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2024 REDKEN CAREER PATH PROGRAMS WITH DESCRIPTIONS



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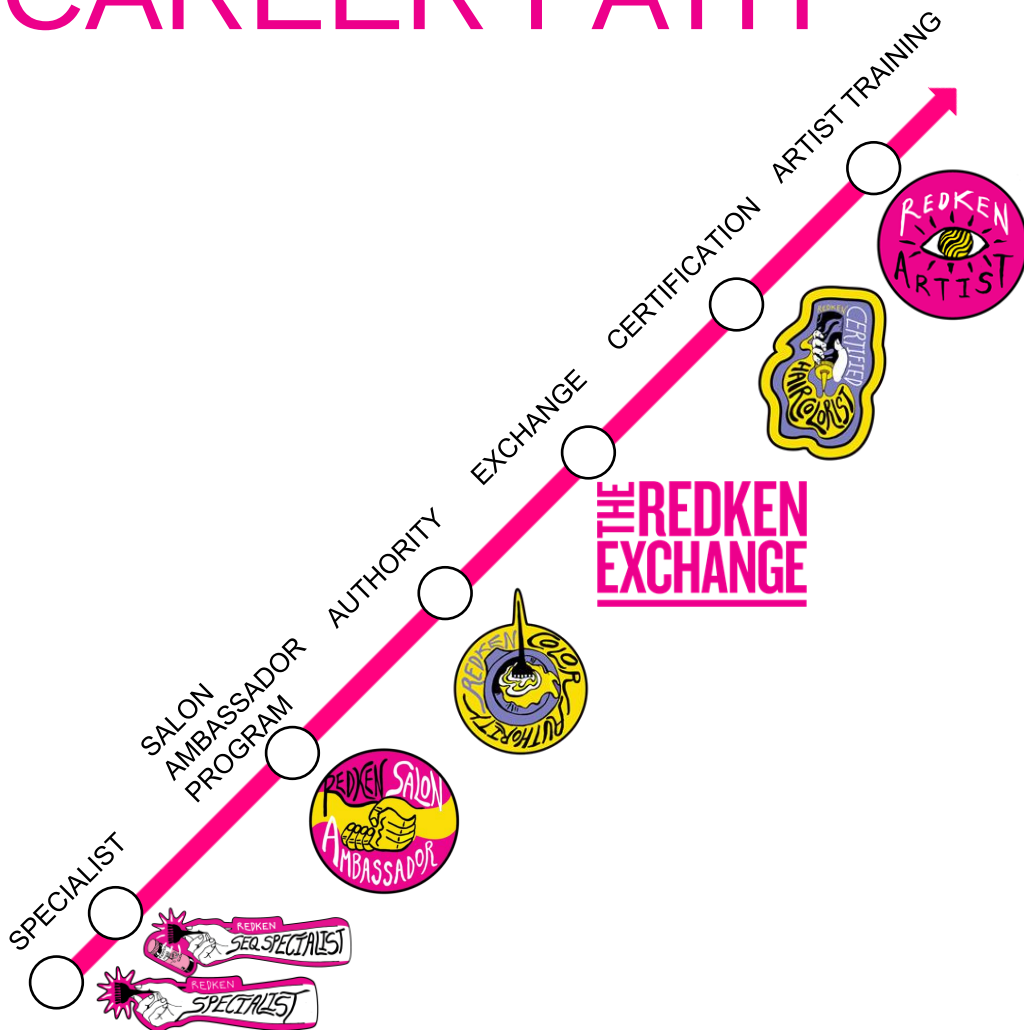
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THE REDKEN CAREER PATH



WHAT IS IT?

Customized education that allows a salon professional to elevate their skill set and progress through a career path to become a recognized expert in their territory. Following the Redken stylist career path, a salon stylist can eventually become a Redken artist.



