECHNIQUE- SEAN GODARD
COLOSSAL BALAYAGE		Maximize your time behind the chair with a 12 Section Colossal Balayage technique from Redken Artist, Lori Zabel. Follow this step-by-step tutorial using Redken Flash Lift Bonder Inside and Shades EQ Gloss to achieve beautiful dimensional results.	HAIRCOLOR	COLOSSAL BALAYAGE
COPPER COLOR MELT TECHNIQUE		In this video, Redken Artist George Garcia shows you how to use Color Gels Lacquers on Zone 1 in conjunction with a Balayage technique on Zones 2-3 to achieve a look that provides saturated coverage, dimension, and shine.	HAIRCOLOR	COPPER COLOR MELT TECHNIQUE REDKEN
CURLY COLOR TECHNIQUE		The Scratch Color technique is complimenting and balancing to the curly fabric of your client. When watching Redken Artist George Garcia, learn how to utilize the color board while applying this technique. While using two formulas, gain the how's and why's of creating a foundation for your scratch technique to fall on. Watch how George sweeps you along with the scratch technique that is certain to enhance the points of light on your curly clients locks.	HAIRCOLOR	CURLY COLOR TECHNIQUE REDKEN
DIMENSIONAL BRUNETTE		Learn how to create dimension on your brunette clients by watching this step by step video. Redken Artist Tara Gardiner will you take you through this highlighting technique.	HAIRCOLOR	DIMENSIONAL BRUNETTE REDKEN
EXPRESS HIGH CONTRAST FOIL TECHNIQUE		Follow Redken Artist Sean Godard as he shares step-by-step how to create the perfect high contrast color with this beautiful dimensional foil technique.	HAIRCOLOR	EXPRESS HIGH CONTRAST FOIL TECHNIQUE
FACE FRAME BALAYAGE		Redken Artist, Lori Zabel shares a Face Frame Balayage technique with Redken Flashlight Bonder Inside and Shades EQ Gloss. Learn step-by-step how to create beautiful dimension with a polished finish.	HAIRCOLOR	FACE FRAME BALAYAGE
FOILAGE WITH SEAN		Do you want to learn way to preserve your clients hair? Watch Redken Artist Sean Godard apply Flash Lift Bonder Inside to brighten up blonde while keeping the integrity of the hair. This video will include pre and post haircare regiments.	HAIRCOLOR	FOILAGE WITH SEAN REDKEN
HOURLASS TONING		Director of Redken Inspires, Haircolor: Justin Isaac shares an express technique with Redken Shades EQ Gloss Level 10s and an hourglass sectioning. Follow step-by-step to create beautiful dimensional color.	HAIRCOLOR	HOURLASS TONING

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HAIRCOLOR TECHNIQUES				
VIDEO TITLE		VIDEO DESCRIPTION	CATEGORY	ACCESS LINK
MIDLIGHT™ TECHNIQUE WITH REDKEN BRAND AMBASSADOR, MATT REZ		Watch Redken Redken Brand Ambassador Matt Rez Demonstrates the Midlight™ Technique	HAIRCOLOR	MIDLIGHT™ TECHNIQUE WITH REDKEN BRAND AMBASSADOR, MATT REZ
MODERN CHUNKY HIGHLIGHT		Join Redken Artist Sean Godard as he shares a step-by-step tutorial to create bold chunky highlights with a modern edge. Learn how to add high contrast and maximum dimension, with less foils.	HAIRCOLOR	MODERN CHUNKY HIGHLIGHT
NEW FACES OF GRAY – MEET FARIDA		Gray Coverage Technique with Babylights using Cover Fusion and Flash Lift Bonder Inside by Redken Brand Ambassador, Daniel Mora.	HAIRCOLOR	NEW FACES OF GRAY – MEET FARIDA REDKEN
NEW FACES OF GRAY - MEET LAURIE		Gray Coverage Technique with Babylights using Cover Fusion and Flash Lift Bonder Inside by Redken Brand Ambassador, Daniel Mora.	HAIRCOLOR	NEW FACES OF GRAY - MEET LAURIE REDKEN
NEW FACES OF GRAY - MEET SARA		Gray Coverage Technique using Cover Fusion by Redken Brand Ambassador, Daniel Mora.	HAIRCOLOR	NEW FACES OF GRAY - MEET SARA REDKEN
ORBITAL TONING		Join Director of Redken Inspires, Haircolor: Justin Isaac for a step-by- step creative color technique showcasing the Shades EQ Gloss Level 10's. Learn customized color placement, orbital sectioning and formulation techniques to create beautiful color results.	HAIRCOLOR	ORBITAL TONING
PASTEL BOB		Watch Redken Artist Justin Isaac and learn how to add brightness and dimension with Flash Lift Bonder Inside followed by SEQ for incredible shine result.	HAIRCOLOR	PASTEL BOB REDKEN
PLACED PASTELS		Watch Redken Artist Tara Abramowicz apply City Beats to create a pastel flare.	HAIRCOLOR	PLACED PASTELS
SECRETS FOR GRAY COVERAGE WITH TRACEY CUNNINGHAM- DISCOVER COVER FUSION		Secrets for Gray Coverage With Tracey Cunningham Discover Cover Fusion	HAIRCOLOR	SECRETS FOR GRAY COVERAGE WITH TRACEY CUNNINGHAM DISCOVER COVER FUSION
SHADES EQ BONDER INSIDE EXPRESS TECHNIQUE WITH JERRIC FRUITS		Watch Redken Artist, Jerric Fruits create an express technique using SEQBI - to help you make more money behind the chair	HAIRCOLOR	SEQBI EXPRESS TECHNIQUE - JERRIC FRUITS

