



**2020**  
**REDKEN**  
**EDUCATION**

# WELCOME TO THE WORLD OF REDKEN...

## INSPIRATION

Get inspired by our home, NYC,  
our muses and our talented network  
of salon professionals

## FASHION

Discover the latest hairstyles  
and color trends from **Fashion Week**  
through **Guido**, Redken's Global Creative  
Director and the fashion world's most  
visionary stylist.

## INNOVATION

Experience the latest  
cutting-edge professional  
products and salon services





# OUR HISTORY

“ A PIONEER IN PROFESSIONAL PRODUCTS, REDKEN REALISED THE POWER OF STYLIST EXPERTISE TO SELL RETAIL PRODUCTS THAT EXTEND THE BENEFITS OF SALON SERVICES. WE CHANGED THE GAME AND INDUSTRY. ”

- PAULA KENT MEEHAN

## PAULA KENT

An actress, a mother, a pioneer

## PAULA KENT & JHERI REDDING

Founded Redken laboratories in 1960 with an initial investment of \$3,000.00

## OUR BRAND NAME

Jheri Redding & Paula Kent

## FIRST TO EDUCATE

## FIRST PLATFORM ARTIST VIDAL SASSOON

## FIRST IN ADVERTISING

## REDKEN EXCHANGE 5TH AVE

## FIRST INDUSTRY LOVE BRAND



JHERI REDDING

PAULA KENT

1960'S

1967

1996

1993

A TURNING POINT  
THE MOVE TO L'ORÉAL & NYC

EST. 1960



# IN AN EVER-EVOLVING MARKET...

REDKEN PROVIDES EDUCATION WITH A DIFFERENCE  
TO MEET MODERN BUSINESS NEEDS.

## OUR VISION

At Redken, we believe that every salon professional should learn better through amazing education offerings, so that they can earn better, and ultimately live their best life! This simple vision drives everything that we do at Redken to help you, the salon professional, achieve your goals.

## OUR MISSION

Redken strives to instill the principles of wealth and success in the salon with educational tools to provide transformational experiences that will help them increase their income. Through our passion for teaching, we can help the salon community to develop its skills in principle based education, business, training, personal development and wealth-building.

## OUR COMMITMENT

We believe education should be interactive, accessible and fun! Our unique, PERSONAL-BASED APPROACH creates the ultimate experience to help every salon professional learn better, earn better and live best.

Redken delivers PRINCIPLE BASED EDUCATION. These principles form the foundation of our programmes and are universal. Once you develop an understanding and appreciation of the basic principles, you will understand the "why" behind what you do and become more confident in skills.

### 2020 REDKEN EDUCATION PLATFORMS



#### ACCESS

Access provides you with education at your fingertips. Online, instant and available 24/7. [uk.lorealaccess.com](http://uk.lorealaccess.com)  
[ie.lorealaccess.com](http://ie.lorealaccess.com)



#### PILLAR PROGRAMMES

The Pillar Programmes cover every hairdressing aspect from foundation to advanced levels to give you the full Redken experience.



#### INSPIRATION

Get inspired by the latest trends and techniques with our socially savvy experts from the world of celeb, session and salon.



#### BESPOKE

More than a product or a service, Redken is a buzz brand of influence for progressive partners. **Are you ready to be a part of it?**



## EMPOWERING STYLISTS ONLINE

Redken education is transforming the way you learn! Dedicated to developing beauty professionals, L'Oréal Access is an **online platform available to all 24/7**. Providing you with education at your fingertips on your mobile device, tablet or desktop, L'Oréal Access is the only learning hub you will ever need. **Book your Redken course** at one of our academies, **engage in our e-learning modules**, or **watch inspirational videos**; Access allows you to learn at your own pace, from any location.

### GET STARTED IN 3 EASY STEPS:

1

Sign-up and create your account on  
[uk.lorealaccess.com](http://uk.lorealaccess.com)  
[ie.lorealaccess.com](http://ie.lorealaccess.com)



#### BOOK A COURSE

Take a look and browse the Redken Course catalogue, to see what we have on offer! Simply search for the course you are interested in, select the venue and session date that works for you, and you can make payment online!

2

Complete your personal interests.  
**HOT TIP:** be the first to know what's happening in the world of Redken Education & select to receive Redken marketing!



#### LET'S LEARN ONLINE

Redken have exciting complimentary e-learning modules across the whole of Redken's color, haircare & styling portfolio. Free to enrol, these courses will equip you with all the knowledge you need across our products, to complete at a time convenient for you.

3

Click & open the link in the registration email sent to you to finalise your profile!



#### INSPIRE ME!

Explore the Redken UK & International Channels to enhance your skills through a range of how-to videos & tutorials provided by our global Redken network of experts, showcasing the latest trends and techniques.



#### GROW MY BUSINESS

E-learning modules specifically dedicated to growing your salon business through the global business school. Check out the Socially Savvy collection on here to learn the foundations of social & content creation.

# YOUR REDKEN EDUCATION JOURNEY STARTS HERE...

WE BUILD  
STYLIST'S CAREERS  
THROUGH PILLAR PROGRAMMES

THE REDKEN SALON CAREER PATH IS  
THE ONLY CLEAR PATH  
FOR GROWTH FOR A  
SALON PROFESSIONAL.

STYLIST

ESSENTIAL  
0 - 2 YEARS

REDKEN  
REDKEN  
SPECIALIST

- COURSES INCLUDE:
- REDKEN OBSESSED
  - STYLE OBSESSED
  - COLOR OBSESSED

REDKEN  
REDKEN  
BREWS  
SPECIALIST

REDKEN  
REDKEN  
SOCIAL  
SPECIALIST

REDKEN  
REDKEN  
SALON  
EMOTION

EXPERIENCED  
2 - 4 YEARS

REDKEN  
REDKEN  
HAIRCOLOR  
AUTHORITY

- COURSES INCLUDE:
- PLACEMENT MATTERS
  - COLOR ER
  - COLOR TRENDS

REDKEN  
REDKEN  
DESIGN  
AUTHORITY

- COURSES INCLUDE:
- DESIGN OBSESSED
  - DESIGN TRENDS

REDKEN  
REDKEN  
BLONDE  
AUTHORITY

- COURSES INCLUDE:
- GAME OF BLONDES
  - BALAYAGE OBSESSED

REDKEN  
REDKEN  
SOCIAL  
AUTHORITY

MASTER  
4+ YEARS

REDKEN  
REDKEN  
CERTIFIED  
HAIRCOLORIST

REDKEN  
REDKEN  
CERTIFIED  
DESIGN  
STYLIST

REDKEN  
REDKEN  
CERTIFIED  
BALAYAGE  
COLORIST

REDKEN  
ARTIST

REDKEN  
REDKEN  
CERTIFIED  
HAIRCOLORIST  
MASTER

REDKEN  
REDKEN  
CERTIFIED  
COLOR CORRECTION  
MASTER

REDKEN  
REDKEN  
CERTIFICATE OF  
MASTERY  
HAIRCOLOR

Our pillar programmes have been designed with YOUR education journey in mind. Covering every level from foundation to advanced, these programmes will give you the full Redken experience, through a mixture of principle based and inspirational courses.

Expand your expertise and excel your career when you immerse yourself in everything Redken!  
Choose one of these programmes, or follow the path to go all the way to Redken Artist!

For more information on our pillar programmes, look through the Learnings plans on Access.  
[UK.LOREALACCESS.COM](http://UK.LOREALACCESS.COM)  
[IE.LOREALACCESS.COM](http://IE.LOREALACCESS.COM)

YOUR  
EDUCATION JOURNEY  
STARTS HERE



# LET'S GET STARTED

## REDKEN REDKEN SPECIALIST

### ESSENTIAL

Suitable for a Redken user of **0-2 years**

The Redken Specialist programme is the starting point for any hairdresser, wanting to get an in-depth understanding of the Redken Principle, products & their positioning. **Book individually or complete all 3 to become a Redken Specialist!**

## REDKEN OBSESSED

IF YOU'RE NEW TO REDKEN AND WANT TO BECOME A HAIRCARE EXPERT IN THE BRAND, REDKEN OBSESSED IS FOR YOU.

