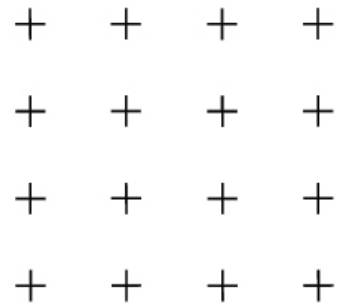


REDKEN

5TH AVENUE NYC



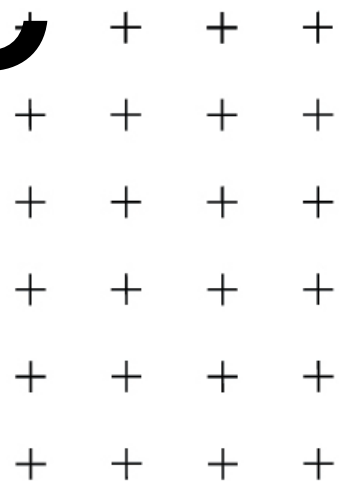
LEARN BETTER,
EARN BETTER,
LIVE BEST.



REDKEN 404 LOFT NYC
404 FIFTH AVE – SECOND FLOOR
NEW YORK, NY

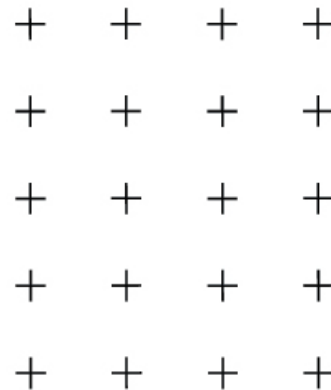


THE REDKEN 404 LOFT NYC



REDKEN

5TH AVENUE NYC



THE REDKEN 404 LOFT NYC

LEARN BETTER,
EARN BETTER,
LIVE BEST.

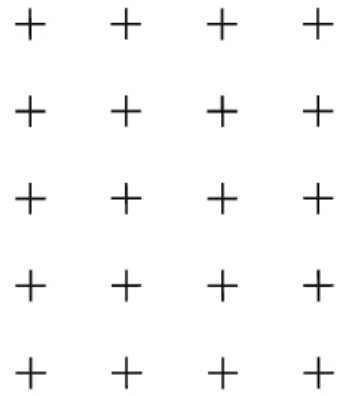


Our Redken 404 Loft in New York City stands as a premier training destination committed to delivering principle based education in a personal based way. The 404 Loft classes cater to salon professionals of all levels who want to strengthen their core knowledge of hair color, design & finishing. Look & Learn and 1 Day Hands On workshops. You bring the tools, we bring the education!

	CLASS	DATES	PRICE	LEVEL LOYALTY POINTS	TIME
MARCH	LIQUIDS TO LOVE	MONDAY MARCH 18	\$65.00	4,340	5 PM – 8 PM
	404 LOFT SEASONAL TRENDS: DESIGN & FINISHING WITH JACKIE LICHSTER	MONDAY APRIL 1	\$250.00	16,670	10 AM – 4 PM
APRIL	GLOSS BOSS ON TOUR: TAILORED TONING	MONDAY APRIL 29	\$85.00	5,670	10 AM – 1 PM
	BALAYAGE! POWERFUL BLONDES	MONDAY APRIL 29	\$65.00	4,340	2 PM – 5 PM
AUGUST	404 LOFT SEASONAL TRENDS:EXPRESS HAIRCOLOR TECHNIQUES WITH KATE CURRAN	MONDAY AUGUST 12	\$250.00	16,670	10 AM – 4 PM
	GLOSS BOSS ON TOUR: TAILORED TONING	MONDAY AUGUST 19	\$85.00	5,670	10 AM – 1 PM
	BALAYAGE! POWERFUL BLONDES	MONDAY AUGUST 19	\$65.00	4,340	2 PM – 5 PM
	LIQUIDS TO LOVE	MONDAY AUGUST 26	\$65.00	4,340	10 AM – 1 PM
SEPTEMBER	404 LOFT SEASONAL TRENDS: DESIGN & FINISHING WITH JACKIE LICHSTER	MONDAY SEPTEMBER 23	\$250.00	16,670	10 AM – 4 PM
OCTOBER	GLOSS BOSS ON TOUR: TAILORED TONING	MONDAY OCTOBER 14	\$85.00	5,670	10 AM – 1 PM
	BALAYAGE! POWERFUL BLONDES	MONDAY OCTOBER 14	\$65.00	4,340	2 PM – 5 PM
	LIQUIDS TO LOVE	MONDAY OCTOBER 28	\$65.00	4,340	10 AM – 1 PM
DECEMBER	404 LOFT SEASONAL TRENDS:EXPRESS HAIRCOLOR TECHNIQUES WITH KATE CURRAN	MONDAY DECEMBER 2	\$250.00	16,670	10 AM – 4 PM

