

# 5<sup>TH</sup> AVENUE FEED

APRIL 2024



## NEW! ACIDIC COLOR GLOSS

A NEW FRANCHISE FOR COLOR CARE AND SHINE

## SHADES EQ SILVER STRONG

SHADES EQ TAKEOVER

## COLOR GELS 10 MIN

+ 11 SHADES EXTENSION

## OFFER FOR DANDRUFF CONTROL

YOUR REDKEN SOLUTION FOR DANDRUFF

## LITRE SALE

AVAILABLE LITRES AT 18% OFF

REDKEN  
5TH AVENUE NYC



NEW

# ACIDIC COLOR GLOSS

FROM THE #1 PROFESSIONAL HAIR BRAND

## WHAT?

A revolutionary salon-inspired glossing range that extends color, conditioning and shine.

## TECH?

Advanced pH technology + Acidic Shine Complex infuse the hair with shine while maintaining a healthy pH for extended color vibrancy.

## WHO?

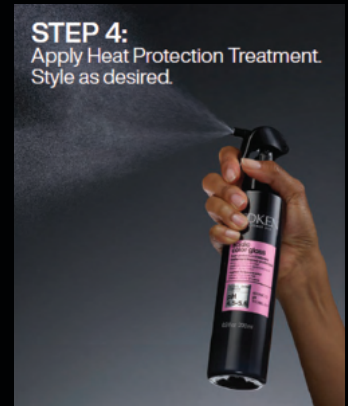
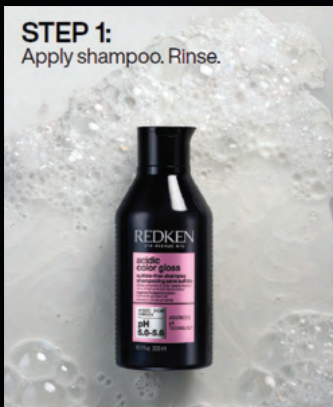
Clients with demi or permanent color looking to extend color vibrancy and infuse shine and conditioning between salon visits.

## BENEFITS?

- Color vibrancy for up to 32 washes\*
- Intense, molecular-level shine
- +76% shinier hair\*\*
- Acidic pH formulas seal the cuticle + lock in shine

## COLOR CARE & SHINE REGIMEN

Acidic Color Gloss usage



Use as a complete regimen. Apply **shampoo** to wet hair, lather, and rinse. For weekly use, apply **Activated Glass Gloss Treatment** after shampooing. Leave on for 5-10 minutes. Layer **conditioner** on top, leave on for 1-3 minutes, then rinse. Spray **Heat Protection Treatment** on damp hair and style as desired.

The **Activated Glass Gloss Treatment** is recommended for use 1 week post color service.

\*System of Acidic Color Gloss shampoo and conditioner / NOTE: only to be used with B&As  
 \*\*Acidic Color Gloss shampoo + Glass Gloss treatment vs. unwashed color-treated hair





## ACIDIC COLOR GLOSS

Large Offer

### PURCHASE

- 2x New! ACG Shampoo (300 ml)
- 2x New! ACG Mask (237 ml)
- 2x New! ACG Conditioner (300 ml)
- 2x New! ACG Leave-In (200 ml)

### RECEIVE

- 1x ACG Shampoo (1000 ml)
- 1x ACG Conditioner (1000 ml)
- 2x Litre pumps
- 2x Airline travel kits

## ACIDIC COLOR GLOSS

Small Offer

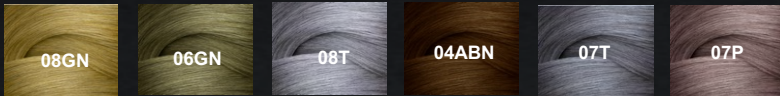
### PURCHASE AT 10% OFF

- 1x New! ACG Shampoo (300 ml)
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- 1x New! ACG Conditioner (300 ml)
- 1x New! ACG Leave-In (200 ml)

