

NEW ON
5TH

MAY 2008
PROMOTIONS

NEW COLOR FUSION

ADVANCED COVERAGE — **GOLD INFUSION**

HAIRCARE INTRODUCES BLONDE GLAM DREAM WHIP
FREE REDKEN FOR MEN SHOESHINE KIT

GET INSPIRED. BE PART OF IT.
REDKEN.COM

REDKEN
5 T H A V E N U E N Y C



CONCEAL. ENRICH. COMMAND.

NEW COLOR FUSION ADVANCED COVERAGE GOLD INFUSION

Discover refined golds in sophisticated warm hues. **New Advanced Coverage Gold Infusion** comes in six fashionable, gray coverage shades in two families: BROWN/GOLD/beige and BROWN/GOLD/red. Enhanced with an extra dose of background color and Redken's exclusive **Colorbond Technology™**, coverage is redefined with intense conditioning and radiant shine. Reclaim color perfection with a modern palette of luxurious golds.

**COLOR
BOND
TECHNOLOGY**

COLORBOND TECHNOLOGY
HIGH TENACITY DYES = LOCK THE COLOR
CERAMIDE = RESTORES THE STRENGTH
CATIONIC CONDITIONERS = PERFECT THE SHINE
COCONUT OIL = PROTECTS THE VIBRANCY

COVER MODEL'S HAIRCOLOR:

Base Formula: 2 oz. (60 ml) 7BGb Color Fusion,
2 oz. (60 ml) 20 volume Pro-oxide Cream Developer

Highlight Formula 1: 2 oz. (60 ml) 8BGr Color Fusion,
2 oz. (60 ml) 20 volume Pro-oxide Cream Developer
Highlight Formula 2: 2 scoops Up to 7 De-dusted Lightener,
2 oz. (60 ml) 20 Volume Pro-Oxide Cream Developer

Glaze Formula: 1 oz. (30 ml) 09GB Butter Cream Shades EQ,
½ oz. (15 ml) 000 Crystal Clear Shades EQ, ½ oz. (15 ml)
08WG Golden Apricot Shades EQ, 2 oz. (60 ml) Shades EQ
Processing Solution



SALON OFFER

PURCHASE

Any 18 Color Fusion shades

RECEIVE FREE

- A 1 7BGb BROWN/GOLDbeige 2.1 oz.
- 1 6BGb BROWN/GOLD/beige 2.1 oz.
- 1 5BGr BROWN/GOLD/red 2.1 oz.
- B 1 20 volume Pro-oxide Cream Developer 8 oz.
- C 1 Color Gear Wide Brush
- D 1 Color Gear Tint Bowl
- E 1 Color Fusion Technique Guide
- F 1 Color Fusion Shade Chart
- G 1 Color Fusion Shade Stickers
- H 1 Color Fusion Swatch Card (not shown)



RECLAIM COLOR PERFECTION WITH A MODERN PALETTE OF LUXURIOUS GOLDS

Includes six fashionable, gray coverage shades in two families:

BROWN/GOLD/BEIGE:



BROWN/GOLD/RED:



As Seen in May
American Salon

DO YOU SHADES EQ?

...CHRISTINE SCHUSTER DOES!




Back when Christine Schuster, Senior Vice President of Redken Education, was just starting her career, highlights were all the rage. "I remember being a young colorist and doing highlights, highlights and more highlights. Every client wanted them!"

Other novice colorists might have felt intimidated, but Christine had a trick up her sleeve: **Shades EQ**. "I mixed 09N Cafe Au Lait and 09V Platinum Ice and used it as a gloss over every highlight. It saved my life every single time!"

As she's risen through the ranks at Redken, Christine has seen **Shades EQ** have the same confidence-boosting effect on students who attend classes at the Redken Exchange in New York City. "**Shades EQ** never lets you down. It's forgiving, easy to use and adds incredible shine. It works in almost every situation." Christine's amazing 18-year—and counting!—career with Redken is proof of just how far a colorist can go with **Shades EQ**. As she says, "There's nothing else like it!"

