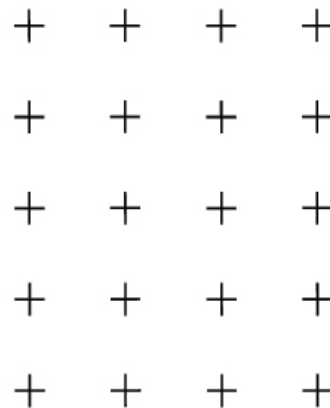


REDKEN
5TH AVENUE NYC



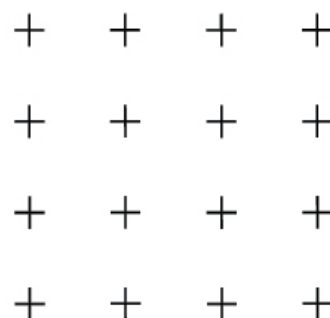
LEARN BETTER,
EARN BETTER,
LIVE BEST.



LOREAL PROLAB
888 NORTH DOUGLAS
EL SEGUNDO, CA



THE REDKEN 404
LOFT PROLAB

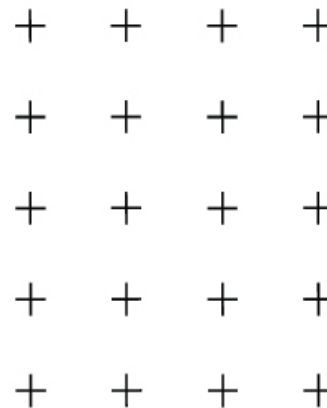


REDKEN

5TH AVENUE NYC

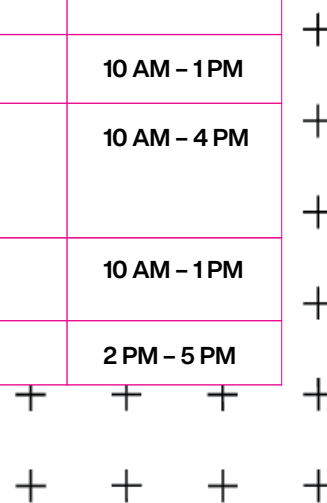
THE REDKEN 404 LOFT PROLAB

LEARN BETTER,
EARN BETTER,
LIVE BEST.



Our Redken 404 Loft at L'Oréal PRO lab 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 and Learn or 1 Day Hands On workshops. You bring the tools, we bring the education!

	CLASS	DATES	PRICE	LEVEL LOYALTY POINTS	TIME
FEBRUARY	404 LOFT SEASONAL TRENDS: DESIGN & FINISHING WITH ADINA DOSS	MONDAY FEB 26	\$250.00	16,670	10 AM – 4 PM
APRIL	404 LOFT SEASONAL TRENDS: EXPRESS HAIRCOLOR TECHNIQUES WITH LORI ZABEL	MONDAY APRIL 22	\$250.00	16,670	10 AM – 4 PM
JULY	LIQUIDS TO LOVE	MONDAY JULY 1	\$65.00	4340	10 AM – 1 PM
SEPTEMBER	404 LOFT SEASONAL TRENDS: DESIGN & FINISHING WITH ADINA DOSS	MONDAY SEPT 16	\$250.00	16,670	10 AM – 4 PM
	LIQUIDS TO LOVE	MONDAY SEPT 30	\$65.00	4340	10 AM – 1 PM
NOVEMBER	404 LOFT SEASONAL TRENDS: EXPRESS HAIRCOLOR TECHNIQUES WITH LORI ZABEL	MONDAY NOV 4	\$250.00	16,670	10 AM – 4 PM
	GLOSS BOSS ON TOUR: TAILORED TONING	MONDAY NOV 4	\$85.00	5670	10 AM – 1 PM
	BALAYAGE! POWERFUL BLONDES	MONDAY NOV 4	\$65.00	4340	2 PM – 5 PM



REDKEN

5TH AVENUE NYC

THE REDKEN 404 LOFT PROLAB

LEARN BETTER,
EARN BETTER,
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
- Learn to customize the latest trends to each clients face shape
- Build your Social Media using Redken's business building tips

- ☐ Monday February 26, 2024
- ☐ 10 AM – 4 PM
- ☐ \$250 or 16,670 Level Loyalty Points
- ☐ REDKEN 404 LOFT AT PROLAB
888 North Douglas
El Segundo, CA
- ☐ Material Code:013842S
- ☐ Hands On Workshop



Adina Doss
@mastery_a.d



SEASONAL TRENDS DESIGN & FINISHING

REDKEN

5TH AVENUE NYC

THE **REDKEN 404**
LOFT PROLAB

LEARN BETTER,
EARN BETTER,
LIVE BEST.