This in-depth introduction to Redken covers the fundamentals of the brand, our products, and our ethos. After this, you'll be up to speed and confident in all aspects of working with Redken.

### WHAT WILL YOU LEARN?

- Understand the DNA of Redken, including the heritage of our protein technology, pH philosophies, and science-based approach
- Discover the know-how behind the complete Redken haircare range
- Consultation, diagnosis and selection of the correct product prescription for the best effects.
- Explore the ranges through hands-on, and discover the very latest retail concepts and new product innovation.

### WHO'S IT FOR?

- Stylists new to hairdressing
- Anyone new to Redken Haircare
- Those wanting to refresh their haircare basics

### WHAT'S YOUR INVESTMENT?

- 1 Day - £25 / €25

## NEW FOR 2020 STYLE OBSESSED

STYLE YOUR STORY WITH REDKEN STYLING!

With blowdries being the most popular in-salon service, this class gives you a few finishing tips to put in your bag of tricks, whilst sharing all the details on our must have styling portfolio. Learn which modern products, methods and tools can free your thinking... so you can style your clients #redkenready.

### WHAT WILL YOU LEARN?

- Understand the why behind the Redken Principles of Finishing and learn the latest technology innovations for Redken Styling
- In this class, you will learn how to apply the principles using various blow dryer, brush and hot tool techniques
- Discover methods of placement, blending, and layering products to achieve finished looks
- Learn the staple techniques to create the perfect pony and basic braid

### WHO'S IT FOR?

- Stylists new to hairdressing
- Anyone new to Redken Styling
- Those wanting to refresh their style basics

### WHAT'S YOUR INVESTMENT?

- 1 Day - £100 / €100

## COLOR OBSESSED

DIVE INTO HAIRCOLOR, AND THE FOUNDATIONS NECESSARY TO MEET YOUR CLIENTS' EVERY NEED.

No matter what level you are at, this fundamental course will ensure you leave with a solid understanding of the Redken haircolor portfolio, the foundation of haircolor principles and formulation. Understand how positioning our brand will build upon your skill set and your color expertise!

### WHAT WILL YOU LEARN?

- Understand the principles behind natural pigments, the color wheel, neutralisation and the effects of color on the hair
- Practice hands-on applications following Redken's unique color mantra
- Gain confidence in consultation and color decision for perfect results every time

### WHO'S IT FOR?

- New to hairdressing, Redken Color or those wanting to refresh their basics
- Mandatory class if progressing on the Redken Certified Haircolorist journey

### WHAT'S YOUR INVESTMENT?

- 2 Days - £245 / €245



# WE COLOR DIFFERENTLY

## REDKEN STITCH AVENUE NYC HAIRCOLOR AUTHORITY

EXPERIENCED

Suitable for a  
Redken user  
of **2-4 years**

If you have completed **Redken Specialist**, then the Haircolor Authority Programme is the **next step in your haircolor journey**.

## PLACEMENT MATTERS

THERE'S A BLONDE OUT THERE FOR EVERYONE, AND 'HIGHLIGHTS' STILL REMAINS THE MOST SEARCHED FOR TECHNIQUE BY BOTH CONSUMERS AND COLORISTS ON SOCIAL.

The perfect placement is key to making bespoke color, and in this course you'll cover everything from classic highlights to babylights. You'll learn the Redken Principles of Highlighting, with guest artists demonstrating methods and formulas to leave you feeling confident with all.

### WHAT WILL YOU LEARN?

- Understand how the benefits of partial color placement can add dimension to your color
- Learn the What, Why & How behind the Redken Stitch methods, and when to use these for perfect placement
- Become confident in all aspects of highlighting

### WHO'S IT FOR?

- Team members wanting to strengthen their basic highlighting skills
- Colorists that are wanting to learn how to create the perfect foil
- Mandatory class if progressing on the Redken Certified Haircolorist journey

### WHAT'S YOUR INVESTMENT?

- 1 Day - £125 / €125

## COLOR ER

AS HAIRDRESSERS, WE FACE HAIRCOLOR DISASTERS DAILY (SOME TRICKIER THAN OTHERS), AND WITH EVER-CHANGING TRENDS, WE NEED TO BE EQUIPPED WITH THE KNOWLEDGE OF ACHIEVING PERFECT RESULTS EVERY TIME.

Whether its banding, hot roots or muddy ends, learn the best methods to tackle these challenges from start to finish. Overcome your fears of not knowing what to do when THAT client enters the salon, build your color confidence and master the art of color correction.

### WHAT WILL YOU LEARN?

- Learn what to do & what not to do when faced with a haircolor challenge
- Learn to breakdown challenges into simpler, less complex problems through hands-on applications
- Discover the formulations and techniques needed to change your clients color using the entire Redken Haircolor Portfolio

### WHO'S IT FOR?

- Colorists new to hairdressing or Redken Color
- Those wanting to refresh their color correction knowledge
- Mandatory class if progressing on the Redken Certified Haircolorist journey

### WHAT'S YOUR INVESTMENT?

- 2 Days - £260 / €260

## COLOR TRENDS

WHEN THINKING ABOUT TRENDS, A VARIETY OF RESOURCES INSPIRE AND INFLUENCE US, TO MOTIVATE OUR THOUGHT PROCESS.

Discover the hottest haircolor trends in this interactive technique-driven course, also taking influence from the Pantone forecast: the worlds' leading color authority. We will share with you their insights into the next big things in color for 2020 and beyond to create the best in catwalk, red-carpet and social color trends, providing you with the intelligence you need to stand out and become recognised as a color expert.

### WHAT WILL YOU LEARN?

- The confidence to create on-trend color looks, through insightful consultations
- How to optimise your artistry by experimenting, mixing and combining knowledge of all the latest trends
- How to create your own bespoke seasonal formula kit, using the full Redken color portfolio

### WHO'S IT FOR?

- Colorists wanting to push their boundaries
- Colorists looking to extend their knowledge and skill
- Anyone looking to upskill their coloring techniques

### WHAT'S YOUR INVESTMENT?

- 1 Day - £175 / €175

ALL THESE COURSES CAN BE BOOKED INDIVIDUALLY ON L'ORÉAL ACCESS, OR YOU CAN BOOK THE COMPLETE JOURNEY AS THE HAIRCOLOR AUTHORITY LEARNING PLAN.



# THE BLONDER THE BETTER



## REDKEN 5TH AVENUE NYC BLONDE AUTHORITY

EXPERIENCED

Suitable for a  
Redken user  
of **2-4 years**

Want to become the blonding expert for your salon?...Then this is the programme for you. Everything you need to know about how to create the perfect blonde.

### GAME OF BLONDES

BLONDE REMAINS THE MOST POPULAR COLOR IN THE COUNTRY, NO MATTER WHAT SEASON, WHICH IS WHY IT'S SO IMPORTANT FOR SALONS TO CREATE BESPOKE & ON-TREND RESULTS TO KEEP BOTH CLIENTS AND COLORISTS EXCITED.

Straight from the Redken New York Exchange, this class details the 'perfect results blonding' approach to achieving the best-looking blondes with our top performing blonding and toning products. Learn which timesaving methods & tools can free your thinking, so you can create your signature blondes with endless possibilities, and become a true blonde authority!

#### WHAT WILL YOU LEARN?

- How to combine the right products with the best techniques to achieve the perfect blonde
- Redken's best toning and glazing formulas
- Understanding of proper consultation and creating a shared reality
- See-do techniques on mannequin heads

#### WHO'S IT FOR?

- Colorists wanting to perfect their blonde results
- Colorists working towards becoming a Certified Balayage Colorist

#### WHAT'S YOUR INVESTMENT?

- 2 Days - £350 / €350

### NEW FOR 2020 BALAYAGE OBSESSED

BALAYAGE HAS GONE FROM A COLOR TREND TO AN EVERYDAY SALON SERVICE AND CONTINUES TO BE THE NUMBER ONE TREND IN COLORING!

