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REDKEN
5TH AVENUE NYC

2021 REDKEN INSALON EDUCATION OFFERING





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PRINCIPLES OF PLATINUM

CLASS NAME: PRINCIPLES OF PLATINUM

TYPE OF CLASS: PRINCIPLES:
IN-SALON Look and Learn, Hands-In, Hands-On

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

CLASS STATEMENT: Learn all the principles of platinum and the science behind the perfect result!

CLASS DESCRIPTION: There is a science and art to achieving the perfect amount of lift while maintaining the integrity of your clients hair. Become an expert in all things Platinum with the proper product, application methods and toning to achieve the perfect global lightening time and time again.

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 Techniques, Formulas, Mixing & Processing, and Application for the perfect platinum.
- Consultation and Business building tips
- Care for the clients hair to maintain that perfect platinum look until the next visit



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THE BLONDE ENCYCLOPEDIA

CLASS NAME: THE BLONDE ENCYCLOPEDIA

TYPE OF CLASS: BLONDING TECHNIQUES:
IN-SALON Look and Learn, Hands-In, Hands-On

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

CLASS STATEMENT: All about blonde! Highlights, Balayage, Ombre and more. Discover gorgeous looks to help every client lighten up.

CLASS DESCRIPTION: The complete resource for all your blonding needs. From global applications to multi-dimensional effects, this class will equip you with the skills to tackle any opportunity you face.

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. Utilize all Social Media Channels to build a clientele looking for quick and unique services.

TOP 3 CLASS TAKEAWAYS:

- Learn various blonding and bleaching Techniques, formulation guidelines and correction methods. Use the Consultation tips to ensure proper care and maintenance and customer satisfaction
- Build Social Media skills! Everyone is searching for the stylist who can provide the most unique haircolor formulas. Maximize your Salon Service Menu with service experiences that speak to your client like never before
- Positioning Redken's Lightening and Haircolor Portfolio to create the most amazing results



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TEASYLIGHTS

CLASS NAME: TEASY LIGHTS

TYPE OF CLASS: BLONDING TECHNIQUES:
IN-SALON Look and Learn, Hands-In, Hands-On

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

CLASS STATEMENT: It's all about the tease! Learn how to master the popular **Teasylight** technique to create beautiful, blended results on all clients.

CLASS DESCRIPTION: Learn Teasylights, one of the hottest techniques on social media! Become an expert on technique, placement and formulas that will elevate your blonding skills beyond traditional foil application.

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 Teasy light patterns and techniques to create a variety of end results
- 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



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PONYLIGHTS

CLASS NAME: PONYLIGHTS

TYPE OF CLASS: BLONDING TECHNIQUES:
VIRTUAL Look and Learn, Hands-On
IN-SALON Look and Learn, Hands-In, Hands-On

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

CLASS STATEMENT: Learn how to utilize Ponylights to achieve balayage style looks while using a ponytail techniques.

CLASS DESCRIPTION: Learn Ponylights, Become an expert on the technique, placement and formulas that will elevate your blonding skills beyond traditional balayage techniques. Pony lights allows you to work smarter not harder with strategic placements to provide pops of lightness and the ability to create a variety of end results.

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 Ponylight patterns and techniques to create a variety of end results
- Consultation and Business building
- Care for the clients hair to maintain new look until the next visit



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BETWEEN THE FOILS

CLASS NAME: BETWEEN THE FOILS

TYPE OF CLASS: BLONDING TECHNIQUES:
IN-SALON Look and Learn, Hands-In, Hands-On

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

CLASS STATEMENT: Learn how to create a variety of end results on your lightening service by understanding the importance of every hair on your clients head during a lightening service.

CLASS DESCRIPTION: Hair left behind between your foils/balayage can make or break the over all end goal to your clients look. Learn the ways you can you can enhance dimension, neutralize unwanted brass, and fill hair that's gotten to light. This class will become your secret weapon behind the chair.