SEE CHRISTINE SCHUSTER'S VIDEO
AT www.DoYouShadesEQ.com!

Celebrate 20 years of amazing haircolor with **Shades EQ**! Just log-on to www.DoYouShadesEQ.com—you'll hear more from Christine and discover why stylists across the country can't live without **Shades EQ**. Redken is featuring a different salon professional every month—look for Kaz Amor, Redken Artist and Haircare Consultant, next!

 **SHARE YOUR STORY, UPLOAD YOUR OWN VIDEO AND WIN A CHANCE TO STAR IN A "DO YOU SHADES EQ?" CAMPAIGN WITH YOUR FAVORITE REDKEN ARTIST.**



This year, Redken celebrates 20 Years of Amazing Haircolor with **Shades EQ**. We're commemorating the brand's success as well as the salon professionals who are learning better, earning better and living better because of this amazing haircolor. Read on for details about how you can be part of the **Shades EQ** celebration...

LOOK FOR SHADES EQ IN AMERICAN SALON MAGAZINE

Each month a salon professional who loves **Shades EQ** will be featured in the pages of *American Salon* Magazine.

LOOK FOR THIS MONTH'S **SHADES EQ** STAR:

Christine Schuster, Senior Vice President of Redken Education. Her career success story will inspire you!

COMING NEXT MONTH:

Redken Artist and Haircare Consultant, Kaz Amor, who'll explain why **Shades EQ** is essential for red-carpet shine!

SHARE YOUR STORY AND ENTER TO WIN!

Redken asked industry leaders to create online videos telling us why they love **Shades EQ**. Now, we want to hear from you! Visit DoYouShadesEQ.com from now - June 30, 2008 to upload your own **Shades EQ** video.*



TOPICS TO CONSIDER:

- The first time you used **Shades EQ**
- Your biggest **Shades EQ** success story
- How **Shades EQ** helped you grow your business
- What your clients love about their color after a **Shades EQ** service

During the month of July, a panel of Redken judges will select their five favorite videos. The public will vote on their favorite two videos (out of the five) beginning August 1, 2008.

IF YOUR VIDEO IS ONE OF THE TWO GRAND PRIZE WINNERS, YOU'LL RECEIVE:

- An all expense paid 4 day / 3 night trip for two to New York City
- A professional photo shoot with your favorite Redken artist for your own **Shades EQ** feature in the January 2009 issue of *American Salon* magazine

* Visit DoYouShadesEQ.com/rules for official rules and details on creating your video submission.

FREE REDKEN FOR MEN SHOESHINE KIT WITH PURCHASE!

Polish his look from head to toe, just in time for Father's Day! This deluxe travel size kit provides everything he needs to polish shoes to a glossy, brilliant shine: black shoe polish, cloth, brush, shoe oil and a shoe horn, plus a premium black case. Great for men on the go, or those who simply want to look their best!



BIZTIPS

Use this cool gift to draw attention to Redken For Men in your salon:

- Place shoeshine kit in a prominent location — either on the shelf next to Redken For Men products, or in a separate display area of the salon.
- Display an open shoeshine kit, so that its contents are visible to clients.
- Display the easel card next to the shoeshine kit to announce this great offer!

SALON OFFER

PURCHASE

12 Redken For Men products*

RECEIVE FREE

- A 6 Redken For Men Shoeshine Kits
- B 12 Redken For Men Mint Duo Packettes (Mint Clean & Cool Finish)
- C 12 Redken For Men Go Clean Packettes
- D 1 Promotional Tent Card

CLIENT OFFER

PURCHASE

Any 2 Redken For Men products*

RECEIVE FREE

- A 1 Redken For Men Shoeshine Kit

CHOOSE FROM

PRODUCT	SIZE
Mint Clean invigorating shampoo	10 oz.
Cool Finish invigorating conditioner	10 oz.
Chill Blast daily antidandruff leave-in treatment	5 oz.
Densify texturizing shampoo	10 oz.
Bulk Up thickening spray	5 oz.
Go Clean daily care shampoo	10 oz.
Finish Up daily weightless conditioner	10 oz.
Retaliate antidandruff shampoo	10 oz.
Stand Tough extreme gel	5 oz.
Grip Tight holding gel	5 oz.
Get Groomed finishing cream	5 oz.
Work Hard molding paste	3.4 oz.
Disrupt fiber gum	4.6 oz.
Outplay texture putty	3.4 oz.
Maneuver working wax	3.4 oz.
Polish Up pomade	3.4 oz.
Hold Still firm spray	7.4 oz.