# SHADES EQ SILVER STRONG

## Shades EQ Takeover

- ◇ Capsule collection to celebrate your grays
- ◇ Enhance, neutralize and transform your grays
- ◇ New modern design, same pro formulas!
- ◇ Animating 6 gloss shades



## SEQ SILVER STRONG

### Large Offer

#### PURCHASE

- 9x Open Stock Shades EQ Gloss
- 9x Open Stock Shades EQ BI
- 1x SEQ Gloss 08T
- 1x SEQ Gloss 07T
- 1x SEQ Gloss 04ABN
- 1x SEQ Gloss 8GN
- 1x SEQ Gloss 6GN
- 1x SEQ Gloss 07P

#### RECEIVE

- 1x Flash Lift Power 9 Bonder Inside
- 3x Shades EQ Processing Solution
- 1x Apron
- 1x Cape

## SEQ SILVER STRONG

### Small Offer

#### PURCHASE

- 2x SEQ Gloss 08T
- 2x SEQ Gloss 07T
- 2x SEQ Gloss 04ABN
- 2x SEQ Gloss 8GN
- 2x SEQ Gloss 6GN
- 2x SEQ Gloss 07P



#### RECEIVE

- 2x Shades EQ Processing Solution
- 1x Redken applicator bottle



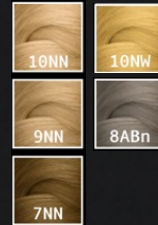
# COLOR GELS 10 MIN

+ 11 Shades extension



- ◇ 11 new express color shades in higher levels and trending tones
- ◇ New modernized packaging
- ◇ New shades in 2 capsule collections

## BLONDE AND BLENDED



## RICH AND RADIANT



## 10-MINUTE LOVE

Color Gels 10 Min



### PURCHASE

- 12x Open stock 11 new Color Gels 10 Min shades (7CR, 6RB, 6NCH, 7NCH, 8NCH, 7NN, 9NN, 10NN, 10NW, 6BC, 8ABN)

### RECEIVE

- 2x Pro-oxide 20 volume 1L
- 1x Color Gels 10 Min swatch page/wallchart
- 1x Applicator bottle





# 50%

## OF THE NORTH AMERICAN POPULATION HAS DANDRUFF

### FORMULA EFFICACY IS PROVEN

#### HYDRO-ZONE SYSTEM

- GLYCERIN
- LAVENDER OIL
- PYRITHIONE ZINC\*

\*MILDER AGENT RESULTS IN LESS DRYING OUT THE HAIR

### DANDRUFF CONTROL OFFER

**PURCHASE (AT 10% OFF)**  
6 Scalp Relief (250 ml)

**SAVINGS**  
10%



For over 60 years, Redken has been a leader in the professional sal  
industry, empowering professionals and consumers to achieve healthy  
transformations with confidence. Founded by Paula Kent, a woman we  
believed in the power of science, Redken was the first company to take  
scientific approach to hair, delivering the right balance of protein, moisture  
and supported by an acidic pH, which remains the alpha and omega  
balance to this very day. All Redken products are made with the high  
quality ingredients and tested by salon professionals to ensure maximum  
efficacy for every hair type and texture and every hair need. Based in New  
York City, Redken supports the expertise of salon professionals with  
principle-based education, cutting edge technologies, rooted  
professionalism, and a portfolio of products including Shades EQ - the  
semi-permanent haircolor on the market - for maximum versatility and  
flexibility for clients of all hair types and textures.

Based in New York City, Redken is the #1 salon brand in the US. Powered  
science. Prescribed by pros, Redken was created in 1980 by Hollywo  
od actress Paula Kent who recognized the need for gentle, high-perform  
products and knowledgeable hair professionals. She joined forces with  
hairstylist, cheri Redding, to study the chemistry of healthy hair. The  
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flexibility for clients of all hair types and textures.

