

2024 REDKEN COLOR NEW PARTNERSHIP DIGITAL SAMPLING PROGRAM

DIGITAL NEW PARTNERSHIP PROGRAM 2024



BUSINESS OPPORTUNITY

BOOK MORE CLIENTS!

Color Gels Lacquers applies and processes faster than traditional cream color.

COLOR SAMPLING

COUPONS REDEEMABLE
UP TO 6 SHADES + UP TO
(2) 8OZ. DEVELOPERS
(MINI)

LIGHTENER SAMPLING

COUPON CODE
REDEEMABLE (1) 2LB
FLASH LIFT LIGHTENER +
UP TO (2) 8OZ.
DEVELOPERS (MINI)

MORE SBP SUPPORT

WHY REDKEN BOOKLET
AND SHADE CHARTS
+ TRIGGER EMAIL POST
SAMPLING

NEW PARTNERSHIP DIGITAL COUPONS

SBPs & DSMs WILL BE

ALLOCATED: DIGITAL COUPON CODES

EACH COUPON REDEEMABLE FOR:

- Up to 6 shades + up to (2) 8oz. Developers (mini)
- (1) 2lb Flash Lift Power 9 Bonder Inside/Flash Lift Bonder Inside/Flash Lift Original + up to (2) 8oz. Developers (mini)

REDEEMED THROUGH MOSAIC

REDKEN CONTROL MAILING SAMPLES

PRESENTATION ENVELOPE CONTAINING:

- All brands' shade charts
- Why Redken sales presenter booklet

SENT IN JAN MONTHLY MAILING

- Trigger email to customer after they are sampled – Education resources

LOGISTICAL DETAILS:

COUPONS VALID 1/1/24 – 12/31/24

GROUP	AMOUNT PER RECIPIENT
SBPs	5
PREM. SBPs	14
DSMs	10

**DSMs CAN RE-ALLOCATE COUPON QUANTITIES BETWEEN SBPs BASED ON INDIVIDUAL PERFORMANCE & NEED, AS LONG AS THEY DO NOT EXCEED TOTAL ALLOCATED QUANTITY FOR THEIR SBP POPULATION.*

COUPON CODES	
COLOR GELS LACQUERS, COLOR GELS LACQUERS 10 MIN, COLOR GELS OILS	002050S
SHADES EQ GLOSS SHADES EQ BONDER INSIDE	002049S
COLOR FUSION	002052S
FLASH LIFT ORIGINAL, FLASH LIFT BONDER INSIDE, POWER 9 BONDER INSIDE	002053S

HOW IT WORKS: CLIENT JOURNEY

1



SBP **MEETS CLIENT** WITH EDUCATION KIT

IF NEW CLIENT: SBP shares Redken story, product portfolio, heritage & values

IF EXISTING CLIENT: SBP moves directly to introduction of new brand

2



SBP **DETERMINES CUSTOM PRODUCT SELECTION** & ORDERS VIA MOSAIC

Based on salon's upcoming client needs, most used competitive shades etc.

SBP PUTS IN REQUEST INTO SALESFORCE FOR RE **VIRTUAL PK CLASS**
RE sends newsletter & sends access to virtual education resources

3



CLIENT **RECEIVES CUSTOM PRODUCT SELECTION** DIRECTLY TO SALON VIA MOSAIC ORDER + RE VIRTUAL PK CLASS OCCURS

CLIENT RECEIVES TRIGGER EMAIL WITH **EDUCATION RESOURCES**

4



SBP CONNECTS WITH LOCAL RE TO CONTINUE TO GROW RELATIONSHIP WITH **FOLLOW UP EDUCATION**

NO RE IN YOUR REGION? BE SURE TO OFFER EDUCATION RESOURCES (ON THE FOLLOWING SLIDE)

