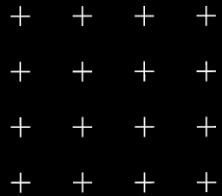


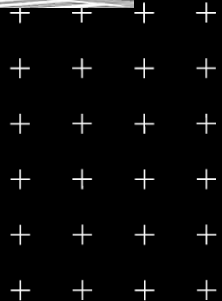
REDKEN
5TH AVENUE NYC



LEARN BETTER,
EARN BETTER,
LIVE BEST.



THE REDKEN EXCHANGE 2024 CLASS CATALOGUE



REDKEN

5TH AVENUE NYC

LEARN BETTER,
EARN BETTER,
LIVE BEST.

COME TO THE REDKEN EXCHANGE!

Get inspired at The Redken Exchange, the leading industry's advanced academy in NYC! Principle based education delivered in a personal based way. Connecting you to the connections that matter most.

Learn how you can access our education offerings with industry experts and educators. Experience our amazing facilitators, learn the latest techniques with interactivity, culture and fun!

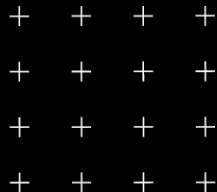
Click or scan to watch



THE REDKEN EXCHANGE

REDKEN

5TH AVENUE NYC



LEARN BETTER,
EARN BETTER,
LIVE BEST.



**"YOU HAVE NO IDEA THE IMPACT
YOU'VE MADE IN MY LIFE.**

This week will forever be close to my heart and mind. It's not just the tools for our tool belts but the encouragement and affirmation to be something great in this industry or just better than yesterday. I can't wait to get behind the chair with more confidence and knowledge than ever before. I will be seeing you all again! "

BRITTANY FINCHER

"Thank you for putting so much time and commitment into the education of stylists around the country.

**I LEARNED SO MUCH AND WILL DEFINITELY
TAKE WHAT I LEARNED AND USE IT BEHIND
THE CHAIR"**

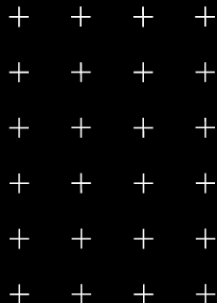
DANNY MCCLURE



"I've taken a lot of classes at The Redken Exchange. Amazing educators! We brought five stylists and everyone is so excited about what we learned.

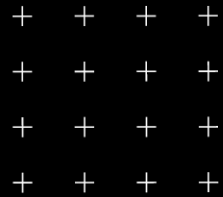
LOVE REDKEN EDUCATION!"

GINA HUMPHREY



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LEARN BETTER,
EARN BETTER,
LIVE BEST.



COLOR

Color & Know Why



DESIGN

Cut & Know Why



DESIGN

COLOR & FINISH

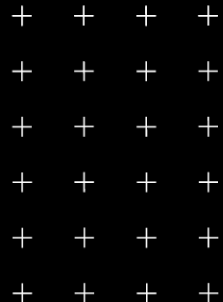
Everything's Included
Broadway Experience
NYC Experience



MASTER CLASSES

Correction Masterclass
Blonding Masterclass
Design Masterclass
Influencer Masterclasses

PROGRAMS

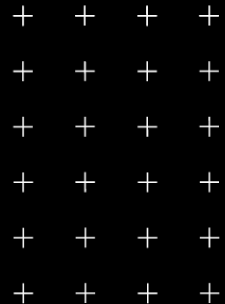
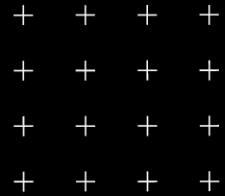


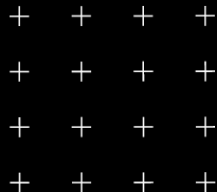
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LIVE BEST.



HAIRCOLOR
PROGRAMS





LEARN BETTER,
EARN BETTER,
LIVE BEST.