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 neutralize, low light, and fill hair between your foils services using different techniques behind the chair to create a variety of end results.
- Consultation and Business building
- Care for the clients hair to maintain new look until the next visit



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GRAY HAIR: COVER. CREATE. CELEBRATE.

CLASS NAME: GRAY HAIR: COVER. CREATE. CELEBRATE.

TYPE OF CLASS: GRAY MATTERS:
IN-SALON Look and Learn, Hands-In, Hands-On

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

CLASS STATEMENT: Age Defying Services for the issues that Gray Hair Clients face. Learn how each Redken brand has its own unique coverage for gray hair.

CLASS DESCRIPTION: Cover up the Gray once-and-for-all. Learn how to create youthful, natural results (scalp to ends) using Redken's portfolio of haircolor geared for the most resistant gray hair! Cover it up, add fullness and density and dimension to all services that the client will love.

TARGET CUSTOMER: Essential Level: Stylists who are looking to increase their skills with covering Gray Hair and their knowledge of what products work best for each hair texture.

TOP 3 CLASS TAKEAWAYS:

- Learn dimensional Techniques, Patterns, Formulation Guidelines, Mixing - Processing, and Application
- Consultation and Business building tips to share how new Haircolor techniques will increase customer satisfaction
- Positioning the entire Redken Haircolor Portfolio



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GRAY IS THE NEW BLONDE

CLASS NAME: GRAY IS THE NEW BLONDE

TYPE OF CLASS: GRAY MATTERS:
IN-SALON Look and Learn, Hands-In, Hands-On

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

CLASS STATEMENT: Now Trending...#SILVER and #GRAYHAIR. Today's client embraces her silver hair and wants more! And she is fashion forward looking for the latest Silver Trend.

CLASS DESCRIPTION: Remember when silver hair was something your clients wanted to cover up? Not anymore! Today silver and gray are two of the hottest haircolor trends ranging from clients who want to go silver to those who want to embrace their natural gray hair. Learn how to use Shades EQ Gloss to create beautiful silver and gray tones for a wide variety of results.

TARGET CUSTOMER: **Experienced Level:** Stylists who are looking to increase their technical skills and formulation knowledge of the various Redken Haircolor Brands / Silver Tones.

TOP 3 CLASS TAKEAWAYS:

- Learn various Techniques, Patterns, Formulation Guidelines, Mixing - Processing, and Application for creating the best silvertones
- Consultation and 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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GROWING OUT YOUR GRAY

CLASS NAME: GROWING OUT YOUR GRAY

TYPE OF CLASS: GRAY MATTERS:
IN-SALON Look and Learn, Hands-In, Hands-On

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

CLASS STATEMENT: Get Back to Silver! Color Correction Class to get back to a natural silver tone.

CLASS DESCRIPTION: Your clients colored their gray hair and now it seems the only way to get back to gray is to let it “grow out”. Not anymore! This corrective color class will guide you through the different ways of working with naturally gray hair, even on those clients who dream of ‘returning back’ to gray! Learn how to add dimension and beautiful silver / gray tones to the hair for the most natural looking style.

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

TOP 3 CLASS TAKEAWAYS:

- Learn various Decolorizing Techniques, Patterns, Formulation Guidelines, Mixing -Processing, and Application
- Consultation and 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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20-MINUTES EXPRESS TECHNIQUES

CLASS NAME: 20 MINUTES EXPRESS TECHNIQUES

TYPE OF CLASS: HAIRCOLOR TRENDS:
IN-SALON Look and Learn, Hands-In, Hands-On

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

CLASS STATEMENT: Give Me 20! Everyone has 20 minutes extra to boost their look. Get new request clients or current clients introduced to lightening with low commitment, quick and easy techniques.

CLASS DESCRIPTION: Sun-kissed Shimmer, Face Framing, Glimpse of Glamour, Casual Accents, Spotlight Color and more! Incorporate these quick and easy techniques into your daily schedule to give your clients look a boost of blonde, or get the younger clients introduced to low commitment color.