REDKEN
5TH AVENUE NYC

**THE ONLY CLEAR PATH FOR GROWTH
FOR A SALON PROFESSIONAL**



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REDKEN
5TH AVENUE NYC

2024

SAVE THE DATE

CAREER PATH PROGRAM DETAILS

LIVE STREAMING EVENTS

\$199.00 OR

13,270 LEVEL LOYALTY REWARD POINTS

11:00am-3:00pm EST (10am CST / 9am MST / 8am PST)

IN-PERSON CERTIFICATION & AUTHORITY EVENTS

\$595.00 OR

39,700 LEVEL LOYALTY REWARD POINTS

- ♥ CLASS PRODUCT & MANNEQUIN HEADS SOLD SEPARATELY
- ♥ 4 PHASE / BLENDED LEARNING ENVIRONMENT
- ♥ OFF-LINE VIDEO HOMEWORK
- ♥ 4 HOUR STREAMING HANDS-ON
- ♥ VIRTUAL BREAK OUT ROOMS WITH ONE-ON-ONE PERSONAL COACHING
- ♥ AWARD WINNING REDKEN ARTISTS
- ♥ SEE-DO WORKSHOPS
- ♥ SALON USABLE TECHNIQUES
- ♥ BUSINESS BUILDING TIPS
- ♥ PART OF THE REDKEN CAREER PATH
- ♥ CERTIFICATE & DIGITAL BADGE AWARDED

SAVE THE DATES!

<https://www.redkenpro.com/education/pillar-program-milestones>



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2024

SAVE THE DATE

LIVE STREAMING - MONDAYS

11:00am-3:00pm EST

(10am CST / 9am MST / 8am PST)

PROGRAM	DATES / 4 PHASES
REDKEN VIRTUAL SPECIALIST 	MONDAYS: APRIL 8 APRIL 29 MAY 6 MAY 20

PROGRAM	DATES / 4 PHASES
REDKEN VIRTUAL SEQ SPECIALIST 	MONDAYS: JULY 15 AUGUST 5 AUGUST 26 SEPTEMBER 16

\$199.00 OR
13,270 LEVEL LOYALTY REWARD POINTS

SAVE THE DATES!

<https://www.redkenpro.com/education/pillar-program-milestones>



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SAVE THE DATE

IN-PERSON AUTHORITY PROGRAMS *4 CONSECUTIVE DAYS

\$595.00 OR
39,700 LEVEL LOYALTY REWARD POINTS

AUTHORITY	DATES	LOCATION
HAIRCOLOR AUTHORITY 	MARCH 13-16 <i>4 consecutive days</i>	THE REDKEN EXCHANGE 404 5TH AVENUE NEW YORK CITY, NY 
BLONDING AUTHORITY 	JULY 15-18 <i>4 consecutive days</i>	PROLAB 888 N. DOUGLAS ST. EL SEGUNDO, CA 
DESIGN AUTHORITY 	AUGUST 20-23 <i>4 consecutive days</i>	THE REDKEN EXCHANGE 404 5TH AVENUE NEW YORK CITY, NY 

SAVE THE DATES!

<https://www.redkenpro.com/education/pillar-program-milestones>



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SAVE THE DATE

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PROGRAM	DATES/LOCATIONS
HAIRCOLOR CERTIFICATION 	♥ MAY 18 THE REDKEN EXCHANGE ♥ SEPT. 14 THE REDKEN EXCHANGE ♥ OCT. 4 PROLAB
BALAYAGE CERTIFICATION 	♥ MAY 19 THE REDKEN EXCHANGE ♥ JULY 19 PROLAB
DESIGN CERTIFICATION 	♥ OCT. 6 THE REDKEN EXCHANGE

SAVE THE DATES!

<https://www.redkenpro.com/education/pillar-program-milestones>



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REDKEN
5TH AVENUE NYC



REDKEN CERTIFICATIONS

ARE READY TO TAKE YOUR CAREER AS A STYLIST TO THE NEXT LEVEL?