In this course, you'll discover alternative techniques of Balayage: Classic, Modern and 5th Avenue, straight from Redken HQ in New York City! What's more, you will learn trend-led techniques, such as the Flat Brush and Swerve. 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.

#### WHAT WILL YOU LEARN?

- Understand the complete Redken Blonding portfolio
- Learn Balayage essentials and The Principles of Balayage
- Gain confidence, as well as tips, to help compliment your client's head/face shape as well as lightening all levels of hair to enhance the finished style

#### WHO'S IT FOR?

- Colorists wanting to learn or perfect their balayage technique
- Colorists working towards becoming a Certified Balayage Colorist

#### WHAT'S YOUR INVESTMENT?

- 2 Days - £350 / €350

## REDKEN 5TH AVENUE NYC CERTIFIED BALAYAGE COLORIST

MASTER

Suitable for a  
Redken user  
of **4+ years**

### BALAYAGE CERTIFICATION

ARE YOU READY TO BE RECOGNIZED FOR YOUR BALAYAGE EXPERTISE?

When asked who they would trust the most, 56% of consumer said an Expert or Certified Stylist! Certifications are so valuable for driving business and attracting clients & this exciting programme recognises and rewards haircolorists who possess exceptional technical skills in Balayage and who are truly talented. Once you become a Redken Certified Balayage Colorist, you will be able to use this prestigious title to set yourself apart and expand your business. This course comprises both theory and practical elements, concluding with examinations in both areas.

#### WHO'S IT FOR?

Redken Balayage Certification is for graduates of the Redken Specialist and Redken Blonde Authority programme that want to:

- Be recognized for their haircolor 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
- Take the next step in their stylist career towards becoming a Redken Artist

#### WHAT'S YOUR INVESTMENT?

- 2 Days - £350 / €350

ALL THESE COURSES CAN BE BOOKED INDIVIDUALLY ON L'ORÉAL ACCESS, OR YOU CAN BOOK THE COMPLETE JOURNEY AS THE BLONDE AUTHORITY LEARNING PLAN.

# ARE YOU READY TO BE A PART OF THE REDKEN COLOR ELITE?



REDKEN  
5TH AVENUE NYC

CERTIFIED  
HAIRCOLORIST

MASTER

Suitable for a  
Redken user  
of 4+ years

AS A REDKEN CERTIFIED HAIRCOLORIST YOU'LL BE RECOGNISED AND IDENTIFIED AS AN EXPERT IN YOUR FIELD OF SPECIALITY.

Being certified lets your peers, clients and associates know that you have the highest technical competency in the hairdressing industry, expert in hair color and have achieved Redken's standards of excellence. This certification earns you the right to be recognised locally and nationally for your hair color expertise.

In order for you to complete the Redken Certified Haircolorist Programme, you will firstly need to have completed both the Redken Specialist and Redken Hair Color Authority programmes.

Becoming a Redken Certified Haircolorist requires passing a 2 day written and practical assessment. This is assessing both your technical skill and Redken Product knowledge.

## THIS 3 DAY PROGRAMME IS MADE UP OF THE FOLLOWING:

- **Day 1:** Refreshing your Redken Color and Product Knowledge
- **Day 2:** Mock Assessment
- **Day 3:** Final Assessment

## WHAT'S YOUR INVESTMENT?

- 3 Days - £400 / €400

On successful completion of your RCH, you will have the opportunity to progress onto becoming a Master of your art with additional, **Brand NEW courses that are specific for qualified RCH candidates. These are NEW for 2020.**

You will also be inducted into the very Elite **Redken Tribe**. You will be invited to previews of the forthcoming launches at regular intervals throughout the year. Having your RCH is a prerequisite for progressing on to the Mastery Courses as well as **embarking on your journey to becoming a Redken Artist.**

“ RCH gave me confidence and that gave me better results in my salon work. It's like a snowball effect - it gets bigger and better, faster! ”

WERONIKA WYSOCKA,  
JOSH WOOD COLOUR

“ Voodoo has been recognised as the colour specialist salon for over 40 years and just when we thought it couldn't get any better, along came RCH. Our colour work and average bill has rocketed since. ”

ROB WEBB,  
VOODOU

“ RCH has meant a bigger clientele, a better service for my clients and a happier me at work! ”

KORNELIA GRUDZIEN,  
HALO GREEN

TAKE OUR PRE-ASSESSMENT COURSE  
ON L'ORÉAL ACCESS TO SEE IF YOU ARE READY  
TO TAKE YOUR SKILLSET TO THE NEXT LEVEL.



# BECOME THE MASTER



## MASTER

Suitable for a Redken user of **4+ years**

### REDKEN CERTIFIED HAIRCOLORIST MASTER

WHETHER YOU'RE FACING A COMPLETE COLOR OVERHAUL OR A NEW SEASON UPGRADE, TO BE THE MASTER OF LUXE-LOOKING COLOR YOU NEED TO BE ABLE TO CREATE IT ON ANY CANVAS.

Fine tuning your eye for color to use a bespoke color palette on your client, which both suits their individual skin tone and complements their lifestyle, is an art.

A color expert needs to be the formula genius; specialising not only in how to generate color solutions but also in current trends and client understanding, to curate the perfect technique.

Learn how to up your color game with advanced consultation, diagnosis and scenario evaluation in this hands on class.

#### WHAT'S YOUR INVESTMENT?

- 2 Days - £400 / €400

# NEW FOR 2020 THE MASTERY SERIES

Mastery is the art of perfecting your craft! This series of platforms have been specifically designed for the graduates of the Redken Certified Haircolorist programme.

Why? Because masters never stop practicing. The key to their continued success is establishing and maintaining their momentum to enrich their understanding and drive them to be a top performer.

### REDKEN CERTIFIED COLOR CORRECTION MASTER

THE ULTIMATE GOAL OF ALL COLORISTS IS TO SET THE HIGHEST STANDARD AND BE ABLE TO ACHIEVE EXCEPTIONAL EXPERT COLOR RESULTS IN EVERY SITUATION.

Whether it needs to be totally transformed and technically perfect or commercially colored for haircolor evolution, mastering color correction takes confidence and skill.

Learn how to advance your color change methods to the next level and understand how to break down the biggest haircolor challenges into simpler, less complex problems with most importantly realistic solutions.

Be put through your paces with a series of hands-on live model sessions to help you identify and execute perfect color transitions.

#### WHAT'S YOUR INVESTMENT?

- 2 Days - £400 / €400

### REDKEN CERTIFICATE OF MASTERY HAIRCOLOR

IN AN EVER EVOLVING WORLD OF SOCIAL MEDIA, HOW DO YOU ENSURE YOU STAY ONE STEP AHEAD IN THIS LANDSCAPE WHEN PROMOTING AND MARKETING YOUR COLOR CREDENTIALS TO RECRUIT NEW GUESTS?

Your social channels are your shop window, illustrating your skills and the expert services you offer. Never has there been a better way to engage with people as a modern customer-facing business.

Understand the importance of ensuring your posts are attracting attention for the right reasons and the how to tips and tricks behind showcasing your professional expertise with personality.

This final platform in the mastery programme combines all of your newly learnt skills and concludes with a LIVE social assessment as your ultimate challenge.