# LITRE SALE



## AVAILABLE LITRES AT 18% OFF

### Classic

#### Litre Prescriptions

- All Soft Shampoo
- All Soft Conditioner
- Extreme Shampoo
- Extreme Conditioner
- Color Extend Shampoo
- Color Extend Conditioner
- Frizz Dismiss Shampoo
- Frizz Dismiss Conditioner
- Volume Injection Shampoo
- Volume Injection Conditioner
- Hair Cleansing Cream Shampoo



### Premium

#### Litre Prescriptions

- All Soft Mega Curls Shampoo
- All Soft Mega Curls Conditioner
- Extreme Length Shampoo
- Extreme Length Conditioner
- Color Extend Magnetics Shampoo
- Color Extend Magnetics Conditioner
- Blondage Shampoo
- Blondage Conditioner



### Premium+

#### Litre Prescriptions

- Acidic Bonding Concentrate Shampoo
- Acidic Bonding Concentrate Conditioner
- Acidic Color Gloss Shampoo
- Acidic Color Gloss Conditioner



## BREWS LITRES AT 18% OFF



### Daily Shampoo

Universal cleanser that doesn't strip the hair

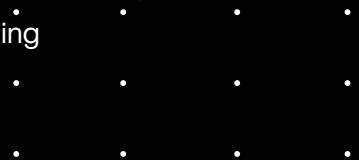


### 3-in-1

Cleanses and conditions hair and washes body for freshness from head to toe

### Daily Conditioner

For daily hair moisturizing and conditioning





# BECOME A CERTIFIED SUSTAINABLE SALON TODAY!

## EARTH MONTH OFFER



The salon industry sends 877 pounds of waste to landfills every single minute.\*  
You can change that.



## EARTH MONTH OFFER



### INDEPENDENT ARTIST OFFER

If your salon has 3 stylists or less (>250 clients per month)

1-time fee: ~~\$75~~ \$50

Price per box: ~~\$125~~ Get your 1st box FREE  
(\$150 savings)

#### INCLUDES:

- 12" x 30" boxes to collect your beauty waste.

### FULL CIRCLE OFFER

If your salon has 4 or more stylists (250+ clients per month)

1-time fee: ~~\$200~~ \$50

Price per box: ~~\$170~~ Get your 1st box FREE  
(\$320 savings)

#### INCLUDES:

- A personalized program and on-boarding with your staff.
  - 16" x 36" boxes to collect your beauty waste.
  - Complimentary bio-composite recycling bins.





# BECOME A CERTIFIED SUSTAINABLE SALON TODAY!

Discover our exclusive **greencircle SALONS** offers

All programs come with a reporting dashboard where you can:

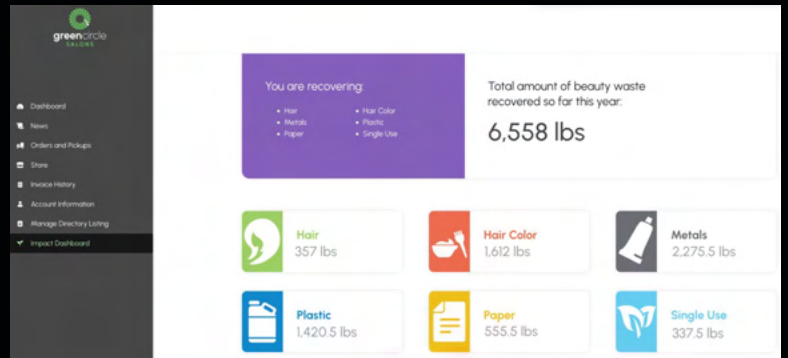
Schedule carbon-neutral next day pickups

Manage your subscription

Get real-time reporting of your year-to-date impact

Marketing materials

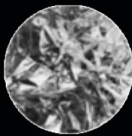
and much more



## Recycle up to 6 waste streams.



Hair Clippings



Metals



Excess Colour



Single-use Items



Plastics



Paper

Contact your business or education consultant for more details or visit [greencirclesalons.com](https://greencirclesalons.com) to learn more.

<sup>1</sup>Circle of impact report, 2023, Green Circle Salons, <https://greencirclesalons.com/>



## NOT A MEMBER YET?

Earn points with every Redken purchase and redeem for top notch education, business development reimbursements, tools, backbar and much more!

**REGISTER NOW**

