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2021 REDKEN EDUCATION LIVE - ONLINE SESSIONS





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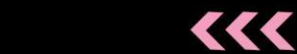
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SHADES EQ: GLOSS OBSESSED

INVESTMENT: COMPLIMENTARY

CLASS NAME: SHADES EQ GLOSS PRODUCT KNOWLEDGE

TYPE OF CLASS: PRODUCT KNOWLEDGE:
VIRTUAL Look and Learn,

CLASS LENGTH: Look and Learn: 1 Hours

CLASS STATEMENT: The Haircolor that thinks it is a conditioner! **Shades EQ Gloss**, America's #1 demi-permanent haircolor.

CLASS DESCRIPTION: Shades EQ Gloss Product Knowledge: This class is designed to provide an in depth understanding of all the great benefits Shades EQ brings to the table! This easy to use, ammonia-free, deposit-only hair color provides the versatility to refresh, tone, enhance, add shine, and blend gray. Shades EQ offers it all! Shades EQ offers an expanded palette to achieve the hottest looks off the press.

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

TOP CLASS TAKEAWAYS

- Understand the SEQ Gloss Label; 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



MONDAY
1ST MARCH
9:30 – 10:30

MONDAY
12TH APRIL
9:30 – 10:30

MONDAY
9TH AUGUST
9:30 – 10:30

MONDAY
13TH SEPTEMBER
9:30 – 10:30



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CHROMATICS OBSESSED

INVESTMENT: COMPLIMENTARY

CLASS NAME: CHROMATICS PRODUCT KNOWLEDGE

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

CLASS LENGTH: Look and Learn: 1 Hours

CLASS STATEMENT: Zero Ammonia. Zero Odor. With **Chromatics Oil Delivery System (ODS)** provide unsurpassed client comfort and change the way you color hair and cover gray.

CLASS DESCRIPTION: **Chromatics; Beyond Cover and Ultra Rich Product Knowledge:** This class will take you along the path to learn all about Redken's ammonia-free, permanent haircolor. Increase your knowledge and elevate your earning potential. Uses Chromatics' ODS2 (Oil Delivery System) + Protein Extract Technology to deliver multi-dimensional 4D color deep into every hair strand.

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

TOP CLASS TAKEAWAYS:

- Understand the **Chromatics** Label; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application

MONDAY 1 ST MARCH 2:30 – 3:30pm	MONDAY 12 TH APRIL 2:30 – 3:30pm	MONDAY 9 TH AUGUST 2:30 – 3:30pm	MONDAY 13 TH SEPTEMBER 2:30 – 3:30pm
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REDKEN
5TH AVENUE NYC

COLOR FUSION OBSESSED

INVESTMENT: COMPLIMENTARY

CLASS NAME: COLOR FUSION PRODUCT KNOWLEDGE

TYPE OF CLASS: PRODUCT KNOWLEDGE:
VIRTUAL Look and Learn,

CLASS LENGTH: Look and Learn: 1 Hours

CLASS STATEMENT: Are your clients asking for permanent haircolor with natural-looking, multi-dimensional results? Explore Redken's **Color Fusion**, with over 100 shades.

CLASS DESCRIPTION: **Color Fusion and Cover Fusion Product Knowledge.** This class is designed to help provide an understanding of the many ways to utilize this full palate, modernized with Redken's Carmin'R, Rubilane and R5 technology, and C- Lock Technology, for 8 weeks of "coolness".

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

TOP CLASS TAKEAWAYS:

- Understand the **Color Fusion** Label; the American Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application

MONDAY
1ST MARCH
11:00–12:00pm

MONDAY
12TH APRIL
11:00-12:00pm

MONDAY
9TH AUGUST
11:00-12:00pm

MONDAY
13TH SEPTEMBER
11:00-12:00pm





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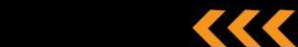
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COLOR GELS LACQUERS OBSESSED

INVESTMENT: COMPLIMENTARY

CLASS NAME: COLOR GELS LACQUERS PRODUCT KNOWLEDGE

TYPE OF CLASS: PRODUCT KNOWLEDGE:
VIRTUAL Look and Learn,

CLASS LENGTH: Look and Learn: 1 Hours

CLASS STATEMENT: Color Gels Lacquers is the most versatile gel lacquer Permanent Haircolor in the Redken Haircolor portfolio. Superior gray coverage, low ammonia, UV protection and amazing shine are a few of the many reasons to learn about this brand!