Bring your business to the next level and take the fear out of haircoloring with this interactive **4-day hands on** hair color program.

Whether your client wants superior grey coverage, a fun bold color or a head full of highlights, you'll leave Color & Know Why with new-found confidence to tackle any ask that comes your way. Fresh out of beauty school or a seasoned pro who's looking for an easy way to level-up on competition, look no further—we're saving a spot for you!

Who should attend?

Licensed salon professionals of all levels who want to strengthen their core knowledge of hair color

Future Redken Certified Hair colorists

Program content:

Formulation

Principles of Science

Hair color application

Categories of Hair color

Principles of Hair color

Chemical Process

Highlight placement

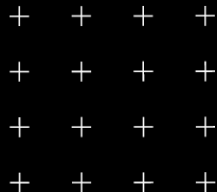
Balayage

Click or Scan to watch
Class preview



COLOR &
KNOW WHY





LEARN BETTER,
EARN BETTER,
LIVE BEST.



□ **Duration:**
4 Days

□ **Dates:**

August 5 – 8
Material Code: 013376S

September 30 – Oct 3

PROLAB
L'ORÉAL ACADEMY OF BEAUTY

□ **October 21 – 24**
Material code: 013377S

Time:
9:30 AM – 5 PM
□ Doors open at 9:00 AM

Tuition:
□ \$1100 or 73,340 LLP

□ **How to Register:**
Scan QR code
Redkenpro.com/education
[Level Loyalty Rewards](http://LevelLoyaltyRewards)
Saloncentric.com
Salon Business Partner
800-545-8157

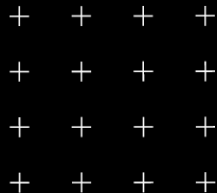
COLOR & KNOW WHY

POWERED BY SCIENCE.
PRESCRIBED BY PROS.



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LIVE BEST.



Tough correction challenge? This immersive 3 day session will show you how to go from basic knowledge to true color confidence. Learn how to tackle the most common hair color & correction challenges and design a customized route thru consultation and the discovery of suitability. If you're committed to running a profitable hair color business and want to leverage your skills to do it, Correction Master Class is the ideal session for you!

Who should attend?

Licensed salon professionals who have attended Color & Know Why
Licensed salon professionals who are proficient in foil placement and color application

Program contents:

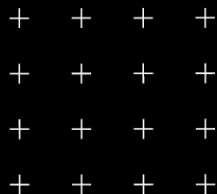
Banding, uneven color, over processed results, dark ends and unnatural tones
Redheads, blondes and gray hair challenges and troubleshooting
Pre-treatments, application, post treatments and maintenance
Principles of Consultation
Correcting home hair color mistakes
Too light, too dark, too warm or too cool

Click or Scan to watch
Class preview



CORRECTION
MASTERCLASS





LEARN BETTER,
EARN BETTER,
LIVE BEST.



- Duration:**
3 Days
- Dates:**
April 8 - 10
Material Code: 013392S

September 16 - 18
Material Code: 013393S

November 4 - 6
Material code: 013394S

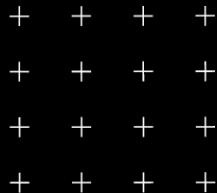
- Time:**
9:30 AM - 5 PM
Doors open at 9:00 AM

- Tuition:**
\$995 or 66,340 LLP

- How to Register**
Scan QR code
[Redkenpro.com/education](https://redkenpro.com/education)
[Level Loyalty Rewards](https://redkenpro.com/education)
[Saloncentric.com](https://redkenpro.com/education)
Salon Business Partner
800-545-8157

CORRECTION MASTERCLASS





LEARN BETTER,
EARN BETTER,
LIVE BEST.



Going blonde is at the top of many clients' wish lists but getting there is often a lot easier said than done. In this 2-day session, you'll learn the dos and don'ts of blonding at every level. We'll cover how to identify the right products for the blonde you want to achieve, plus tips, tricks and salon-proven formulas for lightening. You don't want to miss this lesson on lightening!