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HAIRCOLOR TECHNIQUES				
VIDEO TITLE		VIDEO DESCRIPTION	CATEGORY	ACCESS LINK
SHADES EQ BONDER INSIDE EXPRESS TECHNIQUE WITH JUSTIN ISAAC		Watch Redken Artist, Justin Isaac create an express technique using SEQBI - to help you make more money behind the chair	HAIRCOLOR	SEQBI EXPRESS TECHNIQUE - JUSTIN ISAAC
SHADES EQ BONDER INSIDE EXPRESS TECHNIQUE WITH SEAN GODARD		Watch Redken Artist, Sean Godard create an express technique using SEQBI Color - to help you make more money behind the chair	HAIRCOLOR	SEQBI EXPRESS TECHNIQUE - SEAN GODARD
SIDE LIGHTS		Learn from Redken Artist, Lori Zabel and learn how diagonal placement effects your end color result. This step by step will also include the use of Flash Lift Bonder Inside.	HAIRCOLOR	SIDE LIGHTS REDKEN
TEASY LIGHTS WITH LINDSEY		Watch Redken Artist Lindsey Olson teach you a highlight technique that will accentuate client facial feature while using Flash Lift Bonder Inside.	HAIRCOLOR	TEASY LIGHTS WITH LINDSEY REDKEN
PRINCIPLES/ PRODUCT KNOWLEDGE/MISC				
2022 SUITABILITY- SCOODIT- HAIRCOLOR		Using the Redken Principles of Consultation, Face Shape, Head Form and placement of Color, discover how to accentuate, balance or enhance the clients facial features. Let Justin Isaac show you everything you need to know to take "the Bespoke Approach" to hair with Design, Color and Finish.	HAIRCOLOR	2022 SUITABILITY - SCOODIT - HAIRCOLOR
ASH BROWN FAMILIES		Introducing the new Ash Brown family. Redken Artist George Garcia tells you everything you need to know about this game-changing family and how you can use it to provide the coolest possible results with ease.	HAIRCOLOR	ASH BROWN FAMILIES
BLONDE IDOL - PRODUCT KNOWLEDGE		In this video you will learn about Blonde Idol, Redken's high lift conditioning color cream, and the different ways it can be used to achieve a variety of blonde results.	HAIRCOLOR	BLONDE IDOL - PRODUCT KNOWLEDGE REDKEN
COLOR BLAST		Watch and learn how to create a beautiful end result using Shades EQ Pastels.	HAIRCOLOR	COLOR BLAST REDKEN
COLOR BASH		Introduction to Blonding, Demi-Permanent, Permanent, Brews Color Camo	HAIRCOLOR	COLOR BASH
PERMANENT HAIRCOLOR - PRODUCT KNOWLEDGE		Redken offers a haircolor portfolio that meets the needs of every client and exceeds the expectations of every stylist. In this episode discover what makes Redken Permanent haircolor an ideal choice for all of your permanent haircolor needs.	HAIRCOLOR	PERMANENT HAIRCOLOR - PRODUCT KNOWLEDGE REDKEN
PRINCIPLES OF HAIRCOLOR VIDEO SERIES		In this video you will learn different dye systems, oxidation, alkalinity vs. acidity, composition of hair.	HAIRCOLOR	PRINCIPLES OF HAIRCOLOR VIDEO SERIES REDKEN
REDKEN PRODUCT RECOMMENDATION - PROBLEM + SOLUTION = MONEY		Watch these videos from Redken Artists who take you through everyday challenges in the salon while providing you the perfect product solution and recommendation to ultimately allow you to make more money behind the chair.	HAIRCOLOR	REDKEN PRODUCT RECOMMENDATION - PROBLEM + SOLUTION = MONEY
WHAT IS DEMI- PERMANENT HAIRCOLOR?		When you have needs such as correcting, refreshing, toning or blending, your choice should be a demi-permanent brand. In this video, learn about Redken's demi-permanent haircolor portfolio and how to use them confidently.	HAIRCOLOR	WHAT IS DEMI- PERMANENT HAIRCOLOR? REDKEN

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HAIRCOLOR

COLOR FUSION/ COVER FUSION				
VIDEO TITLE		VIDEO DESCRIPTION	CATEGORY	ACCESS LINK
COLOR FUSION/ COVER FUSION				
COLOR FUSION - PRODUCT KNOWLEDGE		Color Fusion is a modern, permanent color cream that delivers healthy-looking, multi-dimensional results. Watch this video to learn more about this pillar in Redken's permanent haircolor portfolio and how to use it effectively.	HAIRCOLOR	COLOR FUSION - PRODUCT KNOWLEDGE REDKEN
COVER FUSION PRODUCT KNOWLEDGE		Cover Fusion is Redken's low ammonia, permanent haircolor that provides up to 100% gray coverage. Specifically formulated for clients with 50% or more gray, it provides balanced coverage while also addressing the specific needs of gray hair.	HAIRCOLOR	COVER FUSION PRODUCT KNOWLEDGE REDKEN
COVER FUSION NATURAL ASH BROWN FAMILY		IN THIS VIDEO YOU WILL LEARN What is Cover Fusion? How does it work? How to identify the Cover Fusion client Mixing & Processing guidelines	HAIRCOLOR	COVER FUSION NATURAL ASH BROWN FAMILY REDKEN
WHY GRAY CLIENTS ARE KEY TO BUILDING YOUR CLIENTELE DISCOVER COVER FUSION		Discover Why Gray Clients are Key to Building Your Clientele with Tracey Cunningham, Redken Brand Ambassador	HAIRCOLOR	WHY GRAY CLIENTS ARE KEY TO BUILDING YOUR CLIENTELE DISCOVER COVER FUSION REDKEN

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COLOR GELS				
VIDEO TITLE		VIDEO DESCRIPTION	CATEGORY	ACCESS LINK
COLOR GELS LACQUERS PRODUCT KNOWLEDGE		Color Gels Lacquers is permanent liquid color, reinvented! Its liquid, low ammonia formula provides superior gray coverage, saturated results, and incredible shine. In this video, you will learn all about Color Gels Lacquers to include usage, mixing/processing, and formulation.	HAIRCOLOR	COLOR GELS LACQUERS - PRODUCT KNOWLEDGE REDKEN
COLOR GELS LACQUERS - READING THE LABEL		In this video Redken Artist George Garcia explains how to read the Color Gels Lacquers labels.	HAIRCOLOR	COLOR GELS LACQUERS - READING THE LABEL REDKEN
COLOR GELS LACQUERS - FORMULATION		George Garcia, Redken Artist, breaks down Color Gels Lacquers formulation guidelines and how to work with undertones.	HAIRCOLOR	COLOR GELS LACQUERS - FORMULATION REDKEN
COLOR GELS LACQUERS - GRAY COVERAGE GUIDELINES		In this video watch as George Garcia, Redken Artist, explains how to cover gray using Color Gels Lacquers.	HAIRCOLOR	COLOR GELS LACQUERS - GRAY COVERAGE GUIDELINES REDKEN
COLOR GELS LACQUERS (INCLUDES NN LAUNCH)		In this video you will learn proper formulation; mixing and processing; Traditional vs. American Level System; different application methods; understanding different color finishes; traditional virgin application info.	HAIRCOLOR	COLOR GELS LACQUERS (INCLUDES NN LAUNCH) REDKEN
COLOR GELS LACQUERS ASH BROWN FAMILY		The Color Gels Lacquers Ash Brown family provides ultra-cool coverage on all percentages of gray. In this video, Redken Artist George Garcia tells you everything you need to know about this game-changing family and how you can use it to provide the coolest coverage results possible with ease.	HAIRCOLOR	COLOR GELS LACQUERS ASH BROWN FAMILY REDKEN
COLOR GELS LACQUERS NN FAMILY		In this video Redken Artist George Garcia shares with you why he loves the Color Gels Lacquers NN family and why how you can use it to achieve ultra saturated looks with exceptional gray coverage.	HAIRCOLOR	COLOR GELS LACQUERS NN FAMILY REDKEN
COLOR GELS LACQUERS 10 MINUTE		Color Gels Lacquers 10 Minute is an express permanent haircolor that provides up to 100% gray coverage after processing for only 10 minutes. Its patent-pending technology provides coverage in less time than a traditional gray coverage service while still maintaining professional results.	HAIRCOLOR	COLOR GELS LACQUERS 10 MINUTE
COLOR GELS LACQUERS 10 MINUTE - REDKEN ARTIST TESTIMONIALS		Listen to your favorite Redken artists tell you why Color Gels Lacquers 10 Minute is a "game changer"	HAIRCOLOR	COLOR GELS LACQUERS 10 MINUTE - REDKEN ARTIST TESTIMONIALS
COLOR GELS LACQUERS 10 MINUTE FREQUENTLY ASKED QUESTIONS WITH SHERI DOSS		If you've got Color Gels Lacquers 10 Minute Questions, Sheri Doss has answers! In this live event replay, watch as Sheri Doss, VP of Redken Education Worldwide takes questions from a live audience and shares in-depth information about Color Gels Lacquers 10 Minute. (Please note: this segment was pre-recorded and submissions are closed.)	HAIRCOLOR	COLOR GELS LACQUERS 10 MINUTE FREQUENTLY ASKED QUESTIONS WITH SHERI DOSS