CLASS DESCRIPTION: Color Gels Lacquers Product Knowledge: Redken's Color Gels Lacquers goes beyond grey coverage. Learn about the Select Dye System, formulation tips, superior shine, UV protection, and fashion forward shades, all in a low ammonia formula.

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

TOP CLASS TAKEAWAYS:

- Understand the **Color Gels Lacquers** Label; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application



MONDAY
1ST MARCH
1:00-2:00PM

MONDAY
12TH APRIL
1:00-2:00pm

MONDAY
9TH AUGUST
1:00-2:00pm

MONDAY
13TH SEPTEMBER
1:00-2:00pm



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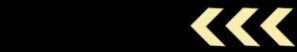
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LIGHTENERS OBSESSED

INVESTMENT: COMPLIMENTARY

CLASS NAME: LIGHTENER PRODUCT KNOWLEDGE

TYPE OF CLASS: PRODUCT KNOWLEDGE:
VIRTUAL Look and Learn, Hands-On

CLASS LENGTH: 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 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

MONDAY

1ST MARCH

4:00 – 5:00pm

MONDAY

12TH APRIL

4:00 – 5:00pm

MONDAY

9TH AUGUST

4:00 – 5:00pm

MONDAY

13TH SEPTEMBER

4:00 – 5:00pm



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COLOR BASH

INVESTMENT: COMPLIMENTARY

CLASS NAME: COLOR BASH

TYPE OF CLASS: PRODUCT KNOWLEDGE:
VIRTUAL Look and Learn, Hands-On

CLASS LENGTH: Look and Learn: 1 Hour

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 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

MONDAY
21ST MARCH
9:30 -12:00pm

MONDAY
12TH JULY
4:00 – 5:00pm

MONDAY
16TH AUGUST
4:00 – 5:00pm

MONDAY
30TH AUGUST
2:30 – 5:00pm

MONDAY
27TH SEPTEMBER
4:00 – 5:00pm

MONDAY
11TH OCTOBER
4:00 – 5:00pm





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PRINCIPLES OF HAIRCOLOR

INVESTMENT: COMPLIMENTARY

CLASS NAME: PRINCIPLES OF HAIRCOLOR

TYPE OF CLASS: PRINCIPLES:
VIRTUAL Look and Learn, Hands-On

CLASS LENGTH: Look and Learn: 2 Hours

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 Redken’s Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

MONDAY
22nd MARCH
9:30 – 12:00pm



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PRINCIPLES OF FOIL PLACEMENT

INVESTMENT: \$40

CLASS NAME: PRINCIPLES OF FOIL PLACEMENT

TYPE OF CLASS: PRINCIPLES:
VIRTUAL Look and Learn, Hands-On

CLASS LENGTH: Look and Learn: 2 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 HighLift 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 Redken’s Style Station App for formulation tips, look book ideas and other resources to increase revenues and customer satisfaction

MONDAY
19TH JULY
2:30 – 5:00pm



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PRINCIPLES OF BLONDING

INVESTMENT: COMPLIMENTARY

CLASS NAME: PRINCIPLES OF BLONDING

TYPE OF CLASS: PRINCIPLES:
VIRTUAL Look and Learn, Hands-On

CLASS LENGTH: Look and Learn: 2 Hours

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 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

MONDAY
22nd MARCH
1:00 – 3:30pm



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PRINCIPLES OF HAIRCOLOR CORRECTION

INVESTMENT: \$40

CLASS NAME: PRINCIPLES OF HAIRCOLOR CORRECTION

TYPE OF CLASS: PRINCIPLES:
VIRTUAL Look and Learn,

CLASS LENGTH: Look and Learn: 2 Hours

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

MONDAY
11th OCTOBER
9:30 – 12:00pm



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BALAYAGE!

INVESTMENT: \$40

CLASS NAME: BALAYAGE!

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

CLASS LENGTH: Look and Learn: 2 Hours

CLASS STATEMENT: Master the finesse of Balayage; Including the Classic, Modern and 5th Avenue Balayage Techniques.

