

5TH AVENUE FEED

MAY 2024

SPRING KITS 2024

25% OFF

LIGHTENER AND DEVELOPER SALE

CLASSIC OFFER FOR ANY SALON TO START BLONDING!

STYLING WEDDING AND PROM

MIX AND MATCH OFFER

BREWS M&M

15% OFF

FUSION 2024

ARE YOU READY FOR CANADA'S BIGGEST EDUCATION EVENT?

REDKEN

5TH AVENUE NYC



SPRING KITS 2024

25% OFF



CLASSIC Spring Kits

Salon Price



Salon Value



PREMIUM Spring Kits

Salon Price



Salon Value



PREMIUM+ Spring Kits

Salon Price



Salon Value



For over 50 years, Redken has been a leader in the professional hair care industry. Our commitment to innovation and quality has earned us a reputation as the go-to brand for hair professionals and consumers alike. In 2024, we are proud to introduce our new Spring Kits, designed to provide the best hair care solutions for every hair type and concern. These kits are the result of our ongoing research and development, ensuring that we offer the most effective and luxurious hair care products available. Each kit includes a shampoo and conditioner, providing a complete hair care routine. We are committed to providing the highest quality products and exceptional customer service. Thank you for choosing Redken for your hair care needs.



STYLING WEDDING AND PROM

M&M OFFER

MIX AND MATCH 12 @ 15% OFF

- Quick Blowout
- **NEW** Big Blowout 150ML
- Maximum Hold hairspray
- Control hairspray
- Brushable hairspray
- Maximum Hold hairspray - neutral fragrance
- Thermal Spray Low Hold
- Thermal Spray Hi Hold



BREWS M&M 15% OFF

PRODUCTS

SALON PRICE

SALON VALUE

- Brew 3 in 1 shampoo 300 ml
- Brews daily shampoo 300ml
- Brews daily conditioner 300ml
- Brews mint shampoo 300ml
- Brew thickening shampoo 300ml
- Brews work hard molding paste tube 150ml
- Brews dishevel fiber cream 100ml
- Brews cream maneuver pomade
- Brews outplay texture pomade
- Brews clay pomade



ARE YOU READY FOR CANADA'S BIGGEST EDUCATION EVENT?

Fusion

2024 REDKEN
5TH AVENUE NYC

October 27-29, 2024
Sheraton Centre Toronto Hotel

FEATURING



@hairpro.ca
Canada



@jorgejoao
Canada



@laurianne.b.hair_artist
France



@damiendussert.hair_artist
France



@alrezasart
Sweden



@mandaziegelman
US



@lindsey.marie.olsen
US



@justbhair
US



@samvillahair
US

and MORE!

HOW DO I PAY FOR FUSION 2024?

1

PAY FOR FUSION 2024 WITH YOUR C5A POINTS TODAY

1. On the C5A website, redeem your points for a Fusion 2024 ticket
2. On the Fusion 2024 Eventbrite page, add Fusion 2024 to your checkout, enter your C5A order number as your "promo code"
3. Your redemption is done



C5A Website

IMPORTANT TO KNOW: You can redeem ANY quantity of points, it doesn't have to be the full ticket amount.

2

BUY NOW, REDEEM LATER – HOW?

1. Purchase your ticket for fusion 2024 today on Eventbrite
2. Keep your receipt, visit the reimbursement section on the C5A website
3. Once you have enough points: upload your receipt with the quantity of points you want to redeem today (Up to the full value of your Fusion 2024 ticket, pre-tax)



FUSION 2024
Eventbrite

THE BEST PART: You can do this anytime before October 2025.

SHARE NOW ON YOUR SOCIAL MEDIA USING THE CONTENT AVAILABLE ON
GRAND CENTRAL STATION!

240
140
80
60



FROM ROOTS TO TIPS: ESSENTIAL PLANT LESSONS FOR SALONS



HAVE YOU EVER CONSIDERED THE UNTAPPED POTENTIAL OF PLANTS IN YOUR SALON?

From improving air quality to reducing noise levels, these botanical allies offer unexpected benefits that can elevate your salon experience. So, take a moment to explore the hidden wonders of the plant world with us – you might just be surprised at what you find!



01.

Air Quality Improvement:

Plants can help improve indoor air quality by filtering out pollutants and releasing oxygen through photosynthesis. They absorb harmful substances through their leaves and roots.



02.

Energy Efficiency:

Indoor plants can contribute to energy efficiency by providing shade and reducing the need for air conditioning. They can help create a microclimate that moderates temperature fluctuations.



03.

Noise Reduction:

Plants can absorb and scatter sound waves, reducing noise levels in indoor environments. This can be especially beneficial in urban areas or busy spaces like a hair salon.



