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**REDKEN**  
5TH AVENUE NYC

# 2021 REDKEN ACADEMY EDUCATION OFFERING



FOR INTERNAL USE ONLY



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# LIGHTENERS OBSESSED

**INVESTMENT: COMPLIMENTARY**

**CLASS NAME: LIGHTENER PRODUCT KNOWLEDGE**

**TYPE OF CLASS: PRODUCT KNOWLEDGE:**  
ACADEMY Look and Learn, Hands-In,

**CLASS LENGTH: 1 FULL DAY**  
Look and Learn: 2 Hours  
Hands-In/Hands-On: 4-6 Hours

**CLASS STATEMENT:** We can't live without Lightener. Are you stuck using the same product for everything? Come learn the Redken Lightener Portfolio and make sure you have the right tool-for the right job.

**CLASS DESCRIPTION: Lightener Product Knowledge:** This class is designed to help provide an understanding of Redken's Lightener portfolio and achieving the ultimate blonde shade for every client!

**TARGET CUSTOMER: Essential Level:** Stylists who are currently performing haircolor services and may or may not be new to the Redken haircolor family.

**TOP 3 CLASS TAKEAWAYS:**

- Understand the Redken Lightener Portfolio, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use look book's for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

**VIC**  
MONDAY  
19<sup>TH</sup> APRIL

**NSW**  
MONDAY  
2<sup>ND</sup> AUGUST

**QLD**  
MONDAY  
30<sup>TH</sup> AUGUST

**SA**  
MONDAY  
29<sup>TH</sup> MARCH

**WA**  
TUESDAY  
18<sup>TH</sup> MAY



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# COLOR BASH

**INVESTMENT: COMPLIMENTARY**

**CLASS NAME: COLOR BASH**

**TYPE OF CLASS: PRODUCT KNOWLEDGE:**  
**ACADEMY Look and Learn, Hands-In,**

**CLASS LENGTH: 1 DAY- Look and Learn**

**CLASS STATEMENT:** Join the Tribe! The leader in professional haircolor invites you to explore the full arsenal of Redken haircolor with Color Bash. Discover the hottest haircolor trends in this interactive technique-driven demo, while getting the answers to all of your color the REDKEN way using our portfolio of haircolor. Burning questions about Shades EQ, Color Fusion, Chromatics and Color Gels Lacquers. You will learn new techniques and how to.

**CLASS DESCRIPTION: All Redken Haircolor Brands Product Knowledge:** This class is designed to help provide a fundamental understanding of Redken's haircolor arsenal and the many benefits they ALL have to offer.

**TARGET CUSTOMER: Essential Level:** Stylists who are currently performing haircolor services and may or may not be new to the Redken haircolor family.

**TOP 3 CLASS TAKEAWAYS:**

- Understand the positioning and Label for all haircolor Brands; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience
- Use look book's for formulation tips, look book ideas and other Resources to increase revenues and customer satisfaction

VIC	NSW	QLD	SA	WA
MONDAY 22 <sup>nd</sup> MARCH	MONDAY 29 <sup>TH</sup> MARCH	MONDAY 8 <sup>TH</sup> MARCH	MONDAY 1 <sup>ST</sup> MARCH	MONDAY 8 <sup>TH</sup> MARCH
MONDAY 19 <sup>TH</sup> JULY	TUESDAY 11 <sup>TH</sup> MAY	MONDAY 24 <sup>TH</sup> MAY		
	MONDAY 5 <sup>TH</sup> JULY	TUESDAY 13 <sup>TH</sup> JULY		



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# PRINCIPLES OF HAIRCOLOR

**INVESTMENT:** COMPLIMENTARY

**CLASS NAME:** PRINCIPLES OF HAIRCOLOR

**TYPE OF CLASS:** PRINCIPLES:  
ACADEMY Look and Learn, Hands-In,

**CLASS LENGTH:** 1 DAY - Look and Learn

**CLASS STATEMENT:** Learn to “think like hair”. Dive into the Haircolor Science and foundation necessary to build your confidence and, meet your client’s every color need.

**CLASS DESCRIPTION:** What is haircolor? When, how, and why do we color hair? This class is designed to help provide an understanding of Redken’s Haircolor Portfolio, the foundation of haircolor Principles and Formulation. Understand how positioning our brand will build your skill set and your color expertise and learn express techniques that keep your clients on trend while keeping everyone’s busy schedule in mind.

**TARGET CUSTOMER: Essential Level:** Stylists who are currently performing haircolor services and may or may not be new to the Redken Haircolor family.

**TOP 3 CLASS TAKEAWAYS:**

- Rediscover the Law of Haircolor, the Haircolor Wheel and the Level Systems. Learn hair composition, natural, gray and white hair
- Hydrogen Peroxide and Alkaline Agents, Permanent Haircolor, Demi-Permanent haircolor, Semi-Permanent Haircolor, Temporary Haircolor, and Lighteners
- Use look book ideas and other resources to increase revenues and customer satisfaction

**VIC**  
MONDAY  
29<sup>TH</sup> MARCH

**QLD**  
MONDAY  
8<sup>TH</sup> MARCH

**WA**  
MONDAY  
22<sup>ND</sup> MARCH



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# PRINCIPLES OF FOIL PLACEMENT

**INVESTMENT:** \$125

**CLASS NAME:** PRINCIPLES OF FOIL PLACEMENT

**TYPE OF CLASS:** PRINCIPLES:  
ACADMEY Look and Learn, Hands-In, Hands-On

**CLASS LENGTH:** 1 FULL DAY  
Look and Learn: 2 Hours  
Hands-In/Hands-On: 4-6 Hours

**CLASS STATEMENT:** Become a foiling expert! Enhance a cut, facial feature or a hair design with horizontal, vertical and diagonal placements.

**CLASS DESCRIPTION:** Enhance your highlighting skills. There are many things to consider when performing a foil service. The placement of the foils, parting of the head-form, type of stitch and distance between each stitch, as well as the formula which contribute to the overall result. Learn to be the expert and know why!