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5TH AVENUE NYC



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This look & learn is designed to provide an in depth understanding of all the great benefits of our Liquid Haircolors- Shades EQ & the Color Gels family. This duo of permanent & demi permanent haircolor offers an expanded palette to achieve the hottest looks off the press

- Monday March 18, 2024
- 5 PM – 8PM
- 404 LOFT NYC
404 FIFTH AVE 2ND FLOOR
NEW YORK, NY
- \$65 or 4340 Level Loyalty Points
- Material Code: 013403S
- Look & Learn



Reanna Cochrane
@reanna.cochrane



LIQUIDS TO LOVE

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5TH AVENUE NYC

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SOLD OUT

Learn to create looks for your salon environment and take your skills to the next level. Learn the foundation of the Principles of Design and how to create and recreate any look based on Redken Principles.

Top 3 Class Takeaways

- Learn how to analyze a photo to recreate the look for your client
- Learn to customize the latest trends to each clients face shape
- Build your Social Media using Redken's business building tips

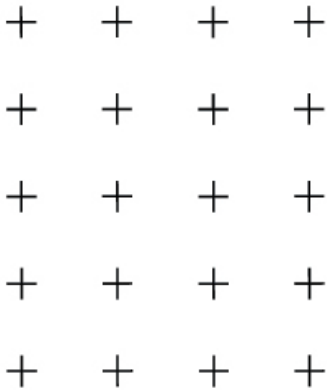
- Monday April 1, 2024
- 10 AM – 4 PM
- \$250 or 16,670 Level Loyalty Points
- REDKEN 404 LOFT NYC
404 Fifth Ave – 2nd Floor
New York, NY
- Material Code:013399S
- Hands On Workshop

Jackie Litscher
@justjackie_stylistnyc

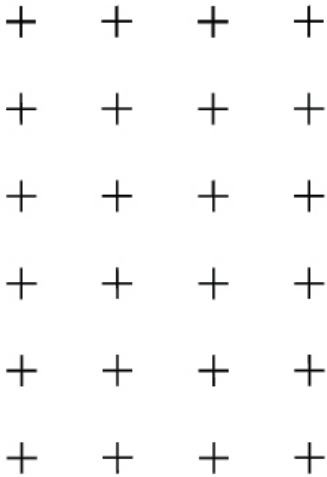


SEASONAL TRENDS DESIGN & FINISHING

THE REDKEN 404
LOFT NYC
LEARN BETTER,
EARN BETTER,
LIVE BEST.



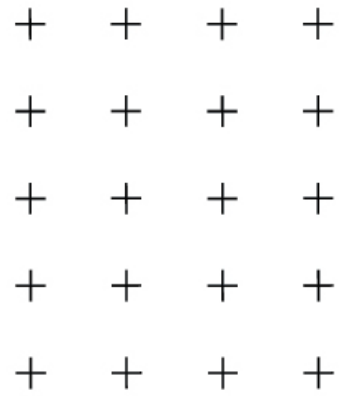
- Water Bottle
- Cutting Comb
- 6 Sectioning Clips
- Shears
- Texture Shears
- Razor
- Paddle Brush
- Blowdryer with nozzle
- Round Brush
- Flat Iron
- Curling Iron



TOOL LIST

REDKEN

5TH AVENUE NYC



THE REDKEN 404 LOFT NYC

LEARN BETTER,
EARN BETTER,
LIVE BEST.