As a Certified Stylist, clients and fellow salon professionals will look to you for inspiration and expertise. Your commitment to excellence will be celebrated, and your skills will be acknowledged as a benchmark of industry mastery. You'll not only gain the respect of your peers but also captivate clients with your unparalleled proficiency. **Your next step is to become a Redken Certified Stylist!**

CERTIFICATION: The act of making something official. Granting credit or recognition with respect to an educational institution that maintains suitable standards.

WHO'S IT FOR?

- ♥ Redken Certifications are for graduates of the Redken Specialist and Redken Authority programs that wants to:
- ♥ Be recognized for their expertise and commitment to excellence
- ♥ Be respected and viewed as a Redken Certified Stylist
- ♥ Use this prestigious title to highlight their status and expand their business
- ♥ Take the next step in their stylist career toward becoming a Redken Artist

\$595 or

39,700 LEVEL LOYALTY REWARD POINTS



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VIRTUAL REDKEN SPECIALIST

WHO'S IT FOR?

The Redken Specialist program is an interactive, introductory level program designed for any stylist that is new to Redken (less than 2 years), and wants to:

- ♥ Take the next step in their stylist career toward becoming a Redken Authority, Redken Certified Stylist, or Redken Artist
- ♥ Advance to the Redken Authority programs
- ♥ Increase their business and income

TRAINING CURRICULUM

The Redken Specialist program includes:

- ♥ Redken- Why Be Part of It: The added value that Redken brings to you and your business
- ♥ Redken Product Knowledge: Understand the What, How and Why within each product range and discover solutions to every hair need
- ♥ Redken Haircolor and Know Why: From demi-permanent to permanent- Learn how our portfolio of haircolor exceeds the expectations of every stylist and meets the needs of every client. Gain confidence in choosing the right brand for every situation
- ♥ Redken Principles: Be exposed to the Principle Based approach to the Redken way of learning and ensure your success behind the chair as you walk away with the knowledge of how to create success using the Principles
- ♥ Redken Consultation and Retail Strategies: Will provide you with a clear, easy approach to master the consultation practice, set you apart from other stylists, grow your business and increase your income

<https://www.redkenpro.com/education/pillar-program-milestones>

SAVE THE DATES!



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REDKEN SHADES EQ SPECIALIST

WHO'S IT FOR?

The Redken Shades EQ Specialist program is an interactive, introductory level program designed for any stylist that is new to Redken (less than 2 years), and wants to:

- ♥ Take the next step in their stylist career toward becoming a Redken Authority, Redken Certified Stylist, or Redken Artist
- ♥ Advance to the Redken Authority programs
- ♥ Increase their business and income

TRAINING CURRICULUM

The Redken Specialist program includes:

- ♥ In-depth knowledge of the Shades EQ Gloss portfolio with a focus on Principles of Haircolor, Principles of Science, and Haircolor Correction
- ♥ Haircolor application demos & technique workshops to advance your technical skills in the discipline of haircolor
- ♥ Understanding how to increase income behind the chair with client communication strategies and wealth building success tips, including add-on services and referrals
- ♥ Redken Principles: Be exposed to the Principle Based approach to the Redken way of learning and ensure your success behind the chair as you walk away with the knowledge of how to create success using the Principles



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REDKEN BLONDE AUTHORITY

WHO'S IT FOR?

The Redken Blonde Authority program is designed for any graduate of the Redken Specialist program who wants to:

- ♥ Take the next step in their stylist career towards becoming a Redken Artist
- ♥ Advance their knowledge and increase their skill in the discipline of creating blonde hair
- ♥ Use this prestigious title to highlight their status and expand their business
- ♥ Discover how to make more money behind the chair with add on services and referral business
- ♥ Gain hands on experience of the industry's latest blonde hair trends

TRAINING CURRICULUM

The Redken Blonde Authority program includes:

- ♥ In-depth knowledge of The Blonde Encyclopedia, Blonde Idol products, and advanced technical skills
- ♥ Seasonal trends from Redken's top Haircolorists
- ♥ Principles of Haircolor, formulation, and application
- ♥ Client communication strategies, Business of Blondes, and wealth building tips to increase income
- ♥ Creating blonde service menus to take back to the salon and grow your business



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REDKEN DESIGN AUTHORITY

WHO'S IT FOR?