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COLOR GELS				
VIDEO TITLE		VIDEO DESCRIPTION	CATEGORY	ACCESS LINK
COLOR GELS LACQUERS 10 MINUTE: INTERVIEW WITH SHERI DOSS AND VERNON FRANCOIS		For Vernon Francois, Color Gels Lacquers 10 Minute is a must-have when prepping his celebrity clients for events, especially when time is limited. Watch as he and Sheri Doss discuss how Color Gels Lacquers 10 Minute has changed his prep routine and how he uses it on clients of all hair types and textures.	HAIRCOLOR	COLOR GELS LACQUERS 10 MINUTE: INTERVIEW WITH SHERI DOSS AND VERNON FRANCOIS
HOW WAS COLOR GELS LACQUERS 10 MINUTE DEVELOPED? INTERVIEW WITH SHERI DOSS AND THE REDKEN TESTING CENTER		In this video watch as Sheri Doss, VP of Redken Education Worldwide interviews Jesus Estevez, VP of Testing. Together they'll share with you how Color Gels Lacquers 10 Minute was developed, how it works, and what it's like to test a formula on over 500 models throughout the development process.	HAIRCOLOR	HOW WAS COLOR GELS LACQUERS 10 MINUTE DEVELOPED? INTERVIEW WITH SHERI DOSS AND THE REDKEN TESTING CENTER
THE SCIENCE BEHIND COLOR GELS LACQUERS 10 MINUTE: INTERVIEW WITH SHERI DOSS AND THE REDKEN LABS		Color Gels Lacquers 10 Minute features high-kinetic dyes to provide up to 100% gray coverage in only 10 minutes. In this video, watch as Sheri Doss interviews a Redken Chemist and learn more about this innovative technology.	HAIRCOLOR	THE SCIENCE BEHIND COLOR GELS LACQUERS 10 MINUTE: INTERVIEW WITH SHERI DOSS AND THE REDKEN LABS
TIPS FOR USING COLOR GELS LACQUERS 10 MINUTE WITH SHERI DOSS AND DANIEL MORA		For Redken Ambassador Daniel Mora (@danielmbeauty), Color Gels Lacquers 10 Minute has given him the opportunity to reduce his appointment times without compromising on quality. In this video he shares a few of his favorite ways to use Color Gels Lacquers 10 Minute to achieve his signature, low-maintenance, looks in a fraction of the time.	HAIRCOLOR	TIPS FOR USING COLOR GELS LACQUERS 10 MINUTE WITH SHERI DOSS AND DANIEL MORA
COLOR GELS OILS PRODUCT KNOWLEDGE MODULE		Color Gels Oils is an ammonia-free, silicone-free, fragrance-free, vegan, liquid permanent haircolor range from Redken that not only covers grays, it rejuvenates them with +30% conditioning* and +78% shine	HAIRCOLOR	COLOR GELS OILS PRODUCT KNOWLEDGE
COLOR GELS OILS LIQUID APPLICATION VIDEO		See how to apply Color Gels Oils liquid permanent haircolor. Our latest addition to our permanent haircolor portfolio. This ammonia-free, silicone-free, fragrance-free, vegan formula, not only covers grays, it rejuvenates them with +30% conditioning* and +78% shine**	HAIRCOLOR	COLOR GELS OILS LIQUID APPLICATION VIDEO
SHADES EQ				
#1 DEMI SHADES EQ GLOSS		Shades EQ Gloss is the haircolor that thinks it's a conditioner! It features a demi-permanent, acidic formula that provides incredible shine and condition to all hair types.	HAIRCOLOR	#1 DEMI SHADES EQ GLOSS
SEQ SILVER STRONG COLLECTION		Learn all about Shades EQ Silver Strong Collection. Discover endless possibilities from gray to silver with this ultimate collection.	HAIRCOLOR	SHADES EQ SILVER STRONG COLLECTION
SHADES EQ PRODUCT KNOWLEDGE		Shades EQ gives you healthy, shiny color with incredible conditioning and ultra-versatility. In this video, learn about what makes Shades EQ Gloss and Shades EQ Cream stylist's #1 choice when choosing a demi-permanent haircolor.	HAIRCOLOR	SHADES EQ PRODUCT KNOWLEDGE REDKEN
SHADES EQ GLOSS - FILL GUIDELINES		Learn more about Shades EQ Gloss and how it can be used to fill hair prior to a tint back service.	HAIRCOLOR	SHADES EQ GLOSS - FILL GUIDELINES REDKEN
DOES SHADES EQ GLOSS HAVE TO BE APPLIED TO DRY HAIR?		Learn why you should apply Shades EQ Gloss on dry hair?	HAIRCOLOR	DOES SHADES EQ GLOSS HAVE TO BE APPLIED TO DRY HAIR?
SHADES EQ GLOSS ASH BROWN FAMILY		The Shades EQ Gloss Ash Brown family provides ultra-cool results at levels 02, 04, and 06. In this video, Redken Artist George Garcia tells you everything you need to know about this game changing family.	HAIRCOLOR	SHADES EQ GLOSS ASH BROWN FAMILY REDKEN