**TARGET CUSTOMER:** **Essential Level:** Stylists who are currently performing haircolor and/or highlighting services.

**TOP 3 CLASS TAKEAWAYS:**

- Understand Redken’s portfolio of High Lift Haircolor and lighteners
- Learn Principles of Foil Placement and the 3 lines – horizontal, vertical and diagonal. Have confidence choosing the right product, placement and pattern for amazing results
- Use look book ideas and other resources to increase revenues and customer satisfaction

**VIC**  
MONDAY  
26<sup>TH</sup> APRIL

**NSW**  
MONDAY  
1<sup>ST</sup> MARCH

**QLD**  
TUESDAY  
15<sup>TH</sup> JUNE

**SA**  
TUESDAY  
30<sup>TH</sup> MARCH

**WA**  
TUESDAY  
9<sup>TH</sup> MARCH



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# PRINCIPLES OF BLONDING

**INVESTMENT: COMPLIMENTARY**

**CLASS NAME: PRINCIPLES OF BLONDING**

**TYPE OF CLASS: PRINCIPLES:**  
**ACADEMY Look and Learn, Hands-In, Hands-On**

**CLASS LENGTH: 1 DAY**

**CLASS STATEMENT:** Going, Going... Blonde! Understand the Principles and Science of Decolorization.

**CLASS DESCRIPTION:** Decolorizing hair with control and confidence is the ultimate haircolor mastery. Understanding the 7 stages of blonding, proper lightening techniques, treatments, filing, and corrective toning will increase confidence everyday behind the chair. Becoming a master of Blonding takes complete understanding of the Principles of Decolorizing. When working with blondes, we find ourselves in situations when the hair is too light, too dark, too orange, too yellow... what do you do? The proper product, technique and understanding of the principles will allow a quicker, more controlled lightening process for the guest and the stylist.

**TARGET CUSTOMER: Essential Level:** Stylists who are currently performing haircolor and blonding services and need to understand decolorization and undertones.

**TOP 3 CLASS TAKEAWAYS:**

- Rediscover the Law of Haircolor, the Haircolor Wheel and the Level Systems. Learn 7 stages of bleaching, undertones, toning and filing
- Hydrogen Peroxide and Alkaline Agents, Permanent Haircolor, Demi-Permanent haircolor, Semi-Permanent Haircolor, Temporary Haircolor, and Lighteners Use look book ideas and other resources to increase revenues and customer satisfaction

**NSW**  
MONDAY  
15<sup>TH</sup> MARCH

**WA**  
TUESDAY  
4<sup>TH</sup> MAY



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# PRINCIPLES OF HAIRCOLOR CORRECTION

**INVESTMENT:** \$125

**CLASS NAME:** PRINCIPLES OF HAIRCOLOR CORRECTION

**TYPE OF CLASS:** PRINCIPLES:  
ACADEMY Look and Learn, Hands-In, Hands-On

**CLASS LENGTH:** 1 DAY

**CLASS STATEMENT:** Conquer any hair color challenge that walks through the salon door!

**CLASS DESCRIPTION:** Gain full confidence in facing any hair color correction. Grasp the “why” behind all color disasters, the proper way to consult to avoid them, and the correct steps to follow to achieve you and your guest’s desired results. Learn how to use Decolorizing Washes to full decolorizing services to achieve the best results in the shortest amount of time.

**TARGET CUSTOMER: Essential Level:** Stylists who are looking to increase their skills and their knowledge of the corrective process. Learn proper consultation tips so that there is a shared reality with each guest in what is achievable to ensure success.

## TOP 3 CLASS TAKEAWAYS:

- Principles of Haircolor, Haircolor Correction Processes, Haircolor Correction Services and Haircolor Correction Analysis
- Build Social Media skills and business tips to share how to build a new service menu and increase customer satisfaction
- Positioning the entire Redken Haircolor Portfolio and their uses in a Haircolor Correction Service

**VIC**  
MONDAY  
3<sup>RD</sup> MAY

**NSW**  
MONDAY  
7<sup>TH</sup> JUNE  
  
MONDAY  
27<sup>TH</sup> SEPT

**QLD**  
TUESDAY  
20<sup>TH</sup> APRIL

MONDAY  
28<sup>TH</sup> JUNE

**WA**  
MONDAY  
19<sup>TH</sup> JULY



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# FOILYAGE

**INVESTMENT: \$150**

**CLASS NAME: FOILYAGE**

**TYPE OF CLASS: BLONDING TECHNIQUES:**  
**ACADEMY Look and Learn, Hands-In, Hands-On**

**CLASS LENGTH: 1 FULL DAY**  
**Look and Learn: 2 Hours**  
**Hands-On: 4-6 Hours**

**CLASS STATEMENT:** Learn how to utilize **Foilyage** to achieve Balayage style looks with a foil application technique.

**CLASS DESCRIPTION:** Foil like a painting! Learn how to utilize the popular Foilyage technique to achieve one of the most searched for looks on Instagram. Whether your clients are looking for an all-over blonde blend, a face-framing pop of color, or a high contrast blonde, this class will equip you with the technical skills and Redken haircolor formulas needed to achieve a variety of looks.

**TARGET CUSTOMER: Experienced Level:** Stylists who are currently performing haircolor and highlight services and may or may not be new to the Redken haircolor family.

**TOP 3 CLASS TAKEAWAYS:**

- Learn dimensional Techniques, Patterns, Formulas, Mixing & Processing, and Application
- Consultation and Business building tips to share how new Haircolor techniques will increase customer satisfaction
- Positioning Redken's Lightening and Haircolor Portfolio to create the most amazing results

**VIC**  
MONDAY  
12<sup>TH</sup> JULY

**NSW**  
TUESDAY  
16<sup>TH</sup> MARCH

**WA**  
TUESDAY  
5<sup>TH</sup> OCT





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# THE BB APPROACH

**INVESTMENT:** \$150

**CLASS NAME:** THE BB APPROACH

**TYPE OF CLASS:** BLONDING TECHNIQUES:  
ACADEMY Look and Learn, Hands-In, Hands-On

**CLASS LENGTH:** 1 FULL DAY  
Look and Learn: 2 Hours  
Hands-In/Hands-On: 4-6 Hours

**CLASS STATEMENT:** Master all the ways of different ways to Babylight; including foiling and balayage Techniques.

**CLASS DESCRIPTION:** Whether your preference is balayage, foilage, teas lights or traditional foiling, become an expert in all techniques on one of the most sought after looks with The BB Approach. Master all things baby blonde with different techniques, placement and formulas that will elevate your blonding skills and give your clients that born with it blonde look no matter what your technique preference is.