DID YOU KNOW?

- THE FASTEST GROWING SEGMENT OF THE BEAUTY MARKET IS RETAILING TO MEN.
- MEN ARE THE MOST LOYAL CUSTOMERS OF ALL.
- WOMEN BUY 40% OR MORE OF MEN'S HAIRCARE PRODUCTS, SO DON'T FORGET TO TALK TO WOMEN ABOUT REDKEN FOR MEN!
- MEN DO NOT WANT TO USE WHAT THEY PERCEIVE AS WOMEN'S PRODUCTS... AND REDKEN FOR MEN IS EXCLUSIVELY TARGETED AT MEN.



NEW BLONDE GLAM DREAM WHIP

UP THE GLAM FACTOR IN BLONDE HAIR

Highlight-protective formula helps **soften and add body** while helping fragile hair **resist breakage**. Redken's exclusive **Interbond Conditioning System** and brightening **Crystal Shine Complex** clarify and brighten. Blondes go ultra-glam with light, airy fullness and lustrous shine.

LUXURIOUS LIGHTENING. GLAMOROUS BLONDE.

Redken gives you everything you need to create and then help clients maintain the most luxurious, glamorous blondes! **Blonde Icing Conditioning Cream Lightener**, the luxurious lightening treatment, and **Blonde Glam** haircare team-up in the following offers to help you and your clients achieve luxurious lightening and glamorous blonde in the salon and at home. Read on for complete details!



SALON OFFER

PURCHASE

9 Blonde Glam retail products

RECOMMENDED BLONDE GLAM PRODUCT MIX:

- 2 Blonde Glam Shampoo 10.1 oz.
- 2 Blonde Glam Conditioner 8.5 oz.
- 2 Blonde Glam Dream Whip protective softening mousse 5.4 oz.
- 1 Blonde Glam Pure Pearl color-activating treatment for ultra pale blonde highlights 6.8 oz.
- 1 Blonde Glam Fresh Gold color-activating treatment for warm blonde highlights 6.8 oz.
- 1 Blonde Glam Crystal Flash shine treatment 1.7 oz.

RECEIVE FREE

- A 6 Blonde Glam Dream Whip 1.7 oz.
- B 1 Blonde Icing / Blonde Glam Stylist Guide
- C 1 Blonde Glam Dream Whip Shelf Talker
- D 1 Blonde Icing / Blonde Glam Easel Card with pocket
- E 25 Blonde Icing / Blonde Glam Client Brochures

BONUS OFFER!

PURCHASE

9 **additional** Blonde Glam retail products (18 total)

RECEIVE FREE

- B 1 Blonde Icing / Blonde Glam Stylist Guide
- I 1 Blonde Icing Paste (Ammonia or Ammonia-Free) 17.6 oz.
- J 1 Blonde Icing Developer, (20 or 30 volume) Liter
- K 1 Blonde Icing Scoop
- L 1 "Open the Door to Luxury" Business Opportunity Guide

STYLIST TRIAL KIT

PURCHASE

Blonde Glam Dream Whip Stylist Trial Kit at a discounted price

KIT INCLUDES:

- B 1 Blonde Icing / Blonde Glam Stylist Guide
- F 1 Blonde Glam Shampoo 10.1 oz.
- G 1 Blonde Glam Conditioner 8.5 oz.
- H 1 Blonde Glam Dream Whip 5.4 oz.