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

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TOOL LIST

REDKEN

5TH AVENUE NYC

THE REDKEN 404 LOFT PROLAB

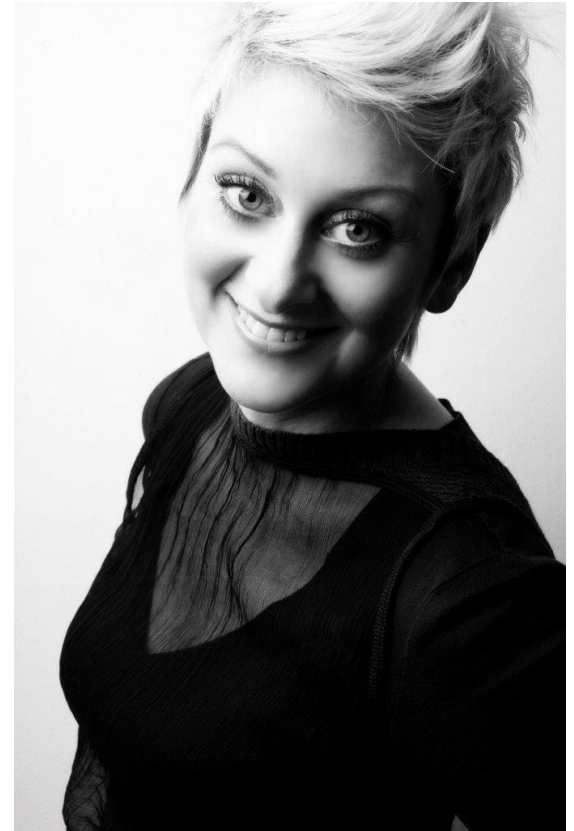
LEARN BETTER,
EARN BETTER,
LIVE BEST.

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 April 22, 2024
- 10 AM – 4 PM
- \$250 or 16,670 Level Loyalty Points
- REDKEN 404 LOFT AT PROLAB
888 North Douglas
El Segundo, CA
- Material Code:013843S
- Hands On Workshop



Lori Zabel
@lorizabel



SEASONAL TRENDS EXPRESS HAIRCOLOR

REDKEN

5TH AVENUE NYC

THE REDKEN 404
LOFT PROLAB

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

TOOL LIST

REDKEN

5TH AVENUE NYC

THE REDKEN 404 LOFT PROLAB

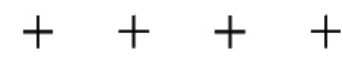
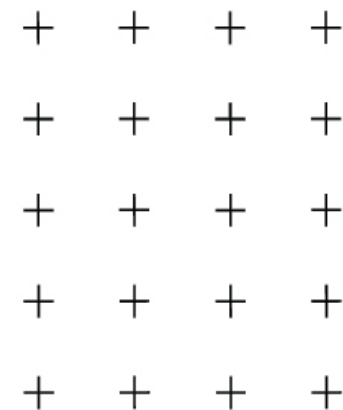
LEARN BETTER,
EARN BETTER,
LIVE BEST.

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 July 1, 2024
- 10 AM – 1PM
- 404 LOFT AT PROLAB
888 North Douglas
El Segundo, CA
- \$65 or 4340 Level Loyalty Points
- Material Code:013830S
- Look & Learn



Amelia Flores
@thatredkengirl



LIQUIDS TO LOVE

REDKEN

5TH AVENUE NYC

THE REDKEN 404 LOFT PROLAB

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
- Learn to customize the latest trends to each client's face shape
- Build your Social Media using Redken's business building tips

- ☐ Monday September 16, 2024
- ☐ 10 AM – 4 PM
- ☐ \$250 or 16,670 Level Loyalty Points
- ☐ REDKEN 404 LOFT AT PROLAB
888 North Douglas
El Segundo, CA
- ☐ Material Code: 013845S
- ☐ Hands On Workshop



Adina Doss
@mastery_a.d



SEASONAL TRENDS DESIGN & FINISHING

REDKEN

5TH AVENUE NYC

THE REDKEN 404
LOFT PROLAB

LEARN BETTER,
EARN BETTER,
LIVE BEST.