Program content:

The process of blonding from start to finish

Tips and techniques for creating beautiful dimensional blondes

Tips for your best Balayage

The tools you need to lighten every level from dark brunettes to light blondes

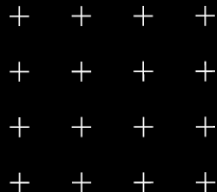
The business of Blondes

Click or Scan to watch
Class preview



BLONDE
MASTERCLASS





LEARN BETTER,
EARN BETTER,
LIVE BEST.



- **Duration:**
2 Days
- **Dates:**
March 11 - 12
Material Code: 013389S

October 7 - 8
Material Code: 013390S

- **Time:**
Monday 12 - 6 pm
Tuesday 9 am - 4 pm

- **Tuition:**
\$595 or 39,670 LLP

- **How to Register**
Scan QR code
[Redkenpro.com/education](https://redkenpro.com/education)
[Level Loyalty Rewards](#)
[Saloncentric.com](https://saloncentric.com)
Salon Business Partner
800-545-8157

BLONDE MASTERCLASS



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5TH AVENUE NYC

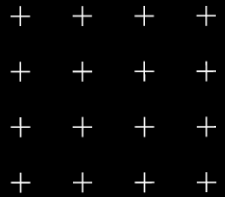
LEARN BETTER,
EARN BETTER,
LIVE BEST.



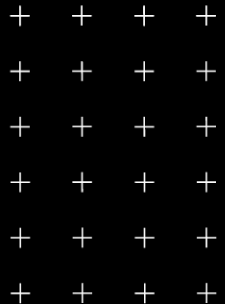
DESIGN
PROGRAMS

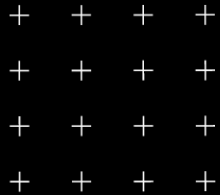
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LEARN BETTER,
EARN BETTER,
LIVE BEST.





LEARN BETTER,
EARN BETTER,
LIVE BEST.



In a world full of inspo pics, do you ever find yourself wondering how to achieve that specific cut your client brought in to show you? If so, this class is for you. Learn the breakdown of Face shape, Head shape, Perimeter, Silhouette and Texture. Discover through hands on workshops the confidence in Creating, Recreating and communicating any shape. After attending Cut and Know Why you will have a strong foundation and truly understand the WHY anytime you cut hair. Let's get Cutting!

Who should attend?

Licensed salon professionals of all levels who want a strong core knowledge of design

Future Redken Certified Design Stylists

Program content:

Principles of Consultation

Principles of Shape

Principles of Movement

Principles of Head Form

Graduation

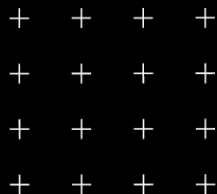
Hairstyle analysis

Understanding the "why" behind haircutting

Click or Scan to watch
Class preview



CUT
KNOW WHY



LEARN BETTER,
EARN BETTER,
LIVE BEST.



Duration:
4 Days

Dates:
March 25 – 28
Material Code: 015414S

August 5 – 8
Material Code: 013379S

October 21 – 24
Material code: 013380S

Time:
9:30 AM – 5 PM
Doors open at 9:00 AM

Tuition:
\$1100 or 73,340 LLP

How to Register
Scan QR code
[Redkenpro.com/education](https://redkenpro.com/education)
[Level Loyalty Rewards](#)
[Saloncentric.com](https://saloncentric.com)
Salon Business Partner
800-545-8157

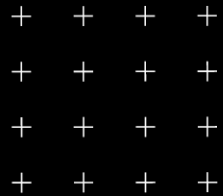
CUT & KNOW WHY

POWERED BY SCIENCE.
PRESCRIBED BY PROS.



REDKEN
5TH AVENUE NYC





LEARN BETTER,
EARN BETTER,
LIVE BEST.



