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REDKEN

5TH AVENUE NYC

240 140 80 60

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2024 1H INTRODUCTORY OFFERS

✕ ESSENTIALS TO PREP, FINISH, AND MAINTAIN
STRONG ENOUGH FOR A PRO, ON-TREND FOR YOUR CLIENTS



「STYLE CONFIDENTLY WITH
THE #1 PROFESSIONAL
STYLING BRAND IN THE USA」



STYLING

PREP, STYLE & MAINTAIN



PREP & SHINE



HEAT STYLING



BLOW-DRY PREP



DRY SHAMPOO



HAIRSPRAYS



TEXTURE



VOLUME



PREP

EJ 01 5790 8782+33



QUICK BLOWOUT



- For an effortless, smooth blowout
- Lightweight, flash drying formula
- Smooths & adds shine
- Heat protection up to 450°F

ONE UNITED



- All-in-one leave-in treatment
- With 25 benefits to increase manageability, protection and beauty
- Provides lightweight conditioning

SPRAY SMOOTH



- For frizz and humidity protection
- Heat protection up to 450°F

BEFORE



AFTER



BEFORE



AFTER



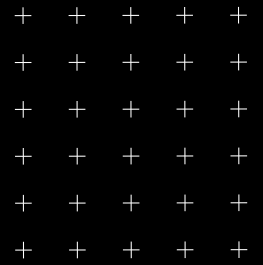
BEFORE



AFTER



STYLE



DRY TEXTURE



- Provides airy texture and volume
- Medium hold with no crunch or build up
- Features tri-actuator technology for lightweight, even application

TEXTURE PASTE



- Medium hold texturizing hair paste
- Adds ragged texture with movable separation
- Stays pliable so you can rework styles

ROOT LIFTER



- Creates targeted root lift and volume
- Medium hold for volume and thickness
- Controls hair frizz and flyaways

BEFORE



AFTER



BEFORE



AFTER



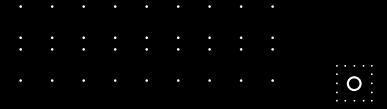
BEFORE



AFTER



MAINTAIN



DEEP CLEAN DRY SHAMPOO



- Maximum oil absorption formula
- 4+ days of clean feeling hair
- No sulfates, no silicones, no talc

INVISIBLE DRY SHAMPOO



- Residue and fragrance-free formula
- No sulfates, no silicones, no talc
- Ideal for 1-2 day hair

SHINE FLASH



- Lightweight glass-like shine spray
- Smooths frizz & flyways
- Refreshes & softens dull ends

BEFORE

AFTER



BEFORE

AFTER



BEFORE

AFTER



HOLD & STYLE

BESTSELLING FINISHING SPRAYS

+ + + + + + + +



240
140
80
60

SPRAY WAX



- Creates texturized, tousled looks with added dimension
- High impact, satin-matte finish
- No waxy feel

CONTROL HAIRSPRAY



- Fast-drying high hold hairspray
- No flaking or residue
- Anti-frizz solution for sleek, controlled hair

MAX HOLD HAIRSPRAY



- Maximum hold hairspray, no crunchy feel
- Patented tri-actuator nozzle creates fast-drying fine mist
- 24-hour hair control and anti-humidity protection

BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER



5 FOR \$50 ON ANY STYLING

GET READY TO STYLE WITH REDKEN

RECEIVE FREE DIGITAL MERCHANDISING EASELS

SALON PRICE: \$50
SALON VALUE: \$60-\$75
SALON SAVINGS: \$10-\$25 / 17%-34%

CHOOSE FROM:

- One United
- Spray Smooth
- Quick Blowout
- Big Blowout
- Beach Spray
- Spray Wax
- Root Lifter
- Volume Maximizer
- Max Hold Hairspray
- Control Hairspray
- Hydrating Curl Cream
- Refreshing Curl Mist
- Curl Sculpting Gel

RECOMMENDED MIX:

- One United
- Quick Blowout
- Root Lifter
- Spray Wax
- Max Hold Hairspray
- Control Hairspray

RECEIVE FREE:

- Free Digital Merchandising Easels

THE MOST PERFECT MESSY HALF UP

FEATURING:

PREP —



STYLE —



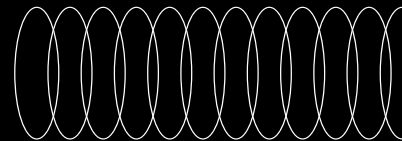
FINISH —



REDKEN
5TH AVENUE NYC

PRESCRIPTIONS FOR ANY HAIR NEED

THE HIGHEST STANDARD IN PROFESSIONAL CARE



HAIRCARE

SHAMPOOS & CONDITIONERS

BONDING



ACIDIC BONDING
CONCENTRATE

COLOR CARE + SHINE



ACIDIC COLOR
GLOSS

MOISTURE & SOFTNESS



ALL
SOFT

ALL SOFT
MEGA CURLS

COLOR CARE



COLOR EXTEND
MAGNETICS

BLONDAGE

FRIZZ PROTECTION



FRIZZ
DISMISS

STRENGTH & REPAIR



EXTREME

EXTREME
LENGTH

VOLUME



VOLUME
INJECTION

SCALP CARE



SCALP
RELIEF

CLEAN



HAIR CLEANSING
CREAM



HAIRCARE

TREATMENTS & MASKS

240 140 80 60

BONDING



ACIDIC BONDING
CONCENTRATE

COLOR CARE & SHINE



ACTIVATED GLASS
GLOSS TREATMENT

MOISTURE & SOFTNESS



ALL SOFT

ALL SOFT
MEGA CURLS

COLOR CARE



BLONDAGE

FRIZZ PROTECTION



FRIZZ
DISMISS

STRENGTH & REPAIR



EXTREME

EXTREME
LENGTH



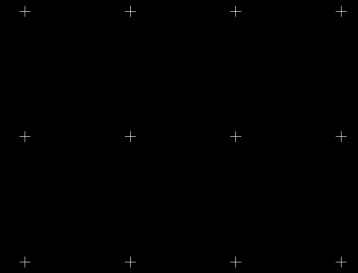
SAVE MORE. EARN MORE.

LOYAL CLIENTS

16.9oz. is perfectly sized to last clients between appointments

MORE REVENUE, MORE SAVINGS

67% more product*
Earn \$5 more per bottle**



POWERED BY SCIENCE

PRESCRIBED BY PROS

POWERED BY SCIENCE

PRESCRIBED BY PROS

POWERED BY SCIENCE

PRESCRIBED BY PROS

POWERED BY SCIENCE

PRESCRIBED BY PROS



*When comparing 16.9oz. to 10.1oz. Redken products **Up to \$5 more profit on 16.9oz. vs 10.1oz.

ACIDIC BONDING CONCENTRATE

ONE USE WILL CHANGE YOUR HAIR

2X
STRONGER
HAIR*

14X
SMOOTHER
HAIR*

pH
BALANCING

ADDRESSES
3 TYPES
OF DAMAGE

Our most concentrated care for pH balancing, intense conditioning, and color fade protection providing hair strength repair for hair's damaged bonds.



*System of Acidic Bonding Concentrate Intensive Treatment, Shampoo, Conditioner, & Leave-In vs. non-conditioning shampoo

PROFESSIONAL STRENGTH CONCENTRATES

VISIBLY REDUCE ONE YEAR OF SURFACE DAMAGE*

SEALS CUTICLE

FORTIFIES HAIR
& INCREASES
ELASTICITY

SOFTENS &
HYDRATES EVEN
THE ROUGHEST,
DRIEST HAIR



*with System of Acidic Moisture Concentrate,
Acidic pH Sealer & Acidic Protein Amino Concentrate



|||||



PRESCRIBED BY PROS

RETAIL NEW USER KITS

OVERVIEW OF TIERS



STYLIST \$100+

ESSENTIAL BUNDLE FOR
INDEPENDENT STYLISTS



SALON/SUITE \$300+

PERFECT BUNDLE FOR
SUITE OWNERS & SMALL SALONS



MEGA-SALON \$600+

COMPLETE BUNDLE FOR
LARGE SALONS



STYLIST OFFER

PURCHASE \$100+ REDKEN RETAIL*

RECEIVE FREE:

BACKBAR:

- Acidic Color Gloss Liter Set
- One United 13.5 oz.
- Digital Merchandising Easels

MIX & MATCH

TO CREATE THE BEST BUNDLE FOR YOU! IT CAN BE JUST HAIRCARE, JUST STYLING, OR BOTH TOGETHER.