TARGET CUSTOMER: **Experienced Level:** Stylists who want to increase their creativity for quick services and salon menu to appeal to the younger client or clients needing a boost to update their look. Utilize all Social Media Channels to build a clientele looking for quick and unique services.

TOP 3 CLASS TAKEAWAYS:

- Quick and Easy Creative Lightening Techniques in 20 minutes or less
- Build Social Media skills! Everyone is searching for the stylist who can provide the most unique haircolor formulas. Maximize your Salon Service Menu with service experiences that speak to your client like never before
- Positioning Blonde Idol among the entire Redken Lightening Portfolio



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RAVISHING REDS

CLASS NAME: RAVISHING REDS

TYPE OF CLASS: HAIRCOLOR TRENDS:
IN-SALON Look and Learn, Hands-In, Hands-On

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

CLASS STATEMENT: Take your clients hair to the next level with beautiful reds for every skin tone. Learn the best practices and formulas worthy of the red carpet that work for any skin tone.

CLASS DESCRIPTION: Whether it's Strawberry, Burgundy or Rocket Fire red, Redken is your secret weapon to create ravishing reds for any skin tone. Fair, Medium and Deep skin tones all need different tones of red. Learn the red-carpet secrets of formulas and best practices using Redken Technology for achieving daring results with intense reflects.

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

TOP 3 CLASS TAKEAWAYS:

- Learn The right shades of red for every different skin tone
- Build Social Media skills and business tips to share how to build a new service menu and increase customer satisfaction
- Learn how to customize your clients' formulas for your own signature glow effect



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RAINBOW- PALOOZA

CLASS NAME: RAINBOW-PALOOZA

TYPE OF CLASS: HAIRCOLOR TRENDS:
IN-SALON Look and Learn, Hands-In, Hands-On

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

CLASS STATEMENT: Whether bold, pastel, vivid or subtle- this color trend is the coolest way to have hair that is truly unique to you.

CLASS DESCRIPTION: Creative haircolor class for all for anyone looking to amp up your strands as the hottest trend heats up. From subtle pastels to full-on, thermal-electricity-conducting hues, we love these off-kilter looks. Learn how placement and formula come together to create viral looks for all.

TARGET CUSTOMER: Experienced Level: Stylists who are looking to increase their creative use and knowledge of all the Redken Haircolor Portfolio. Utilize all Social Media Channels to build a clientele looking for quick and unique services.

TOP 3 CLASS TAKEAWAYS:

- Learn various Color Fusion, Chromatics, Color Gels and Shades EQ Formulas, Techniques, Patterns, 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



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BUTTERCREAM BLONDES

CLASS NAME: BUTTERCREAM BLONDES

TYPE OF CLASS: HAIRCOLOR TRENDS:
IN-SALON Look and Learn

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

CLASS STATEMENT: Learn all about how to enhance the natural undertones found in hair to create the Buttercream Blondes of your dreams.

CLASS DESCRIPTION: You don't need ash tones in your formula to be cool! Warm blondes are making a comeback! When good things come easy don't try and fight them! Learn how to work with the undertones found in hair and how to formulate for the most delicious Buttercream Blonde 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 how to work with undertone to create and formulate variety of different end results to compliment your client best.
- Consultation and Business building
- Care for the clients hair to maintain that buttercream blonde until the next visit



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UNDERSTANDING CURLS

CLASS NAME: UNDERSTANDING CURLS

TYPE OF CLASS: TEXTURE TRENDS:
IN-SALON Look and Learn, Hands-In, Hands-On

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

CLASS STATEMENT: Did you know curly clients purchase up to three times more product than their straight-haired counterpart? Curly hair isn't a trend it's a lifestyle!

CLASS DESCRIPTION: This class will empower stylists with the knowledge needed to identify different curl pattern types, speak the language of curls, and prescribe customized regimens. Discover what makes the "curly girl" world a unique opportunity for your business!