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HAIRCOLOR				
SHADES EQ				
VIDEO TITLE		VIDEO DESCRIPTION	CATEGORY	ACCESS LINK
SHADES EQ GLOSS LEVEL 10 SHADES		In this video Redken Artist Celene Dupuis tells you all about Redken's new Shades EQ Gloss level 10 shades - 010N Delicate Natural and 010VV Lavender Ice.	HAIRCOLOR	SHADES EQ GLOSS LEVEL 10 SHADES REDKEN
SHADES EQ GLOSS MATTE FAMILY		Create top-trending haircolor shades such as mushroom brown and beige blonde with the Shades EQ Gloss Matte family! In this video Redken Artist Blake Reed-Evans tells you all about this new shade family and how to use it to achieve cool, yet natural results.	HAIRCOLOR	SHADES EQ GLOSS MATTE FAMILY REDKEN
SHADES EQ GLOSS NATURAL ASH FAMILY		Watch as Redken Artist Sean Godard explains the Shades EQ Natural Ash family explains best practices for each shade in the range.	HAIRCOLOR	SHADES EQ GLOSS NATURAL ASH FAMILY REDKEN
SHADES EQ GLOSS VIOLET GOLD FAMILY		In this video you will learn about the new Shades EQ Gloss Violet Gold family and how it can be used to create the baby blonde looks your clients are asking for.	HAIRCOLOR	SHADES EQ GLOSS VIOLET GOLD FAMILY
SHADES EQ GLOSS VIOLET BLUE FAMILY		Learn why Redken Brand Ambassador Jamie Sea loves the Shades EQ Gloss Violet Blue family and how you can use them to achieve ultra-cool results on your brassiest clients.	HAIRCOLOR	SHADES EQ GLOSS VIOLET BLUE FAMILY REDKEN
VIOLET ROSE SHADE FAMILY		In this video Redken Artist Sheree Knobel will tell you all about Redken's Violet Rose (VRo) Shade Family and how you can use them to create beautiful, cool rose shades on clients of all levels.	HAIRCOLOR	VIOLET ROSE SHADE FAMILY REDKEN
SHADES EQ GLOSS LEVEL 10 PHASE 2 PRODUCT KNOWLEDGE		In this video Redken Artist Lindsey Olson tells you all about Redken's new Shades EQ Gloss level 10 shades – 010P, 010T and 010GI.	HAIRCOLOR	SHADES EQ GLOSS LEVEL 10 PHASE 2 PRODUCT KNOWLEDGE REDKEN
SHADES EQ BONDER INSIDE		Shades EQ Bonder Inside is Redken's first acidic liquid demi-permanent haircolor with built in bonder technology. It tones and helps to strengthen sensitized hair in a single step with no additive needed.	HAIRCOLOR	SHADES EQ BONDER INSIDE
WHAT IS SHADES EQ BONDER INSIDE?		Shades EQ Bonder Inside is Redken's first acidic liquid demi-permanent haircolor with built in bonder technology. It tones and helps to strengthen sensitized hair in a single step with no additive needed. In this video you will learn what Shades EQ Bonder Inside is. How to use Shades EQ Bonder Inside and Shades EQ Bonder Inside Technology	HAIRCOLOR	WHAT IS SHADES EQ BONDER INSIDE?
SHADES EQ BONDER INSIDE REDKEN ARTIST TESTIMONIAL		Redken Artists Justin Isaac, Blake Reed Evans, Lauren Rosenquist, Nicole Perry, Tara Abromowicz, Lori Zabel, Julie Lahr & Sean Godard tell us why they love Shades EQ Bonder Inside	HAIRCOLOR	SHADES EQ BONDER INSIDE - REDKEN ARTIST TESTIMONIAL
SHADES EQ BONDER INSIDE COPPER BLONDES		Learn all about Shades EQ Copper Blondes Collection. 3 new additions to the bonder inside portfolio. Kick up the vibrancy and create Brighter Bonded Blondes!	HAIRCOLOR	SHADES EQ BONDER INSIDE COPPER BLONDES
SHADES EQ GLOSS BONDER INSIDE VV FAMILY		Learn all about Shades EQ Gloss Bonder Inside Violet Violet family. Our most intense neutralizing family yet!	HAIRCOLOR	SHADES EQ GLOSS BONDER INSIDE VV FAMILY

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HAIRCOLOR

LIGHTENER				
HOW DOES LIGHTENER WORK?		Have you ever wondered how lightener works? In this video, Redken Artist Lori Zabel explains the process of blonding from start to finish.	LIGHTENER	HOW DOES LIGHTENER WORK?
HOW TO USE REDKEN FLASH LIFT		In this video, you will learn about Redken Flash Lift and why Redken Artist Lori Zabel loves to use it both on and off the scalp to create a variety of blonde looks on all hair types.	LIGHTENER	HOW TO USE REDKEN FLASH LIFT
FLASH LIFT BONDER INSIDE		Learn more about Flash Lift Bonder Inside, Redken's all-in-one lightener powder that protects the hair's bonds and provides up to 8 levels of lift all in one step.	LIGHTENER	FLASH LIFT BONDER INSIDE REDKEN
FLASH LIFT BONDER INSIDE - MEASUREMENT		Learn how to use the built in measuring cup included with Flash Lift Bonder Inside.	LIGHTENER	FLASH LIFT BONDER INSIDE - MEASUREMENT REDKEN
FLASH LIFT BONDER INSIDE - POURING AND MIXING		In this video, you'll learn how to measure, pour, and mix Flash Lift Bonder Inside	LIGHTENER	FLASH LIFT BONDER INSIDE - POURING AND MIXING REDKEN
FLASH LIFT PODS BONDER INSIDE PRODUCT KNOWLEDGE		Flash Lift Pods Bonder Inside is the industry's first pre-dosed lightener with a bonder built in. In this video, Redken Artist Blake Reed-Evans shares with you everything you need to know about using this revolutionary new lightener. If you're an independent stylist looking for a space saving solution, a mobile stylist who values space-saving products for your kit, or a stylist who simply wants an easier way to measure & mix lightener, Flash Lift Pods Bonder Inside is an absolute must have.	LIGHTENER	FLASH LIFT PODS BONDER INSIDE PRODUCT KNOWLEDGE REDKEN
HOW TO MIX FLASH LIFT PODS BONDER INSIDE		Are you curious to know how to properly mix Flash Lift Pods Bonder Inside? In this video watch as we demonstrate how to properly mix Flash Lift Pods Bonder Inside and how easy this innovative lightener is to use.	LIGHTENER	HOW TO MIX FLASH LIFT PODS BONDER INSIDE REDKEN
FLASH LIFT POWER 9 BONDER INSIDE		Introducing our most powerful lightener to date with up to 9 levels of lift! Built-in bonder to protect disulfide bonds, formula with Glycine and Citric Acid that helps preserve the integrity of the hair. For all hair types and textures, all levels including dark bases.	LIGHTENER	FLASH LIFT POWER 9 BONDER INSIDE

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BREWS				
REDKEN BREWS		Crafted. Barber Inspired. Redken Brews blends barber expertise with NYC edge to deliver a complete grooming experience for every man.	BREWS	REDKEN BREWS
BREWS COLOR CAMO PRODUCT KNOWLEDGE		Do you have clients who want to add more pepper to their salt? Introduce them to Redken Brews Color Camo! In 5-10 minutes you can provide them with an express Demi-permanent haircolor result that will grow out softly and without any harsh lines of demarcation. It's a great option for clients who want to blend their gray without covering it completely.	BREWS	BREWS COLOR CAMO PRODUCT KNOWLEDGE REDKEN
BREWS HIGH HOLD POMADE		In this video, Redken Artist Adina Doss shares with you everything you need to know about Redken Brews High Hold Pomade, the perfect choice for clients who are looking for high hold with shine.	BREWS	BREWS HIGH HOLD POMADE REDKEN
BREWS HIGH HOLD POMADE SLEEK LOOK TUTORIAL		Redken Brews High Hold Pomade provides high hold and is perfect for sleek or polished styles. In this video watch as High Hold Pomade is used to create a simple, sleek look that lasts all day.	BREWS	BREWS HIGH HOLD POMADE SLEEK LOOK TUTORIAL REDKEN
BREWS HIGH HOLD POMADE TEXTURED LOOK TUTORIAL		Redken Brews High Hold Pomade provides high hold and is perfect for a variety of styles. In this video watch as High Hold Pomade is used to create a simple, lived in look that lasts all day.	BREWS	BREWS HIGH HOLD POMADE TEXTURED LOOK TUTORIAL REDKEN
FRESH HIM UP		Do you have male clients with wavy hair? Watch this step by step haircut which also includes the use of a razor for a clean finish.	BREWS	FRESH HIM UP REDKEN
TEXTURE RESHAPE		Do you have male clients with curly hair? Watch this step by step and learn how to reshape textured hair along with detailing around the edges.	BREWS	TEXTURE RESHAPE REDKEN
BUSINESS				
WHO MOVED MY SHEARS		Salon Owner & Manager Leadership Training	BUSINESS	WHO MOVED MY SHEARS
WORKING IT OUT - SAFE SPACE CERTIFIED		This module features the full 6 Working It Out modules and safe space certificate upon completion	BUSINESS	WORKING IT OUT - SAFE SPACE CERTIFIED

