

REDKEN

5TH AVENUE NYC



STYLE CONFIDENTLY

WITH THE NEW REDKEN STYLING

AS THE #1 PROFESSIONAL HAIR STYLING BRAND IN THE U.S.*

WE KNOW WHAT CLIENTS WANT.

We have a finger on the pulse because we partner with **elite stylists & educators** to develop **breakthrough stylers** backed by science to **power any and all hair styles**.

Choose Redken for the most sought-after stylers that will keep you selling, and create the looks you and your clients want. With our powerhouse network and stellar portfolio, know that with Redken you can **Style Confidently**.

WE'RE BRINGING YOU:

- A brand new, electric look
- New product names and clear pack descriptors
- New ways to get inspired and stay connected through must-watch videos, inspiring images, hair hacks and much more...

STYLE CONFIDENTLY.

*Based on the 2021 edition of Kline salon haircare global series, among brands selling shampoos, conditioners, hair color, hair styling and hair texturizing products.

REDKEN

STYLING

HAIRSPRAYS. VOLUME. TEXTURE.
SMOOTH. SHINE. HEAT STYLING.
DRY SHAMPOO.

SAME GREAT PRODUCTS,
NEW ELECTRIC LOOK <<<



DECODING THE NEW PACKAGING



REDKEN

STYLING COLLECTIONS



PREP & SHINE

- One United
- Smooth Spray
- Shine Flash



HEAT STYLING

- Thermal Spray Low Hold
- Thermal Spray High Hold



BLOW-DRY PREP

- Quick Blowout
- Big Blowout



TEXTURE

- Beach Spray
- Pliable Paste
- Spray Wax
- Texture Paste
- Dry Texture
- Max Sculpting Gel



VOLUME

- Volume Maximizer
- Root Tease
- Full Volume Mousse
- Root Lifter



DRY SHAMPOO

- Deep Clean Dry Shampoo
- Invisible Dry Shampoo



HAIRSPRAYS

- Brushable Hairspray
- Control Hairspray
- Max Hold Hairspray
- Max Hold Hairspray Neutral Fragrance

HAIRSPRAYS

BRUSHABLE HAIRSPRAY

Flexible Finish For A Natural Style

BENEFITS:

- Medium flexible hairspray for buildable use
- Maintains natural hair movement
- Helps hair retain style and shape
- Bouncy, no crunch finish

USAGE:

- Hold can 6-12 inches from hair
- Apply on dry, styled hair
- Layering and building styles that look natural, never too "done"



CONTROL HAIRSPRAY

Control Your Hair Day

BENEFITS:

- High hold hairspray
- Fast drying formula
- Frizz & humidity resistance
- No residue or flaking

USAGE:

- Hold can 6-12 inches from hair
- Apply on dry, styled hair
- Lock in looks like a messy bun or high-fashion short cuts



MAX HOLD HAIRSPRAY

Max Hold For Max Style

BENEFITS:

- All day high hold hairspray
- No crunch finish
- Humidity & frizz resistance
- Tri-nozzle actuator for ultra fine mist: distributes a 3D network of holding polymers throughout hair

USAGE:

- Hold can 6-12 inches from hair
- Apply on dry, styled hair
- Styles that need maximum staying power plus flexibility. Great for french twists or long loose waves



MAX HOLD HAIRSPRAY NEUTRAL FRAGRANCE

Max Hold Without The Fragrance

BENEFITS:

- All day high hold hairspray
- No crunch finish
- Humidity & frizz resistance
- Tri-nozzle actuator for ultra fine mist: distributes a 3D network of holding polymers throughout hair

USAGE:

- Hold can 6-12 inches from hair
- Apply on dry, styled hair
- Styles that need maximum staying power plus flexibility. Great for french twists or long loose waves



VOLUME

VOLUME MAXIMIZER

Maximize Your Style

BENEFITS:

- Thickening spray for instant, flexible volume
- Ceramides & polymers provide long-lasting volume
- No crunch formula
- Vegan formula*
- Made from 100% recycled materials *excluding pump

USAGE:

- Spray onto damp hair or apply in hands
- Rub into hair at the roots and brush through
- Blow dry as usual



FULL VOLUME MOUSSE

All Over Volume, All Over Soft

BENEFITS:

- Volumizing mousse for long lasting fullness with light hold
- Heat protection
- Moisturizes hair

USAGE:

- Apply a small amount to damp hair
- Blow dry as usual



ROOT TEASE

Teasable Volume At The Root

BENEFITS:

- Target & tease backcombing spray
- Root targeting spray nozzle
- Lasting hold & back combing effect
- Fast drying formula

USAGE:

- Hold can 6-12 inches from hair
- Apply on dry, styled hair
- Adds a full-bodied teased finishing



ROOT LIFTER

Lift Your Hair To New Heights

BENEFITS:

- Long lasting root volumizing foam
- For thick & full feeling hair
- Flexible natural feeling
- Vegan formula*

USAGE:

- Shake well before use
- Spray on damp hair
- Targeting the roots for added volume & texture



*No animal-derived ingredients

TEXTURE

BEACH SPRAY

Beachy Texture Spray

BENEFITS:

- Instant texture and volume
- Sea-salt free
- Enhances natural hair texture
- Tousled matte finish

USAGE:

- Spray on damp hair
- Comb through and blow dry

SPRAY WAX

Textured Look, Invisible Finish

BENEFITS:

- Invisible wax texturizing mist
- Medium control
- Satin-matte finish
- Controlled undone texture

USAGE:

- Shake well before use
- Mist on damp or dried hair
- Shape into desired style with hands

DRY TEXTURE

Effortless, Perfectly Undone Look

BENEFITS:

- Medium hold finishing spray
- Lightweight volume
- Airy texture
- Oil absorption
- Tri-actuator nozzle delivers an even, fine mist for a crunch-free finish

USAGE:

- Hold can 6-12 inches from hair
- Mist all over or in desired areas
- Use hands to work in product for added texture

*No animal-derived ingredients



PLIABLE PASTE

Texture That Works With You

BENEFITS:

- Flexible lightweight holding paste with no flaking
- Re-work throughout the day
- Texturizing web technology : Web like structure to provide definition & texture
- Vegan formula*

USAGE:

- Rub a small amount between hands
- Apply into damp hair to shape
- Mold or twist the style you want
- To layer: Rub product between palms and pull hands apart over hair so fibers create A “web of support”



TEXTURE PASTE

Define Your Style

BENEFITS:

- Long lasting texture paste
- Moldable hold to shape & define hair
- Airless tube eliminates the mess of scooping product

USAGE:

- Rub a small amount in hands & apply on damp or dry hair
- Reapply for stronger texture effects



MAX SCULPTING GEL

Sculpting To The Max

BENEFITS:

- All-day strong hold gel with no flaking
- Shape memory
- Healthy shine
- Vegan formula*

USAGE:

- For a lacquered finish, apply to damp hair and air dry
- Blow dry for controlled volume
- Use to slick back longer hair - it dries to a long-lasting wet-looking finish



HEAT STYLING



THERMAL SPRAY - LOW HOLD

Ready. Shape. Hold.

BENEFITS:

- Heat protection up to 450°F
- Protects hair against heat damage even the next day
- Frizz & humidity protection
- Increased shine
- Active heat guard complex helps preserve color vibrancy

USAGE:

- Perfect for touchable shape with flat irons and curling irons
- Shake well before use for even application results
- Mist on damp or dry hair in sections
- Use flat iron or curling iron as desired
- For thicker or courser hair, apply slightly more product



THERMAL SPRAY - HIGH HOLD

Ready. Set. Hold.

BENEFITS:

- Heat protection up to 450°F
- High hold shape memory for all day style
- Frizz control
- Active heat guard complex helps preserve color vibrancy

USAGE:

- Perfect for strong definition with flat irons and curling irons
- Shake well before use for even application results
- For curling iron or flat iron, mist on damp or dry hair in sections
- For a roller set, spray on damp hair
- For thicker or courser hair, apply slightly more product



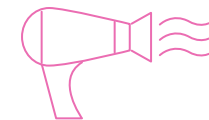
BLOW DRY

QUICK BLOWOUT

Blowdry In A Flash

BENEFITS:

- Lightweight blow dry primer spray
- Flash-drying formula
- Heat protection up to 450°F
- Smooths & adds shine
- Nourishes & conditions
- Vegan formula*



USAGE:

- Mist all over damp hair
- Blow dry as usual or layer on other styling products after as desired then blow dry

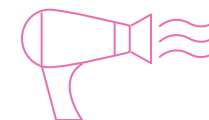


BIG BLOWOUT

Think Big For Your Blowout

BENEFITS:

- Blowdry gel for instant volume & texture
- Silky, soft finish with a natural bounce
- Heat protection up to 450°F
- Frizz protection with no crunch



USAGE:

- Apply a medium amount to damp hair
- Blow dry or combine with other styling products as desired



*No animal-derived ingredients



STYLING PREP

ONE UNITED

25 Benefits & 25 Ways To Use

BENEFITS:

- All-in-one multi-benefit treatment spray
- Sulfate-free, paraben-free & no heavy waxes for lightweight, instant results
- Vegan formula*

25 CARING BENEFITS:		
MANAGEABILITY	PROTECTION	BEAUTY
1. Conditions	9. Primes hair for styling	17. Gives a silky touch
2. Nourishes	10. Helps prevent breakage from brushing	18. Adds smoothness
3. Improves manageability	11. Suitable for color-treated hair	19. Adds shine
4. Helps even out porous hair	12. Helps prevent heat damage	20. Helps control frizz
5. Reduces dryness	13. Helps prevent split ends	21. Anti-static
6. Detangles	14. Helps seal hair cuticle	22. Controls fly-aways
7. Instant results	15. Suitable for ombre hair	23. Makes blow-dry easier
8. Ideal cutting lotion	16. Helps shield against external aggressors	24. Style refresher
		25. Lightweight results

GENERAL USAGE:

- After shampooing, spray evenly on damp or towel-dried hair. Rinse out after 1–2 minutes for lightweight conditioning. Leave in for nourishment
- Use on towel-dried hair to ease detangling
- When layering, always apply the lightest product first, which is typically **One United**

PROFESSIONAL USAGE:

- Detangling lotion
- Cutting lotion
- Pre-color treatment:
 - Begin with **Pre Art** or **Hair Cleansing Cream** to clarify hair.
 - Apply color to Zone 1. **If color is not being pulled through**, apply **One United** to the mid-lengths and ends to condition while color processes



SPRAY SMOOTH

Anti-Frizz Spray with Heat Protection

BENEFITS:

- Up to 48 hours of smooth, silky hair
- Heat protection up to 450F (230C)
- Lightweight, priming aerosol mist

USAGE:

- Lightly mist on wet hair and blowout
- Use a flat iron or curling iron if desired



SHINE FLASH

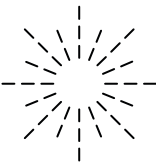
Shine Flash, Shine Bright

BENEFITS:

- Lightweight mist for instant glass-like shine
- Silky finish with no greasy feel
- Smooths frizz and flyaways
- Revives dry, dull ends of hair

USAGE:

- Lightly mist on dry hair for an instant shine boost
- Use after flat-ironing for an on-trend glass like finish
- To tame flyaways, mist on a brush and gently brush through hair



*No animal-derived ingredients

DRY SHAMPOO



DEEP CLEAN

Award Winning Formula For Award Winning Hair

BENEFITS:

- Maximum oil absorption
- Great for 3-4 day hair
- Formulated with rice starch
- Free of talc, sulfates or silicones

USAGE:

- Shake well & use on dry hair
- Hold can 10 inches from hair
- Spray on roots to ends where needed for oil absorption
- Massage into scalp & brush hair throughly until powder is removed

INVISIBLE

Secret Second Day Hair

BENEFITS:

- Fragrance free and residue free
- Absorbs oil on up to 2 day hair
- No white residue
- Formulated with potato starch
- Great for dark hair

USAGE:

- Shake well & use on dry hair
- Hold can 10 inches from hair
- Spray on roots to ends where needed for oil absorption
- Massage into scalp & brush hair throughly until powder is removed





BRING REDKEN *STYLING* TO YOUR SALON

If your salon isn't offering **blow dry services**, you're missing out on a valuable opportunity to grow your service revenue, retail sales, and client base. *LET REDKEN HELP.*

3 STEPS TO *POWERFUL* STYLE...

1

PREP WITH
One United, Quick Blowout,
Spray Smooth



2

STYLE WITH
Root Lifter, Texture Paste,
Max Hold Hairspray or
Big Blowout



3

FINISH WITH
Brushable, Control,
Max Hold or Max Hold Neutral
Fragrance Hairspray



MAKE YOUR SALON A REDKEN STYLING DESTINATION

GROW YOUR REVENUE THROUGH RETAIL. TAKE ADVANTAGE OF THE POWER OF MERCHANDISING SEE YOUR RETAIL SALES RISE. DISPLAY THE NEW REDKEN STYLING AND ENTICE EVERY CLIENT TO “SHOP YOUR SALON!” >>>>