**TARGET CUSTOMER:** **Experienced Level:** Stylists who are currently performing haircolor and highlight services and may or may not be new to the Redken haircolor family.

**TOP 3 CLASS TAKEAWAYS:**

- Learn various techniques to approach the Baby Blonde look with different patterns, techniques and formulas to create customizable naturally born with it looks.
- Consultation and Business building
- Care for the client's hair to maintain that baby blonde look until the next visit.

**VIC**  
MONDAY  
27<sup>TH</sup> SEPT

**NSW**  
MONDAY  
28<sup>TH</sup> JUNE

**SA**  
MONDAY  
27<sup>TH</sup> SEPT

**WA**  
MONDAY  
20<sup>TH</sup> SEPT



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# HIGH CONTRAST BLONDES

**INVESTMENT:** \$150

**CLASS NAME:** HIGH CONTRAST BLONDES

**TYPE OF CLASS:** **BLONDING TECHNIQUES:**  
ACADEMY Look and Learn, Hands-In, Hands-On

**CLASS LENGTH:** Look and Learn: 2 Hours  
Hands-In/Hands-On: 4-6 Hours

**CLASS STATEMENT:** Light hair is only as light as the dark behind it. Learn how to become the master of High Contrast Blondes and create beautiful, dimensional results on all clients.

**CLASS DESCRIPTION:** Learn the power of placement. One of the new top trending looks is High Contrast Blondes. Become an expert on the techniques, placement and formulas that will make your blonds sexy, bold and effortless all at the same time.

**TARGET CUSTOMER:** **Experienced Level:** Stylists who are currently performing haircolor and highlight services and may or may not be new to the Redken haircolor family.

**TOP 3 CLASS TAKEAWAYS:**

- Learn various placements, patterns, and techniques to create dimension that offers a variety of end results for your clients.
- Consultation and Business building
- Care for the clients hair to maintain that high contrast look until the next visit

**SA**  
MONDAY  
10<sup>TH</sup> MAY

**WA**  
TUESDAY  
15<sup>TH</sup> JUNE



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# THE MANY SHADES OF SHADES EQ

**INVESTMENT:** \$125

**CLASS NAME:** THE MANY SHADES OF SHADES EQ

**TYPE OF CLASS:** HAIRCOLOR TRENDS:  
ACADEMY Look and Learn, Hands-In, Hands-On

**CLASS LENGTH:** 1 FULL DAY  
Look and Learn: 2 Hours  
Hands-On: 4-6 Hours

**CLASS STATEMENT:** Learn all the different ways to create beautiful fashion tones using Shades EQ.

**CLASS DESCRIPTION:** Think creative color formulas are just for vivids? Think again! Learn how to create beautiful fashion tones with the Shades EQ you already have at your back bar. Learn various Shades EQ Formulas, Mixing - Processing, and Application to create a variety of tones.

**TARGET CUSTOMER: Experienced Level:** Stylists who are currently performing haircolor and highlight services and may or may not be new to the Redken haircolor family.

**TOP 3 CLASS TAKEAWAYS:**

- Learn how to create beautiful fashion tones with Shades EQ.
- Consultation and Business building
- Care for the clients hair to maintain new look until the next visit

**SA**  
MONDAY  
23<sup>RD</sup> AUGUST

**WA**  
MONDAY  
4<sup>TH</sup> OCTOBER



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# SHADES EQ GLOSS TONING PERFECTED

**INVESTMENT:** COMPLIMENTARY

**CLASS NAME:** SHADES EQ GLOSS TONING PERFECTED

**TYPE OF CLASS:** HAIRCOLOR CORRECTION & FORMULATION:  
A Look and Learn, Hands-In, Hands-On

**CLASS LENGTH:** 1 FULL DAY  
Look and Learn: 2 Hours  
Hands-On: 4-6 Hours

**CLASS STATEMENT:** Everything you wanted to know about Shades EQ but were too busy to ask. Expand your creativity and usage of Shades EQ.

**CLASS DESCRIPTION:** Tired of using the same few formulas? This class will expand your creativity with insider tips, customized formulas and application techniques. Learn how to use Shades EQ Gloss to tone, correct, and refresh with confidence on clients of all levels.

**TARGET CUSTOMER: Essential Level:** Stylists who are looking to increase their skills and their knowledge of the corrective process. Learn proper consultation tips so that there is a shared reality with each guest in what is achievable to ensure success.

**TOP 3 CLASS TAKEAWAYS:**

- Expand your understanding of each tone to select the right shade each time
- Understand Undertones and how to formulate to Neutralize or Naturalize
- Business building tips to share how Shades EQ will increase revenues and customer satisfaction

**VIC**  
MONDAY  
6<sup>TH</sup> JULY

**QLD**  
MONDAY  
19<sup>TH</sup> APRIL

MONDAY  
26<sup>TH</sup> JULY

**SA**  
MONDAY  
19<sup>TH</sup> APRIL

**WA**  
MONDAY  
21<sup>ST</sup> JUNE



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# FORMULA GENIUS

**INVESTMENT:** \$150

**CLASS NAME:** FORMULA GENIUS

**TYPE OF CLASS:** HAIRCOLOR CORRECTION & FORMULATION:  
ACADEMY Look and learn

**CLASS LENGTH:** Look and Learn: 2 Hours  
Hands-On: 4-6 Hours

**CLASS STATEMENT:** Perfect your Haircolor Formulas and overcome your everyday haircolor challenges. Learn the inside secrets to successful formulations.