POST TRIAL: ENSURE CONVERSION THROUGH NEW USER KIT OFFERS

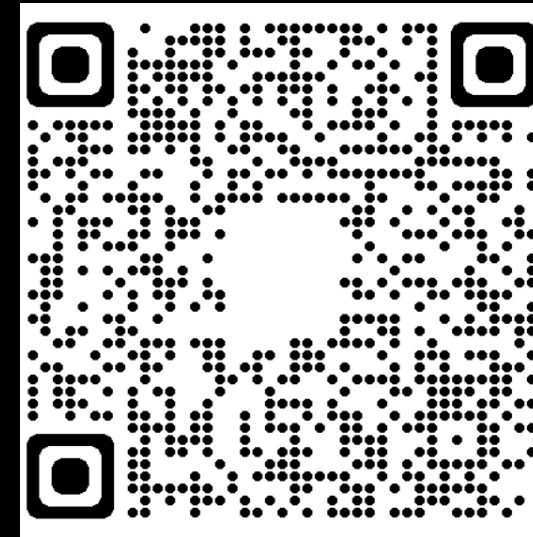
EDUCATION RESOURCES

COMPLIMENTARY PRODUCT KNOWLEDGE
+ VIRTUAL LOOK & LEARN CLASSES

REGISTER HERE:
www.redken.com/professional/education

DAILY EDUCATION AT THE REDKEN
EXCHANGE, EXCHANGE ON TOUR, AND
VIRTUAL PILLAR PROGRAMS

SNAP HERE TO SEE AND REGISTER FOR
REDKEN EDUCATION CLASSES!



FROM TRIAL TO CONVERSION



FREE SAMPLING



DIGITAL COUPON CODES

EACH COUPON REDEEMABLE FOR:

- Up to 6 shades + up to (2) 8oz. Developers (mini)
- (1) 2lb Flash Lift Power 9 Bonder Inside/Flash Lift Bonder Inside/Flash Lift Original + up to (2) 8oz. Developers (mini)



REDKEN CONTROL MAILING SAMPLES

PRESENTATION ENVELOPE CONTAINING:

- All brands' shade charts
- Why Redken sales presenter booklet
- Trigger email to customer after they are sampled – Education resources



CONVERSION WITH NUK PURCHASE

PURCHASE TIER 3 HAIRCOLOR NUK +
ADDITIONAL PURCHASE OF \$550 OPEN STOCK
HAIRCOLOR AND
RECEIVE FREE:

- Swatchbook & Collateral
- Full swap of Color Gear, Developers, & Bonder products
- Tube-for-tube swap of up to 300 add'l shades (350 total)
- Remaining competitive color value can be swapped for same color value in Redken backbar & retail product
- Two **additional** education touchpoints:
 - R.E. Digital or In Person / Intro to Color / PK Class
 - R.E / Local Artist Formulation Day

APPENDIX

TOP 10 SHADES BY BRAND

COLOR GELS OILS

TOP 10 SHADES

6NN
7NN
5NN
8NN
4NN
6NCh
9NN
6N
3NN
4NCh

CGL 10

TOP 10 SHADES

6NN
5N
4NN
7N
8NN
1NW
9N
6NW
8NA
4ABn

COLOR GELS LACQUERS

TOP 10 SHADES

6N
6NN
6NW
7N
5N
7NN
5NW
5NN
7NW
8N

COLOR FUSION

TOP 10 SHADES

6NN
7NN
5NN
8NN
4NN
9NN
6N
6NA
8NA
5N

SEQ GLOSS

TOP 10 SHADES

09V
09P
09N
06N
08N
09NB
07N
05N
07NB
08GI

SEQ COVER PLUS

TOP 10 SHADES

6N
4N
8N
2N
4M
6M
6WM
4WM
07GB
5G

SEQ BONDER INSIDE

TOP 10 SHADES

09V
06NCh
09P
07NCh
010P
010VV
010GI
04NCh
09AG
010N

REDKEN'S DEMI-PERMANENT PORTFOLIO

SHADES EQ GLOSS

ACIDIC PH, NO-AMMONIA *LIQUID* FORMULA

FOR COLORISTS LOOKING TO GLOSS, TONE, REFRESH, AND BLEND GRAY. **NO LIFT & GENTLE PROCESSING.** BOOSTS SHINE AND ENHANCES YOUR NATURAL COLOR IN JUST 20 MINUTES.