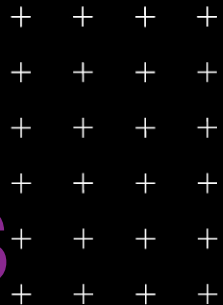
Tired of doing the same old thing behind the chair? This master class will help you break from your habits and open up new ways to design. Runway to street, fashion trends come from all around and Redken is at the forefront. Become obsessed with taking the trends and making your own personal interpretation. Get up close and personal with trends and see them translated to hairstyles your clients will love!

Who should attend?

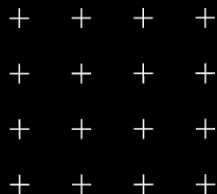
Licensed salon professionals who have attended Cut & Know Why
Licensed salon professionals with a strong design background and proficient use of razors, shears and texturizing tools

Program content:

Discover the ingredients of creative haircutting
How to manipulate your cutting tools in new ways
Explore conceptual hair design
Expand your creative potential
Creative use of the razor



DESIGN
MASTERCLASS



LEARN BETTER,
EARN BETTER,
LIVE BEST.



- **Duration:**
2 Days
- **Dates:**
April 8 - 9
Material Code: 013395S

September 16 - 17
Material Code: 013396S

November 4 - 5
Material code: 013397S

- **Time:**
Monday 12 - 6 pm
Tuesday 9 am - 4 pm

- **Tuition:**
\$595 or 39,670 LLP

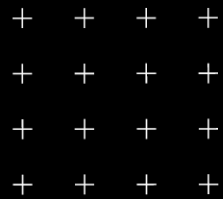
- **How to Register**
Scan QR code
Redkenpro.com/education
[Level Loyalty Rewards](http://LevelLoyaltyRewards)
Saloncentric.com
Salon Business Partner
800-545-8157

DESIGN MASTERCLASS

POWERED BY SCIENCE.
PRESCRIBED BY PROS.



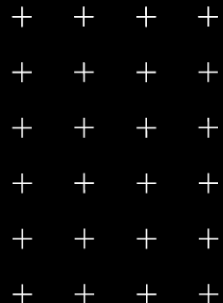
REDKEN
5TH AVENUE NYC



LEARN BETTER,
EARN BETTER,
LIVE BEST.



DESIGN, COLOR
& FINISHING

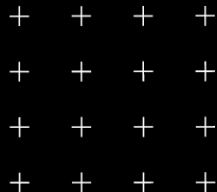


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LIVE BEST.





LEARN BETTER,
EARN BETTER,
LIVE BEST.



Everything's included is a jam packed **3 days of hands-on** education that will empower you on the latest trends in color, design and finish. Over the 3 days you will be inspired by the streets of NYC and learn how to translate these looks to behind the chair. We also will dive into social media hot tips and tricks and the Art of Consultation and Business. Everything's included covers it all!

Who should attend?

Licensed salon professionals who have attended Color & Know Why and Cut & Know Why

Licensed salon professionals of all levels who want a strong core knowledge of Design & Color

Program content:

Cut and Color workshops with salon friendly techniques

Understanding how color complements haircuts

Hair analysis, consultation and correct product choice

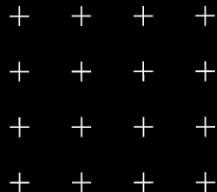
Suitability of cut and color for each client

Click or Scan to watch
Class preview



EVERYTHING'S
INCLUDED





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LIVE BEST.



Join us for this unique and creative class that will inspire you to look at Broadway through a different lens. Over the **3 days** we will experience hands on workshops that include Design, Color and Finish and the inspiration behind the looks created. We will have the hair team that works on Broadway shows speak with us on the behind the scenes of the looks and how we can utilize those hot tips behind the chair. Off to Broadway we go to see a show and bond as team to have a magical Experience.

Who should attend?