LUXURIOUS LIGHTENING. GLAMOROUS BLONDE. CONTINUES WITH BLONDE ICING

Blonding and highlights are probably among your most requested services, so make sure you provide clients with the most luxurious lightening experience. **Blonde Icing** silken, luminizes and lifts hair to the lightest shades of blonde while keeping hair healthy, shiny and strong. Help clients keep their color glamorous at home by recommending **Blonde Glam** haircare products — including new **Dream Whip** — blondes' newest must-have accessory!

SALON OFFER

PURCHASE

- 2 Blonde Icing Conditioning Cream Lightener jars (Ammonia and/or Ammonia-free)
- 2 Blonde Icing Conditioning Cream Developer liters (choose from 20, 30, or 40 volume)

RECEIVE FREE

- A 1 Blonde Glam Shampoo Liter
- B 1 Blonde Glam Conditioner Liter
- C 1 Blonde Glam Dream Whip 5.4 oz
- D 1 Blonde Icing / Blonde Glam Stylist Guide
- E 1 Blonde Icing "Open the Door to Luxury" Business Opportunity Guide
- F 1 Blonde Icing / Blonde Glam Backbar Wall Chart
- G 1 Blonde Icing / Blonde Glam Easel Card with pocket
- H 25 Blonde Icing / Blonde Glam Client Brochures



SAVE 25% ON BACKBAR STYLING PRODUCTS

Don't miss this opportunity to save 25% on all of your favorite Redken backbar size styling products!

PURCHASE

Any backbar size Redken Styling product and receive 25% savings

CHOOSE FROM

PRODUCT	SIZE
Glass 01	4 oz.
Satinwear 02	1/2 L
Thickening Lotion 06	1/2 L
Ringlet 07	1/2 L
Align 12	1/2 L
Hardwear 16	1/2 L
NEW Curl Force 17	1/2 L
Hot Sets 22	1/2 L



NEW ON 5TH

REDKEN EXCHANGE SESSION CALENDAR

Expand your vision and challenge your talents at the Redken Exchange in NYC! For the complete 2008 calendar, to register or for more information call 1.800.545.8157 or log-on to Redken.com's site for salon professionals.

NAME OF SESSION	TUITION	DATE
EVERYTHING'S INCLUDED	\$ 950	JULY 14 - 16
FULL ON CURLS <small>NEW SESSION!</small>	\$ 800	JULY 14 - 15
COLORING OUT OF YOUR MIND	\$ 900	JULY 21 - 23
CUTTING OVER THE TOP	\$ 900	JULY 21 - 23
COLOR & KNOW WHY	\$ 900	JULY 28 - 31
CUT & KNOW WHY	\$ 900	JULY 28 - 31
AUGUST		
DON'T SWEAT IT... FIX IT	\$ 900	AUGUST 4 - 6
EVERYTHING'S INCLUDED 2	\$ 950	AUGUST 4 - 6
EVERYTHING'S INCLUDED	\$ 950	AUGUST 11 - 13
WHY BUILD A SALON, WHEN YOU CAN BUILD A BRAND <small>SPECIALTY SESSION</small>	\$ 800	AUGUST 11 - 12
DESIGNING BEHIND THE CHAIR	\$ 900	AUGUST 18 - 20
ART FOR COLOR... ART FOR LIFE <small>SPECIALTY SESSION</small>	\$ 800	AUGUST 18 - 19
COLORING OUT OF YOUR MIND	\$ 900	AUGUST 25 - 27
CUTTING OVER THE TOP	\$ 900	AUGUST 25 - 27

WHY BUILD A SALON WHEN YOU CAN BUILD A BRAND



WITH RODNEY CUTLER & PATRICK MCIVOR
AT THE REDKEN EXCHANGE, AUGUST 11 – 12, 2008

Find out the insights, philosophy, marketing techniques and ideas that have allowed these two salon owners to stand out as “brands” in their own markets. This class includes hands-on workshops that will take you through how design and color can create an image that communicates your brand. Learn proven ways to generate PR, create a high level of perception for your salon and attract the team you want. When you create the right brand, success is not an accident. To register, log-on to Redken.com or call 1-800-545-8157.