**CLASS DESCRIPTION:** “Hidden Gems” are those shades hidden in every haircolor dispensary that will add success and perfection to your formulas, but no one ever knows what to do with them. Use these Gems in Color Fusion, Chromatics and Shades EQ to combat every day haircolor challenges. Create never brassy Blondes, believable Brunettes, boost Reds or pump up flat and muddy colors.

**TARGET CUSTOMER: Experienced Level:** Stylists who are looking to increase their skills and their knowledge with formulation and overall brand mixing secrets.

**TOP 3 CLASS TAKEAWAYS:**

- Learn various Color Fusion, Chromatics and Shades EQ Formulations for proper Mixing – Processing, and Application
- Build Social Media skills and business tips to share how to build a new service menu and increase customer satisfaction
- Positioning the entire Redken Haircolor Portfolio

**QLD**  
TUESDAY  
18<sup>TH</sup> MAY

**WA**  
TUESDAY  
19<sup>TH</sup> OCTOBER



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# REDKEN HAIRCOLOR LOVES TRACY CUNNINGHAM ...AND HER FORMULAS!

**INVESTMENT:** \$150

**CLASS NAME:** REDKEN HAIRCOLOR LOVES TRACY CUNNINGHAM...  
AND HER FORMULAS!

**TYPE OF CLASS:** HAIRCOLOR CORRECTION & FORMULATION:  
ACADEMY Look and Learn,

**CLASS LENGTH:** Look and Learn, Demo: 6 Hours

**CLASS STATEMENT:** Color hair the celebrity way! Learn Tracey Cunningham's favorite Redken haircolor lines, formulas, and techniques to create celeb-worthy results behind the chair.

**CLASS DESCRIPTION:** Inspired by Tracey Cunningham? This class will take your color skills to new levels as you learn Tracey's insider tips and favorite haircolor formulas. Learn how to use Redken haircolor to achieve beautiful looks that are fit for the red carpet!

**TARGET CUSTOMER: Experienced Level:** Stylists who are looking to increase their formulation and application skills and their knowledge.

## TOP 3 CLASS TAKEAWAYS:

- Learn more about Tracey's favorite formulas for the perfect gray coverage, dimensional blondes, and fiery redheads
- Understand Tracey's various application techniques used to create her signature haircolor looks

## Positioning of Redken Haircolor Portfolios

**NSW**  
MONDAY  
18<sup>TH</sup> OCTOBER

**WA**  
MONDAY  
23<sup>RD</sup> AUGUST



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# COLOR EMERGENCY

**INVESTMENT:** \$150

**CLASS NAME:** COLOR EMERGENCY

**TYPE OF CLASS:** HAIRCOLOR CORRECTION & FORMULATION:  
ACADEMY Look and Learn, Hands-In, Hands-On

**CLASS LENGTH:** 1 FULL DAY

Look and Learn: 2 Hours

Hands-On: 4-6 Hours

**CLASS STATEMENT:** Master any color correction with confidence.

**CLASS DESCRIPTION:** Every day we face haircolor disasters. Some are trickier than others. Whether banding, hot roots or muddy ends, learn the best methods to tackle these everyday challenges. Overcome your fears of that client that sits in your chair and you don't know what to do.

**TARGET CUSTOMER: Master Level:** Stylists who are interesting in corrective color techniques for vivid shades and all over methods of decolorizing and toning.

## TOP 3 CLASS TAKEAWAYS:

- Learn what to do and what not to do when faced with a haircolor disaster
- Learn to breakdown challenges into simpler, less complex problems
- Build Social Media skills and business tips to share how to build a new service menu and increase customer satisfaction and positioning of the entire Redken Haircolor Portfolio
- Build Social Media skills and business tips to share how to build a new service menu and increase customer satisfaction and positioning of the entire Redken Haircolor Portfolio

**VIC**  
MONDAY  
30<sup>TH</sup> AUGUST

**QLD**  
MONDAY  
5<sup>TH</sup> JULY

**NSW**  
MONDAY  
30<sup>TH</sup> AUGUST

**WA**  
TUESDAY  
21<sup>ST</sup> SEPT

MONDAY  
25<sup>TH</sup> OCT



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# PRINCIPLES OF FINISHING

**INVESTMENT: COMPLIMENTARY**

**CLASS NAME: PRINCIPLES OF FINISHING**

**TYPE OF CLASS: PRINCIPLES:**  
**ACADEMY Look and Learn, Hands-In, Hands-On**

**CLASS LENGTH: 1 FULL DAY**  
**Look and Learn: 2 Hours**  
**Hands-On: 4-6 Hours**

**CLASS STATEMENT:** Learn to master the use of product and tools to create a strong foundation.

**CLASS DESCRIPTION:** In this class, you will learn how to apply the Principles of Finishing using various blow dryer, brush and hot tool techniques. Discover the fundamental techniques that are the foundation to every shape, whether finishing hair up or down.

**TARGET CUSTOMER: Essential Level:** Stylists interested in learning the Foundations of Finishing techniques and incorporating business building tips In order to create today's looks.

**TOP 3 CLASS TAKEAWAYS:**

- Understand Redken's Principles of Finishing
- Apply techniques to grow your skills and business
- Meet the client demands with strong foundational skills

**VIC**  
MONDAY  
17TH MAY

**QLD**  
MONDAY  
17TH MAY

**NSW**  
MONDAY  
26TH APRIL

**WA**  
MONDAY  
17TH MAY





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# PRINCIPLES OF DESIGN

**INVESTMENT:** \$125

**CLASS NAME:** PRINCIPLES OF DESIGN

**TYPE OF CLASS:** DESIGN:  
ACADEMY Look and Learn, Hands-In, Hands-On

**CLASS LENGTH: 1 FULL DAY**  
Look and Learn: 2 Hours  
Hands-On: 4-6 Hours

**CLASS STATEMENT:** Design Boot Camp.

**CLASS DESCRIPTION:** 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.

**TARGET CUSTOMER: Essential Level:** Any level stylist looking to gain knowledge of the growing opportunities within the salon industry and learning new methods.