04.

Biophilic Design:

Biophilic design, which incorporates elements of nature into the built environment, has been shown to enhance well-being and reduce stress. Adding plants can contribute to a more calming and pleasant atmosphere for clients & staff.



05.

Carbon Sequestration:

Plants absorb carbon dioxide (CO2) during photosynthesis, helping to mitigate the greenhouse effect. While this is a relatively small contribution on an individual scale, it still contributes to a more balanced environment.



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



SALON PRICE LIST EFFECTIVE MAY 1ST, 2024

	SUGGESTED SALON PRICE	SUGGESTED RETAIL PRICE
HAIRCOLOR		
COLOR GELS OILS ammonia-free, monochromatic, up to 100% coverage	60 ml	
COLOR FUSION advanced performance color cream	60 ml	
COLOR FUSION COVER FUSION	60 ml	
COLOR FUSION HI FUSION	60 ml	
COLOR GELS LACQUERS high saturation permanent liquid haircolor	60 ml	
COLOR GELS LACQUERS 10 MIN high saturation permanent liquid haircolor	60 ml	
SHADES EQ GLOSS	60 ml	
SHADES EQ color kicker	60 ml	
SHADES EQ crystal clear	500 ml	
SHADES EQ BONDER INSIDE all-in-one: bonder + toner	60 ml	
COLOR THICKENER	120 ml	
COLOR STAIN ERASER	80 pads	
Carmin'R Shades		
COLOR FUSION (3RV, 5RV, 6RV, & 8RV)	60 ml	
SHADES EQ GLOSS (05RV & 07RV)	60 ml	
Developers & Lighteners		
CREAM PRO-OXIDE 10, 20, 30, 40 volume	liter	
SHADES EQ processing solution	liter	
SHADES EQ processing solution for precision application	500 ml	
Blonde Ido! Color & Lighteners		
HIGH LIFT haircolor conditioning cream haircolor	60 ml	
BASE BREAKERS low lift lightener	60 ml	
BLUE OIL LIGHTENING SYSTEM extra conditioning oil booster + blue powder activator	12.5 g	
NEW FLASH LIFT POWER 9 BONDER INSIDE lightener powder with built-in bonding additive	500 g	
FLASH LIFT maximum power lightening powder	500 g	
	907 g	
FLASH LIFT BONDER INSIDE lightener powder with built-in bonding additive	500 g	
	2 lbs	
BLONDE ICING lightener	500 g	
BLONDE ICING developer 20, 30, 40 volume	liter	
BLONDE DIMENSIONS dust-free conditioning lightener	907 g	
HAIRCARE		
Acidic Color Gloss		
NEW ACIDIC COLOR GLOSS shampoo	300 ml	
	liter	
NEW ACIDIC COLOR GLOSS conditioner	300 ml	
	liter	
NEW ACIDIC COLOR GLOSS activated glass glossing treatment	237 ml	
NEW ACIDIC COLOR GLOSS leave-in heat protective treatment	200 ml	
Acidic Bonding Concentrate		
ACIDIC BONDING CONCENTRATE shampoo	300 ml	
	liter	
ACIDIC BONDING CONCENTRATE conditioner	300 ml	
	liter	
ACIDIC BONDING CONCENTRATE lightweight liquid conditioner	200 ml	
ACIDIC BONDING CONCENTRATE intensive treatment	150 ml	
ACIDIC BONDING CONCENTRATE leave-in treatment	150 ml	
ACIDIC BONDING CONCENTRATE 5-minute liquid mask	250 ml	
All Soft		
ALL SOFT shampoo	300 ml	
	liter	
ALL SOFT conditioner	300 ml	
	liter	
ALL SOFT heavy cream	250 ml	
ALL SOFT moisture restore leave-in treatment	150 ml	
ALL SOFT argan-6 multi-care oil for dry/brittle hair	111 ml	
All Soft Mega Curls		
ALL SOFT MEGA CURLS shampoo	300 ml	
	liter	
ALL SOFT MEGA CURLS conditioner	300 ml	
	liter	
ALL SOFT MEGA CURLS Hydramelt	150ml	
Scalp Relief		
DANDRUFF CONTROL shampoo	250 ml	
Hair Cleansing Cream		
HAIR CLEANSING CREAM shampoo	250 ml	
	litre	
Color Extend		
COLOR EXTEND shampoo	300 ml	
	liter	
COLOR EXTEND conditioner	300 ml	
	liter	
Blondage		
BLONDAGE HIGH BRIGHT shampoo	300 ml	
	liter	
BLONDAGE HIGH BRIGHT conditioner	300 ml	
	liter	
BLONDAGE HIGH BRIGHT treatment	250 ml	
BLONDAGE shampoo	300 ml	
	liter	
BLONDAGE conditioner	300 ml	
	liter	
BLONDAGE anti brass mask	250 ml	
BLONDAGE rose blonde mask	250 ml	
BLONDAGE icy blonde mask	250 ml	
BLONDAGE honey beige-blonde mask	250 ml	
Color Extend Magnetics		
COLOR EXTEND MAGNETICS shampoo	300 ml	
	liter	
COLOR EXTEND MAGNETICS conditioner	300 ml	
	gallon	
	liter	
	gallon	
Extreme		
EXTREME shampoo	300 ml	
	liter	
EXTREME conditioner	300 ml	
	liter	
	gallon	
EXTREME cat protein reconstructing treatment	200 ml	
EXTREME anti-snap leave-in treatment	250 ml	
EXTREME play safe 450°F	200 ml	
EXTREME mask	250 ml	