PRICE: \$\$\$
SHADE RANGE: ●●●
OPACITY: ●●●

COST PER OZ: \$3.28

COST PER APPLICATION (2 OUNCES): \$6.99

SHADES EQ BONDER INSIDE

ACIDIC PH, NO-AMMONIA *LIQUID* FORMULA WITH PREDOSED BONDER

FOR COLORISTS LOOKING FOR **SHADES EQ RESULTS WITH ADDED STRENGTH.** NOW GLOSS, TONE, REFRESH AND BLEND GRAY WITH PREDOSED BONDER FOR SENSITIZED HAIR, WITH THE SAME INCREDIBLE SHINE & CONDITION!



PRICE: \$\$\$
SHADE RANGE: ●●●
OPACITY: ●●●

COST PER OZ: \$3.43

COST PER APPLICATION (2 OUNCES): \$7.29

SHADES EQ COVER PLUS

NO-AMMONIA *CREAM* FORMULA, UP TO 1.5 LEVELS OF LIFT

FOR CLIENTS WHO WANT **MAXIMUM LONGEVITY,** UP TO 75% GRAY-BLENDING WITH DEMI-PERMANENT RESULTS. **VISIBLE REFLECTS AND VIBRANCY**



PRICE: \$\$\$
SHADE RANGE: ●●●
OPACITY: ●●●

COST PER OZ: \$3.28

COST PER APPLICATION (2 OUNCES): \$6.99

REDKEN'S PERMANENT COLOR PORTFOLIO

COLOR GELS OILS LIQUID COLOR

FOR COLORISTS LOOKING FOR AN AMMONIA-FREE LIQUID PERMANENT COLOR THAT REJUVENATES COARSE GRAYS WITH ADDED SOFTNESS AND SHINE AND UP TO 100% GRAY COVERAGE- ON EVERY SHADE



PRICE: \$\$\$
SHADE RANGE: ●●●
OPACITY: ●●●

COVERAGE RANGE:
10 SUPERIOR COVERAGE FAMILIES
COST PER OZ: \$4.73
COST PER APPLICATION
(1 OUNCE): \$4.98

COLOR GELS LACQUERS 10-MINUTE LIQUID COLOR

FOR COLORISTS LOOKING FOR FAST AND FULL COVERAGE, PERFECT FOR EXPRESS SERVICES



PRICE: \$\$\$
SHADE RANGE: ●●●
OPACITY: ●●●

COVERAGE RANGE:
6 SUPERIOR COVERAGE FAMILIES
COST PER OZ: \$4.59
COST PER APPLICATION
(1 OUNCE): \$4.84

COLOR GELS LACQUERS LIQUID COLOR

FOR TREND-FOCUSED COLORISTS WANTING TO PLAY IN **SOFT, BLENDED TECHNIQUES** LIKE SMUDGES & MELTS



PRICE: \$\$\$
SHADE RANGE: ●●●
OPACITY: ●●●

COVERAGE RANGE:
17 SUPERIOR COVERAGE FAMILIES
COST PER OZ: \$4.19
COST PER APPLICATION
(1 OUNCE): \$4.44

COLOR FUSION CREAM COLOR

FOR COLORISTS WANTING A FAMILIAR CREAM FORMAT, THE CREATIVITY OF A **LARGE PALETTE** AND **DIMENSIONAL, NATURAL RESULTS**



PRICE: \$\$\$
SHADE RANGE: ●●●
OPACITY: ●●●

COVERAGE RANGE:
COVER FUSION
COST PER OZ: \$4.48
COST PER APPLICATION
(1 OUNCE): \$4.73

REDKEN'S FLASH LIFT LIGHTENERS

POWER 9 BONDER INSIDE



DEVELOPMENT TIME: UP TO 50
MINUTES

- Up to 9 levels of lift
- Bonder and lightener all in one powder
- On and off scalp application

COST PER OZ (2 LBS) : \$1.25

COST PER APPLICATION
(2 OUNCES): \$1.70

FLASH LIFT BONDER INSIDE



DEVELOPMENT TIME: UP TO 50
MINUTES

- Up to 8 levels of lift
- Bonder and lightener all in one powder
- On and off scalp application

COST PER OZ (2 LBS) : \$1.17

COST PER APPLICATION
(2 OUNCES): \$1.60

FLASH LIFT



DEVELOPMENT TIME: UP TO 50
MINUTES

- Up to 8 levels of lift
- Conditioning pro-vitamin B5 for high lift without sacrificing hair quality