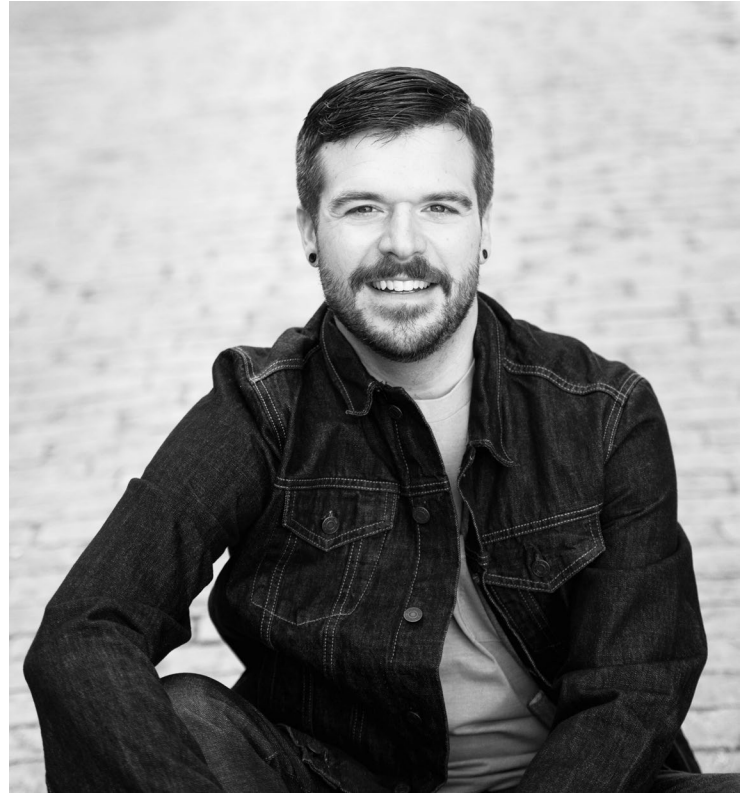


Advanced Formulation and Customized Toning with
Shades EQ

Tailor and customize all of your Shades EQ
formulations for your guests! This Shades
EQ Advanced Formulation Program will teach
advanced glazing, refreshing, filling, and glossing
service formulas to expand your creativity. Don't
miss this live in-person event: Gloss like a Boss!

- Monday April 29, 2024
- 10 am – 1 pm
- \$85 or 5670 Level Loyalty Points
- 404 LOFT NYC
404 FIFTH AVE 2ND FLOOR
NEW YORK, NY