SMALL SALON PLANOGRAM - STYLING



LARGE SALON PLANOGRAM - STYLING





BORN IN

Artesia New Mexico

GOT HIS HAIRDRESSING START AT

Ponce College of Beauty in San Mateo CA

WITH REDKEN SINCE

1996

BIG BREAK

Promoted to Artistic Director for Redken and moving to NY

**COUNTRIES VISITED
THROUGHOUT CAREER**

16

Follow @Redken and @SamVillaHair on
Instagram 

SAM VILLA

REDKEN BRAND AMBASSADOR

Sam Villa, is known for doing things differently to challenge, inspire and motivate change. Sam's talents stretch far beyond his brilliant cutting and finishing skills; he has a plethora of business skills that enliven stylists to think about how they speak to their guests to add value behind the chair.

WHY DO YOU LOVE TO USE REDKEN STYLING?

Understanding all hair textures/fabrics is so important when selecting the right product for the right end-result. With Redken styling I can confidently achieve any look with an arsenal of styling products that allow me to layer and blend.



WHAT ARE YOUR FAVORITE PRODUCTS AND WHY?

Root Lifter - I love that I can use Root Lifter on dry hair for voluminous looks without the tacky feeling.

Dry Texture - This product gives you the hold without the coating, which is essential for some clients.

Big Blowout - I love the consistency of this formula. It gives great grip for smooth and sleek blowouts, and heat protection!

WHAT ARE YOUR HAIR HACKS TO ACHIEVE A LOOK WITH REDKEN STYLING?

Root Lifter - Gather hair in a pony, section into in 2-inch partings and apply product to the lengths.

Blow dry and repeat to finish all hair. This will give a voluminous, tousled look.

Quick Blowout - For effortless waves, mist roots to ends. Braid left and right sides. Diffuse then unravel braids for natural texture.



WHAT ARE YOUR TIPS ON HOW TO SELL STYLING PRODUCTS IN THE SALON?

Educate your client! I believe that showing your client how to use a product, and how much to use gives them the confidence to recreate a look at-home. If you're using a dry styler or finisher, show your client side-by-side the difference in the end look when using these products.





BORN IN

Melbourne, Australia

GOT HIS HAIRDRESSING START AT

Rifmik Salon in Australia

WITH REDKEN SINCE

2002

BIG BREAK

Introduction to the NY Fashion Scene

CLIENT LIST

Emma Watson, Toni Collette

NOTABLE FASHION WEEK SHOWS

Taoray Wang, Nicole Miller, PH5,
Cynthia Rowley

Follow @Redken and @CutlerSalon on
Instagram 

RODNEY CUTLER

REDKEN BRAND AMBASSADOR

As an icon both backstage and behind the chair, Rodney has been featured in top television, national, trade and consumer publications throughout his career. He frequently travels the country, giving lectures on the fusion of fashion and beauty through hair and styling for runway shows. He owns four salons across New York City and Brooklyn.

WHY DO YOU LOVE TO USE REDKEN STYLING?

Redken is at the forefront of innovation and is constantly ahead of the curve when it comes to product development. As a hairdresser, it's critical to work with high performing products that I can rely on and achieve long-lasting results for my desired look – whether backstage at Fashion Week or on my clients.



WHAT ARE YOUR FAVORITE PRODUCTS AND WHY?

Full Volume Mousse – It gives support in a lightweight way. It doesn't weigh the hair down but gives you the support while allowing the hair to move and have great volume.

Brushable Hairspray – I use this in so many ways from finishing an updo, creating the perfect ponytail to simply repelling humidity and adding shine. It's so multi-benefit!

Texture Paste – I love to combine with Oil for All or Spray Wax to create hold while maintaining separation.

WHAT ARE YOUR HAIR HACKS TO ACHIEVE A LOOK WITH REDKEN STYLING?



Dry Texture Spray – After blowdrying, I will blowdry the product all the way through the root/mid-lengths and upside down to allow the product to be distributed. This opens up the layers and distributes more product which exaggerates the movement and volume.