Licensed salon professionals of all levels who are looking for inspiration and want a strong core knowledge of Design & Color

Program content:

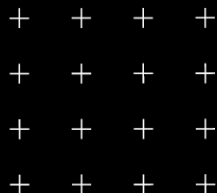
Understanding of how to create the total look through cut, color and styling
On-trend techniques and formulas to push your creative work
Creative process
Trip to Museum of Broadway
Private presentation with Broadway hair & makeup artists
Theater Ticket

Click or Scan to watch
Class preview



BROADWAY
EXPERIENCE





LEARN BETTER,
EARN BETTER,
LIVE BEST.



- **Duration:**
3 Days
- **Dates:**
August 12 - 14
Material Code: 013391S

- **Time:**
9:30 AM - 5 PM
Doors open at 9:00 AM

- **Tuition:**
\$1000 or 66,670 LLP

- **How to Register**
Scan QR code
[Redkenpro.com/education](https://redkenpro.com/education)
[Level Loyalty Rewards](https://levelloyaltyrewards.com)
[Saloncentric.com](https://saloncentric.com)
Salon Business Partner
800-545-8157

BROADWAY EXPERIENCE

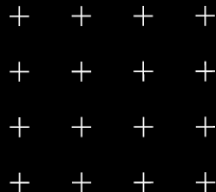


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Our vision is for you to find inspiration, to encourage artistic exploration, nurture creative thought and forge bonds between diverse artists. This **3 day program** is designed to help you open your mind and see things differently. Take the time to tend your creative spark and recharge. Get a packed itinerary on Days 1 & 2 visiting museums, Art galleries and NYC Parks. Delve into NYC's vibrant street art culture from underground graffiti to street art collectives. On Day 3 get your hands on hair, translate your inspiration into hair trends and enhance your vision into a 3-dimensional world of color and design that your clients will be asking for.

Who should attend?

Licensed salon professionals who are looking for inspiration

Licensed salon professionals of all levels who want a strong core knowledge of Design & Color

Program content:

Access to NYC museums

Culture

Architecture

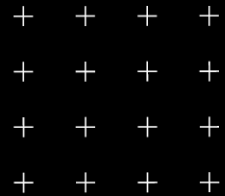
Time and space to create among peers

An opportunity to focus solely on your creative pursuits

Gain inspiration from a forum of NYC based artists



NEW YORK CITY
EXPERIENCE



LEARN BETTER,
EARN BETTER,
LIVE BEST.



NEW YORK CITY EXPERIENCE

- Duration:**
3 Days
- Dates:**
September 23 - 25
Material Code: 013398S

- Time:**
9:30 AM – 5 PM
Doors open at 9:00 AM

- Tuition:**
\$1000 or 66,670 LLP

- How to Register**
Scan QR code
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[Saloncentric.com](https://saloncentric.com)
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800-545-8157



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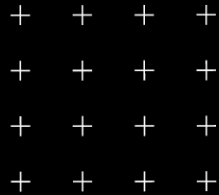