- Material Code: 013801S
- Look & Learn



Ryan Rodgers
@ryanmrogers



TAILORED TONING NEXT LEVEL

REDKEN

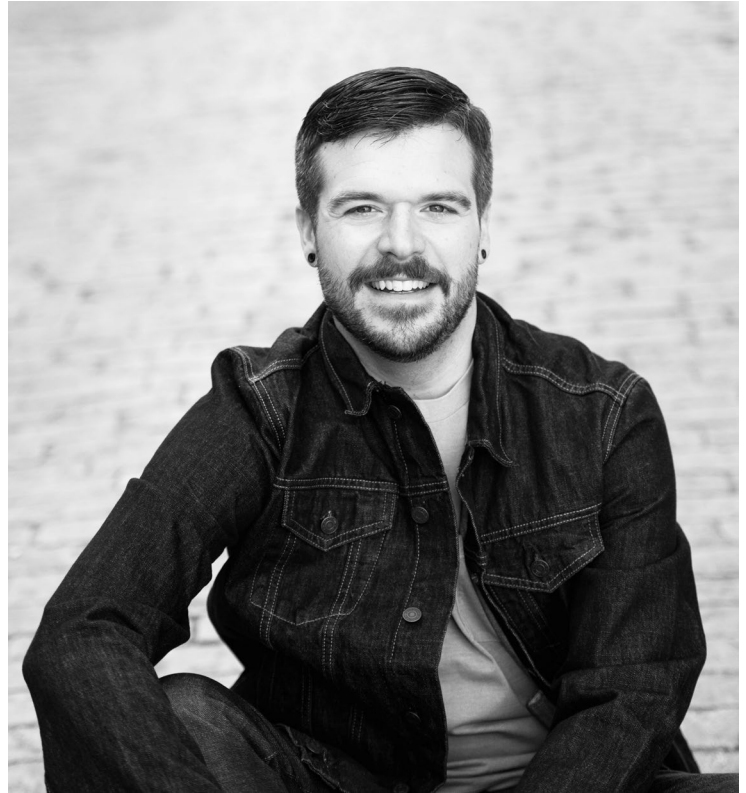
5TH AVENUE NYC

THE REDKEN 404 LOFT NYC

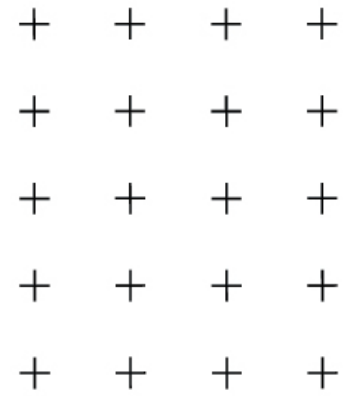
LEARN BETTER,
EARN BETTER,
LIVE BEST.

Become an expert in one of the fastest growing trends and “Sweep” your way from natural highlights to vibrant sun kissed pops of color. Experience the Balayage tools Redken offers to help provide support to ensure thorough saturation for even lightening results.

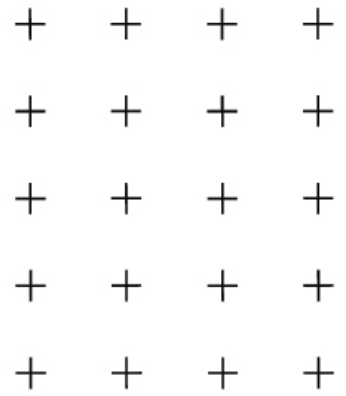
- Monday April 29, 2024
- 2 PM – 5 pm
- \$65 or 4340 Level Loyalty Points
- REDKEN 404 LOFT NYC
404 Fifth Ave
New York, NY
- Material Code: 559309
- Look & Learn



Ryan Rodgers
@ryanmrogers



BALAYAGE POWERFUL BLONDES



THE REDKEN 404 LOFT NYC

LEARN BETTER,
EARN BETTER,
LIVE BEST.



Focus on what they can see! Incorporate these quick and easy techniques into your daily schedule to give your clients look a boost or get the younger clients introduced to low commitment color

Top 3 Class Takeaways

- Quick and Easy Creative Haircolor Techniques in 20 minutes or less
- Build Social Media skills! Everyone is searching for the stylist who can provide the most unique haircolor formulas.
- Maximize your Salon Service Menu with service experiences that speak to your client like never before
- Positioning the Redken Haircolor Portfolio



Kate Curran
@katecurranredken



- Monday August 12, 2024
- 10 AM – 4 PM
- \$250 or 16,670 Level Loyalty Points
- REDKEN 404 LOFT NYC
404 Fifth Ave – 2nd floor
New York, NY
- Material Code: 013400S
- Hands On Workshop



SEASONAL TRENDS EXPRESS HAIRCOLOR

THE REDKEN 404
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LEARN BETTER,
EARN BETTER,
LIVE BEST.



- Water bottle
- Paddle Brush
- Color Bottle
- Color Bowl(s)
- Beaker
- Gloves
- Coloring Brushes
- Foiling Comb
- Apron
- 6 Sectioning
Clips

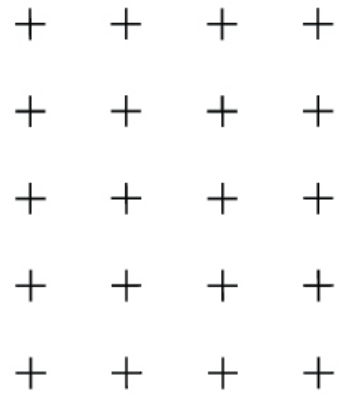
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TOOL LIST