#### WHAT'S YOUR INVESTMENT?

- 2 Days - £400 / €400

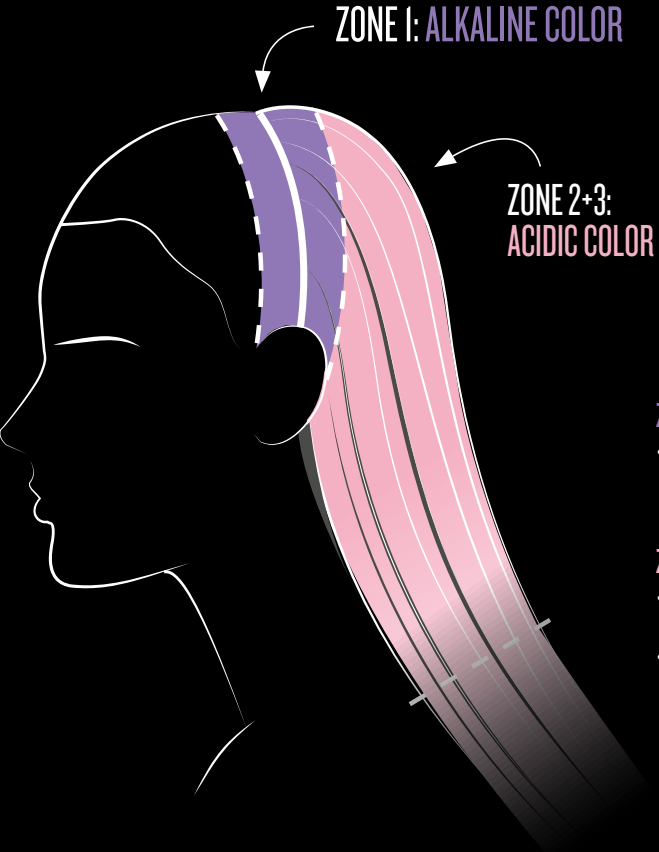
ALL THESE COURSES CAN BE BOOKED INDIVIDUALLY ON L'ORÉAL ACCESS, OR YOU CAN BECOME THE COMPLETE MASTER BY BOOKING THE REDKEN MASTER LEARNING PLAN.

# THE NEXT GENERATION COLOR HOUSE

## AT REDKEN WE COLOR DIFFERENTLY. WHY?

Because our unique approach to professional hair coloring consists of applying the philosophy of the Redken color mantra, respecting the integrity of the hair whilst maximising results.

# REDKEN COLOR MANTRA



- ZONE 1**
- We only apply permanent alkaline color on virgin hair, increasing the longevity of the color.
- ZONE 2+3**
- Acidic color is closer to the natural pH of the hair (4.5-5.5)
  - This is applied to zones 2 and 3 to minimise stress on previously lightened or damaged hair.



TEMPORARY			SEMI-PERMANENT		DEMI-PERMANENT		LIGHTENERS		PERMANENT				
<b>COLOR CAMO</b> The no fuss, 5 minute grey blending service for men			<b>CITY BEATS</b> Vivid and Vibrant - Rock your boldest hair color with City Beats		<b>SHADES EQ</b> High shine liquid gloss to tone and refresh		<b>BLONDE IDOL</b> Blonde, Bronde and Beyond. A Blonde for everyone!		<b>EXPRESS BLONDE</b> Color in a flash. Heat activated technology lightens up to 6 levels in 20 minutes.	<b>COLOR GELS</b> High saturation permanent liquid lacquer	<b>CHROMATICS</b> Multi-dimensional color with radiant reflection	<b>CHROMATICS ULTRA RICH</b> Deep, intense color saturation with total coverage	<b>CHROMATICS BEYOND COVER</b> Age defying color enrichment with nourishing argan oil
													



# CAN YOU CUT IT?



## REDKEN 5TH AVENUE NYC DESIGN AUTHORITY

### EXPERIENCED

Suitable for a  
Redken user  
of **2-4 years**

The Redken Design Authority programme is designed to give you in-depth knowledge of the Principles and discipline of Design and prepares you to take the next step in your stylist career toward becoming Redken Design Certified Stylist.

## DESIGN OBSESSED

WHEN IT COMES TO CUTTING HAIR AND CREATING SHAPES, REDKEN EDUCATION IS BUILT ON TIMELESS AND UNIVERSAL PRINCIPLES THAT INSTILL CONFIDENCE, FOR PERFECT RESULTS EVERY TIME.

In this class, our Redken Artists will show the 'why' behind those Principles of Design, as well as the how. You'll cover head shapes, sectioning patterns and which tools to use for what, so that every single cut that you create is technically perfect.

Design Obsessed is the first step in gaining your Redken Design Authority & your journey to become a Redken Certified Design Stylist and is the recommended platform for new starters.

### WHAT WILL YOU LEARN?

- The consultation techniques needed to create the perfect hair design
- The key principles of elevation, direction and movement
- The distinctions between different types of graduation and layering

### WHO'S IT FOR?

- New to Redken Principles of Design
- Those wanting to refresh their design basics

### WHAT'S YOUR INVESTMENT?

- 2 Days - £360 / €360

## DESIGN TRENDS

GIVE YOUR EVERYDAY TECHNIQUES A CREATIVE UPGRADE, WITH A COURSE DESIGNED TO HELP YOU INNOVATE WITH NEW SHAPES AND METHODS – ALL OF WHICH CAN BE TAKEN BACK TO THE SALON AND USED ON A DAILY BASIS.

It's the perfect way to stay creatively inspired with haircuts, and push your skills to the next level, to produce the right cut for every client.

Design Trends is part of your preparation for the Redken Certified Design Stylist, and a prerequisite to gain your Design Authority.

### WHAT WILL YOU LEARN?

- How to take your fundamental design techniques a step further by understanding advanced cutting methods
- How to personalize every design for a bespoke look and create inspirational, but commercially achievable, looks.
- How to incorporate new shapes and methods into looks for every hair type.

### WHO'S IT FOR?

- Those wanting to keep ahead of the latest trends in design
- Stylists wanting to advance their fundamental design skills to the next level

### WHAT'S YOUR INVESTMENT?

- 2 Days - £360 / €360

## REDKEN 5TH AVENUE NYC CERTIFIED DESIGN STYLIST

### MASTER

Suitable for a  
Redken user  
of **4+ years**

## DESIGN CERTIFICATION

ARE YOU READY TO BE RECOGNIZED FOR YOUR DESIGN EXPERTISE? BECOME PART OF THE REDKEN ELITE DESIGN NETWORK TO GIVE YOUR SALON THE CREATIVE EDGE AND INSPIRE THE REST OF YOUR BUSINESS.

The two-day course has been created to provide you with the highest level of technical skill, so you'll be expected to showcase exceptional talent in cutting and finishing and assessed on your knowledge of the Redken principles of shape, movement, graduation and products.

This course comprises both theory and practical elements and concludes with examinations in both areas. This is your chance to showcase your commitment to cutting, showcase your skills, and ultimately improve your business and income as a total expert in design.

### WHO IS THE IDEAL STUDENT?

**Redken Design Certification is for graduates of the Redken Specialist and Redken Design Authority programme, that want to:**

- Be recognised for their design expertise and commitment to excellence
- Use this prestigious title to heighten your status and expand your business

### WHAT'S YOUR INVESTMENT?

- 2 Days - £360 / €360

# THE GROOM ROOM

## REDKEN BREWS SPECIALIST

### ESSENTIAL

Suitable for a Redken user of 0-2 years

MEN'S HAIRDRESSING IS BIG BUSINESS AND TO STAND OUT, YOU NEED EXCEPTIONAL CUTTING AND STYLING SKILLS.

If you're new to barbering and want to improve, this Redken Brews course will cover the key techniques, tools and trends you need to succeed and become the male grooming expert in your salon.

#### WHAT WILL YOU LEARN?

- Understand the correct tools for male grooming, and identify when, where and how to use for best effect
- Learn the art of scissor over-comb, clipper work through grades and shape blending
- Recognise how to conduct the perfect men's consultation and work with Redken Brews as the complete destination brand for men style solutions

#### WHO'S IT FOR?

- New to men's barbering
- New to Redken Brews
- Those wanting to refresh their basic barbering skills

#### WHAT'S YOUR INVESTMENT?

- 1 Day - £175 / €175

# LEADERS OF THE TRIBE THE REDKEN ARTIST

The Redken Artist Network is an elite network of professionals who are recognised for their individual talent, enthusiasm and growth potential, whilst also bringing with them their success and skillset as a stylist or colorist. Our team bring with them specialist talents and facilitation skills to offer advance training to salon professionals, to help them develop and reach their highest potential.