**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
- business in your salon

**NSW**  
MONDAY  
23<sup>RD</sup> AUGUST

**QLD**  
MONDAY  
19<sup>TH</sup> APRIL



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# PRINCIPLES OF CONSULTATION

**INVESTMENT:** COMPLIMENATRY

**CLASS NAME:** PRINCIPLES OF CONSULTATION

**TYPE OF CLASS:** PRINIPLES:  
ACADEMY Look and Learn, Hands-In

**CLASS LENGTH:** 1 DAY

**CLASS STATEMENT:** Learn how to become a consultation master and elevate your service level for your clients. Be a Beauty Consultant!

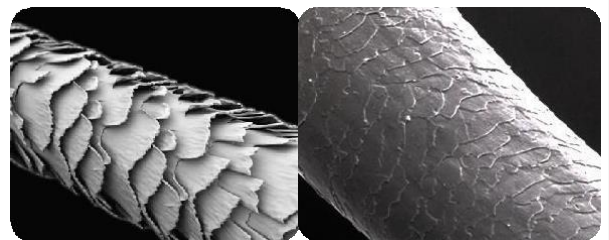
**CLASS DESCRIPTION:** Learn how to achieve loyal clients for life by gaining insight to the principles of consultation. With great consultation comes retention. Learn how to actively listen, connect, and create a mindset for client service, while performing an in-depth hair analysis. Become fully grounded in the steps to take to execute the perfect consultation.

**TARGET CUSTOMER: Essential Level:** Any level stylist looking to gain knowledge of the growing opportunities within the growing salon industry.

## TOP 3 CLASS TAKEAWAYS:

- Learn how to stand out as the professional beauty consultant
- Build loyalty and guarantee future business with your clientele
- Connect with clients based on understanding their needs as a first step to creating a custom hair plan

NSW  
TUESDAY  
6<sup>TH</sup> JULY





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# REDKEN HAIRCOLOR AUTHORITY DAY 1 & DAY 2

**INVESTMENT:** \$125 EACH DAY

**CLASS NAME:** REDKEN HAIRCOLOR AUTHORITY

**TYPE OF CLASS:** PILLAR PROGRAM:  
ACADEMY Hands-On /

**CLASS LENGTH:** 2 DAYS

**CLASS STATEMENT:** Become a Redken Haircolor Authority in your salon.

**CLASS DESCRIPTION:** The Redken Haircolor Authority is designed to give you:

- In-depth knowledge of the Principles of Haircolor, Haircolor Formulation, Haircolor Correction and to advance their technical skills in the discipline of haircolor
- To discover how to increase income behind the chair with client communication strategies and wealth building success tips, including add-on services and referrals
- **To take the next step in their stylist career toward becoming Redken Certified Haircolorist or a Redken Artist**

**TARGET CUSTOMER:** Experienced Level

**TOP 3 CLASS TAKEAWAYS:**

- Haircolor Principles, and how haircolor works
- Haircolor Techniques & Trends
- Haircolor Formulation & Correction

\*also available online



**VIC**  
MON & TUES  
26<sup>TH</sup> & 27<sup>TH</sup>  
JULY

**NSW**  
MON & TUES  
10<sup>TH</sup> & 11<sup>TH</sup>  
MAY

**QLD**  
MON & TUES  
12<sup>TH</sup> & 13<sup>TH</sup>  
JULY

**SA**  
MON & TUES  
7<sup>TH</sup> & 8<sup>TH</sup>  
JUNE

**WA**  
MON & TUES  
19<sup>TH</sup> & 20<sup>TH</sup>  
APRIL



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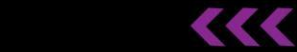
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# REDKEN DESIGN AUTHORITY

**INVESTMENT:** \$125

**CLASS NAME:** REDKEN DESIGN AUTHORITY

**TYPE OF CLASS:** PILLAR PROGRAM:  
ACADMEY Hands-On /

**CLASS LENGTH:** Hands-On: 7 Hours

**CLASS STATEMENT:** Become a Redken Design Authority in your salon.

**CLASS DESCRIPTION:** The **Redken Design Authority** is designed to give you:

- In-depth knowledge of the Principles of Design and to advance their technical skills in the discipline of design
- Learning how to determine face shape and the best designs for that face shape
- To discover how to increase income behind the chair with client communication strategies and wealth building success tips, including add-on services and referrals
- **To take the next step in their stylist career toward becoming Redken Design Certified Stylist or a Redken Artist**

**TARGET CUSTOMER:** Experienced Level

**TOP 3 CLASS TAKEAWAYS:**

- Principles of Design & Advanced Technical Skills
- Design Techniques & Trends
- Understanding Design and face shape suitability



**VIC**  
MONDAY  
26<sup>TH</sup> JULY

**NSW**  
TUESDAY  
28<sup>TH</sup> SEPT

**QLD**  
MONDAY  
20<sup>TH</sup> SEPT

**SA**  
MONDAY  
26<sup>TH</sup> JULY

**WA**  
TUESDAY  
27<sup>TH</sup> APRIL



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# REDKEN BLONDE AUTHORITY DAY 1 & 2

**INVESTMENT:** \$125

**CLASS NAME:** REDKEN BLONDING AUTHORITY

**TYPE OF CLASS:** PILLAR PROGRAM  
ACADEMY Hands-On

**CLASS LENGTH:** Hands-On: 7 Hours

**CLASS STATEMENT:** Become a Redken Design Authority in your salon.

**CLASS DESCRIPTION:** The **Redken Blonde Authority** is designed to give you:

- In-depth knowledge of Blonding at any level, Blonde Idol products and to advance their technical skills in the discipline of creating blondes
- To discover how to increase income behind the chair with client communication strategies and wealth building success tips, including add-on services and referrals
- **To take the next step in their stylist career toward becoming a Redken Artist**