REDKEN

5TH AVENUE NYC



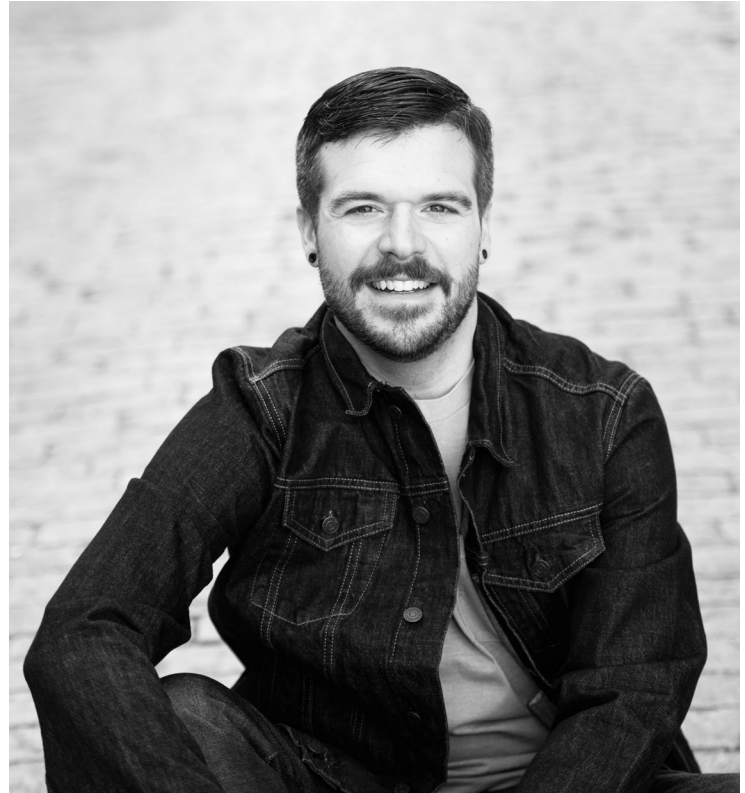
THE REDKEN 404 LOFT NYC

LEARN BETTER,
EARN BETTER,
LIVE BEST.

Advanced Formulation and Customized
Toning with Shades EQ

Tailor and customize all of your Shades EQ
formulations for your guests! This Shades
EQ Advanced Formulation Program will
teach advanced glazing, refreshing, filling,
and glossing service formulas to expand
your creativity. Don't miss this live in-person
event: Gloss like a Boss!

- Monday August 19, 2024
- 10 am – 1 pm
- \$85 or 5670 Level Loyalty Points
- 404 LOFT NYC
404 FIFTH AVE 2ND FLOOR
NEW YORK, NY
- Material Code: 013407S
- Look & Learn



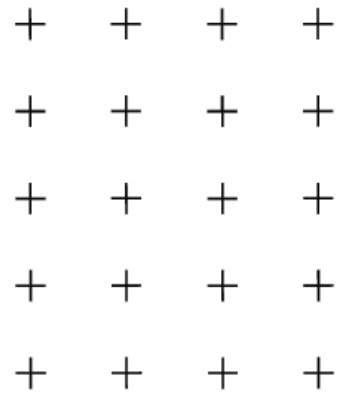
Ryan Rodgers
@ryanmrodgers



TAILORED TONING NEXT LEVEL

REDKEN

5TH AVENUE NYC



THE REDKEN 404 LOFT NYC

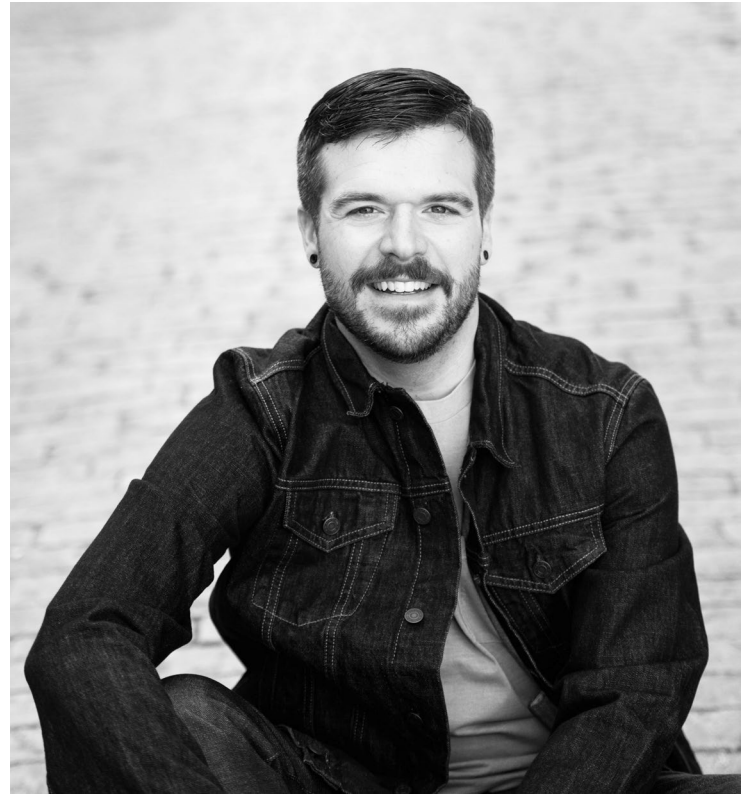
LEARN BETTER,
EARN BETTER,
LIVE BEST.