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Adina Doss
@mastery_a_d



Anne Chesbro
@anne_chesbro



Blake Reed Evans
@blakereedevans



Brayden Pelletier
@justbhair



Brian Washburn
@brianwashburnhair



George Garcia
@georgegarciaredken



Hugo Urias
@hueshoot



Jerric Fruits
@jerricfruits



Joe Chesbro
@jo_e_chesbro



Julie Lahr
@julie_lahr



Kate Curran
@katecurranredken



Laura Frazier
@hairzillaa



Lindsey Olson
@lindsey.marie.olson



Lori Zabel
@lorizabel



Nicole Perry
@nicoleperryartist



Randy Topham
@randy.topham



Rosa Cisneroz Ngauamo
@rosacisnerozredkenartist



Ryan Morgan
@ryan4redken



Ryan Rodgers
@ryanmroddgers



Ruth Roche
@ruthroche



Sam Villa
@samvillahair



Sean Godard
@seangodard



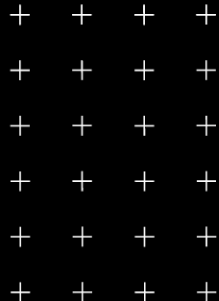
Tara Abramowicz
@tara_abramowicz



Teresa Mockler
@teresamockler



Twylla Jane
@twyllajane



THE REDKEN POWER NETWORK

REDKEN

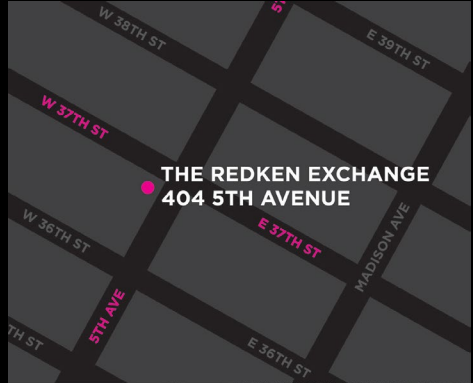
5TH AVENUE NYC

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EARN BETTER,
LIVE BEST.

THE REDKEN EXCHANGE
404 5TH AVE 2ND FLOOR
(CORNER OF 37TH
STREET)
NEW YORK, NY 10018

The Redken Exchange is located in NYC in the center of the Garment District, the heart of American fashion.

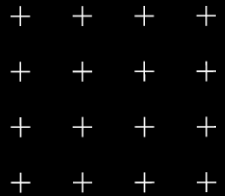
Please enter through The Redken Gallerie our retail boutique store located on Fifth Avenue.



WHERE WE ARE

REDKEN

5TH AVENUE NYC



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REDKENPRO.COM/
EDUCATION

Scan or Click to
Register



LEVEL LOYALTY
REWARDS.COM

Scan or Click to
Register



SALON
CENTRIC.COM

OR

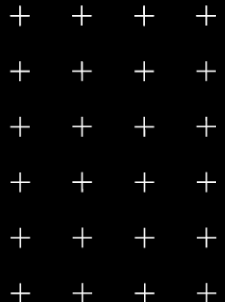
SALON
BUSINESS
PARTNER



Scan or Click to
Register

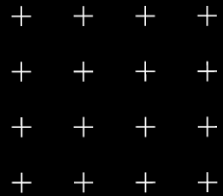


BOOK YOUR CLASS



REDKEN

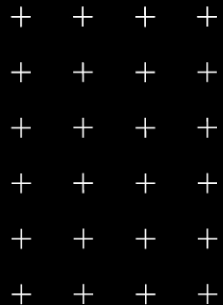
5TH AVENUE NYC



LEARN BETTER,
EARN BETTER,
LIVE BEST.



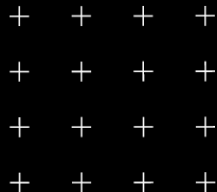
No need to pack tools!
All tools will be provided.
We are pleased to
provide Sam Villa tools
including shears, razors,
combs, brushes, blow
dryers & flat irons for you
to work with during your
workshops at The
Redken Exchange. Once
your session is over
simply return all tools to
your designated locker.



WHAT TO BRING

REDKEN

5TH AVENUE NYC



LEARN BETTER,
EARN BETTER,
LIVE BEST.

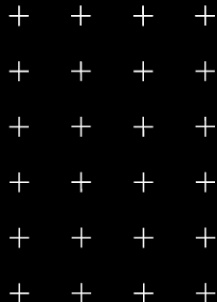


Have you ever thought it was impossible to come to NYC and The Redken Exchange because of tuition costs? Let Redken help you create a tuition payment plan that will help you get the education you need!

The plan allows you to break down your education expenses into easy to manage installments, rather than one lump sum payment. It's easy and convenient.