CLASS DESCRIPTION: Learn the 3 essential techniques of Balayage: Classic, Modern and 5th Avenue! Become an expert in one of the fastest growing trends and “Sweep” your way from natural highlights to vibrant sun-kissed pops of color. Experience the Balayage tools Redken offers to help provide support to ensure thorough saturation for even lightening results.

TARGET CUSTOMER: **Experienced Level:** Stylists who are currently performing blonding or highlighting services.

TOP 3 CLASS TAKEAWAYS:

- Understand Redken’s latest Blonding portfolio and learn Balayage essentials and Principles
- Gain consultation tips to help compliment your clients head/face shape
- Lighten all levels of hair to enhance the finished style

MONDAY
5TH JULY
2:30 – 5:00pm



LEARN. EARN. LIVE BEST.
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THE MONEY PIECE

INVESTMENT: \$40

CLASS NAME: THE MONEY PIECE

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

CLASS STATEMENT: It's all about the money honey! Learn how to master the popular Money Piece Technique to create a variety of different end results!

CLASS DESCRIPTION: Learn all about The Money Piece, one of the hottest techniques on social media! Custom tailor your lightening services by becoming an expert on technique, placement and formulas that will enhance your current lightening routine!

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 Money Piece patterns and techniques to create a variety of end results
- Consultation and Business building
- Care for the clients hair to maintain that money piece until the next visit

MONDAY
24th MAY
1:00 – 3:30pm



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BETWEEN THE FOILS

INVESTMENT: \$40

CLASS NAME: BETWEEN THE FOILS

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

CLASS LENGTH: Look and Learn: 2 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 overall 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

<p>MONDAY 12TH JULY 2:30 – 5:00pm</p>



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GROWING OUT YOUR GRAY

INVESTMENT: \$40

CLASS NAME: GROWING OUT YOUR GRAY

TYPE OF CLASS: GRAY MATTERS:
VIRTUAL Look and Learn, Hands-On

CLASS LENGTH: Look and Learn: 2 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

MONDAY
12TH JULY
2:30 – 5:00pm



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REDKEN HAIRCARE OBSESSED

INVESTMENT: COMPLIMENTARY

CLASS NAME: REDKEN HAIRCARE PRODUCT KNOWLEDGE

TYPE OF CLASS: PRODUCT KNOWLEDGE & RETAIL:
VIRTUAL Look and Learn

CLASS LENGTH: Look and Learn: 2 Hours

CLASS STATEMENT: Learn how to position Redken's Haircare portfolio to grow your retail business. 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: SPECIFIC NEEDS. We have the prescription. We have a product to cater to every hair need with state of the art technology for all types of hair. Grow your business by recommending the proper hair care at home regimen, and additional back bar and chemical services to provide long-lasting color results and ultimate condition! You will learn how to position each regimen in our haircare segments and provide your client with the top quality salon experience!

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

TOP 3 CLASS TAKEAWAYS:

- Learn an overview of Redken Haircare 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

MONDAY
15TH MARCH
2:30 -5:00pm

MONDAY
19TH APRIL
9:30 – 2:00pm

MONDAY
27TH SEPTEMBER
1:00 – 3:30pm



REDKEN
5TH AVENUE NYC



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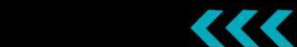
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REDKEN
5TH AVENUE NYC

PRINCIPLES OF BACKBAR

INVESTMENT: COMPLIMENTARY

CLASS NAME: PRINCIPLES OF BACKBAR

TYPE OF CLASS: PRODUCT KNOWLEDGE:
VIRTUAL Look and Learn, Hands-On

CLASS LENGTH: Look and Learn: 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

MONDAY
19TH APRIL
2:30 – 5:00pm





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PRINCIPLES OF SCIENCE

INVESTMENT: COMPLIMENTARY

CLASS NAME: PRINCIPLES OF SCIENCE

TYPE OF CLASS: PRINCIPLES:
VIRTUAL Look and Learn, Demo

CLASS LENGTH: Look and Learn: 3 Hours

CLASS STATEMENT: Get back to basics with the principles of hair science.

