



NEW PARTNERSHIP SAMPLING PROGRAM

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PROGRAM LOGISTICS

COUPON REDEEMABLE:

01/01/2024 – 12/31/2024

COUPON ALLOTMENT PER RECIPIENT*:

- **DSMs:**
 - **Haircare:** 3 per month for 6 months
 - **Styling:** 3 per month for 6 months

*DSMs can re-allocate coupon quantities among SSCs based on individual performance and need if they do not exceed the total allocated quantity for their SBP population

PROGRAM REDEMPTION

COUPON CODES:

- **Haircare:** 008664S
- **Styling:** 008665S

OFFER:

- **Haircare:** Choose up to 6 FREE haircare SKUs from the list on the following page (mix & match)
- **Styling:** Choose up to 6 FREE styling SKUs from the list on the following page (mix & match)



REDKEN
5TH AVENUE NYC

HAIRCARE

CHOOSE 6 FROM THE FOLLOWING LIST:

RANGE	MATERIAL CODE	MATERIAL DESCRIPTION
ACIDIC BONDING CONCENTRATE	P2368700	RK ABC SHMP 16.9OZ
	P2368800	RK ABC COND 16.9OZ
	P2564800	RK ABC 5 MIN MASK 8.5OZ
	P2032400	RK ABC SHMP 10.1OZ 21 V805
	P2032900	RK ABC COND 10.1OZ 21 V805
	P2034001	RK ABC LOTN 5.1OZ 21 V805
	P2356100	RK ABC INTENSIVE TRMT 5.1OZ
	P2419000	RK ABC LIGHT COND 6.8OZ V382
ACIDIC BONDING CURLS	P2629100	RK ABC CURLS SHMP 300ML V382
	P2628000	RK ABC CURLS COND 300ML V382
	P2628100	RK ABC CURLS LEAVE IN NRO CRM T250 V382
ACIDIC COLOR GLOSS	P2566300	RK ACG SHMP 300ML V382
	P2566600	RK ACG COND 300ML V382
	P2567800	RK ACG RINSE OUT 200ML V805
	P2567500	RK ACG LEAVE IN 200ML V382
ALL SOFT	P1996800	RK ASOFT SHMP 16.9OZ RN21 V805
	P1996700	RK ASOFT COND 16.9OZ RN21 V805
	P2415000	RK MOISTURE RESTORE 5.1OZ
ALL SOFT MEGA CURLS	P2475800	RK ASOFTMEG SHMP 10.1OZ
	P2476500	RK ASOFT MEG COND 10.1OZ
	P2476800	RK ASOFT MEG HYDRAMILT 8.5OZ
BLONDAGE	P1998800	RK CEXT BLO SHMP 16.9OZ 21 V382
	P1998700	RK CEXT BLO VLT COND 16.9OZ 21 V382
COLOR EXTEND MAGNETICS	P2030501	RK CEXT MAG SF SHMP 16.9OZ 21 V382
	P2000300	RK CEXT MAG COND 16.9OZ 21 V383
EXTREME	P2001100	RK EXTR SHMP 16.9OZ RN21 V805
	P2001000	RK EXTR COND 16.9OZ RN21 V805
FRIZZ DISMISS	P2031601	RK FRIZZ SF SHMP 16.9OZ RN21 V382
	P2002500	RK FRIZZ COND 16.9 OZ RN21 V805
VOLUME INJECTION	P2003900	RK VOL INJ COND 16.9OZ RN21 V805
	P2004000	RK VOL INJ SHMP 16.9OZ RN21 V805

C1 - Internal use

REDKEN
5TH AVENUE NYC

HAIRCARE

RECOMMENDED MIX

RANGE	MATERIAL CODE	MATERIAL DESCRIPTION
ACIDIC BONDING CONCENTRATE	P2368700	RK ABC SHMP 16.9OZ
	P2368800	RK ABC COND 16.9OZ
ALL SOFT	P1996800	RK ASOFT SHMP 16.9OZ RN21 V805
	P1996700	RK ASOFT COND 16.9OZ RN21 V805
ACIDIC COLOR GLOSS	P2566300	RK ACG SHMP 300ML V382
	P2566600	RK ACG COND 300ML V382

STYLING

CHOOSE 6 FROM THE FOLLOWING LIST:

RANGE	MATERIAL CODE	MATERIAL DESCRIPTION
HAIRSPRAYS	P2461600	RK STY BRUSHABL HSPY 12 9.8OZ
	P2462100	RK STY CONTRL HARSPRY 28 9.8OZ
	P2390200	RK STY MAX HLD HS 32 9.5OZ V382
	P2390600	RK STY MX HLD NTL HS 9.5OZ V382
CURL STYLERS	P2622200	RK STY HYDRA CURL CREAM 200ML V805
	P2623900	RK STY SCULPT CURL GEL 250ML V805
	P2623300	RK STY RFSHING CURL MIST 250ML V805
HEAT STYLING	P2392000	RK STY THERM SPRAY LOW 8.5OZ V805
	P2391800	RK STY THERM SPRAY HIGH 4.2OZ V805
	P2184200	RK STY QK BLOW 4.2OZ RN21 V382
	P2318801	RK STY BLOWDRY GEL 3.4OZ V805
	P1955200	RK STY SMOOTHING SPRAY 7.1OZ
VOLUME	P2391601	RK STY ROOT TEASE 6.3OZ V382
	P2390700	RK STY FULL VOL MOUS 12.3OZ V382
	P2391200	RK STY VOL ROOT LFT SPR 10.6OZ V382
	P1955002	RK STY VOLUME SPRAY 8 OZ V382
TEXTURE	P2389600	RK STY SPRAY WAX 5.8OZ V382
	P2390000	RK STY PLIABLE PASTE JAR 5.1OZ V805
	P2390300	RK STY TEXTURE PASTE DISP 2.5OZ V805
	P2389701	RK STY MAX SCLPT GEL 8.5OZ V805
	P2207900	RK BEACH SPRAY 4.2OZ RN21 V805
	P2316601	RK STY DRY TEXTURE 8.5OZ RN21 V382
DRY SHAMPOO	P2462300	RK STY INV DRY SHMP 5OZ V315
	P2462500	RK STY DRY SHMP DPCLN 5OZ V315
SHINE	P1954400	RK STY SHINE FLASH RENO 4.4OZ V315
ONE UNITED	P1056000	RK ONE UNITED ELIXIR 5.1OZ V315

STYLING

RECOMMENDED MIX

RANGE	MATERIAL CODE	MATERIAL DESCRIPTION
HAIRSPRAYS	P2462100	RK STY CONTRL HARSPRY 28 9.8OZ
HEAT STYLING	P2184200	RK STY QK BLOW 4.2OZ RN21 V382
VOLUME	P2391200	RK STY VOL ROOT LFT SPR 10.6OZ V382
TEXTURE	P2389600	RK STY SPRAY WAX 5.8OZ V382
SHINE & PRIME	P1955200	RK STY SMOOTHING SPRAY 7.1OZ
ONE UNITED	P1056000	RK ONE UNITED ELIXIR 5.1OZ V315