- A \$100 deposit secures your seat
- Our payment plan is interest free!
- You can pay by mail or phone

For more information or to enroll call
1.800.545.8157



TUITION PAYMENT PLAN

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

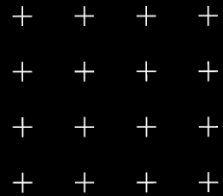
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SEIZE THE DAY

INFLUENCER ADVANCED ACADEMY



REDKEN
5TH AVENUE NYC



LEARN BETTER,
EARN BETTER,
LIVE BEST.



Join Phillip Foresto as he reveals his signature techniques in creating high contrast, multidimensional, healthy hair color, utilizing his go to methods including Balayage, highlights, teasing and toning and so much more. Philip will dive deep into the perfect finish photo as well as tips and direct on building social media and branding

Date:
May 20, 2024

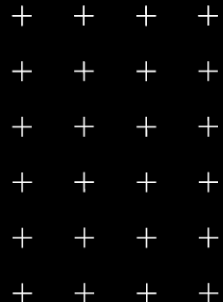
Time:
10 AM – 4 PM
Doors open at 9:30 AM

Tuition:
\$750 or 50,000 LLP

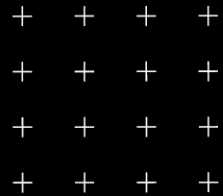
How to Register
Scan or Click QR code
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@philipforesto



1001 BLONDES PHILIP FORESTO



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Join us for Leysa's Coils and Curls Advanced class to learn simple techniques to immediately apply behind the chair to grow your business. This look & learn offers customized in depth hair color and finish training; wavy, curly and coily texture on long and short lengths, plus delicious browns, reds and copper toning formulas, hot tips on color correction.

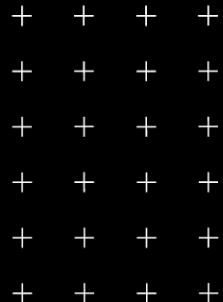
- **Date:**
August 25, 2024
- **Time:**
10 AM – 4 PM
Doors open at 9:30 AM

- **Tuition:**
\$750 or 50,000 LLP

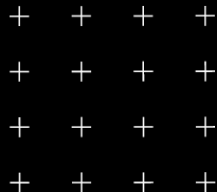
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@leysahairandmakeup



ABC CURLS
LEYSA CARILLO



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LIVE BEST.



Extensions are Hot! Secrets on how to use Multi-weft Methods for the perfect extension service. Learn Natalie's top Shades EQ Formulas and application methods, Corrective toning formulas and care routine for Extensions!

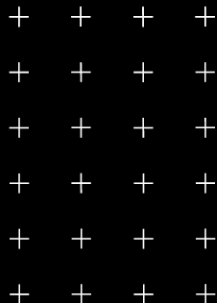
- **Date:**
September 9, 2024
- **Time:**
10 AM – 4 PM
Doors open at 9:30 AM
- **Tuition:**
\$750 or 50,000 LLP
- **How to Register**
Scan or Click QR code
[Redkenpro.com](https://redkenpro.com)

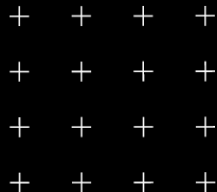


@natalieruzgis



UNDERCOVER BLONDES:
EXTENSION TECHNIQUES
WITH NATALIE RUZGIS





LEARN BETTER,
EARN BETTER,
LIVE BEST.



Join us for the day in New York City, at The Redken Exchange, for a fun filled day of impactful learning and authentic education. In this full day course attendees will experience both look and learn and hands on. This class will be all about purposeful blending placement application and saturation of Shades EQ, plus express tips and tricks to build your business behind the chair.