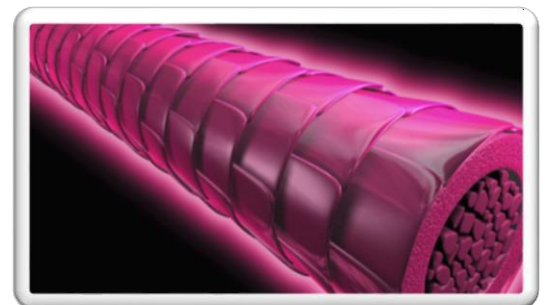
CLASS DESCRIPTION: Discover the fundamentals of hair science and dive deep into understanding the principles of hair structure, growth cycles, growth patterns, texture, density, diameter and the science behind the ingredients in hair care.

TARGET CUSTOMER: Essential Level: Any level stylist looking to gain deep knowledge of the science of hair in order to better consult, diagnose and tailor services to their client's unique needs.

TOP 3 CLASS TAKEAWAYS:

- Learn how to stand out as the professional power consultant
- Arm yourself with elevated knowledge of industry ingredients
- Understand the foundation and fundamentals of hair science

<p>MONDAY 15TH MARCH 9:30 – 2:00pm</p>
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STYLING OBSESSED

INVESTMENT: COMPLIMENTARY

CLASS NAME: REDKEN STYLING PRODUCT OBSESSED

**TYPE OF CLASS: PRODUCT KNOWLEDGE & RETAIL:
VIRTUAL Look and Learn, Hands-On**

CLASS LENGTH: Look and Learn: 2 Hours

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

CLASS DESCRIPTION: STYLE YOUR STORY with Redken Styling. Redken says it all from the runways, to the streets and in your salon. This class details our “must have” styling portfolio and a few finishing hot tips to put in your bag of tricks.

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

TOP 3 CLASS TAKEAWAYS:

- Understand Redken’s core values, overview of current innovations, looks, and styling product offerings
- Learn the power of custom control, to build client loyalty and customize your client’s styling regimen
- Increase revenue through Redken’s Principles of Consultation

MONDAY
29TH MARCH
1:00 – 5:00pm





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STYLE BASH

INVESTMENT: COMPLIMENTARY

CLASS NAME: REDKEN STYLING PRODUCT OBSESSED

TYPE OF CLASS: TRENDS & TECHNIQUES:
VIRTUAL Look and Learn, Hands-On

CLASS LENGTH: Look and Learn: 2 Hours

CLASS STATEMENT: Join the Tribe! The leader in fashion week trends invites you to explore the portfolio of Redken Styling products. Learn how to layer, blend and customize the right products for predictable results.

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

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

TOP 3 CLASS TAKEAWAYS:

- Learn how the right "wardrobe" of products will offer you and your clients Customized results
- Learn quick tips and trends to keep your clients updated
- Understand how the right product and right tool work together

MONDAY
29TH MARCH
1:00 – 3:30pm





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PRINCIPLES OF FINISHING

INVESTMENT: COMPLIMENTARY

CLASS NAME: PRINCIPLES OF FINISHING

TYPE OF CLASS: PRINCIPLES:
VIRTUAL Look and Learn, Hands-On

CLASS LENGTH: 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

MONDAY
29TH MARCH
9:30 – 12:00pm



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PRINCIPLES OF DESIGN

INVESTMENT: \$40

CLASS NAME: PRINCIPLES OF DESIGN

TYPE OF CLASS: DESIGN:
VIRTUAL Look and Learn, Hands-On

CLASS LENGTH: Look and Learn: 2 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 clients face shape
- Build your Social Media using Redken’s business building tips

MONDAY
29TH MARCH
2:30 – 5:00pm



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DESIGN SUITABILITY

INVESTMENT: \$40

CLASS NAME: DESIGN SUITABILITY

TYPE OF CLASS: DESIGN:

VIRTUAL Look and Learn, Hands-On

IN-SALON Look and Learn, Hands-In, Hands-On

CLASS LENGTH: Look and Learn: 2 Hours

CLASS STATEMENT: Learn how to create the right haircut for each face shape

CLASS DESCRIPTION: Explore your creative ability to innovate with new shapes and designs and learn to implement them in your everyday salon life. Keep your creativity flowing with this inspiring approach to modern day haircuts.