**TARGET CUSTOMER:** Experienced Level

**TOP 3 CLASS TAKEAWAYS:**

- Blonding Principles, and selecting the right process
- Seasonal Blonde Techniques & Trends
- Blonding Formulation, Troubleshooting & Correction tips

\*also available online



**VIC**  
MON & TUES  
9<sup>TH</sup> & 10<sup>TH</sup>  
AUGUST

**NSW**  
MON & TUES  
12<sup>TH</sup> & 13<sup>TH</sup>  
APRIL

**QLD**  
MON & TUES  
23<sup>RD</sup> & 24<sup>TH</sup>  
AUGUST

**SA**  
MON & TUES  
12<sup>TH</sup> & 13<sup>TH</sup>  
APRIL

**WA**  
MON & TUES  
28<sup>TH</sup> & 29<sup>TH</sup>  
JUNE



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# REDKEN FINISHING AUTHORITY

**INVESTMENT:** \$125

**CLASS NAME:** REDKEN FINISHING AUTHORITY

**TYPE OF CLASS:** PILLAR PROGRAM  
ACADEMY Hands-On

**CLASS LENGTH:** Hands-On: 7 Hours

**CLASS STATEMENT:** Become a Redken Finishing Authority in your salon.

**CLASS DESCRIPTION:** The Redken Finishing Authority is designed to give you:

- In-depth knowledge of the Principles of Finishing and to advance their technical skills in the discipline of finishing hair
- How to create the perfect blow dry-the signature of every great haircut
- To discover how to increase income behind the chair with client communication strategies and wealth building success tips, including add-on services and referrals
- **To take the next step in their stylist career toward becoming a Redken Certified Finishing Stylist or a Redken Artist**

**TARGET CUSTOMER:** Experienced Level

**TOP 3 CLASS TAKEAWAYS:**

- Principles of Finishing & Advanced Technical Skills
- Finishing Techniques & Trends
- Choosing the right product for the desired result



**VIC**  
MONDAY  
9<sup>TH</sup> AUGUST

**NSW**  
TUESDAY  
8<sup>TH</sup> JUNE

**QLD**  
MONDAY  
9<sup>TH</sup> AUGUST

**WA**  
TUESDAY  
27<sup>TH</sup> JULY





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# REDKEN SOCIAL AUTHORITY

**INVESTMENT:** \$125

**CLASS NAME:** REDKEN SOCIAL AUTHORITY

**TYPE OF CLASS:** PILLAR PROGRAM:  
ACADEMY Hands-On /

**CLASS LENGTH:** Hands-On: 7 Hours

**CLASS STATEMENT:** Become a Redken Social Authority.

**CLASS DESCRIPTION:** Learn how to take the best pictures and create videos for your online profile to gain followers, inspire others and grow your business.

**TARGET CUSTOMER:** Any Stylist with an existing online presence wanting to grow or any new stylist to social platforms.

### TOP 3 CLASS TAKEAWAYS:

- Learn the Do's and Don'ts of creating images (still or video)
- Discover how to take the best photos and create your own video content
- Increase followers creating the right content

**VIC**  
TUESDAY  
20<sup>TH</sup> APRIL

**WA**  
TUESDAY  
6<sup>TH</sup> APRIL





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# REDKEN HAIRCOLOR CERTIFICATION

**INVESTMENT:** \$355

**CLASS NAME:** REDKEN HAIRCOLOR CERTIFICATION

**TYPE OF CLASS:** PILLAR PROGRAM:  
ACADEMY Hands-On /

**CLASS LENGTH:** Hands-On: 7 Hours

**CLASS STATEMENT:** Become a Redken Certified Haircolorist.

**CLASS DESCRIPTION:** The **Redken Haircolor Certification** recognizes and rewards salon professionals who possess exceptional skill and true passion for their craft. It is designed for graduates of the Redken Specialist and Redken Haircolor Authority Programs who want to:

- Be recognized for their color expertise and commitment to excellence
- Be respected and viewed as a Redken Certified Haircolorist
- Use this prestigious title to highlight their status and expand their business and income
- **Take the next step in their stylist career toward becoming a Redken Artist**

**TARGET CUSTOMER:** Master Level



**TOP 3 CLASS TAKEAWAYS:**

- Be recognized for their haircolor expertise and commitment to excellence
- Be respected and viewed as a Redken Haircolor Certified Haircolorist
- Use this prestigious title to highlight their status and expand their business

**VIC**  
MON & TUES  
8<sup>TH</sup> & 9<sup>TH</sup>  
NOVEMBER

**NSW**  
MON & TUES  
1<sup>ST</sup> & 2<sup>ND</sup>  
NOVEMBER

**QLD**  
MON & TUES  
1<sup>ST</sup> & 2<sup>ND</sup>  
NOVEMBER

**SA**  
MONDAY  
8<sup>TH</sup>  
NOVEMBER

**WA**  
MONDAY  
15<sup>TH</sup>  
NOVEMBER





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# REDKEN DESIGN CERTIFICATION

**INVESTMENT:** \$255

**CLASS NAME:** REDKEN DESIGN CERTIFICATION

**TYPE OF CLASS:** PILLAR PROGRAM:  
ACADEMY Hands-On /

**CLASS LENGTH:** Hands-On: 7 Hours

**CLASS STATEMENT:** Become a Redken Certified Design Stylist.

**CLASS DESCRIPTION:** The **Redken Design Certification** recognizes and rewards salon professionals who possess exceptional skill and true passion for their craft. It is designed for graduates of the Redken Specialist and Redken Design Authority Programs who want to:

- Be recognized for their design expertise and commitment to excellence
- Be respected and viewed as a Redken Certified Design Stylist
- Use this prestigious title to highlight their status and expand their business and income
- **Take the next step in their stylist career toward becoming a Redken Artist**

**TARGET CUSTOMER:** Master Level

**TOP 3 CLASS TAKEAWAYS:**

- Be recognized for their design expertise and commitment to excellence
- Be respected and viewed as a Redken Certified Design Stylist
- Use this prestigious title to highlight their status and expand their business

Please ask your Redken Educator for date options





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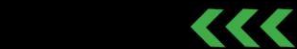
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# REDKEN FINISHING CERTIFICATION

**INVESTMENT:** \$255

**CLASS NAME:** REDKEN FINISHING CERTIFICATION

**TYPE OF CLASS:** PILLAR PROGRAM:  
ACADEMY Hands-On /

**CLASS LENGTH:** Hands-On: 7 Hours

**CLASS STATEMENT:** Become a Redken Certified Finishing Stylist.

**CLASS DESCRIPTION:** The **Redken Finishing Certification** is an advanced level exam that assesses your technical skills, knowledge of Redken products and principles, and your approach to creating specific outcomes. The Redken Specialist and Redken Finishing Authority are meant to be building blocks to Redken Finishing Certification; preparing and giving you more knowledge about finishing.