□ **Date:**
October 14, 2024

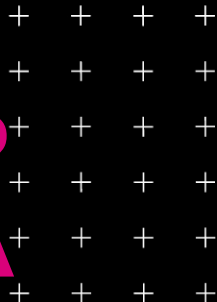
□ **Time:**
10 AM – 4 PM
Doors open at 9:30 AM

□ **Tuition:**
\$750 or 50,000 LLP

□ **How to Register**
Scan or Click QR code
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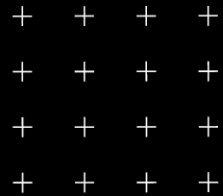
@adriennedara



SEQ WARM IT UP ADRIENNE DARA

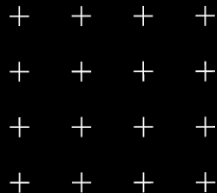
REDKEN

5TH AVENUE NYC



DATE	CLASS	TIME	TUITION
FEB 5-8	COLOR & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
FEB 5-8	CUT & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
MARCH 4-6	EVERYTHING'S INCLUDED	9AM – 5PM	\$1000 OR 66,670 LLP
MARCH 11-12	BLONDE MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP
MARCH 25-27	CUT & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
APRIL 8-10	CORRECTION MASTERCLASS	9AM – 5PM	\$995 OR 66,340 LLP
APRIL 8-9	DESIGN MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP
AUGUST 5-8	COLOR & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
AUGUST 5-8	CUT & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
AUGUST 12-14	BROADWAY EXPERIENCE	9AM-5PM	\$1000 OR 73,340 LLP
AUGUST 26-28	EVERYTHING'S INCLUDED	9AM – 5PM	\$1000 OR 66,670 LLP
SEPT 16-17	DESIGN MASTERCLASS	9AM – 5PM	\$595 OR 39,670 LLP
SEPT 16-18	CORRECTION MASTERCLASS	9AM – 5PM	\$995 OR 66,340 LLP
SEPT 23-25	NYC EXPERIENCE	9AM – 5PM	\$1000 OR 66,670 LLP
OCT 7-8	BLONDE MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP
OCT 21-24	CUT & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
OCT 21-24	COLOR & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
OCT 28-30	EVERYTHING'S INCLUDED	9AM – 5PM	\$1000 OR 66,670 LLP
NOV 4-6	CORRECTION MASTERCLASS	9AM – 5PM	\$995 OR 66,340 LLP
NOV 4-5	DESIGN MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP





THE REDKEN 404 LOFT

Our Redken 404 Loft NYC stands as a premier training destinations committed to delivering principle based education in a personal based way. The 404 Loft classes cater to salon professionals of all levels who want to strengthen their core knowledge of hair color, design & finishing. 1 day Hands on workshops. Bring your tools and get ready to learn!

DESIGN & FINISHING TECHNIQUES: SEASONAL TRENDS

DATES:

Monday September 23, 2024
Material Code: 013401S

TIME: 10 AM – 4 PM
Doors open at 9:30 AM

INVESTMENT: \$250 or 16,670 LEVEL
Loyalty Points

LOCATION: 404 Fifth Ave 2nd floor
New York, NY 10018



Jackie Litscher
@justjackie_stylistnyc

HAIRCOLOR TECHNIQUES: SEASONAL TRENDS

DATES:

Monday August 12, 2024
Material Code: 013400S

Monday December 2, 2024
Material Code: 013402S

TIME: 10 AM – 4 PM
Doors open at 9:30 AM

INVESTMENT: \$250 or 16,670 LEVEL
Loyalty Points

LOCATION: 404 Fifth Ave 2nd floor
New York, NY 10018



Kate Curran
@katecurranredken

LIQUIDS TO LOVE

DATES:

Monday March 18, 2024
Material Code: 013403S

Monday August 26, 2024
Material Code: 013404S

Monday October 28, 2024
Material Code: 013405S

TIME: 10 AM – 1 PM
Doors open at 9:30 AM

INVESTMENT: \$65 or 4,340 LEVEL
Loyalty Points

LOCATION: 404 Fifth Ave 2nd floor
New York, NY 10018



Reanna Cochran
@reanna.cochrane