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DESIGN				
2022 SUITABILITY-SCOODIT-DESIGN		Using the Redken Principles of Consultation, Face Shape, Head Form and placement of Color, discover how to accentuate, balance or enhance the clients facial features. Let Sam Villa show you everything you need to know to take "the Bespoke Approach" to hair with Design, Color and Finish.	DESIGN	2022 SUITABILITY - SCOODIT - DESIGN
DISHEVELED DRY CUT		Watch Redken Global Artistic Ambassador, Sam Villa create a disheveled dry cut in this step-by-step tutorial. Through product selection, detailed finishing techniques and easy to follow haircutting steps; learn how to achieve the look.	DESIGN	DISHEVELED DRY CUT
EXPRESS SHORT BOB CUT		Director of Redken Creates, Design and Finish: Hugo Urias shares how to cut a strong simple shape with 5 easy sections. Follow along step-by-step and learn this efficient technique to create a short bob haircut for your next salon guest.	DESIGN	EXPRESS SHORT BOB CUT
EXPRESS TEXTURED PAGEBOY CUT		Watch Director of Redken Creates, Design and Finish: Hugo Urias share a time saving haircutting technique. With only 5 sections, follow along as he creates an express pageboy cut with beautiful texture.	DESIGN	EXPRESS TEXTURED PAGEBOY CUT
FRESH SHAG		Learn how to create a fresh shag with Redken Artist, Teresa Mockler. This step by step will include product use with Guts10 and Wind Blown 05.	DESIGN	FRESH SHAG REDKEN
LONG SHAG & HIGH PONY		Learn how to create a long shag and textured high pony with Redken Artist, Ruth Roche. Follow along as she shares product tips, sectioning breakdowns and finishing tricks to achieve the look.	DESIGN	LONG SHAG & HIGH PONY
MEDIUM SHAGGY BOB		Watch Redken Artist, Ruth Roche create a shaggy bob in this step-by-step tutorial. From start to finish, learn what products to use, what sections to take and how to achieve the perfect textured finish.	DESIGN	MEDIUM SHAGGY BOB
ROUNDED BOB		Learn how to create a bob with Redken Artist Jason Gribbin	DESIGN	ROUNDED BOB
SHORT SHAG		Watch this step by step tutorial on how to cut a shag with precision sectioning breakdown. Learn how to layer hair that looks like it's been razored but cut with shears.	DESIGN	SHORT SHAG REDKEN
TEXTURED BOB		Are you looking to create a textured bob? Watch this step by step video to achieve that outcome.	DESIGN	TEXTURED BOB REDKEN
TEXTURED SHAG		This step by step video will guide you on how to create a textured shag.	DESIGN	TEXTURED SHAG REDKEN
TEXTURED SHAG WITH FRINGE		Watch Redken Artist, Hugo Urias create a textured shag with fringe. This step by step will include precision point cutting.	DESIGN	TEXTURED SHAG WITH FRINGE REDKEN
TUCKED BOB DESIGN TECHNIQUE WITH HUGO URIAS		Have you ever had a challenge creating graduation on fine hair? Look no further as this step by step will teach you how to achieve round graduation.	DESIGN	TUCKED BOB DESIGN TECHNIQUE WITH HUGO URIAS REDKEN

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FINISHING

FINISHING WITH HOT TOOLS		Learn the uses of thermal tools.	FINISHING	FINISHING WITH HOT TOOLS REDKEN
HAIR FLAIR		Watch Redken Artist Lindsey Olson perform a beautiful finished blow-dry with hair accents. This look is accompanied by Redken Products Guts 10, Iron Shape 11, Triple Take 32, and Wind Blown 05	FINISHING	HAIR FLAIR REDKEN
LONG SHAG & HIGH PONY		Learn how to create a long shag and textured high pony with Redken Artist, Ruth Roche. Follow along as she shares product tips, sectioning breakdowns and finishing tricks to achieve the look.	FINISHING	LONG SHAG & HIGH PONY
REDKEN BRIDAL HAIRSTYLES BEACH BRIDE		Watch as Redken Artist Jackie Litscher demonstrates how to create a half up, half down hairstyle using Redken Iron Shape 11 and Control Addict 28.	FINISHING	REDKEN BRIDAL HAIRSTYLES BEACH BRIDE
REDKEN BRIDAL HAIRSTYLES BOHO BRIDE		Watch as Redken Artist Jackie Litscher demonstrates how to create a braided updo using Redken Guts 10, Triple Dry 15, and Triple Take 32.	FINISHING	REDKEN BRIDAL HAIRSTYLES BOHO BRIDE
REDKEN BRIDAL HAIRSTYLES GLAM BRIDE		Watch as Redken Artist Jackie Litscher demonstrates how to create Hollywood-inspired glam waves on short hair using Redken Shine Flash 02, Fashion Work 12, and Iron Shape 11.	FINISHING	REDKEN BRIDAL HAIRSTYLES GLAM BRIDE
USING ACCESSORIES (FINISHING)		Learn about the different accessories to use to finish hair.	FINISHING	USING ACCESSORIES (FINISHING) REDKEN
WAVED BUN		Watch this step by step and learn how to create a beautiful finished look by Redken Artist Marco Arena.	FINISHING	WAVED BUN REDKEN