Redken Artists carry an enthusiasm for the brand that is so contagious, people often wonder where it comes from.

Do you want to elevate your career, and grow both personally & professionally? We're always looking for people who share our passion & enthusiasm for helping others grow, so why not start a new challenge, and open the door to tonnes of new opportunities as a Redken Artist?

## TRAIN THE TRAINER

### LEARN. EARN. LIVE BEST.

If you're responsible for education and want to take your training skills to the next level, this course is here to help you strengthen your techniques and improve your methods, to accelerate the learning process and empower your salon team to improve and grow.

Rooted in Redken Principles, this course will improve your understanding of the learner-focused process and allow you to develop your training sessions to become bigger and better. You'll discover methods and techniques to help you plan out, execute and evaluate a flawless education experience in the salon, regardless of how much time or budget you have.

#### WHAT WILL YOU LEARN?

- Different learning styles and how to tailor your training to complement them
- Methods and techniques to maximise each learner's potential by increasing information retention
- How to develop your facilitation style and further your ability to educate others

#### WHO'S IT FOR?

- New to training others in the salon
- Those wanting to refresh training skill set & wanting to excel in their career
- Anyone who's goal is to become a Redken Artist

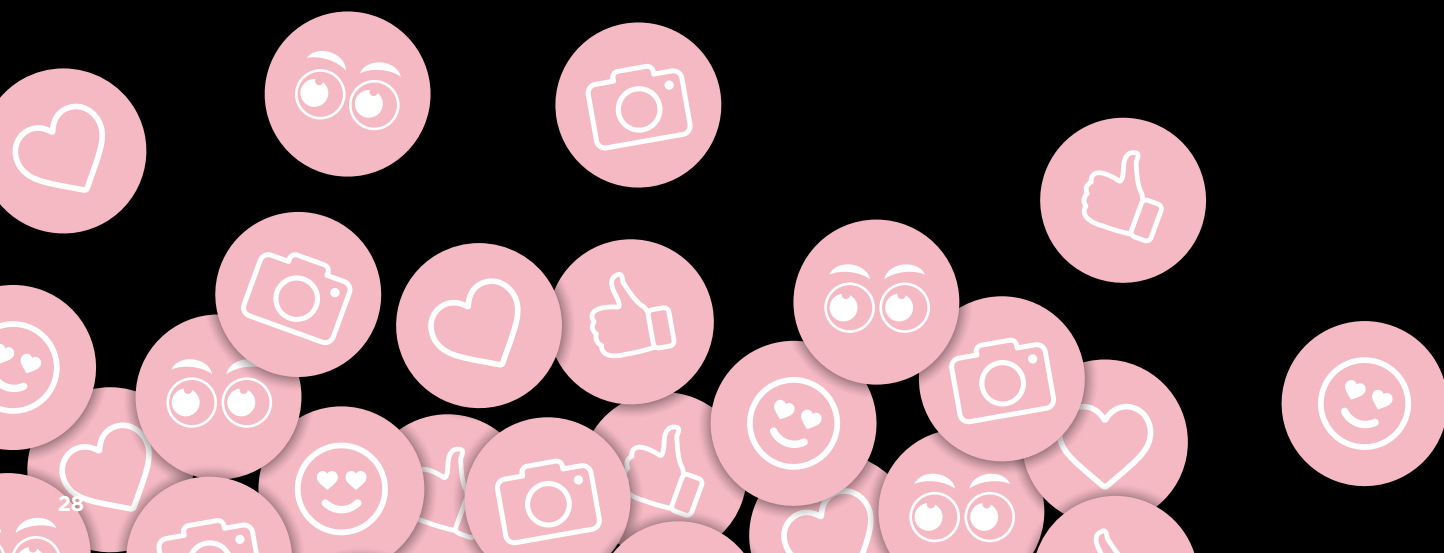
#### WHAT'S YOUR INVESTMENT?

- 2 Days - £280





# GET SOCIALLY SAVVY



## ESSENTIAL

Suitable for a Redken user of **0-2 years**

NEW FOR 2020

## REDKEN | SOCIAL SPECIALIST

### WANT TO KNOW EVERYTHING ABOUT SOCIAL?

Social Media is a proven business driver and an important part of your clients' journey, and this class will teach you how to capitalize on its opportunity! Getting started is not always easy, especially when there are so many different social platforms, but you will soon have the confidence to implement digital strategies in your day-to-day business. Learn how to build your personal brand, plan & create content that your followers are looking for, and grow your audience!

### WHAT WILL YOU LEARN?

- Learn the do's & don'ts of social success
- Discover how-to produce engaging content, when and & post using hashtags for success
- Explore the different social platforms & their benefits to discover which is the most relevant to your needs
- Increase followers through best practice

### WHO'S IT FOR?

- Any new stylists to social platforms
- Stylists with an existing online presence or wanting to grow their channels

### WHAT'S YOUR INVESTMENT?

- 1 Day - £50 / €50

## EXPERIENCED

Suitable for a Redken user of **2-4 years**

NEW FOR 2020

## REDKEN | SOCIAL AUTHORITY

POSTING CONTENT WITHOUT A PLAN IS THE SAME AS MIXING A HAIRCOLOR FORMULA WITHOUT SEEING THE CLIENT FIRST.

In order to develop the type of content that will grow your channels it is important to think of the "big picture."

Understand the importance of setting goals around what you want to achieve and know your audience; The quickest and easiest way to increase social reach is to identify the content your audience are looking for and simply produce it.

### WHAT WILL YOU LEARN?

- Identify your audience and their social behaviours
- How to build your content calendar to help structure you on what and when to post and keep you on track
- It's all about the hair! Understand the power of the overall look and get hands to achieve the perfect shot
- See what your client sees; your social channels are your digital portfolio and the key business driver to attracting new clients to you

### WHO'S IT FOR?

- Any haircolorists and stylists wanting to take their social dexterity to the next level and be the content creator for their salon
- Must have complete Social Specialist prior to taking this course

### WHAT'S YOUR INVESTMENT?

- 2 Days - £100 / €100
- Bring your own model on day 2 for content creation

# NEW FOR 2020 STRICTLY SOCIAL

## EXPERIENCED

Suitable for a  
Redken user  
of 2-4 years

YOUR SOCIAL CHANNELS NEED TO BE AN EXTENSION OF YOU & YOUR BRAND, SHOWCASING YOUR POINT OF DIFFERENCE AND MAKING SURE YOU STAND OUT FROM THE CROWD IN THE WORLD OF SOCIAL. FOLLOWING THE SUCCESS OF THE 2019 SOCIAL CONNECTION, REDKEN IS PROUD TO PRESENT A DIGITAL COLLABORATION WITH SAMANTHA CUSICK.

Samantha is no stranger to social. In just 2 years, she has made the transition from a small independent salon to a large indie brand with over 77k followers!

By making sure every part of the salon is 'grammable', from the glitter-top coffees to the flamingo wallpaper, she has created the backdrop to some of the most-liked colour looks on Instagram,

In this hands on content creation class Samantha will demonstrate the latest techniques in colour and style and share with you how to create your own brand on social media. Giving you usable techniques, advice & information that you can take back to the salon, and instantly action!

### WHAT WILL YOU LEARN?

- How to produce multiple pieces of content from each client, including before & afters, technique and transformations
- How to create fresh content that works for you, your clients & your brand
- What makes a great picture (even if its processing)
- What to post, when to post, and the importance of prioritising content capture
- How to schedule content & when is best for your audience
- Hot tips & apps for editing, and how-to style for best engagement
- Inspiring your team to share the love to help gain new clients
- Hands on live content creation opportunity

### WHO'S IT FOR?

- Stylists, salon managers and owners looking to build their social brand
- Hairdressers who want to learn the latest 'grammable' techniques and how to manage consistent content creation

### WHAT'S YOUR INVESTMENT?

- 1 Day - £75
- Bring your own model for content creation, colour & style

# STAY SOCIALLY CONNECTED

## REDKEN IS A DIGITAL LOVE BRAND.

The pressure to stand out on social media is often a challenge, but with digital & technology at the forefront of the brand, Redken makes sure you will stay ahead of the online conversation.