TARGET CUSTOMER: Essential Level: Stylists looking to increase awareness and knowledge by experiencing the brand overview of Redken Curvaceous product offering.

TOP 3 CLASS TAKEAWAYS:

- Introduction to **Redken Curvaceous** Products
- Learn how to meet the needs of your male clients by customizing their at home hair care regimen.
- Increase revenue by providing products for the curly client through effective Principles of Consultations



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CURLS! COLOR AND DEFINE

CLASS NAME: CURL! COLOR AND DEFINE

TYPE OF CLASS: TEXTURE TRENDS:
IN-SALON Look and Learn, Hands-In, Hands-On

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

CLASS STATEMENT: Everything you wanted to know about curly hair and the best formula and techniques to use!

CLASS DESCRIPTION: This class will expand your creativity on all this curls with insider tips, customized formulas and application techniques. Learn how to become the master of curl!

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

TOP 3 CLASS TAKEAWAYS:

- Expand your understanding of each type of curly and what makes them unique!
- What products and techniques work best for maintaining the curls integrity.
- Business building tips to share how Shades EQ will increase revenues and customer satisfaction



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SHADES EQ GLOSS TONING PERFECTED

CLASS NAME: SHADES EQ GLOSS TONING PERFECTED

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

CLASS LENGTH: 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: Experienced Level: Stylists who are currently performing haircolor services and may or may not be new to the Redken haircolor family.

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



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FORMULATION DAY

CLASS NAME: FORMULATION DAY

TYPE OF CLASS: HAIRCOLOR CORRECTION & FORMULATION:
IN-SALON Look and Learn

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

CLASS STATEMENT: Bring a Redken Expert into your salon for the day.

CLASS DESCRIPTION: Ever wished you had a coach on site in your salon to help? Invite a Redken expert to spend the day in your salon and learn the in's and out's of Redken haircolor. Understand when and why to use each type of permanent color and match to a demi-permanent for the perfect pair.

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:

- Gain confidence in formulation with insider tips
- Receive one-on-one coaching from a Redken Expert
- Learn to select the right product for the right solution



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PRINCIPLES OF BACKBAR

CLASS NAME: PRINCIPLES OF BACKBAR

TYPE OF CLASS: PRODUCT KNOWLEDGE:
IN-SALON Look and Learn, Hands-In, Hands-On

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

CLASS STATEMENT: **Treatments** are the hottest Trending Service! Get in the Game!

CLASS DESCRIPTION: Hair Pigment only represents 1% of the total composition of hair. When we permanently color or decolorize hair to change the 1%... we EFFECT the remaining 99% of the composition. Permanent Haircolor and Lighteners completely alter the lipid layers, mineral balance, disulfide bonds and over time can cause serious damage. Be the Hair Expert and learn how Acidic Bonding Concentrate, and our Back-Bar Treatments are customized for each client. Build an amazing Service Menu to help your guests come back for more!

TARGET CUSTOMER: Essential Level: Stylists looking to increase up their in salon service game and offer customized solutions to gain client loyalty.

TOP 3 CLASS TAKEAWAYS:

- Learn an overview of Redken Haircare Treatments and current innovations
- Provide simple solutions, to meet the specific needs of clients to build loyalty and customize your client's care regimen
- Increase revenue through Redken's Principles of Consultation





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BLOW DRY BOOT CAMP

CLASS NAME: BLOWDRY BOOTCAMP

TYPE OF CLASS: FINISHING:
IN-SALON Look and Learn, Hands-In, Hands-On

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

CLASS STATEMENT: Build your Blow-Dry menu and Retail Business with new Service Options. Don't let your clients go down the street!

CLASS DESCRIPTION: Want to create the perfect blow-dry? Redken has created a secret weapon for you. We have a menu of looks you will have to offer your clients. Go back to your salon with the know-how of boosting your \$\$\$ by offering #REDKENREADY customized styling techniques. Create your very own signature looks to keep your client on trend.