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

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TOOL LIST

REDKEN

5TH AVENUE NYC

THE REDKEN 404 LOFT PROLAB

LEARN BETTER,
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LIVE BEST.

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 September 30, 2024
- 10 AM – 1PM
- 404 LOFT AT PROLAB
888 North Douglas
El Segundo, CA
- \$65 or 4340 Level Loyalty Points
- Material Code:013831S
- Look & Learn



Amelia Flores
@thatredkengirl



LIQUIDS TO LOVE

REDKEN

5TH AVENUE NYC

THE REDKEN 404 LOFT PROLAB

LEARN BETTER,
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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 November 4, 2024

10 am – 1 pm

\$85 or 5670 Level Loyalty Points

REDKEN 404 LOFT AT
PROLAB

888 North Douglas
El Segundo, CA

Material Code: 013839S

Look & Learn



Rosa Cisneroz

@rosacisnerozredkenartist



SalonCentric™

TAILORED TONING NEXT LEVEL

REDKEN

5TH AVENUE NYC

THE **REDKEN 404**
LOFT PROLAB

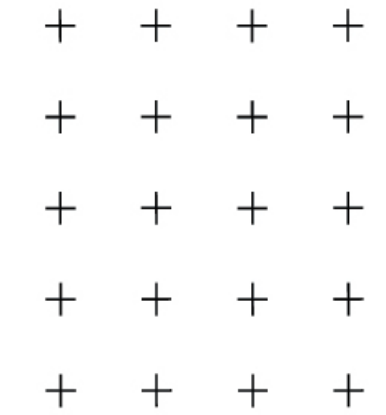
LEARN BETTER,
EARN BETTER,
LIVE BEST.

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 November 4, 2024
- 2 PM – 5 pm
- \$65 or 4340 Level Loyalty Points
- REDKEN 404 LOFT AT PROLAB
888 North Douglas
El Segundo, CA
- Material Code:013840S
- Look & Learn



Rosa Cisneroz
@rosacisnerozredkenartist



BALAYAGE POWERFUL BLONDES

REDKEN

5TH AVENUE NYC

THE REDKEN 404 LOFT PROLAB

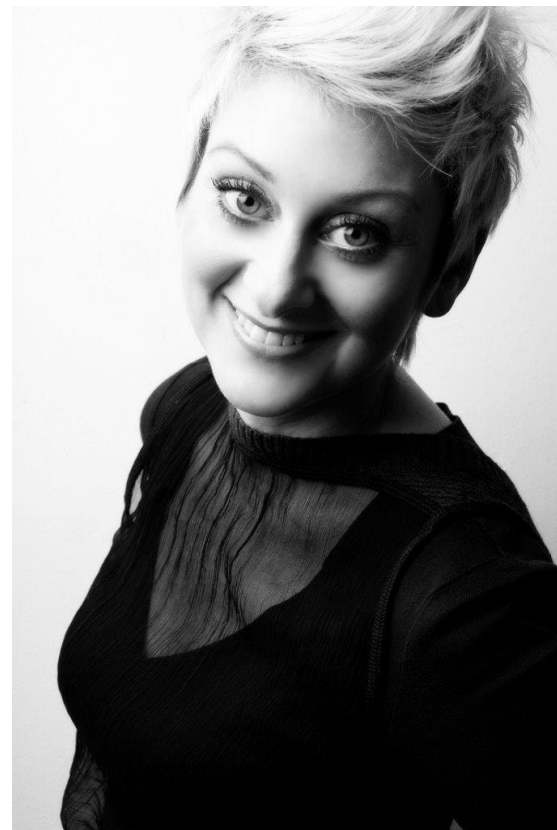
LEARN BETTER,
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- Build Social Media skills! Everyone is searching for the stylist who can provide the most unique haircolor formulas.
- Maximize your Salon Service Menu with service experiences that speak to your client like never before
- Positioning the Redken Haircolor Portfolio