HAIRCARE

REDKEN PRODUCT RECOMMENDATION- PROBLEM + SOLUTION= MONEY		Watch these videos from Redken Artists who take you through everyday challenges in the salon while providing you the perfect product solution and recommendation to ultimately allow you to make more money behind the chair.	HAIRCARE	REDKEN PRODUCT RECOMMENDATION - PROBLEM + SOLUTION = MONEY
ACIDIC BONDING CONCENTRATE		Acidic Bonding Concentrate is Redken's all-in-one solution to transform processed hair. It delivers ultimate repair, intense conditioning, and color fade protection to transform all hair types and textures, even the most demanding and processed.	HAIRCARE	ACIDIC BONDING CONCENTRATE REDKEN
ACIDIC BONDING CONCENTRATE INTENSIVE TREATMENT		Acidic Bonding Concentrate Intensive treatment provides intense repair in only 5-10 minutes. Formulated with Redken's highest level of Citric Acid + Bonding Care Complex, this rinse-off pre-treatment strengthens the hair from the inside out, preparing the hair to receive the strongest results of the Acidic Bonding Concentrate range.	HAIRCARE	ACIDIC BONDING CONCENTRATE INTENSIVE TREATMENT REDKEN
ABC LIGHTWEIGHT CONDITIONER		Watch Redken Artist George Garcia take you through all the benefits to the newest addition in the Acidic Bonding Concentrate portfolio.	HAIRCARE	ABC LIGHTWEIGHT CONDITIONER
ABC LIGHTWEIGHT LIQUID CONDITIONER- PRODUCT KNOWLEDGE		Acidic Bonding Concentrate Lightweight Liquid Conditioner! This product is a break-through innovation, bringing fine-hair specific usages to this whitespace within bond repair. Now, fine0hair clients can experience ABC signature benefits and voluminous, lightweight results.	HAIRCARE	ACIDIC BONDING CONCENTRATE LIGHTWEIGHT LIQUID CONDITIONER - PRODUCT KNOWLEDGE
HOW DOES ACIDIC BONDING CONCENTRATE WORK?		Acidic Bonding Concentrate is Redken's all-in-one solution to transform processed hair. It delivers ultimate repair, intense conditioning, and color fade protection to transform all hair types and textures, even the most demanding and processed.	HAIRCARE	HOW DOES ACIDIC BONDING CONCENTRATE WORK?

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HAIRCARE

HOW TO USE ACIDIC BONDING CONCENTRATE		Curious about Acidic Bonding Concentrate, Redken's newest haircare system designed to transform even the most sensitive hair? In this video you will learn about the key benefits of each product included in the system and how to use each one.	HAIRCARE	HOW TO USE ACIDIC BONDING CONCENTRATE
HOW TO USE ACIDIC CONCENTRATES		In this video watch as Redken Artist George Garcia shows you how to use Acidic Concentrates - Redken's professional haircare treatment system designed to target the three building blocks of healthy hair: protein, moisture, and pH.	HAIRCARE	HOW TO USE ACIDIC CONCENTRATES
ALL SOFT PRODUCT KNOWLEDGE	 STEP 1: SHAMPOO STEP 2: CONDITION STEP 3: TREAT	In this video you will learn about the All Soft System and how it can be used to soften your dry and brittle hair.	HAIRCARE	ALL SOFT PRODUCT KNOWLEDGE
HOW TO USE ALL SOFT	 STEP 1: SHAMPOO STEP 2: CONDITION STEP 3: TREAT	In this video you will learn about All Soft and how it can be used to soften dry and brittle hair.	HAIRCARE	HOW TO USE ALL SOFT
ALL SOFT MEGA PRODUCT KNOWLEDGE MODULE		All Soft Mega Curls now optimized for the curly & coily community. Take this course to learn all about the new formula and understanding curl patterns .	HAIRCARE	ALL SOFT MEGA PRODUCT KNOWLEDGE MODULE
COLOR EXTEND MAGNETICS PRODUCT KNOWLEDGE	 STEP 1: SHAMPOO STEP 2: CONDITION	In this video you will learn about the Color Extend Magnetics haircare system and how it can be used to treat colored hair.	HAIRCARE	COLOR EXTEND MAGNETICS PRODUCT KNOWLEDGE
COLOR EXTEND MAGNETICS HOW-TO	 STEP 1: SHAMPOO STEP 2: CONDITION	In this video you will learn about Color Extend Magnetics and how it can be used to preserve color-treated hair.	HAIRCARE	COLOR EXTEND MAGNETICS HOW-TO REDKEN
COLOR EXTEND BLONDAGE MASK		If you or your clients are looking for the ultimate at-home product to keep their blondes icy and cool between visits, the Color Extend Blondage Mask is the perfect choice! In this video, Redken Artist Lucas Shaffer tells you everything you need to know about this amazing product.	HAIRCARE	COLOR EXTEND BLONDAGE MASK REDKEN
WHAT IS BLONDAGE HIGH BRIGHT?	 1 Pre-Treat 2 Color 3 Condition	Blondage High Bright is a 3 part system designed to keep blondes light and bright between salon visits.	HAIRCARE	WHAT IS BLONDAGE HIGH BRIGHT? REDKEN
EXTREME PRODUCT KNOWLEDGE	 STEP 1: SHAMPOO STEP 2: CONDITION STEP 3: TREAT	Redken Extreme, a haircare range based on protein science, is perfect for all hair types to keep it healthy and strong. In this video, Redken Artist Lucas Shaffer tells you everything you need to know about this incredible range and why it should be a staple in your backbar.	HAIRCARE	EXTREME PRODUCT KNOWLEDGE REDKEN

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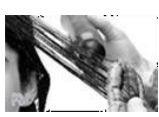
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HAIRCARE				
VIDEO TITLE		VIDEO DESCRIPTION	CATEGORY	ACCESS LINK
HOW TO USE EXTREME	 STEP 1: SHAMPOO STEP 2: CONDITION STEP 3: TREAT	In this video, learn how to use the Extreme core haircare range and learn about how you can use them to provide strength to all hair types.	HAIRCARE	HOW TO USE EXTREME REDKEN
EXTREME LENGTH PRODUCT KNOWLEDGE	 STEP 1: SHAMPOO STEP 2: CONDITION STEP 3: TREAT	Have you ever had a client tell you that they want to skip their haircut because they are trying to grow their hair? In this video, learn how the Redken Extreme Length system is the perfect option for clients who want to grow their hair and also maintain their length by preventing breakage.	HAIRCARE	EXTREME LENGTH PRODUCT KNOWLEDGE REDKEN
EXTREME LENGTH HOW-TO	 STEP 1: SHAMPOO STEP 2: CONDITION STEP 3: TREAT	In this video, learn how to use the Extreme Length haircare system and learn about key ingredients that allow up to 6 inches of hair growth per year!	HAIRCARE	EXTREME LENGTH HOW-TO REDKEN
EXTREME LENGTH TRIPLE ACTION TREATMENT		Lengthening haircare for breakage prone hair.	HAIRCARE	EXTREME LENGTH TRIPLE ACTION TREATMENT REDKEN
HAIR CLEANSING CREAM PRODUCT KNOWLEDGE		Redken Hair Cleansing Cream is the perfect option when working with product buildup, excess oil, or any other time when you want or need to purify your canvas. In this video, Redken Artist Twylla Jane explains the features and benefits of Hair Cleansing Cream and why it is a must have in your salon.	HAIRCARE	HAIR CLEANSING CREAM PRODUCT KNOWLEDGE REDKEN
HAIR CLEANSING CREAM HOW TO		Curious to know if Hair Cleansing Cream works? In this video watch as we demonstrate how to use Hair Cleansing Cream... and then show you the results from what came off of the hair!	HAIRCARE	HAIR CLEANSING CREAM HOW TO REDKEN
HOW TO USE ONE UNITED		In this video you will learn how to use One United, the multi-benefit treatment spray suitable for all hair types.	HAIRCARE	HOW TO USE ONE UNITED
ONE UNITED PRODUCT KNOWLEDGE		In this video you will learn about the One United All-In-One Multi-Benefit Treatment for your hair.	HAIRCARE	ONE UNITED PRODUCT KNOWLEDGE