TARGET CUSTOMER: Essential Level: Any level of stylist looking to give every client an easier, faster, shinier, longer-lasting blow dry and discover digital resources to inspire their creativity and boost their bottom line through providing a blow menu offering.

TOP 3 CLASS TAKEAWAYS:

- Create the perfect blow dry
- Increase revenue and client loyalty
- Menu of looks to take back to your clients



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PRINCIPLES OF WEALTH

CLASS NAME: PRINCIPLES OF WEALTH

TYPE OF CLASS: BUSINESS/ WEALTH:
IN-SALON Look and Learn

CLASS LENGTH: Look and Learn: 1-3 Hours

CLASS STATEMENT: Learn the Principles to Earn Better. Work smarter, not harder!

CLASS DESCRIPTION: The **Principles of Wealth** is a strategic approach to improving the earning potential as well as the quality of clientele for all salon professionals. The information is based on truths of business, authored by a working stylist just like you. The contents of this program are intended to make all salon professionals successful, despite the location of your salon, years in the business, the time of year or size of your clientele.

TARGET CUSTOMER: Essential Level: Stylists who are looking to increase their skills and their knowledge of building a clientele. Learn the business skills to maximize your earning potential.

TOP 3 CLASS TAKEAWAYS:

- Learn to better understand the purpose of retail
- Build Social Media skills with business tips on how to build a stronger referral system and increase your client base
- Learn to raise the number of services you perform while lowering the number of clients you see in a day



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RETAIL: IT'S IN THE BAG

CLASS NAME: RETAIL: IT'S IN THE BAG

TYPE OF CLASS: BUSINESS/ WEALTH:
IN-SALON Look and Learn

CLASS LENGTH: Look and Learn: 1-3 Hours

CLASS STATEMENT: Become the retail guru in your salon and teach each of your clients the proper home maintenance with their very own customized regimen of haircare and products from your salon.

CLASS DESCRIPTION: Learn an easy and fun approach to build powerful retail sales by teaching clients about the products you love. Offering professional home maintenance products can increase your income and loyalty in the salon. Clients that are prescribed the proper at home products are 85% more likely to return to the salon. Make sure your work of hair art looks fabulous on the days in-between their visits.

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 Scripts to use to help you learn "what to say"
- Preparation, Treatments, Memory (Styling Products), Hard Tools and Finishing
- Understand the Business of Professional Product Offering and how you can secure your client loyalty



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RE-BOOKING: POWERBOOKING

CLASS NAME: RE-BOOKING: POWERBOOKING

TYPE OF CLASS: BUSINESS/ WEALTH:
IN-SALON Look and Learn

CLASS LENGTH: Look and Learn: 1-3 Hours

CLASS STATEMENT: Secure your future income and earn more! Learn to utilize Redken's tools to promote your pre-booking skills.

CLASS DESCRIPTION: Increase your income by 30% or more a year without increasing your work hours and squeezing in clients. Have perfect time management and keep your clients happy, while securing your income. Reward clients and improve your retention rate by reserving your client's future appointments. Learn the many ways to entice your clientele to pre-book their appointment.

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

TOP 3 CLASS TAKEAWAYS:

- Design new concept services for your client, while using Redken's digital tools
- Know your future before it gets here! Never be caught off guard wondering "how much money you will make this week" You decide.
- Understanding the Digital and Social Media to help boost your pre-booking strategies



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RETENTION: THE PERFECT CLIENTELE

CLASS NAME: RETENTION: THE PERFECT CLIENTELE

TYPE OF CLASS: BUSINESS/ WEALTH:
IN-SALON Look and Learn

CLASS LENGTH: Look and Learn: 1-3 Hours

CLASS STATEMENT: Create a full book of the picture perfect client!

CLASS DESCRIPTION: You do not have to choose one if you have many favorites. You know the ideal client who values your time, your product and hair color suggestions and the one who understands that you deserve that price increase. Learn the communication skills and build the confidence to know your value and reflect that in your business. Grasp the foundation of your perfect business model and succeed in executing it.