	SUGGESTED SALON PRICE	SUGGESTED RETAIL PRICE
Extreme Length		
EXTREME LENGTH shampoo		300ml
		liter
EXTREME LENGTH conditioner		300ml
		liter
EXTREME LENGTH sealer		150ml
EXTREME LENGTH mask		250ml
Frizz Dismiss		
FRIZZ DISMISS shampoo		300 ml
		liter
FRIZZ DISMISS conditioner		300 ml
		liter
FRIZZ DISMISS mask		250 ml
FRIZZ DISMISS instant deflate serum		125 ml
FRIZZ DISMISS rebel tarne		250 ml
One United		
ONE UNITED multi-benefit treatment		150ml
ONE UNITED multi-benefit treatment		400ml
Volume Injection		
VOLUME INJECTION shampoo		300 ml
		liter
VOLUME INJECTION conditioner		300 ml
		liter

ACIDIC CONCENTRATE BACKBAR TREATMENT

NEW ACIDIC protein amino concentrate	250 ml
ACIDIC moisture concentrate	500 ml
ACIDIC pH sealer	250 ml

STYLING

Heat		
THERMAL SPRAY LOW HOLD for thermal styling with relaxed results		250 ml
THERMAL SPRAY HI HOLD for thermal styling that holds all day		125 ml
QUICK BLOWOUT for bouncy blowouts that shine		125 ml
BIG BLOWOUT for voluminous styles that stay		150 ml
Texture		
MAX SCULPTING GEL for defined and shiny high hold texture		250 ml
BEACH SPRAY for effortless texture, volume, and body		125 ml
TEXTURE PASTE for moldable defined texture with medium hold		75 ml
PLIABLE PASTE for flexible texture with light hold		150 ml
POWDER GRIP for added Grit and volume with no hold		7 g
SPRAY WAX for natural undone texture with medium hold		165 g
Spray		
MAX HOLD NEUTRAL HAIRSPRAY maximum hold, neutral fragrance		275 ml
MAX HOLD HAIRSPRAY maximum hold with no crunch		255 g
CONTROL HAIRSPRAY all day control with lightweight finish		278 g
BRUSHABLE HAIRSPRAY flexible hairspray for natural feeling finish		295 g
Volume		
VOLUME MAXIMIZER weightless matte thickening spray		250 ml
FULL VOLUME MOUSSE lightweight all over volumizing mousse		250 ml
ROOT TEASE backcombing medium control volumizing spray		150 g
ROOT LIFTER target spray mousse for long lasting volume		300 g
Star		
DEEP CLEAN DRY SHAMPOO maximum oil absorption for maximum clean on up to 4th day hair		91 g
OIL FOR ALL multi-benefit oil for soft & shiny hair		100 ml
SHINE FLASH instant effortless shine		125 g
SPRAY SMOOTH instant smoothing & de-frizzing		212 g

REDKEN BREWSTM

Haircare		
DAILY shampoo		300 ml
		liter
MINT shampoo		300 ml
THICKENING shampoo		300 ml
DAILY conditioner		300 ml
		liter
3 IN 1		300 ml
		liter
Styling		
GRIP TIGHT holding gel		100 ml
DISLEVEL fiber cream		100 ml
MANEUVER cream pomade		100 ml
OUTPLAY texture pomade		100 ml
CLAY pomade		100 ml
WORK HARD molding paste		150 ml
HIGH HOLD pomade		100 ml
Skincare		
CLEANSING BAR pH balanced		150 ml
Haircolor		
COLOR CAMO Light Ash, Light Natural, Medium Ash, Medium Natural, Dark Ash, Dark Natural, Black Natural, Black Ash, Darkest Natural, Darkest Ash		60 ml