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INSPIRATION				
VIDEO TITLE		VIDEO DESCRIPTION	CATEGORY	ACCESS LINK
REDKEN HISTORY WITH ANN MINCEY		In this video Ann Mincey shares with you the story of Redken 5th Avenue and how Paula Kent and Jheri Redding shaped the professional hairstylist industry forever.	INSPIRATION	REDKEN HISTORY WITH ANNE MINCEY REDKEN
PRINCIPLES				
WHAT IS HAIR?		In this episode Redken Artist Chiala Marvici takes you through hair as the canvas we work with, the science behind it and how it reacts chemically. It's a good starting point if you encounter a challenge while you're coloring or just want to review some facts.	PRINCIPLES	WHAT IS HAIR? REDKEN
HAIRCOLOR PRINCIPLES				
DIAGONAL BACK PLACEMENT TECHNIQUE		Learn how diagonal back placement effects your end color result.	PRINCIPLES	DIAGONAL BACK PLACEMENT TECHNIQUE REDKEN
DIAGONAL FORWARD PLACEMENT TECHNIQUE		Learn how diagonal forward placement effects your end color result.	PRINCIPLES	DIAGONAL FORWARD PLACEMENT TECHNIQUE REDKEN
GLOBAL BLONDE APPLICATION		Learn Redken's approach to Global Blending and take your blonde clients to new heights!	PRINCIPLES	GLOBAL BLONDE APPLICATION REDKEN
HAIRCOLOR CONSULTATION		Learn all tips and tricks to run a successful consultation with your client.	PRINCIPLES	HAIRCOLOR CONSULTATION REDKEN
HAIRCOLOR PRINCIPLES		Redken Principles form the foundation of everything you learn and are the cornerstone to Redken's worldwide commitment to salon professionals.	PRINCIPLES	HAIRCOLOR PRINCIPLES REDKEN
HAIRCOLOR - STAYING SAFE		Learn all best practices to stay safe when using color.	PRINCIPLES	HAIRCOLOR - STAYING SAFE REDKEN
HORIZONTAL PLACEMENT TECHNIQUE		Learn how horizontal placement effects your end color result.	PRINCIPLES	HORIZONTAL PLACEMENT TECHNIQUE REDKEN
MODERN VIRGIN APPLICATION		Discover Redken's Modern Virgin application, whether you prefer a bowl and brush or bottle, we have a method that's right for the haircolor brand you select	HAIRCOLOR	MODERN VIRGIN APPLICATION REDKEN

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PRINCIPLES				
HAIRCOLOR PRINCIPLES				
PRINCIPLE BASED APPLICATION		In this session, we'll discuss the importance of application and introduce you to a common language used in Redken's principle-based applications. Whether doing a global -all over haircolor, a retouch, a custom hand-painting technique or a creative placement of foils, Redken has you covered.	PRINCIPLES	PRINCIPLE BASED APPLICATION REDKEN
PRINCIPLE BASED FORMULATION		When formulating haircolor Redken has principles in place to ensure your formula delivers the results you expect. Redken Artist George Garcia discusses best practices that will lead you to successful formulations every time!	PRINCIPLES	PRINCIPLE BASED FORMULATION REDKEN
PRINCIPLES OF HAIRCOLOR		Redken Artist Lori Zabel covers the types of pigments and how light affects them, what can or cannot be done with color and most importantly the tool we work with-the color wheel.	PRINCIPLES	PRINCIPLES OF HAIRCOLOR REDKEN
PRINCIPLES OF HAIRCOLOR - APPLICATIONS		In this video you will learn bowl and brush technique; bottle technique; how to keep color off a client's face; efficient application methods; proper sectioning	PRINCIPLES	PRINCIPLES OF HAIRCOLOR - APPLICATIONS REDKEN
PRINCIPLES OF HAIRCOLOR - VISUAL VALUES + THE LEVEL SYSTEM		Before you can formulate haircolor, it's important to understand how to read the tones. In this video you'll learn about the level system and visual values	PRINCIPLES	PRINCIPLES OF HAIRCOLOR - VISUAL VALUES + THE LEVEL SYSTEM REDKEN
PRINCIPLES OF PLACEMENT-STITCH		Redken's Principle Based Placements will guide you to how to place your foils to get the best results on every client, every time! Once you understand how and when to use horizontal, vertical and diagonal lines, you'll be able to create endless possibilities.	PRINCIPLES	PRINCIPLES OF PLACEMENT - STITCH REDKEN
REFRESH APPLICATION		At Redken we recommend using Shades EQ to Refresh hair that has been permanently colored to maintain it's integrity. In this episode you'll discover what makes Shades EQ the perfect choice for all your client's needs.	PRINCIPLES	REFRESH APPLICATION REDKEN
TRADITIONAL VIRGIN APPLICATION		No matter which application methods use choose Redken has you covered. Whether you prefer a bowl and brush or bottle application a traditional application sets you up for perfect color results every time.	PRINCIPLES	TRADITIONAL VIRGIN APPLICATION REDKEN
VERTICAL PLACEMENT TECHNIQUE		Learn how vertical placement effects your end color result.	PRINCIPLES	VERTICAL PLACEMENT TECHNIQUE REDKEN

