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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
19TH APRIL

NSW
MONDAY
2ND AUGUST

QLD
MONDAY
30TH AUGUST

SA
MONDAY
29TH MARCH

WA
TUESDAY
18TH 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 nd MARCH	MONDAY 29 TH MARCH	MONDAY 8 TH MARCH	MONDAY 1 ST MARCH	MONDAY 8 TH MARCH
MONDAY 19 TH JULY	TUESDAY 11 TH MAY	MONDAY 24 TH MAY		
	MONDAY 5 TH JULY	TUESDAY 13 TH 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
29TH MARCH

QLD
MONDAY
8TH MARCH

WA
MONDAY
22ND 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
26TH APRIL

NSW
MONDAY
1ST MARCH

QLD
TUESDAY
15TH JUNE

SA
TUESDAY
30TH MARCH

WA
TUESDAY
9TH 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
15TH MARCH

WA
TUESDAY
4TH 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
3RD MAY

NSW
MONDAY
7TH JUNE

MONDAY
27TH SEPT

QLD
TUESDAY
20TH APRIL

MONDAY
28TH JUNE

WA
MONDAY
19TH 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
12TH JULY

NSW
TUESDAY
16TH MARCH

WA
TUESDAY
5TH 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
27TH SEPT

NSW
MONDAY
28TH JUNE

SA
MONDAY
27TH SEPT

WA
MONDAY
20TH 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
10TH MAY

WA
TUESDAY
15TH 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
23RD AUGUST

WA
MONDAY
4TH 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
6TH JULY

QLD
MONDAY
19TH APRIL

MONDAY
26TH JULY

SA
MONDAY
19TH APRIL

WA
MONDAY
21ST 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
18TH MAY

WA
TUESDAY
19TH 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
18TH OCTOBER

WA
MONDAY
23RD 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
30TH AUGUST

QLD
MONDAY
5TH JULY

NSW
MONDAY
30TH AUGUST

WA
TUESDAY
21ST SEPT

MONDAY
25TH 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
23RD AUGUST

QLD
MONDAY
19TH APRIL



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PRINCIPLES OF CONSULTATION

INVESTMENT: COMPLIMENTARY

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!

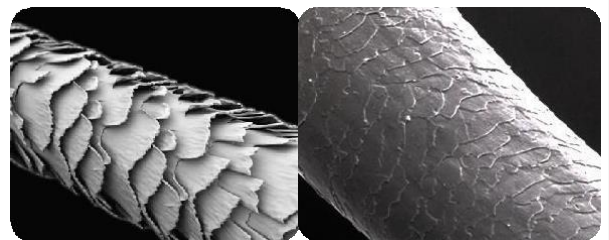
CLASS DESCRIPTION: Learn how to achieve loyal clients for life by gaining insight to the principles of consultation. With great consultation comes retention. Learn how to actively listen, connect, and create a mindset for client service, while performing an in-depth hair analysis. Become fully grounded 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
6TH 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
26TH & 27TH
JULY

NSW
MON & TUES
10TH & 11TH
MAY

QLD
MON & TUES
12TH & 13TH
JULY

SA
MON & TUES
7TH & 8TH
JUNE

WA
MON & TUES
19TH & 20TH
APRIL



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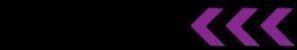
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REDKEN DESIGN AUTHORITY

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
26TH JULY

NSW
TUESDAY
28TH SEPT

QLD
MONDAY
20TH SEPT

SA
MONDAY
26TH JULY

WA
TUESDAY
27TH 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
9TH & 10TH
AUGUST

NSW
MON & TUES
12TH & 13TH
APRIL

QLD
MON & TUES
23RD & 24TH
AUGUST

SA
MON & TUES
12TH & 13TH
APRIL

WA
MON & TUES
28TH & 29TH
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
9TH AUGUST

NSW
TUESDAY
8TH JUNE

QLD
MONDAY
9TH AUGUST

WA
TUESDAY
27TH 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
20TH APRIL

WA
TUESDAY
6TH 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
8TH & 9TH
NOVEMBER

NSW
MON & TUES
1ST & 2ND
NOVEMBER

QLD
MON & TUES
1ST & 2ND
NOVEMBER

SA
MONDAY
8TH
NOVEMBER

WA
MONDAY
15TH
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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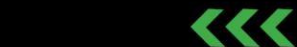
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REDKEN FINISHING CERTIFICATION

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
15TH NOV

NSW
MONDAY
22ND NOV

QLD
MONDAY
15TH NOV

SA
MONDAY
21ST NOV

WA
TUESDAY
9TH NOV



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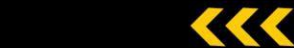
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REDKEN BALAYAGE CERTIFICATION

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
18TH & 19TH
OCTOBER

NSW
MON & TUES
18TH & 19TH
OCTOBER

QLD
MON & TUES
5TH & 6TH
OCTOBER

SA
MONDAY
11TH
OCTOBER

WA
MONDAY
18TH
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: Learn how 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
10TH MAY

SA
MONDAY
24TH MAY

VIC
MONDAY
31ST 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: Does block color bore you, let's get creative with our color rather than rely on the technique.

CLASS DESCRIPTION: The 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
12TH APRIL

VIC
MONDAY
19TH APRIL

QLD
MONDAY
17TH 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 special events that are looking for more than a blow wave. Let's learn how to create looks that clients want, cool fresh hair that looks like easy to create but they can't 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: If you love cutting come and learn some new trend

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
3TH MAY

VIC
MONDAY
7TH JUNE

QLD
MONDAY
14TH JUNE

SA
MONDAY
28TH JUNE



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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: Be inspired by full collection cut color and styling

CLASS DESCRIPTION: Marie will take you through how to create a total look from the cut, color through to the styling with all the tips and technique for you to achieve this on clients in the salon

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
26th JULY

NSW
MONDAY
2ND JUNE

QLD
MONDAY
9TH AUGUST

SA
MONDAY
16TH AUGUST

VIC
MONDAY
23RD 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 Knobel is renowned for the blonde catalogue she creates with her team at BIXIE COLOUR, Sheree will share how she has developed technique to create all the blonde you see on the Bixie Instagram page .

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
14TH JUNE

VIC
MONDAY
28TH JUNE

NSW
MONDAY
5TH JULY

QLD
MONDAY
12TH JULY

SA
MONDAY
19TH JULY