Redken provides branded content for you to download and use on your channels, also sharing with you the monthly themes & latest consumer insights to ensure your posts are connecting with your audience. Get Savvy on social to drive your business, and take your salon's social network to the next level.



@REDKEN

Redken's Instagram page is THE place to go to find information on all our latest launches, inside access on global activities & events, and inspiration & formula sharing from across the world.



/REDKENUK

Stay up to date with the latest UK launches & events on the Redken UK Facebook page, bringing to you inspiration & locally produced content!

### WANT TO GET FEATURED?

Make sure you tag us in your posts so we can share the love on your work, and to get featured on the global @Redken Instagram. The content on @Redken's Instagram is professional-centric, so here are some hot tips on how you can make it:

- Capture before & after shots to show off your transformations, as these get the most engagement
- Focus on clear shots of the hair with an clean backdrop
- Make sure you compliment your amazing color work with clean finishing
- Share your formulas with other professionals, and mention all Redken products used

### USE THESE HASHTAGS SO THAT WE CAN DISCOVER YOUR WORK:

#redkenuk/redkenuki | #glosslikeaboss | #redkenready | #shadeseq

DO YOU WANT TO BECOME A  
SOCIAL SPECIALIST?  
HEAD TO PAGE 29 TO FIND OUT HOW.



# REDKEN'S TOOLKIT FOR DIGITAL SUCCESS

DID YOU KNOW THAT REDKEN HAS A WHOLE TOOL KIT FOR YOU FOR DIGITAL SUCCESS?

From increasing your google reviews, to Instagrammable pro tools & eventing kits, Redken provides it all to create a buzz and engage with your clients.

## ONLINE



### SAMPLING FOR GOOGLE REVIEWS

Use Redken's sampling kits to drive online reviews for your salon. Reviews are key to driving your business. Did you know 61% of consumers are more likely to choose a local business if it has a positive review?



### SOCIAL ASSETS

Redken is constantly creating new asset packs for you to use on your social channels to promote new services, products and seasonal events.



### DIGITAL PLAYBOOK

Your definitive social playbook to help you win new clients and grow your business. Learn the basics of how to create ads on social and top tips to get your salon noticed by new customers.

## IN-SALON



### LIMITED EDITION PRO TOOLS & MERCHANDISING

Utilise Redken pro-tools to create buzz on social and engage clients with eye-catching trend designs. Promote UGC (user generated content) in your salon from both staff and clients - the power of the selfie on social media is a fantastic advertisement for your salon.



### EVENTING KITS

Maximise all your events by capturing lots of content - this is your opportunity to create enough social content for over a month!



NEW SHADES EQ LEVEL 10s.  
OWN THE TONE.  
FOR BRIGHT & BRILLIANT BLONDES.

The wait is over - **Shades EQ Gloss** is now available at a level 10! Up your blonding game with the new Level 10 toners for the perfect balance of reflect and lightness to give you on-level, true-to-tone results at level 10. Own the latest toning techniques with our NEW star shades, 010N Delicate Natural and 010VV Lavender Ice. Get ready for our highest level of customised toning for your brightest blonde clients! @Redken #ShadesEQ #ShadesEQ10

For more information head to Redken.co.uk





LET US  
EDUTAIN  
YOU

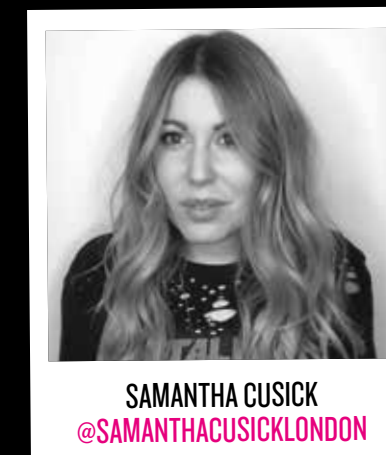
# NEW FOR 2020 UNDER THE INFLUENCE

INSPIRING PROFESSIONALS THROUGH INFLUENCER-LED TECHNIQUES & TRANSFORMATIONS.  
IN 2020 REDKEN WILL PRESENT A FIRST IN DIGITAL INFLUENCER COLLABORATIONS.

A series of exclusive events hosted by some of the biggest beauty influencers in the industry alongside their professional hairdressing partners. Be inspired and capture these social sensations as they take the stage and undergo **LIVE HAIR TRANSFORMATIONS** with the very latest in colour innovation and trending techniques.

Do you want to know how digital pioneers **@jackbaxterhair**, **@samanthacusick**, **@larrykinghair** built their social empires with influencer followings to boot? Do you want to capture hair content that will deliver influencer clients? Do you want to hear from the industry's biggest influencers on why they remain loyal to their hairdresser?

As a buzz brand of influence, **Redken owns the colour conversation**. A brand revered by professionals, beauty influencers and the most mentioned hair brand digitally in the UK. Redken provides the perfect colour palette that will deliver hair that is worthy of **#nofilter**. We will help deliver the touch points and tools so that you will need to own your conversations on social platforms.



Come along and let us inspire you, help you to grow your sphere of influence and engage with the online community to up your game and increase your social following.

Prepare to up your colour game through this experience of **techniques trending, live demos, presentations and Q & A sessions**. Leave with the confidence to attract an influencer community of your own and the know how to create truly transformational trends.

# INSPIRATION

Get inspired by the latest trends and techniques with our socially savvy experts from the world of celeb, session and salon. Our UK color experts will translate the trends that your clients are requesting from social inspiration and give you the tools and techniques to recreate in salon. This collection of unique classes will ensure you have access to the most up to date techniques in haircolor & styling.



## RUNWAY TO REALITY

@MADSSUNE

@MELANIESMITHCOLOUR

IT'S NO SECRET THAT THE JOSH WOOD COLOUR TEAM ARE FAMED FOR BEING THE ONE AND ONLY TEAM TO WORK AT COUTURE LEVEL, BREATHING COLOR INTO THE CATWALK OF FASHION WEEKS AROUND THE WORLD.

Partnering with some of the most prestigious designers and beauty editors their unique eye for detail graces the latest magazine pages and is an inspiration to us all.

Redken is proud to work in collaboration with the Josh Wood team who will share with you the how and why behind the backstage projects they produce and trends they develop for the runway.

Learn how they translate these trends into the salon with their clients and how exposure to a trend or fashion show may make them think about something slightly differently. Even the smallest of changes can be enough to set a different tone and refresh a look.

### WHAT'S YOUR INVESTMENT?

• 1 Day - £175 / €175

# TECHNIQUE TRENDING

NEW FOR 2020



## THE PERFECT MATCH

@MEGANNICCOLLSHAIR

@LEWISCOLOUR

@WEZCOLOUR

HOW DO YOU MATCH THE MOST SEARCHED HAIRCOLOR TECHNIQUES THAT EVERYONE IS ASKING FOR AND TRANSFORM THEM WITH THE RIGHT COLOR PALETTE TO SUIT ALL OF YOUR CLIENTS?

With top trending techniques like root smudging and color fades on the up, and the rise of clients asking for the very latest in blonding, brunette rainbows and oilslick hair where do you start? For Art Directors Megan, Lewis and Wez at Voodoo; Liverpool's busiest Color Specialist salon this is their everyday reality.

Come along and learn how this expert trio identify where the money piece is in every look to plan and execute flawless color for every client, every time.

Be inspired as they share with you the knowledge on how they transition through seamless haircolor techniques and match the perfect Redken color to suit their clients color profile; transforming the guest experience.

### WHAT'S YOUR INVESTMENT?

• 1 Day - £175 / €175



## THE STYLE SESSION

@ANTONYLOCKONEGO

WITH THE RISE OF ONLINE HAIRSTYLE TUTORIALS, ITS EASY TO SEE WHY CONSUMERS MAY THINK THEY CAN DO IT THEMSELVES.