- Monday November 4, 2024
- 10 AM – 4 PM
- \$250 or 16,670 Level Loyalty Points
- REDKEN 404 LOFT AT PROLAB
888 North Douglas
El Segundo, CA
- Material Code: 013846S
- Hands On Workshop



Lori Zabel
@lorizabel



SEASONAL TRENDS EXPRESS HAIRCOLOR

REDKEN

5TH AVENUE NYC

THE **REDKEN 404**
LOFT *PROLAB*

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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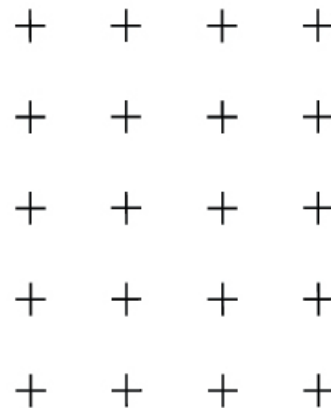
TOOL LIST

REDKEN

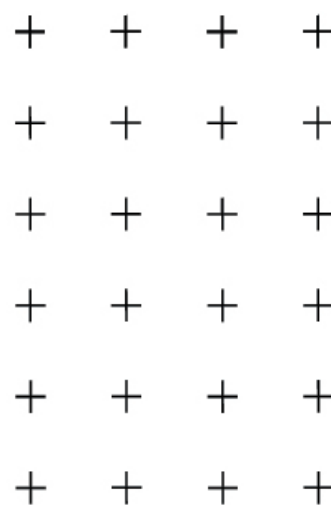
5TH AVENUE NYC

THE **REDKEN 404**
LOFT *PROLAB*

LEARN BETTER,
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LIVE BEST.



SALON
BUSINESS
PARTNER



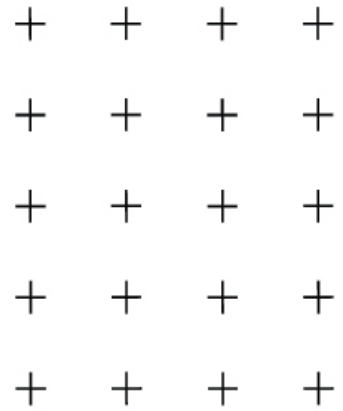
HOW TO REGISTER

REDKEN

5TH AVENUE NYC

THE REDKEN 404 LOFT PROLAB

LEARN BETTER,
EARN BETTER,
LIVE BEST.



DESIGN & FINISHING TECHNIQUES: SEASONAL TRENDS

DATES:
Monday February 26, 2024
Material Code: 013842S

Monday September 16, 2024
Material Code: 013845S

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

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

LOCATION: 888 NORTH
DOUGLAS
EL SEGUNDO, CA

HAIRCOLOR TECHNIQUES: SEASONAL TRENDS

DATES:
Monday April 22, 2024
Material Code: 013843S

Monday November 4, 2024
Material Code: 013846S

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

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

LOCATION: 888 NORTH
DOUGLAS
EL SEGUNDO, CA

GLOSS BOSS ON TOUR

Monday November 4, 2024

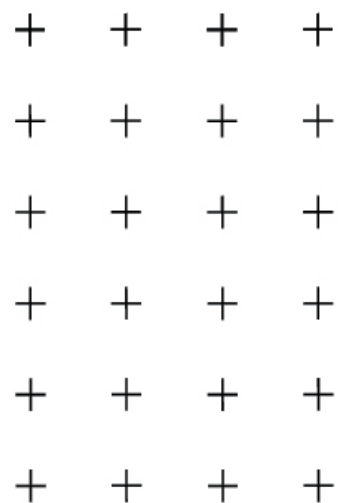
TAILORED TONING

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



Adina Doss
@mastery_a.d



Lori Zabel
@lorizabel



Rosa Cisneroz
@rosacisnerozredkenartist

AT A GLANCE