COST PER OZ (2 LBS) : \$1.01

COST PER APPLICATION
(2 OUNCES): \$1.43

2024 Redken Haircolor New User Kits



Shades EQ Tier 1 Offer

Open Stock: Maximum 3 per shade

SAVE
\$53

Mix-and-Match Purchase

Buy 15-49 Shades EQ Gloss, Bonder Inside, or Cover Plus Shades

Price From: \$111.30

Salon Value: \$164.14

Salon Savings: \$52.84 / 32%

****Final price is subject to change based on shade selection**

Receive Free

- Redken Color Shade Charts
- 1 Salon Gear Applicator Bottle
- 1 Salon Gear Wide Long Silver Brush
- 1 Salon Gear Silver Tint Bowl
- 1 Salon Gear Measuring Cup
- 1 ABC Intensive Treatment
- 1 Quick Blowout
- 1 Salon Gear Color Stain Remover Pads (80-ct)
- 1 Power 9 Bonder Inside Packette
- 1 Liter Processing Solution of your choice (Shades EQ Processing Solution or Shades EQ Gloss-to-Gel Processing Solution)

*****NOTE:** The Prepack kit will contain a redemption code for a Swatchbook and educational credit; these are NOT active and should be ignored



Shades EQ Tier 2 Offer

Open Stock: Maximum 3 per shade

SAVE
\$169

Mix-and-Match Purchase

Buy 50-74 Shades EQ Gloss, Bonder Inside, or Cover Plus Shades

Price From: \$371.00

Salon Value: \$540.18

Salon Savings: \$169.18 / 31%

****Final price is subject to change based on shade selection**

Receive Free

- Redken Color Shade Charts
- 1 Salon Gear Silver Tint Bowl
- 1 Salon Gear Wide Long Silver Brush
- 1 Salon Gear Measuring Cup
- 1 Salon Gear Applicator Bottle
- 1 Salon Gear Favorite Cape
- 1 ABC Intensive Treatment
- 1 Extreme Length Triple Action Treatment
- 1 Quick Blowout
- 1 Salon Gear Color Stain Remover Pads (80-ct)
- 2 Power 9 Bonder Inside Packettes
- 2 Liter Processing Solutions of your choice (Shades EQ Processing Solution or Shades EQ Gloss-to-Gel Processing Solution)
- 1 Shades EQ Swatchbook

*****NOTE:** The Prepack kit will contain a redemption code for a Swatchbook and educational credit; these are NOT active and should be ignored



Shades EQ Tier 3 Offer

Open Stock: Maximum 3 per shade

SAVE
\$347

Mix-and-Match Purchase

Buy 75+ Shades EQ Gloss, Bonder Inside, or Cover Plus Shades

Price From: \$556.50

Salon Value: \$903.06

Salon Savings: \$346.56 / 38%

Receive Free

- Redken Color Shade Charts
- 1 Salon Gear Applicator Bottle
- 1 Salon Gear Wide Long Silver Brush
- 1 Salon Gear Silver Tint Bowl
- 1 Salon Gear Measuring Cup
- 1 Salon Gear Favorite Cape
- 1 ABC Shampoo Liter
- 1 ABC Conditioner Liter
- 1 Color Extend Magnetix Shampoo Liter
- 1 Color Extend Magnetix Conditioner Liter
- 1 One United
- 1 Quick Blowout
- 1 Salon Gear Color Stain Remover Pads (80-ct)
- 2 Power 9 Bonder Inside Packettes
- 3 Liter Processing Solutions of your choice (Shades EQ Processing Solution or Shades EQ Gloss-to-Gel Processing Solution)
- 2 Shades EQ Swatchbooks

****Final price is subject to change based on shade selection**

*****NOTE:** The Prepack kit will contain a redemption code for a Swatchbook and educational credit; these are NOT active and should be ignored



Permanent Tier 1 Offer

Open Stock: Maximum 3 per shade

SAVE
\$53

Mix-and-Match Purchase

Buy 15-49 Color Gels Oils, Color Gels 10 Minute, Color Gels Lacquers, Color Fusion, or Cover Fusion