As fashion and beauty stylists, bringing to life the upcoming styling trends and modern finishes of today, is where we make our professional point of difference.

From the world of session styling, Antony Rawlings, Creative Director at Chelsea's luxury hair boutique Lockonego, will share with you his tips and tricks on how to achieve the ultimate all-day finish, for every look.

Want to power up your pony? Tone up your tonging? Slay the Hollywood wave, or make it beachy?

The starting point for session styling is always the prep; learn the art of product layering to create the right canvass for effortlessly un-done hair, modern up-dos, or wedding ready results.

Come and transform your styling skills to the next level!

### WHAT'S YOUR INVESTMENT?

• 1 Day - £175 / €175



## BALAYAGE AND BEYOND

@SAMANTHACUSICKLONDON

SAMANTHA CUSICK IS OBSESSED WITH ALL THINGS BALAYAGE AND WITH THE SERVICE CONTINUING TO BE THE TOP REFERENCED TREND THAT HAIR PROFESSIONALS AND CONSUMERS ARE LOOKING FOR SHE HAS DEVELOPED A SERIES OF TECHNIQUES TO MAKE THESE TRANSITIONS SEAMLESS AND COMMERCIALY VIABLE.

Whether you are transitioning a highlight/bleach client with the tiniest regrowth in to a low maintenance balayage or pulling off the impossible of turning a banded patchy color in to a seamless blonde balayage.

It's all about that blend!

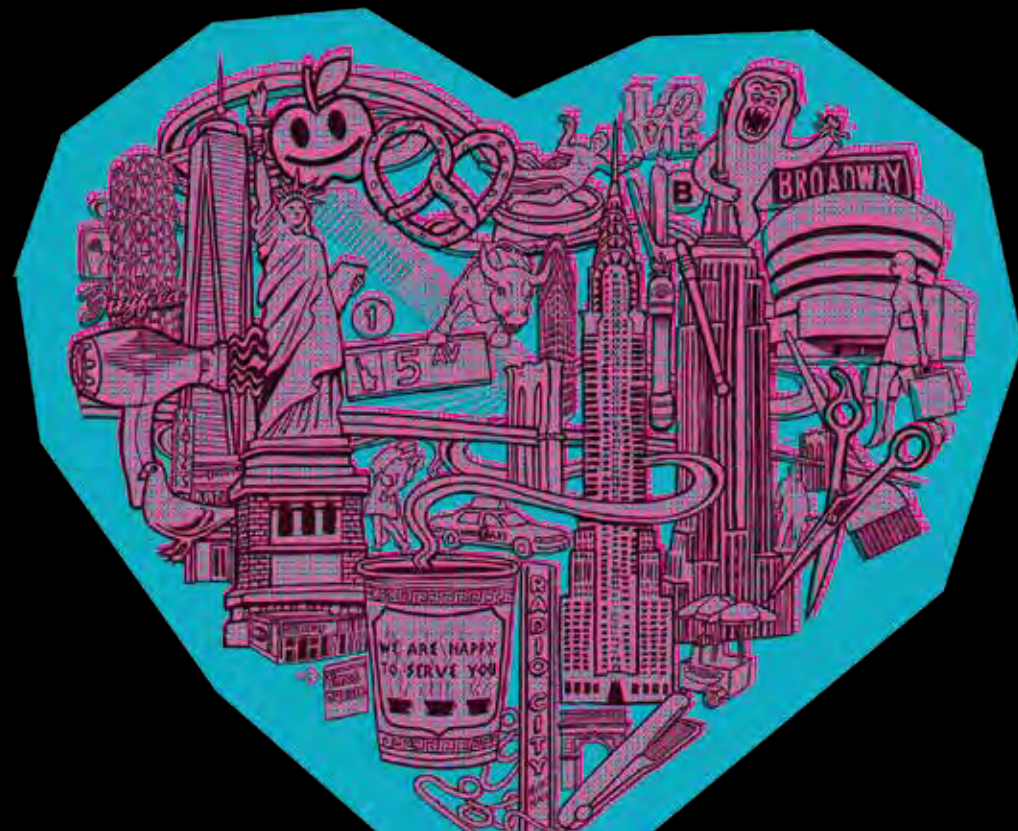
Samantha will share you how to make these transitions as well as how to do reverse balayage, root stretch into the perfect color melt, avoid demarcation lines and deal with client expectations giving you the confidence and skill set to take back to your salon.

### WHAT'S YOUR INVESTMENT?

• 1 Day - £175 / €175



# REDKEN REWARDS YOU



## NEW FOR 2020

As one of our valued partners, to thank you for continued investment in Redken, our gift to you are Redken Rewards. These quarterly education platforms have been designed to ensure your team are able to experience consistent knowledge upgrades, to help upskill and drive sell through in the salon. Coming to a region near you they will feature the Redken thematics of the season with our very latest launches to ensure you stay ahead of the trend.

### NEW FOR 2020 OWN THE TONE

**THE TONING CONVERSATION IS AT AN ALL-TIME HIGH!**  
Redken provides the complete palette to create & maintain toning solutions for all. Welcome to a new TONE ZONE!

Launching in January 2020, the latest addition to the iconic Shades EQ Gloss & Color Extend families: The new Violet Rose Collection, and Brownlights are now here!

**In this one-day class, you will experience:**

- The NEW Toning Tweakments Menu & how-to implement in-salon
- Look & Learn color demonstration on the new shades
- Get creative at the swatch station
- Discover consumer insights on the toning conversation & how to diagnose tailor-made retail solutions

### NEW FOR 2020 DAMAGE NATION

**WITH 10 MILLION MENTIONS ONLINE, BLONDES ARE STILL THE NUMBER 1 GO-TO IN HAIR COLOR, & ITS NO SURPRISE THE NUMBER 1 CONCERN FOR CONSUMERS IS HAVING HEALTHY HAIR.**

New for Spring/Summer 2020, Redken reverts to its DNA of science & innovation. For all consumers on a journey to the perfect blonde, here comes the next advance of Flashlift:

Introducing the new Extreme 2.0 collection, for ultimate damage control, length & strength.

**In this one-day class, you can experience:**

- Advanced balayage techniques using the new Flashlift Bonder Inside Pods
- Who is your Extreme 2.0 client?
- Understanding hair strengths & how to diagnose
- Hands-on & content production
- Take the Extreme 8 week challenge

### NEW FOR 2020 LIQUID LESSONS

In Autumn 2020, The perfect pairing of liquid color comes to life in an interactive, hands-on color & style showcase.

Look out for the date to be released!

TO FIND OUT HOW YOU CAN ATTEND THE REDKEN REWARD CLASSES, PLEASE CONTACT YOUR SALES CONSULTANT FOR FURTHER INFORMATION.

HEAD OVER TO L'ORÉAL ACCESS TO FIND OUT WHEN A COURSE IS HAPPENING NEAR YOU!



# CREATE THE BEST CUSTOMER EXPERIENCE WITH THE Salon Emotion Experience

WE CARE FOR MORE THAN HAIR.



## Before

### Step 1 Attract Me

Digital presence can make or break a salon. Take time to update your online platforms and encourage reviews.

Consumer attention span is dropping. Draw customers in with your physical window – see the Motion Window.

### Step 2 Welcome Me

68% of women feel anxious entering a salon for the first time,\*\* so make the experience feel natural, personal and seamless in your salon environment.

## During

### Step 3 Wow Me

90% of the sale is made during the consultation,\*\* so dedicate an area of your salon for consultation and create a bespoke experience.

### Step 4 Relax Me

80% of women say that the backwash is their favourite moment in the salon.\*\* Create a relaxing backwash area that showcases your treatments.

### Step 5 Reveal Me

55% of women believe that the stylist's expertise is important when choosing a hairdresser.\*\*\*

Share your knowledge by recommending techniques they can use themselves.