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PRINCIPLES				
DESIGN PRINCIPLES				
PRINCIPLE BASED DESIGN		Principles are basic truths, laws or assumptions. Principles are also universal and timeless- understood by everyone, and inarguable. In this video you will learn Redken's way of learning as it relates to Design.	PRINCIPLES	PRINCIPLE BASED DESIGN REDKEN
PRINCIPLES OF GRADUATION		Learn about the Principles of Graduation and the three different types - Swelling, Straight and Scooping.	PRINCIPLES	PRINCIPLES OF GRADUATION REDKEN
PRINCIPLES OF HEADFORM		Learn to break the head form down Horizontally into the 5 areas of the head, Nape, Back, Crown, Top and Sides.	PRINCIPLES	PRINCIPLES OF HEADFORM REDKEN
PRINCIPLES OF MOVEMENT		An introduction to the Principles of Movement. Learn about Elevation. Over-Direction and Finger Angle. Learn what they do, create and how to view them on the head. introduction to the Principles of Movement. Learn about Elevation. Over-Direction and Finger Angle. Learn what they do, create and how to view them on the head.	PRINCIPLES	PRINCIPLES OF MOVEMENT REDKEN
PRINCIPLES OF SHAPE		Learn the secrets of understanding and recreating a shape lies within 3 simple principles: point, line and angle.	PRINCIPLES	PRINCIPLES OF SHAPE REDKEN
SECTIONING AND HEADFORM		Sectioning is the key to every haircolor technique. It keeps you organized, gives you a road map to follow and helps keep the application neat. At Redken we follow the headform when we section for customizable results every time.	PRINCIPLES	SECTIONING AND HEADFORM REDKEN
FINISHING PRINCIPLES				
PRINCIPLE BASED FINISHING		Principles are basic truths, laws or assumptions. Principles are also universal and timeless- understood by everyone, and inarguable. In this video you will learn Redken's way of learning as it relates to Finishing.	PRINCIPLES	PRINCIPLE BASED FINISHING REDKEN
PRINCIPLE BASED FINISHING VIDEOS		In this video you will learn to understand the different hot tools and how they are used (Flat Iron, Curling Iron, etc); how to break down a picture of a style you want to recreate; use of different products to create different effects; understanding different brushes and their uses; how to work with different textures of hair; consulting with your client on styling	PRINCIPLES	PRINCIPLE BASED FINISHING VIDEOS REDKEN
PRINCIPLE BASED FINISHING - METHOD		Learn how the Base, Mid-shaft and Ends of a section control volume.	PRINCIPLES	PRINCIPLE BASED FINISHING - METHOD REDKEN
PRINCIPLE BASED FINISHING - TOOLS		Learn how different brushes affect drying time and styling control.	PRINCIPLES	PRINCIPLE BASED FINISHING - TOOLS REDKEN
PRINCIPLE BASED FINISHING - VISION		Learn about visual perception and how it relates the silhouette, texture and perimeter of a shape.	PRINCIPLES	PRINCIPLE BASED FINISHING - VISION REDKEN

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STYLING

BEACH SPRAY PRODUCT KNOWLEDGE		Introducing BEACH SPRAY! A sea salt-free , medium control spray for beachy, textured waves.	STYLING	BEACH SPRAY PRODUCT KNOWLEDGE
DEEP CLEAN DRY SHAMPOO PRODUCT KNOWLEDGE		Are you looking for a dry shampoo that eliminates oil AND doesn't leave behind a white residue? In this video, Redken Artist Blake Reed-Evans shares with you everything you need to know about Redken Invisible Dry Shampoo and why it is the answer to your dry shampoo needs.	STYLING	DEEP CLEAN DRY SHAMPOO PRODUCT KNOWLEDGE REDKEN
HAIR AS ACCESSORIES - FLOWER PONY & FLOWER BARET		Looking for the perfect hair accessory? Redken Global Artistic Ambassador, Sam Villa shares step-by-step how to create the perfect ponytail with flower details - using hair as the canvas.	STYLING	HAIR AS ACCESSORIES - FLOWER PONY & FLOWER BARET
HOW TO NAVIGATE THE NEW REDKEN STYLING PORTFOLIO		In this video, watch as Redken Artist Brayden Pelletier shares everything you need to know about how to navigate the new Redken Styling Portfolio. In this video you will learn: -Why Redken renovated its styling portfolio -How to navigate new packaging -Learn + Understand new product names	STYLING	HOW TO NAVIGATE THE NEW REDKEN STYLING PORTFOLIO
HOW TO USE BIG BLOWOUT		WHAT IS BIG BLOWOUT? Big Blowout is a unique jelly serum that melts into hair to provide instant volume with a soft, silky finish. This lightweight formula leaves hair naturally bouncy with no crunch or stickiness while protecting from heat up to 450°F/230°C. WHO IS IT FOR? Stylists and consumers looking to perfect any blowout by adding volume & texture with a high shine and a silky finish. WHAT ARE THE BENEFITS? Suitable for all hair types, Big Blowout creates instant volume & texture with a high shine while controlling frizz and providing heat protection up to 450°F/230°C	STYLING	HOW TO USE BIG BLOWOUT REDKEN
HOW TO USE DRY TEXTURE		Dry Texture spray is key to achieving perfectly messy, selfie-ready hair. This lightweight, multi-tasking product works on all hair types and does everything from enhancing volume, absorbing oil, preserving your blowout, and making it easier for hair to hold braids or updos. It also contains oil-absorbing starches, providing the hair with airy volume and lift to create texture without the build-up	STYLING	HOW TO USE DRY TEXTURE REDKEN
HOW TO USE OIL FOR ALL		Watch this video and learn about OIL FOR ALL. A lightweight oil for all hair types that provides instant shine.	STYLING	HOW TO USE OIL FOR ALL REDKEN
HOW TO USE SHINE FLASH		In this video Redken Artist Lindsey Olson tells you how to use Shine Flash and shares all the benefits.	STYLING	HOW TO USE SHINE FLASH REDKEN
SAM VILLA DEMONSTRATES HOW TO USE REDKEN'S NEW DRY SHAMPOOS		Watch as Redken Global Artistic Ambassador Sam Villa demonstrates how to use NEW Deep Clean and Invisible Dry Shampoo.	STYLING	SAM VILLA DEMONSTRATES HOW TO USE REDKEN'S NEW DRY SHAMPOOS
SPRAY SMOOTH PRODUCT KNOWLEDGE		Introducing SPRAY SMOOTH, instant smoothing and de-frizzing spray! 48-hour smoothing spray with a long-lasting silky, shine finish. Frizz and heat protection, easy all-over application, and much more!	STYLING	SPRAY SMOOTH PRODUCT KNOWLEDGE

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TEXTURE

REDKEN X MIZANI: CHAMPAGNE PLATINUM		In this video, Redken Artist George Garcia and Mizani Technical Director Evie Johnson partner to give their client a high impact yet natural looking platinum transformation with defined comb coils (texture type 6 / starting level 4). George applies Redken Flash Lift Bonder Inside to lift his client to a clean level 9. He then uses ultra-caring Redken Shades EQ Gloss to give a natural-looking smudge at the root and flattering tone through the ends. Evie reinvigorates the hair post-lightening, by infusing the hair with moisture using the Mizani Moisture Fusion system, and essential oils using Mizani 25Miracle Cream and 25Miracle oil. To achieve shiny, defined curls, Evie applies Mizani Foam Wrap before amplifying her client's curls using a comb.	TEXTURE	CHAMPAGNE PLATINUM
REDKEN X MIZANI: DIMENSIONAL BLONDE		In this video, Redken/Mizani brand ambassador Rachel Redd creates a blended yet dimensional lightened look on her client's hair (texture type 5 / starting level 4). Rachel uses Redken Flash Lift Bonder Inside and Shades EQ Gloss to provide maximum protection and shine for her client's curls while lifting and toning. Rachel showcases the adaptability of this color service by giving her client two styling solutions – finger coils and thermal styling. In her finger coil technique, Rachel first infuses the hair with moisture, using the Mizani Moisture Fusion system, then gives an easy, lived-in end look using Mizani 25Miracle Nourishing Oil and Lived-In Finishing Spray. In her thermal styling technique, Rachel reaches for Mizani Thermasmooth system to ensure frizz-free results and heat protection, followed by 25Miracle Milk and Lived-In Finishing Spray for shine, bounce and body.	TEXTURE	DIMENSIONAL BLONDE