Price From: \$125.70

Salon Value: \$178.54

Salon Savings: \$52.84 / 30%

**Final price is subject to change based on shade selection

Receive Free

- Redken Color Shade Charts
- 1 Salon Gear Applicator Bottle
- 1 Salon Gear Wide Long Silver Brush
- 1 Salon Gear Silver Tint Bowl
- 1 Salon Gear Measuring Cup
- 1 ABC Intensive Treatment
- 1 Quick Blowout
- 1 Salon Gear Color Stain Remover Pads (80-ct)
- 1 Power 9 Bonder Inside Packette
- 1 Liter Pro-oxide Cream Developer of your choice (10 Volume, 20 Volume, 30 Volume, or 40 Volume)

***NOTE: The Prepack kit will contain a redemption code for a Swatchbook and educational credit; these are NOT active and should be ignored



Permanent Tier 2 Offer

Open Stock: Maximum 3 per shade

SAVE
\$169

Mix-and-Match Purchase

Buy 50-74 Color Gels Oils, Color Gels 10 Minute, Color Gels Lacquers, Color Fusion, or Cover Fusion

Price From: \$419.00

Salon Value: \$588.18

Salon Savings: \$169.18 / 29%

**Final price is subject to change based on shade selection

Receive Free

- Redken Color Shade Charts
- 1 Salon Gear Silver Tint Bowl
- 1 Salon Gear Wide Long Silver Brush
- 1 Salon Gear Measuring Cup
- 1 Salon Gear Applicator Bottle
- 1 Salon Gear Favorite Cape
- 1 ABC Intensive Treatment
- 1 Extreme Length Triple Action Treatment
- 1 Quick Blowout
- 1 Salon Gear Color Stain Remover Pads (80-ct)
- 2 Power 9 Bonder Inside Packettes
- 2 Liter Pro-oxide Cream Developer of your choice (10 Volume, 20 Volume, 30 Volume, or 40 Volume)
- 1 Permanent Swatchbook of your choice (Color Gels Oils, Color Gels Lacquers (with 10 Minute), or Color Fusion (with Cover Fusion))

***NOTE: The Prepack kit will contain a redemption code for a Swatchbook and educational credit; these are NOT active and should be ignored



Permanent Tier 3 Offer

Open Stock: Maximum 3 per shade

SAVE
\$347

Mix-and-Match Purchase

Buy 75+ Color Gels Oils, Color Gels 10 Minute, Color Gels Lacquers, Color Fusion, or Cover Fusion

Price From: \$628.50

Salon Value: \$975.06

Salon Savings: \$346.56 / 36%

**Final price is subject to change based on shade selection

Receive Free

- Redken Color Shade Charts
- 1 Salon Gear Applicator Bottle
- 1 Salon Gear Wide Long Silver Brush
- 1 Salon Gear Silver Tint Bowl
- 1 Salon Gear Measuring Cup
- 1 Salon Gear Favorite Cape
- 1 ABC Shampoo Liter
- 1 ABC Conditioner Liter
- 1 Color Extend Magnetix Shampoo Liter
- 1 Color Extend Magnetix Conditioner Liter
- 1 One United
- 1 Quick Blowout
- 1 Salon Gear Color Stain Remover Pads (80-ct)
- 2 Power 9 Bonder Inside Packettes
- 3 Liter Pro-oxide Cream Developer of your choice (10 Volume, 20 Volume, 30 Volume, or 40 Volume)
- 2 Permanent Swatchbooks of your choice (Color Gels Oils, Color Gels Lacquers (with 10 Minute), or Color Fusion (with Cover Fusion))

***NOTE: The Prepack kit will contain a redemption code for a Swatchbook and educational credit; these are NOT active and should be ignored



Lightener New User Kit

Open Stock

SAVE
\$62

Mix-and-Match Purchase

Buy 4+ 2lb Redken Lighteners (Choice of Flash Lift, Flash Lift Bonder Inside, Flash Lift Power 9, or Up to 7)

Receive Free

- 1 Shades EQ Swatchbook

Price From: \$140.48

Salon Value: \$202.80

Salon Savings: \$62.32 / 31%

**Final price is subject to change based on shade selection