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

TOP 3 CLASS TAKEAWAYS:

- Sales Tips for Class: Planning vs Tracking your Client Business
- Understanding who is sitting in your chair and why it matters!
- Adjust your prices the right way for the right reasons



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STEP UP!

CLASS NAME: STEP UP!

TYPE OF CLASS: BUSINESS/ WEALTH:
IN-SALON Look and Learn

CLASS LENGTH: Look and Learn: 2 DAYS

CLASS STATEMENT: 2 Day financial Boot Camp that awakens and empower stylist to explode their income.

CLASS DESCRIPTION: Step Up! Fast track to wealth is a 2-Day financial Boot Camp that awakens and empower stylist to explode their income, transform their personal finances and skyrocket their business behind the chair with much greater focus and intentionality.

TARGET CUSTOMER: Essential, Experienced or Master Level: Stylists who are looking to increase their income behind the chair.

TOP 3 CLASS TAKEAWAYS:

- Money Smart
- Increase your average ticket
- Create your perfect day



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SOCIAL MEDIA OBSESSED

CLASS NAME: SOCIAL MEDIA OBSESSED

TYPE OF CLASS: BUSINESS/ WEALTH:
IN-SALON Look and Learn, Hands-On

CLASS LENGTH: Look and Learn, Hands-On 2 – 4 Hours

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

CLASS DESCRIPTION: Social Media is not going away, and learning to master the skills will help navigate the future of our industry. Learn the best practices from the experts of Social Media.

TARGET CUSTOMER: Essential Level: For stylists new to Social Media 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



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SALON EMOTION

CLASS NAME: SALON EMOTION

TYPE OF CLASS: BUSINESS/ WEALTH:
VIRTUAL Look and Learn
IN-SALON Look and Learn

CLASS LENGTH: Look and Learn: 3 Hours - Full Day Workshops

CLASS STATEMENT: 7 Steps to Building the Ultimate Salon/Guest Experience.

CLASS DESCRIPTION: The salon environment is changing and so are your clients' expectations. The time is now to transform your clients' experience in the salon. Discover the 7 Steps of the client journey and develop your action plan to enhance every step along the way for success with our Salon Emotion Program.

TARGET CUSTOMER: Essential, Experienced Level: Stylists looking to understand the salon needs of today's educated consumer.

TOP 3 CLASS TAKEAWAYS:

- Learn the 7 Steps of the Salon Emotion Program 1. Window 2. Reception 3. Consultation / Diagnosis 4. Back-bar 5. Color / Cut / Style 6. Retail 7. Checkout
- Learn how to change the Guest Experience to a positive event. Experience what the Client "experiences" when they walk through your door.
- Engage the Stylists with Empathy and genuine concern for the Guest Experience



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WHY BE PART OF IT!

CLASS NAME: WHY BE PART OF IT!

TYPE OF CLASS: BUSINESS/ BRAND:
IN-SALON Look and
Learn

CLASS LENGTH: Look and Learn: 1-3 Hours 2 -4 HANDS IN HANDS ON

CLASS STATEMENT: GET INSPIRED! Be a part of the leading brand in the U.S., REDKEN! Innovate, inspire, and understand the choice you've made to join the team focused brand that will support you to learn better, earn better and live better! We at Redken strive to surpass your educational desires, spark your creativity and provide tools for you to be the best stylist you can be! Grow your business and explode your personal wealth! BE A PART OF IT!

CLASS DESCRIPTION: Welcome to the wonderful world of Redken. Learn about all of our products, business tools and resources to grow your salon and personal business.

TARGET CUSTOMER: Essential, Experienced Level: Stylists looking to understand all things Redken.

TOP 3 CLASS TAKEAWAYS:

- First introduction into Redken
- Discover the value of being part of the Redken Power network
- Develop a partnership with Redken to grow your business using our products, innovation, and business building tools.

LEARN. EARN. LIVE BEST.

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REDKEN
5TH AVENUE NYC

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