## After

### Step 6 Empower Me

54% of customers didn't buy products in salons because 'nothing was recommended'. Recommend products and make the retail space easily accessible, and interactive.

### Step 7 Care for Me

What can you offer your clients after they leave? Make a lasting impression. Use digital marketing to contact them about upcoming events and offers at the salon.

# Salon Emotion Roadshow 2020

The 7 Step journey will help you create the perfect customer journey and future proof your salon through 4 pillars of transformation: **Digital, Physical, Emotional and Sustainable.**

Join us at one of our 12 events in 2020 and take part in our interactive workshops led by our experts to educate you on how to transform your salon experience.

## INTERACTIVE WORKSHOPS LED BY EXPERTS FOCUSING ON:

- Market & Consumer Insights
- Digital upskilling
- Social Media coaching session
- 7 steps of the perfect consumer journey
- New tools to grow your business
- Sustainability



## COURSE DATES

3 <sup>rd</sup> February, Bristol	11 <sup>th</sup> May, Birmingham
5 <sup>th</sup> February, Exeter	13 <sup>th</sup> May, Cork (Ireland)
25 <sup>th</sup> February, Manchester	22 <sup>nd</sup> June, Liverpool
3 <sup>rd</sup> March, Athlone (Ireland)	1 <sup>st</sup> September, London
31 <sup>st</sup> March, Jersey	21 <sup>st</sup> September, Newcastle
20 <sup>th</sup> April, London	23 <sup>rd</sup> September, Glasgow

# The Motion Window

## SHOWCASE YOUR SALON TO CLIENTS

- ✓ A **46 inch high luminosity, anti-glare power screen** displaying engaging, moving content to attract clients into your salon.
- ✓ Display branded content, personalised information about your salon & promote on-trend products and services.
- ✓ Variety of stand heights & Wi-Fi module to manage and stream content.
- ✓ Recommended by L'Oréal. Supplied by InovShop.



Gatsby & Miller, Ashford

CONSUMERS' ATTENTION SPAN HAS DROPPED FROM

**12 seconds TO 8 seconds\***

\*Microsoft Study on Attention Span on the digital world, 2015.

# Order your Motion Window now!

For more information, please email [salonemotion@loreal.com](mailto:salonemotion@loreal.com)

## BOOK YOUR PLACE NOW!

Please speak to your sales consultant if you would like to attend the Salon Emotion Roadshow 2020 or you can email [salonemotion@loreal.com](mailto:salonemotion@loreal.com)



# JUST JOINED THE TRIBE?



## ARE YOU NEW TO REDKEN?

Captivating generations of consumers through fashion, inspiration and innovation, Redken is renowned for its award-winning products, color services and elite line of celebrity muses, global trend-makers and the industries freshest salons. More than a product or a service, Redken is a buzz brand of influence for progressive partners globally.

### YOUR REDKEN BUSINESS PARTNER

As an award-winning, consumer favourite and a true innovator, Redken is on a mission to assist you, our Tribe, to thrive in a competitive landscape. Committed to developing your business, our consultants will collaborate with you to optimise your client journey, increase retail sell-through, and implement marketing strategies, to help futureproof your salon.

### EDUCATION DONE DIFFERENTLY.

Our dedicated team of education experts are here to support you in your Redken transition. They will tailor in-salon demonstrations, and create bespoke conversion plans, working with your team to create a seamless experience, giving you total confidence in Redken color & retail! Following our mission to lead the color conversation, our Redken Consultants will deliver personalized in-salon trainings, to elevate and inspire your team, with the very latest trends and techniques.

### THE REDKEN EXCHANGE

Redken provides education with a difference. Enjoy our personal-based approach to learning, and refine your skills through our collection of principle focused & inspirational platforms, held across the UK & Ireland. As part of the Tribe, we invite you to experience complimentary core education, and the opportunity to attend the latest in design, style, color, finishing, men's & social, with our award winning facilitators. Education doesn't just stop at the Exchange; we can bring it to you! As one of our brand partners, you will have exclusive access to our collection of talented Redken Artists from across the industry, specializing in all aspects of hair! They will collaborate with you to design a custom-made learning experience, whether it be a workshop, demonstration or business focused session.

To join the Redken tribe today, email [info.redken@loreal.com](mailto:info.redken@loreal.com) or reach out on one of the Redken social channels.

 [REDKEN.CO.UK](https://www.redken.co.uk)

 [@REDKEN](https://www.instagram.com/redken)

 [@REDKENUK](https://www.facebook.com/redkenuk)



# BE DIFFERENT BE REDKEN

## NEW TO THE TRIBE

If you've just joined The Tribe and want to get your team up to speed, or need a quick refresher, then these complimentary courses are for you!

### NEW TO COLOR? HOW DO YOU USE YOURS?

If your new to Shades EQ and part of our the next generation of Redken Colorists, come along and discover how our iconic pink bottle is your secret weapon to creating perfect, photo-ready hair!

#### WHAT WILL YOU LEARN?

- Understand why Shades EQ is the technique perfector and how to use for every color, every client, every technique in this look, learn and hands on session
- Learn the tips and tricks on how to tone, gloss, refresh, blend, color and correct with Shades EQ
- A 1 day class suitable for colorists of all abilities

### THE PERFECT BLEND!

Unlock the power of liquid color with Color Gels & Shades EQ. and experience how the unique palette of Redken Color is perfectly suited to the bespoke blending needed for the trending techniques of today.

#### WHAT WILL YOU LEARN?

- Discover the real secret behind achieving the perfect blend with Redken color and formulating for seamless results
- We color differently! Understand the simplicity of Redken's Color Mantra and how to maximise the hairs integrity with Acid balanced color
- A 1 day class suitable for colorists of all abilities

### EDUCATION SUPPORT 24/7

If you can't make it to one of our courses, then don't worry, as we have complimentary e-learning available on L'Oréal Access, taking you through the foundation understanding of Redken Color and the different ranges specifically. Log onto [uk.lorealaccess.com](http://uk.lorealaccess.com) or [ie.lorealaccess.com](http://ie.lorealaccess.com) and you can find the below courses in the Redken UK Catalogue:

- Redken Color Mantra
- Why Be Part Of It?
- Shades EQ Gloss
- Color Gel Lacquers and many more!

You can also find the Redken Resources e-learning, which contains all of the latest technical documents ready for you to download!

### NEW TO RETAIL?

Redken Obsessed & Style Obsessed are your go-to complimentary courses, which will give you all the information you need to know (Please see page 13)



# I AM REDKEN

“I am Redken. I am responsible for delivering relevant education to salon professionals to help them **Learn, Earn and Live Best**. I do this through interactive, principle-based education that creates moments of transformation.

I embrace and embody the Redken culture. I speak the language fluently and communicate it in every interaction I have, whether I am facilitating a meeting or training, or during a one-on-one conversation. I personify the culture. I am not afraid to get the energy going by modeling Redken's call back ritual and I love to **celebrate all wins! I am Redken!**

I believe in the Principles and in training on more than a trend. I focus on the keys to great salon client services by always talking about the consultation, pre-booking and retail. I am socially savvy, I grow the business through the use of social channels, and I enthusiastically train others to do the same.

I wear black to embody the Redken black blood that courses through my veins and I know that if I ever leave Redken, Redken will never leave me (and I may even have a tattoo or two).

I am resourceful, independent, energetic and most importantly, I love the industry and choose to serve it. I make it my mission to share the information I believe in, so that I can help every professional hair stylist learn better, so that they can earn better, and ultimately, live their best life. **I AM REDKEN!**”

# LEARN BETTER. EARN BETTER.



TO FIND OUT ALL AVAILABLE DATES FOR OUR REDKEN EDUCATION 2020 COURSES,  
OR TO SECURE YOUR SPACE, PLEASE GO TO [UK.LOREALACCESS.COM](https://uk.lorealaccess.com) / [IE.LOREALACCESS.COM](https://ie.lorealaccess.com)

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5TH AVENUE NYC

 REDKEN.CO.UK

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 @REDKENUK