RECEIVE
FREE VALUE
\$84

RECOMMENDED MIX:

- Acidic Color Gloss Shampoo, 10.1oz.
- Acidic Color Gloss Conditioner, 10.1oz.
- Acidic Color Gloss Activated Glass Gloss Treatment
- Acidic Color Gloss Heat Protection Treatment
- Acidic Bonding Concentrate Shampoo, 10.1oz.
- Acidic Bonding Concentrate Conditioner, 10.1oz.
- Acidic Bonding Concentrate 5-Min Liquid Mask
- Acidic Bonding Concentrate Leave-In Treatment
- One United
- Quick Blowout
- Root Lifter
- Brushable Hairspray

+	+	+	+	+
+	+	+	+	+
+	+	+	+	+
+	+	+	+	+



*excludes all minis and liters

SALON OFFER

PURCHASE \$300+ REDKEN RETAIL*

RECEIVE FREE:

BACKBAR:

- Acidic Color Gloss Liter Set
- 2 One United 13.5 oz.
- Digital Merchandising Easel

MIX & MATCH

TO CREATE THE BEST BUNDLE FOR YOU! IT CAN BE JUST HAIRCARE, JUST STYLING, OR BOTH TOGETHER.

RECEIVE
FREE VALUE
\$120
+ BRAND BOOK
+ PUMPS

RECOMMENDED MIX:

- Acidic Color Gloss Shampoo, 10.1oz.
- Acidic Color Gloss Conditioner, 10.1oz.
- Acidic Color Gloss Activated Glass Gloss Treatment
- Acidic Color Gloss Heat Protection Treatment
- Acidic Bonding Concentrate Shampoo, 10.1oz.
- Acidic Bonding Concentrate Conditioner, 10.1oz.
- Acidic Bonding Concentrate 5-Min Liquid Mask
- Acidic Bonding Concentrate Lightweight Liquid Conditioner
- Acidic Bonding Concentrate Leave-In Treatment
- Acidic Bonding Concentrate Intensive Treatment
- One United
- Big Blowout
- Max Hold Hairspray
- Root Lifter
- Texture Paste



*excludes all minis and liters

240
140
80
60

MEGA-SALON OFFER

PURCHASE \$600+ REDKEN RETAIL*

RECEIVE
FREE VALUE
\$280
+ BRAND BOOK
+ PUMPS

RECEIVE FREE:

BACKBAR:

- Acidic Color Gloss Liter Set
- Acidic Bonding Concentrate Liter Set
- Hair Cleansing Cream Liter
- Styling Caddy
- 2 One United 13.5oz.
- Digital Merchandising Easel

RECOMMENDED MIX:

- Acidic Color Gloss Shampoo, 10.1oz.
- Acidic Color Gloss Conditioner, 10.1oz.
- Acidic Color Gloss Activated Glass Gloss Treatment
- Acidic Color Gloss Heat Protection Treatment
- Acidic Bonding Concentrate Shampoo, 10.1oz.
- Acidic Bonding Concentrate Conditioner, 10.1oz.
- Acidic Bonding Concentrate 5-Min Liquid Mask
- Acidic Bonding Concentrate Lightweight Liquid Conditioner
- Acidic Bonding Concentrate Leave-In Treatment
- Acidic Bonding Concentrate Intensive Treatment
- Control Hairspray
- One United
- Quick Blowout
- Spray Wax
- Root Lifter

MIX & MATCH

TO CREATE THE BEST BUNDLE FOR YOU! IT CAN BE JUST HAIRCARE, JUST STYLING, OR BOTH TOGETHER.



*excludes all minis and liters

LEVEL LOYALTY REWARDS

THE INDUSTRY'S FIRST CROSS-BRAND REWARDS PROGRAM 

LEVEL

LOYALTY REWARDS

- No minimum to join
- 24/7 live access to Loyalty status & points
- Earn rewards faster by combining your purchases across multiple L'Oréal PPD brands, including
 - Redken
 - Pureology
 - Matrix
 - Biolage
 - L'Oréal Professional
 - PULPRIOT
 - Mizani
 - Kerastase
 - shu uemura



	TIER	YEARLY SPEND	POINTS PER \$
	Bronze	\$0K–\$3K per year	1 point
	Silver	\$3K–\$15K per year	2 points
	Gold	\$15K–\$40K per year	3 points
	Platinum	\$40K–\$100K per year	4 points
beginning 9/1/2023	Cobalt	\$100K+ per year	5 points
	Black	Invitation only	5 points



REDEEM
YOUR POINTS
FOR IN-SALON
EDUCATION,
BUSINESS
WORKSHOPS,
BRANDED
MERCHANDISE
AND MORE!