Become an expert in one of the fastest growing trends and “Sweep” your way from natural highlights to vibrant sun kissed pops of color. Experience the Balayage tools Redken offers to help provide support to ensure thorough saturation for even lightening results.

- Monday August 19 ,2024
- 2 PM – 5 pm
- \$65 or 4340 Level Loyalty Points
- REDKEN 404 LOFT NYC
404 Fifth Ave
New York, NY

- Material Code:013802S
- Look & Learn



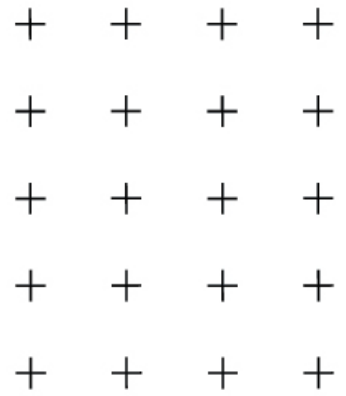
Ryan Rodgers
@ryanmrogers



BALAYAGE POWERFUL BLONDES

REDKEN

5TH AVENUE NYC



THE REDKEN 404 LOFT NYC

LEARN BETTER,
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This look & learn is designed to provide an in depth understanding of all the great benefits of our Liquid Haircolors- Shades EQ & the Color Gels family. This duo of permanent & demi permanent haircolor offers an expanded palette to achieve the hottest looks off the press

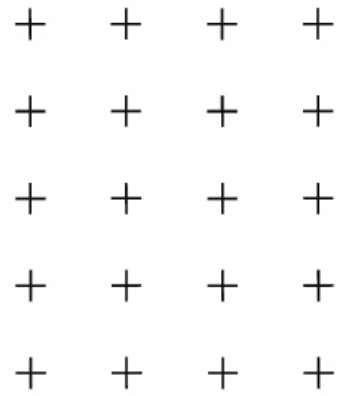
- ☐ Monday August 26, 2024
- ☐ 10 am – 1 pm
- ☐ 404 LOFT NYC
404 FIFTH AVE 2ND FLOOR
NEW YORK, NY
- ☐ \$65 or 4340 Level Loyalty Points
- ☐ Material Code: 013404S
- ☐ Look & Learn



Reanna Cochrane
@reanna.cochrane



LIQUIDS TO LOVE



THE REDKEN 404 LOFT NYC

LEARN BETTER,
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LIVE BEST.



Learn to create looks for your salon environment and take your skills to the next level. Learn the foundation of the Principles of Design and how to create and recreate any look based on Redken Principles.

Top 3 Class Takeaways

- Learn how to analyze a photo to recreate the look for your client
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- Monday September 23, 2024
- 10 AM – 4 PM
- \$250 or 16,670 Level Loyalty Points
- REDKEN 404 LOFT NYC
404 Fifth Ave – 2nd Floor
New York, NY
- Material Code: 013401S
- Hands On Workshop