**TARGET CUSTOMER:** Master Level



**TOP 3 CLASS TAKEAWAYS:**

- Be recognized for their finish expertise and commitment to excellence
- Be respected and viewed as a Redken Certified Finishing Stylist
- Use this prestigious title to highlight their status and expand their business

**VIC**  
MONDAY  
15<sup>TH</sup> NOV

**NSW**  
MONDAY  
22<sup>ND</sup> NOV

**QLD**  
MONDAY  
15<sup>TH</sup> NOV

**SA**  
MONDAY  
21<sup>ST</sup> NOV

**WA**  
TUESDAY  
9<sup>TH</sup> NOV



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# REDKEN BALAYAGE CERTIFICATION

**INVESTMENT:** \$255

**CLASS NAME:** REDKEN BALAYAGE CERTIFICATION

**TYPE OF CLASS:** PILLAR PROGRAM:  
ACADEMY Hands-On /

**CLASS LENGTH:** Hands-On: 7 Hours

**CLASS STATEMENT:** Become a Redken Certified Balayage Colorist.

**CLASS DESCRIPTION:** The **Redken Balayage Certification** recognizes and rewards salon professionals who possess exceptional skill and true passion for their craft. It is designed for graduates of the Redken Specialist and Redken Blonde Authority Programs who want to:

- Be recognized for their color expertise and commitment to excellence
- Be respected and viewed as a Redken Certified Balayage Colorist
- Use this prestigious title to highlight their status and expand their business and income
- **Take the next step in their stylist career toward becoming a Redken Artist**

**TARGET CUSTOMER:** Master Level



**TOP 3 CLASS TAKEAWAYS:**

- Be recognized for their balayage expertise and commitment to excellence
- Be respected and viewed as a Redken Certified Balayage Colorist
- Use this prestigious title to highlight their status and expand their business

**VIC**  
MON & TUES  
18<sup>TH</sup> & 19<sup>TH</sup>  
OCTOBER

**NSW**  
MON & TUES  
18<sup>TH</sup> & 19<sup>TH</sup>  
OCTOBER

**QLD**  
MON & TUES  
5<sup>TH</sup> & 6<sup>TH</sup>  
OCTOBER

**SA**  
MONDAY  
11<sup>TH</sup>  
OCTOBER

**WA**  
MONDAY  
18<sup>TH</sup>  
OCTOBER



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# BOMBSHELL BRUNETTES

**INVESTMENT:** \$150

**CLASS NAME:** BOMBSHELL BRUNETTES

**TYPE OF CLASS:** HAIRCOLOR TRENDS:  
ACADEMY Look and Learn, Hands-In, Hands-On

**CLASS LENGTH:** Look and Learn: 2 Hours  
Hands-On: 4-6 Hours

**CLASS STATEMENT:** Be Bold, Beautiful and Be the Brunette that you have always wanted to be. Cool it off, warm it up... we have it covered.

**CLASS DESCRIPTION:** Beautiful, robust, velvety, full-bodied brunettes are gorgeous! You are never going to hear the word “mousy” in front of brown again. Learn how to formulate, apply and maintaining that brunette tone with our new haircolor brands. Do it right the first time... from level 1 to level 5 you will love the results.

**TARGET CUSTOMER: Experienced Level:** Stylists who are looking to increase their formulation and application skills and their knowledge.

**TOP 3 CLASS TAKEAWAYS:**

- Learn various Chromatics, Color Fusion, Color Gels and Shades EQ techniques, Patterns, Formulation Guidelines, Mixing -Processing, and Application
- Business building tips to share how new Haircolor techniques will increase revenues and customer satisfaction
- Positioning the entire Redken Haircolor Portfolio





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# BLONDE AMBITIONS

**INVESTMENT:** \$350.00

**CLASS NAME:** BLONDE AMBITIONS

**TYPE OF CLASS:** ARTISTIC – RACHEL BUSBY

ACADEMY Look and Learn, Hands-In, Hands-On

**CLASS LENGTH:** 1 DAY

**CLASS STATEMENT:** Everyone wants to be blonde, don't they?

**CLASS DESCRIPTION:** LET Master colorist Rachel Busby reveal her knowledge and secrets to achieve the express lightening services from blondes to brunettes. Maximize your impact and minimize the time in the chair with our express color techniques

**TARGET CUSTOMER:** **Experienced Level:** Stylist already coloring on the floor, who would be ready to work smarter, not harder.

**TOP 3 CLASS TAKEAWAYS:**

Key placement for color

Fearless formulas

How to increase your revenue and your client loyalty.

