

5TH AVENUE
FEED
march 2023



REDKEN

5TH AVENUE NYC



324 trees saved with the 5th avenue feed



shades eq
icon awards



haircare mix and
match treatments



SHADES EQ ICON AWARDS



stylists create iconic looks

shades eq icon awards: march 1st – april 31st



create

create your best look
only using shades eq

1. before and after
2. formula
3. creativity



post!

to submit your work,
create an insta post and
use the hashtag
#seqiconawards



win big!

1 winner per province*
7 semi-finalists
+ 1 national winner

*unlimited entries per stylist, no purchase necessary to participate

iconic prizes one for each province



5th avenue
feed shoutout



apple watch
quickly check notifications
while on your feet!



custom
tumbler



engraved
winner's trophy

national winner



in-person class with
redken ambassador **max gourgues!**

+ national lookbook feature all top submissions to be featured!



swatchbooks 2.0 include a qr code to discover the family!
showcase your creativity in the hands of thousands of stylists across the nation!
*lookbook to come s2 2023

small deal: ecom, store, reup



save 8%

purchase

- mix and match 12 shades eq gloss

receive

- 1 shades eq processing solution 1 liter

big deal: salon



save 25%

purchase

- mix and match 12 shades eq gloss
- mix and match 12 shades eq bonder inside

receive

- 2 shades eq processing solution 1 liter
- 1 flash lift bonder inside 1lb
- 1 shades eq icon wall banner -\$20 value



20% product savings

haicare mix and match treatments



treatments and leave-in offer mix and match 6 at 15% off



save 15%

- all soft heavy cream treatment
- all soft moisture restore
- acidic bonding concentrate pre-shampoo treatment
- acidic bonding concentrate leave-in treatment
- color extend blondage anti-brass hair mask
- color extend blondage honey beige blonde
- color extend blondage icy blonde
- color extend blondage rose blonde
- high bright pre-shampoo treatment
- extreme anti-snap leave-in treatment
- extreme cat treatment
- extreme play safe treatment
- extreme mask
- extreme length sealer leave-in treatment
- extreme length triple action treatment mask
- extreme bleach recovery lamellar water treatment
- extreme bleach cica cream leave-in
- frizz dismiss rebel tame leave-in
- frizz dismiss mask
- one united elixir 150ml
- one united elixir 400ml

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