Brushable Hairspray – This is a unique hairspray that gives you a lightweight hold and stops hair from becoming fluffy and swelling. I'll use it to create the perfect ponytail from start to finish. It's not crunchy or flaky – you get a real hold and polish.

WHAT ARE YOUR TIPS ON HOW TO SELL STYLING PRODUCTS IN THE SALON?

The way to sell Styling products is not to sell them. It's about communicating and sharing information on recipes for success in hair. If you do great hair, share your recipe of products for the desired look and communicate in authentic way, clients will leave with product.



TAKE YOUR BUSINESS AND YOUR
CAREER TO THE NEXT LEVEL

LEVEL LOYALTY *REWARDS*

LEVEL
LOYALTY REWARDS

FREE TO JOIN

WITH EVERY PURCHASE FROM REDKEN,
EARN POINTS TOWARDS FREE:

- EDUCATION
- BACKBAR
- SAMPLES
- PREMIUM SALES ACCESSORIES

ENROLL TODAY! [LEVELLOYALTYREWARDS.COM](https://levelloyaltyrewards.com)



Principles of Finishing
In salon with local artist
36,670+Points



Styling Product Knowledge
In salon class with local artist
36,670+Points



Blow Dry Boot Camp
Virtual class with local artist
15,000+Points



JOIN THE REDKEN *POWER NETWORK*

Learn, earn and live best with the Redken Power Network, a network of the best artists in the world... more connections, more education, more power... to you! Follow them on Instagram or find them on L'Oreal Access

Our artists are the heartbeat of our brand. This global network of passionate individuals with specialized talents collectively supports and empowers you to style your career path.

REDKEN EDUCATION

Our personal-based approach is part of our commitment to help every salon professional learn, earn, and live better. We believe education should be interactive, fun, and accessible for you to succeed.

THE EDUCATION PLATFORM

Redken offers a diverse vault of education programs to bring you to the next level personally and professionally. Experience Redken's vault of education in-salon, on Redken.com, at the Redken Exchange, at the Redken Symposium or at a local event:

HAIRCOLOR. FINISHING. DESIGN. MEN'S. TRENDS. HAIRCARE. CURL. BUSINESS.

LEARN BETTER.
EARN BETTER.
LIVE BEST.

DESIGN & FINISHING *AUTHORITY PROGRAMS*



DESIGN AUTHORITY

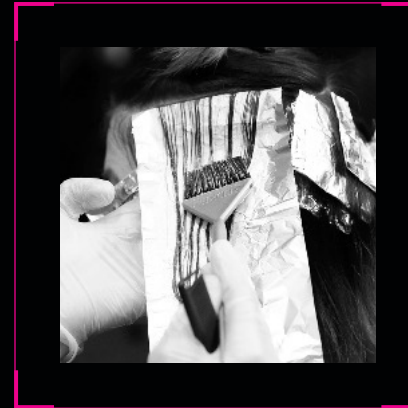
In-depth knowledge of the principles of design and advanced technical skills. Seasonal trends from Redken's top designers. Client communication strategies and wealth building tips to increase income. Creating service menus to take back to the salon and grow your business.



REDKEN CERTIFIED FINISHING STYLIST

Take the next step in your stylist career towards becoming a redken certified finishing stylist. Advance your knowledge and increase your skill in the discipline of finishing hair.

Gain hands on experience of the industry's latest finishing trends. Be exposed to "hot tips" from industry experts. Discover how to make more money behind the chair with add on services and referral business.



BECOME A REDKEN SPECIALIST

Turn your passion for redken into a career! Become a **Redken specialist**, get certified in haircolor or as a design stylist or bring your talent on the road as a redken artist.

Find out more on Redken.com



IN-SALON CLASSES

Host your own in-salon class with your favorite Redken Artist starting with **Blow Dry Boot Camp** all the way through to **FINISHING TECHNIQUES: SEASONAL TRENDS**. Checkout LevelLoyaltyRewards.com for more info and booking options.



L'OREAL ACCESS / VIDEO LIBRARY

Visit us.Lorealaccess.com, the ultimate learning destination for salon professionals to choose from an always-expanding library of free videos that can be accessed 24/7.



***POWERED
BY SCIENCE,
STYLED BY YOU***



HUMIDITY RESISTANCE • MOVEMENT • BOUNCE
MEDIUM HOLD • FAST DRYING • NO STIFFNESS
VERSATILE • MEDIUM CONTROL • TOUCHABLE
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