**NSW**  
MONDAY  
10<sup>TH</sup> MAY

**SA**  
MONDAY  
24<sup>TH</sup> MAY

**VIC**  
MONDAY  
31<sup>ST</sup> MAY



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# CREATIVE BLOCK COLOR

**INVESTMENT:** \$450.00

**CLASS NAME:** CREATIVE BLOCK COLOR

**TYPE OF CLASS:** ARTISTIC – JUSTIN PACE  
ACADEMY Look and Learn, Hands-In, Hands-On

**CLASS LENGTH:** 1 DAY

**CLASS STATEMENT:** Creative Block Color with maximum impact

**CLASS DESCRIPTION:** Colorist of the year for Expo 2019 – Justin Pace class is designed to work with the color mantra and through understanding; the position of our critical points on the head we will use techniques that are creatively changed by color not technique. We will be working with solid color, which means all hair is colored but using different colors and tones to create reflect and shine

**TARGET CUSTOMER:** **Experienced Level:** Stylist already coloring on the floor, and want to think differently about the way they color

**TOP 3 CLASS TAKEAWAYS:**  
Understanding the Why behind head shape  
Understanding the why behind color  
Simplifying your work

**NSW**  
MONDAY  
12<sup>TH</sup> APRIL

**VIC**  
MONDAY  
19<sup>TH</sup> APRIL

**QLD**  
MONDAY  
17<sup>TH</sup> MAY



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# CREATIVE STYLING

**INVESTMENT: \$350.00**

**CLASS NAME: CREATIVE STYLING**

**TYPE OF CLASS: ARTISTIC - DIANE GORGIEVSKI**  
ACADEMY Look and Learn, Hands-In, Hands-On

**CLASS LENGTH: 1 DAY**

**CLASS STATEMENT:** Creating beautiful hair, starts and ends with the way it is styled and finished.

**CLASS DESCRIPTION:** The class is designed help stylists create beautiful styles for client attending wedding, formals or that special events, who are looking for more than a blow wave. Let's learn how to create looks that clients wants, cool fresh hair that looks like easy to created but they cant and want to leave it to the pro's. Twist, bun, knots and curls, undone but not messy, there is an art to making it look cool, let Diane show you how.

**TARGET CUSTOMER: Experienced Level:** Stylist who are ready to learn new styling techniques

**TOP 3 CLASS TAKEAWAYS:**

- Understanding how to prep the hair to get the style you want
- Create both half up and up styles
- Tonging techniques to support the looks

**QLD**  
MONDAY  
6TH SEPT

**VIC**  
MONDAY  
20TH SEPT

**NSW**  
MONDAY  
27TH SEPT



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# CREATIVE CUTTING

**INVESTMENT: \$300.00**

**CLASS NAME: CREATIVE CUTTING**

**TYPE OF CLASS: ARTISTIC - KRISTY HOGDSON**

ACADEMY Look and Learn, Hands-In, Hands-On

**CLASS LENGTH: 1 DAY**

**CLASS STATEMENT:** Master the right cutting techniques to complement every hair texture, face shape and lifestyle.

**CLASS DESCRIPTION:** Come and learnt cutting techniques that will help you create shape and texture to your cut. Taking you through a long medium and short look you will master the money piece that front hairline to make your look pop.

**TARGET CUSTOMER: Experienced Level:** Stylist who are ready to learn new cutting techniques

**TOP 3 CLASS TAKEAWAYS:**

- Understanding suitability to a look
- Short to long designs
- How to shape the front hairline

**WA**  
MONDAY  
3<sup>TH</sup> MAY

**VIC**  
MONDAY  
7<sup>TH</sup> JUNE

**QLD**  
MONDAY  
14<sup>TH</sup> JUNE

**SA**  
MONDAY  
28<sup>TH</sup> JUNE





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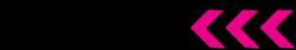
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**REDKEN**  
5TH AVENUE NYC

# THE M COLLECTION

**INVESTMENT: \$350.00**

**CLASS NAME: THE M COLLECTION**

**TYPE OF CLASS: ARTIST'S - MARIE CAIN**

ACADEMY Look and Learn, Hands-In, Hands-On

**CLASS LENGTH: 1 DAY**

**CLASS STATEMENT:** get the total look! Be inspired by a collection of cut color and styling

**CLASS DESCRIPTION:** A full day of creating texture in hair through color and cutting and styling. Not specific to blondes or brunettes  
Marie will take you through a look and learn before you get hands on with her technique and her signature tips on lived in color,cutting and styling> She will teach you the techniques you choice the palette and you will be able to create the perfect total look any client. .

**TARGET CUSTOMER: Experienced Level:** Stylist who are ready to learn new Collection

**TOP 3 CLASS TAKEAWAYS:**

- Create a new look
- Balance a color to support the look
- How to finish of a look

**WA**  
MONDAY  
26<sup>th</sup> JULY

**NSW**  
MONDAY  
2<sup>ND</sup> JUNE

**QLD**  
MONDAY  
9<sup>TH</sup> AUGUST

**SA**  
MONDAY  
16<sup>TH</sup> AUGUST

**VIC**  
MONDAY  
23<sup>RD</sup> AUGUST



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# BIXIE BLONDES

**INVESTMENT:** \$450.00

**CLASS NAME:** BIXIE BLONDES

**TYPE OF CLASS:** ARTIST'S – SHEREE KNOBEL

ACADEMY Look and Learn, Hands-In, Hands-On

**CLASS LENGTH:** 1 DAY

**CLASS STATEMENT:** Creating beautiful blondes

**CLASS DESCRIPTION:** Sheree is concentrating on teaching the art to mastering consultation, balayage, the power of low lighting to create shadows, contrasts & pops, root shadowing and face framing.

Her luxurious signature BIXIE BLONDE attracts clients from miles away because her results look effortless yet to duplicate her textured, expensive glowing blonde is difficult. Well you can now! Sheree will teach you the art in perfecting these skills. Sheree will reveal her secret techniques & insights into the little things she does to make the biggest impact and to achieve the results everyone is after. If you want to master a her signature look book in now .

**TARGET CUSTOMER:** Experienced Level: Stylist who are ready to learn how to create a Bixie Blonde

**TOP 3 CLASS TAKEAWAYS:**

Section Pattern & Placement

Different application technique

Tonal application and recipes to get the desired color

**WA**  
MONDAY  
14<sup>TH</sup> JUNE

**VIC**  
MONDAY  
28<sup>TH</sup> JUNE

**NSW**  
MONDAY  
5<sup>TH</sup> JULY

**QLD**  
MONDAY  
12<sup>TH</sup> JULY

**SA**  
MONDAY  
19<sup>TH</sup> JULY