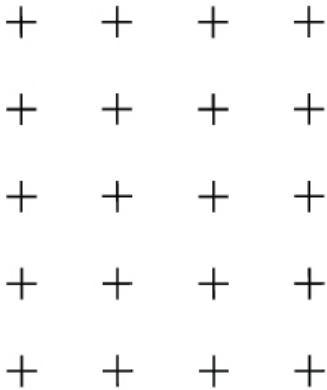
Jackie Litscher

@justjackie_stylistnyc

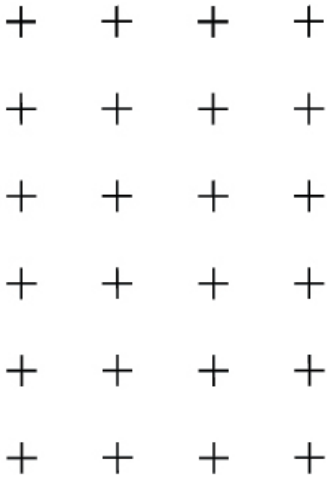


SEASONAL TRENDS DESIGN & FINISHING

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LIVE BEST.



- Water Bottle
- Cutting Comb
- 6 Sectioning Clips
- Shears
- Texture Shears
- Razor
- Paddle Brush
- Blowdryer with nozzle
- Round Brush
- Flat Iron
- Curling Iron



TOOL LIST

REDKEN

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LEARN BETTER,
EARN BETTER,
LIVE BEST.

Advanced Formulation and Customized Toning
with Shades EQ

Tailor and customize all of your Shades EQ
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EQ Advanced Formulation Program will teach
advanced glazing, refreshing, filling, and glossing
service formulas to expand your creativity. Don't
miss this live in-person event: Gloss like a Boss!

- Monday October 14, 2024
- 10 am – 1 pm
- \$85 or 5670 Level Loyalty Points
- 404 LOFT NYC
404 FIFTH AVE 2ND FLOOR
NEW YORK, NY
- Material Code: 013408S
- Look & Learn



Tara Abramowicz
@tara_abramowicz



TAILORED TONING NEXT LEVEL

REDKEN

5TH AVENUE NYC

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LEARN BETTER,
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LIVE BEST.

Become an expert in one of the fastest growing trends and “Sweep” your way from natural highlights to vibrant sun kissed pops of color. Experience the Balayage tools Redken offers to help provide support to ensure thorough saturation for even lightening results.

- Monday October 14, 2024
- 2 PM – 5 pm
- \$65 or 4340 Level Loyalty Points
- REDKEN 404 LOFT NYC
404 Fifth Ave
New York, NY
- Material Code: 013803S
- Look & Learn



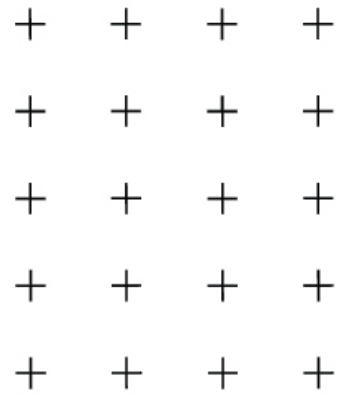
Tara Abramowicz
@tara_abramowicz



BALAYAGE POWERFUL BLONDES

REDKEN

5TH AVENUE NYC



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LEARN BETTER,
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This look & learn is designed to provide an in depth understanding of all the great benefits of our Liquid Haircolors- Shades EQ & the Color Gels family. This duo of permanent & demi permanent haircolor offers an expanded palette to achieve the hottest looks off the press

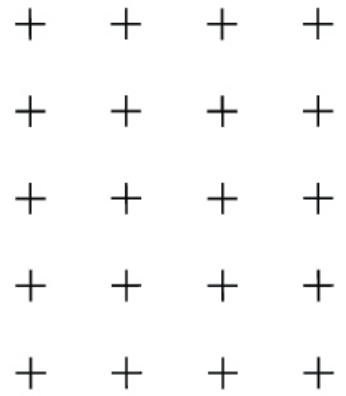
- Monday October 28, 2024
- 10 am – 1 pm
- 404 LOFT NYC
404 FIFTH AVE 2ND FLOOR
NEW YORK, NY
- \$65 or 4340 Level Loyalty Points
- Material Code: 013405S
- Look & Learn



Reanna Cochrane
@reanna.cochrane



LIQUIDS TO LOVE



THE REDKEN 404 LOFT NYC

LEARN BETTER,
EARN BETTER,
LIVE BEST.