TARGET CUSTOMER: **Experienced Level:** Stylists grounded in the fundamentals of Principles of Design, looking to advance their skills to the next level.

TOP 3 CLASS TAKEAWAYS:

- Learn to choose and apply the appropriate tools
- Identify suitable designs to compliment the client's profile
- Understand how to use texture to make a difference

<p>MONDAY 2ND AUGUST 9:30 – 10:30am</p>



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DRY CUTTING

INVESTMENT: \$40

CLASS NAME: DRY CUTTING

TYPE OF CLASS: DESIGN:
VIRTUAL Look and Learn, Hands-On

CLASS LENGTH: Look and Learn: 2 Hours

CLASS STATEMENT: Looking for a new salon service? Start with the blow dry and watch your retail soar!

CLASS DESCRIPTION: Is finishing an afterthought for you? Ever run out of time and skimp on the finish? Let's start with the finish and then customize your clients' haircuts to the end result.

TARGET CUSTOMER: Experienced Level: Any level stylist looking to gain knowledge of the growing opportunities within the salon industry and learning new services to offer their client.

TOP 3 CLASS TAKEAWAYS:

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

<p>MONDAY 2ND AUGUST 11:00 – 2:00pm</p>



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PRINCIPLES OF CONSULTATION

INVESTMENT: COMPLIMENTARY

CLASS NAME: PRINCIPLES OF CONSULTATION

TYPE OF CLASS: PRINIPLES:
VIRTUAL Look and Learn, Hands-On

CLASS LENGTH: Look and Learn: 2 Hours

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

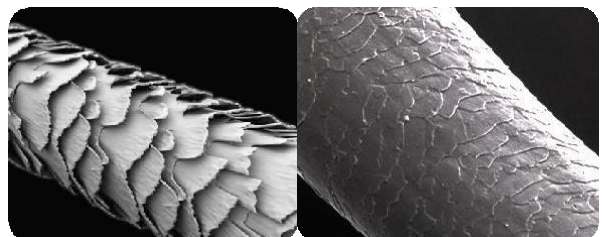
CLASS DESCRIPTION: Learn how to achieve loyal clients for life by gaining insight to the principles of consultation. With great consultation comes retention. Learn how to actively listen, connect, and create a mindset for client service, while performing an in-depth hair analysis. Become fully grounded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

MONDAY
2^{1ST} JUNE
2:30 – 5:00pm





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RE-BOOKING: POWERBOOKING

INVESTMENT: COMPLIMENTARY

CLASS NAME: RE-BOOKING: POWERBOOKING

TYPE OF CLASS: BUSINESS/ WEALTH:
VIRTUAL Look and Learn
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

MONDAY
2⁴th MAY
9:30 – 12:00pm



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RETENTION: THE PERFECT CLIENTELE

INVESTMENT: COMPLIMENTARY

CLASS NAME: RETENTION: THE PERFECT CLIENTELE

TYPE OF CLASS: BUSINESS/ WEALTH:
VIRTUAL Look and Learn

CLASS LENGTH: Look and Learn: 2 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

MONDAY
2ND AUGUST
2:30 – 5:00pm



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REFERRAL: PROMOTING REFERRAL BUSINESS

INVESTMENT: COMPLIMENTARY

CLASS NAME: REFERRAL: PROMOTING REFERRAL BUSINESS

TYPE OF CLASS: BUSINESS/ WEALTH:
VIRTUAL Look and Learn

CLASS LENGTH: Look and Learn: 2 Hours

CLASS STATEMENT: The right “referral” can boost your income immediately. Save your clients money, while making more money for yourself.

CLASS DESCRIPTION: Grow your ideal clientele, fast! Learn how to use your expertise in hair color, cutting and finishing disciplines to increase your booking. There is no better referral than your favorite existing clients. Learn fun ways to motivate your clients to refer you and help them save money by promoting your business.