The Redken Design Authority program is designed for any graduate of the Redken Specialist program who wants to:

- ♥ Take the next step in their stylist career towards becoming Redken Design Certified or a Redken Artist
- ♥ Advance their knowledge and increase their skill in the discipline of design
- ♥ Use this prestigious title to highlight their status and expand their business
- ♥ Be exposed to "Hot Tips" from industry experts
- ♥ Discover how to make more money behind the chair with add on services and referral business
- ♥ Gain hands on experience of the industry's latest design trends

TRAINING CURRICULUM

The Redken Design Authority program includes:

- ♥ In-depth knowledge of the Principles of Design and advanced technical skills
- ♥ Seasonal trends from Redken's top Designers
- ♥ Client communication strategies and wealth building tips to increase income
- ♥ Creating service menus to take back to the salon and grow your business



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VIRTUAL REDKEN HAIRCOLOR AUTHORITY

WHO'S IT FOR?

The Redken Haircolor Authority program is designed for any graduate of the Redken Specialist program who wants to:

- ♥ Take the next step in their stylist career towards becoming a Redken Certified Haircolorist or a Redken Artist
- ♥ Advance their knowledge and increase their skill in the discipline of haircolor
- ♥ Use this prestigious title to highlight their status and expand their business
- ♥ Be exposed to "Hot Tips" from industry experts
- ♥ Discover how to make more money behind the chair with add on services and referral business
- ♥ Gain hands on experience of the industry's latest haircolor trends

TRAINING CURRICULUM

The Redken Haircolor Authority program includes:

- ♥ In-depth knowledge of the Principles of Haircolor, Haircolor Formulation and Haircolor Correction
- ♥ Seasonal Haircolor trends from Redken's top Haircolorists
- ♥ Client communication strategies and wealth building tips to increase income
- ♥ Creating service menus to take back to the salon and grow your business



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REDKEN FINISHING AUTHORITY

WHO'S IT FOR?

The Redken Finishing Authority program is designed for any graduate of the Redken Specialist program who wants to:

- ♥ Take the next step in their stylist career towards becoming a Redken Certified Finishing Stylist or a Redken Artist
- ♥ Advance their knowledge and increase their skill in the discipline of finishing hair
- ♥ Use this prestigious title to highlight their status and expand their business
- ♥ Be exposed to "Hot Tips" from industry experts
- ♥ Discover how to make more money behind the chair with add on services and referral business
- ♥ Gain hands on experience of the industry's latest finishing trends

TRAINING CURRICULUM

The Redken Finishing Authority program includes:

- ♥ In-depth knowledge of the Principles of Finishing and advanced technical skills
- ♥ Seasonal trends from Redken's top Finishing stylists
- ♥ Client communication strategies and wealth building tips to increase income
- ♥ Creating service menus to take back to the salon and grow your business



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SALON AMBASSADOR PROGRAM

JOIN REDKEN FOR A ONE-OF-A-KIND, INVITATION ONLY TRAINING AND BECOME THE REDKEN SALON AMBASSADOR OF YOUR SALON!

WHO'S IT FOR?

If becoming the Trainer in your salon is the next step of your career, this series is for you! Learn the foundation of facilitation and how to “teach” to others and build the next generation in your salon. Learning how to teach others your knowledge and experience requires a new set of skills, and this series will prepare you to become the leader you are meant to be.

TRAINING CURRICULUM

The Salon Ambassador program includes:

- ♥ 2 days interactive workshop
- ♥ Learn to facilitate using Redken Principles of Training
- ♥ Be the first to learn about new products and launches
- ♥ Receive ongoing support for your monthly staff trainings



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REDKEN
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INTERESTED IN BECOMING A *REDKEN* *ARTIST?*

SCAN TO APPLY



<https://www.canvasme.com/canvas/redken>