Focus on what they can see! Incorporate these quick and easy techniques into your daily schedule to give your clients look a boost or get the younger clients introduced to low commitment color

Top 3 Class Takeaways

- Quick and Easy Creative Haircolor Techniques in 20 minutes or less
- Build Social Media skills! Everyone is searching for the stylist who can provide the most unique haircolor formulas.
- Maximize your Salon Service Menu with service experiences that speak to your client like never before
- Positioning the Redken Haircolor Portfolio

- Monday December 2, 2024
- 10 AM – 4 PM
- \$250 or 16,670 Level Loyalty Points
- REDKEN 404 LOFT NYC
404 Fifth Ave – 2nd floor
New York, NY
- Material Code: 013402S
- Hands On Workshop



Kate Curran
@katecurranredken



SEASONAL TRENDS EXPRESS HAIRCOLOR

REDKEN

5TH AVENUE NYC

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LEARN BETTER,
EARN BETTER,
LIVE BEST.



Water bottle
Paddle Brush
Color Bottle
Color Bowl(s)
Beaker
Gloves
Coloring Brushes
Foiling Comb
Apron
6 Sectioning
Clips

+	+	+	+
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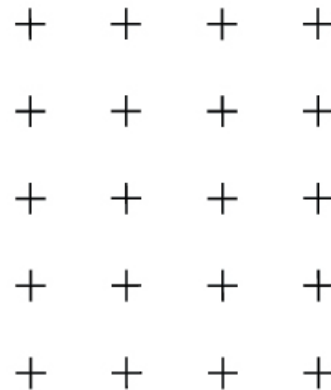
TOOL LIST

REDKEN

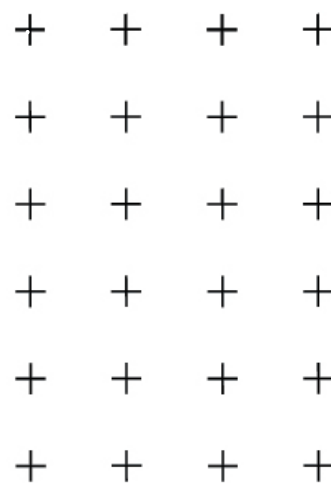
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LIVE BEST.



SALON
BUSINESS
PARTNER

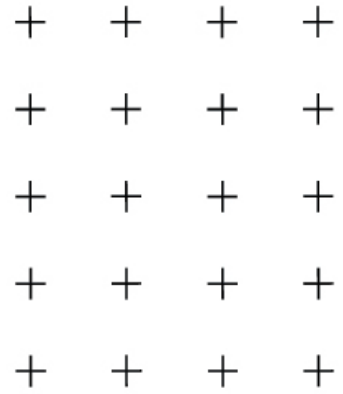


HOW TO REGISTER

REDKEN

5TH AVENUE NYC

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LOFT NYC**
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LIVE BEST.



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**

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**

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**

GLOSS BOSS ON TOUR

DATES:
Monday April 29, 2024
TAILORED TONING
TIME: 10 AM – 1 PM
INVESTMENT: \$85 or 5670
LEVEL Loyalty Points

**BALAYAGE! POWERFUL
BLONDES**
2 PM – 5 PM
INVESTMENT: \$65 or 4,340
LEVEL Loyalty Points

**Monday August 19, 2024
TAILORED TONING**
TIME: 10 AM – 1 PM
INVESTMENT: \$85 or 5670
LEVEL Loyalty Points

**BALAYAGE! POWERFUL
BLONDES**
2 PM – 5 PM
INVESTMENT: \$65 or 4,340
LEVEL Loyalty Points

**Monday October 14, 2024
TAILORED TONING**
TIME: 10 AM – 1 PM
INVESTMENT: \$85 or 5670
LEVEL Loyalty Points

**BALAYAGE! POWERFUL
BLONDES**
2 PM – 5 PM
INVESTMENT: \$65 or 4,340
LEVEL Loyalty Points

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



Jackie Litscher
@justjackie_stylistnyc



Kate Curran
@katecurranredken



Reanna Cochrane
@reanna.cochrane

AT A GLANCE