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

TOP 3 CLASS TAKEAWAYS:

- Be Strategic. Who are you referring?
- How do you create or recruit the High Ticket Clients?
- Understanding the Client and How They Affect our Business

MONDAY
30TH AUGUST
2:30 – 5:00pm



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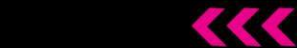
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REDKEN
5TH AVENUE NYC

REDKEN HAIRCOLOR AUTHORITY

INVESTMENT: \$125

CLASS NAME: REDKEN HAIRCOLOR AUTHORITY

TYPE OF CLASS: PILLAR PROGRAM:
CLASS LENGTH: Hands-On: 7 Hours

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



**WEBINAR 1
MONDAY**
12TH JULY
9:30 -3:30pm

**WEBINAR 2
MONDAY**
30TH AUGUST
9:30 – 2:00pm

**WEBINAR 3A
MONDAY**
27TH SEPTEMBER
9:30 – 12:00pm

**WEBINAR 3B
MONDAY**
11TH OCTOBER
1:00 – 3:30pm

**WEBINAR 4A
MONDAY**
18TH OCTOBER
2:30 – 5:00pm

**WEBINAR 4B
MONDAY**
25TH OCTOBER
9:30 – 12:00pm



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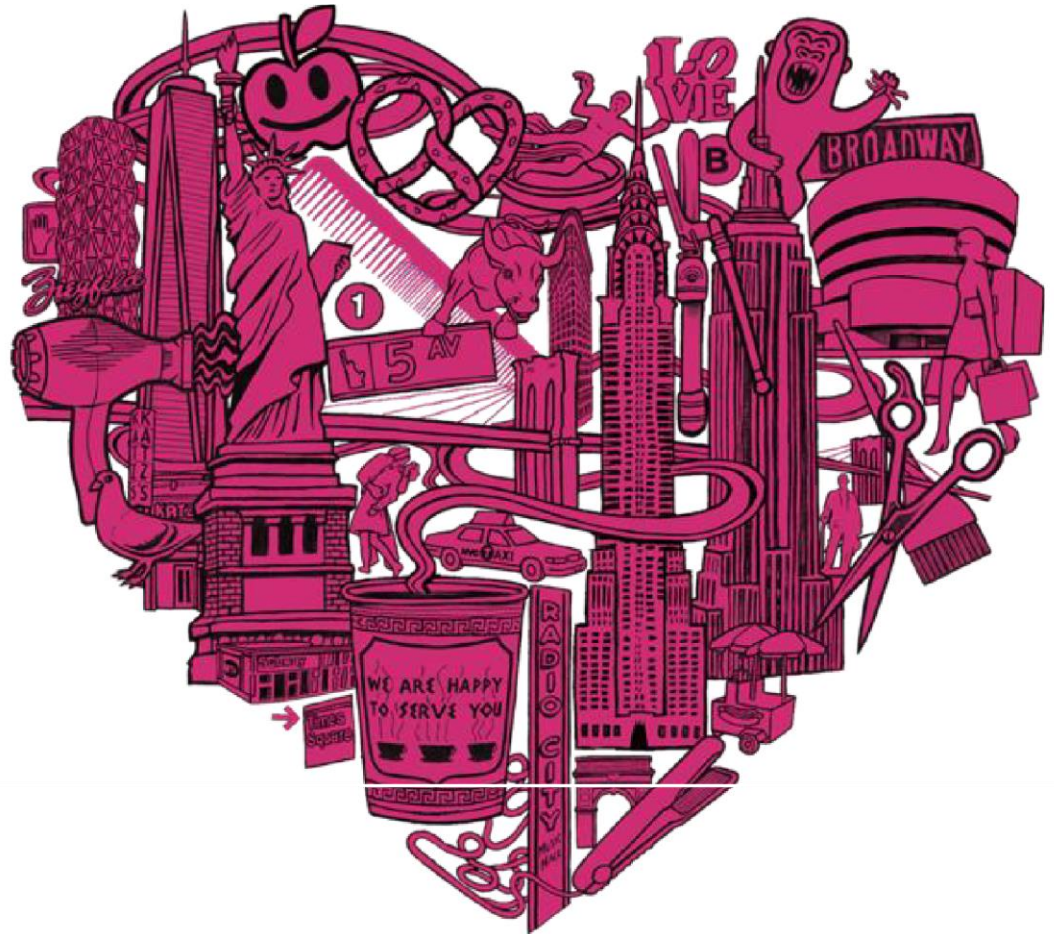
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