

5TH AVENUE FEED

MARCH 2024



EXPAND LIQUID PERMANENT COLOR
DON'T JUST COVER GRAYS, REJUVENATE THEM

STYLING MIX & MATCH

REDKEN
5TH AVENUE NYC

COLOR GELS OILS

Don't Just Cover Grays,
Rejuvenate Them



38 Shades

APRICOT LOVE

Large Offer

PURCHASE

- 24x Open stock Color Gels Oils

RECEIVE

- 2x Pro-oxide 20 volume 1L
- 2x Acidic Color Gloss shampoo 1L
- 1x Applicator bottle

SALON PRICE: \$263.76

SALON VALUE: \$376.27

SAVINGS: 30%



APRICOT LOVE

Small Offer

PURCHASE

- 9x Open stock Color Gels Oils

RECEIVE

- 1x Pro-oxide 20 volume 1L
- 1x Applicator bottle

SALON PRICE: \$98.91

SALON VALUE: \$117.15

SAVINGS: 15%



STYLING

Mix & Match



STYLING

Small Offer

PURCHASE AT 15% OFF

- 1x Deep Clean Dry Shampoo
- 1x Root Lifter
- 1x Thermal Spray Low Hold
- 1x Control Hairspray

SALON PRICE: \$56.32

SALON VALUE: \$66.26

SAVINGS: 15%



STYLING

M&M Offer

MIX AND MATCH 12 @ 25% OFF

- Pliable Paste
- Max Sculpting Gel
- Texture Paste
- Powder Grip
- Quick Blowout
- Big Blowout
- Deep Clean Dry Shampoo
- Maximum Hold Hairspray
- Control Hairspray
- Brushable Hairspray
- Root Tease
- Spray Wax
- Maximum Hold Hairspray - Neutral Fragrance
- Root Lifter
- Shine Flash
- Oil For All
- Thermal Spray Low Hold
- Thermal Spray High Hold
- Beach Spray
- Spray Smooth
- Full Volume Mousse
- Volume Maximizer



*Pricing will depend on the M&M choice



BECOME A CERTIFIED SUSTAINABLE SALON TODAY!

Discover our exclusive



The salon industry sends 877 pounds of waste
to landfills every single minute.*
You can change that.

INDEPENDENT ARTIST OFFER

If your salon has 3 or less stylists/service providers
(250 clients or less per month)

1-time fee: \$75

Price per box: \$125
(lowest price available)

INCLUDES:

- 12" x 30" boxes to collect your beauty waste.

FULL CIRCLE OFFER

If your salon has 4 or more stylists/service providers
(250 clients or more per month)

1-time fee: \$200 (40% savings)

Price per box: \$170 (15% savings)

INCLUDES:

- A personalized program and on-boarding with your staff.
 - 16" x 36" boxes to collect your beauty waste.
- Complimentary bio-composite recycling bins.



BECOME A CERTIFIED SUSTAINABLE SALON TODAY!

Discover our exclusive **greencircle SALONS** offers

All programs come with a reporting dashboard where you can:

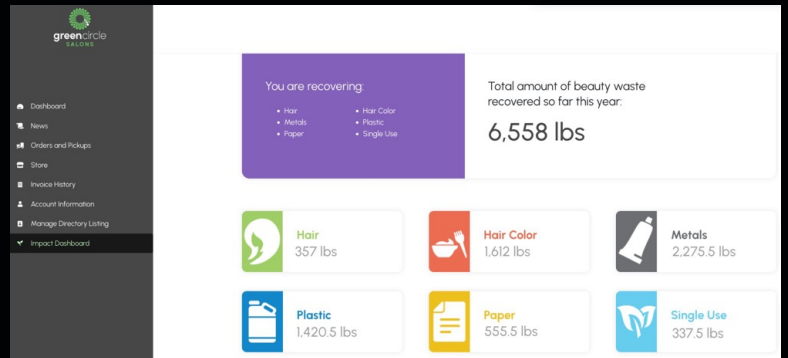
Schedule carbon-neutral next day pickups

Manage your subscription

Get real-time reporting of your year-to-date impact

Marketing materials

and much more



Recycle up to 6 waste streams.



Hair Clippings



Metals



Excess Colour



Single-use Items



Plastics



Contact your business or education consultant for more details or visit greencirclesalons.com to learn more.

¹Circle of impact report, 2023, Green Circle Salons, <https://greencirclesalons.com/>



NOT A MEMBER YET?

Earn points with every Redken purchase and redeem for top notch education, business development reimbursements, tools, backbar and much more!

REGISTER NOW



SALON PRICE LIST EFFECTIVE MARCH 1ST, 2024

		SALON PRICE	SUGGESTED RETAIL PRICE
HAIRCOLOR			
COLOR GELS OILS ammonia-free, monochromatic, up to 100% coverage	60 ml	10.99	
COLOR FUSION advanced performance color cream	60 ml	9.45	
COLOR FUSION COVER FUSION	60 ml	9.45	
COLOR FUSION HI FUSION	60 ml	9.45	
COLOR GELS LACQUERS high saturation permanent liquid haircolor	60 ml	9.45	
COLOR GELS LACQUERS 10 MIN high saturation permanent liquid haircolor	60 ml	10.99	
SHADES EQ GLOSS	60 ml	9.25	
SHADES EQ color kicker	60 ml	9.25	
SHADES EQ crystal clear	60 ml	9.25	
	500 ml	38.69	
	liter	59.49	
	60 ml	9.39	
SHADES EQ BONDER INSIDE all-in-one: bonder + toner	120 ml	14.19	
COLOR THICKENER	80 pads	14.79	
COLOR STAIN ERASER			
Carmin'R Shades			
COLOR FUSION (3RV, 5RV, 6RV, & 8RV)	60 ml	9.45	
SHADES EQ GLOSS (05RV & 07RV)	60 ml	9.25	
Developers & Lighteners			
CREAM PRO-OXIDE 10, 20, 30, 40 volume	liter	10.25	
SHADES EQ processing solution	liter	10.25	
SHADES EQ processing solution for precision application	500 ml	6.49	
	liter	10.25	
Blonde Ido! Color & Lighteners			
HIGH LIFT haircolor conditioning cream haircolor	60 ml	8.99	
BASE BREAKERS low lift lightener	60 ml	8.99	
BLUE OIL LIGHTENING SYSTEM	12.5 g	17.69	
extra conditioning oil booster + blue powder activator			
NEW FLASH LIFT POWER 9 BONDER INSIDE lightener powder with built-in bonding additive	500 g	38.49	
FLASH LIFT maximum power lightening powder	500 g	32.69	
	907 g	60.19	
	500 g	34.79	
FLASH LIFT BONDER INSIDE lightener powder with built-in bonding additive	2 lbs	84.19	
	500 g	40.09	
BLONDE ICING lightener	liter	10.09	
BLONDE ICING developer 20, 30, 40 volume	907 g	63.39	
BLONDE DIMENSIONS dust-free conditioning lightener			
HAIRCARE			
Acidic Bonding Concentrate			
ACIDIC BONDING CONCENTRATE shampoo	300 ml	20.39	33.99
	liter	42.01	69.99
ACIDIC BONDING CONCENTRATE conditioner	300 ml	20.39	33.99
	liter	42.01	69.99
ACIDIC BONDING CONCENTRATE lightweight liquid conditioner	200 ml	21.69	36.22
ACIDIC BONDING CONCENTRATE intensive treatment	150 ml	23.49	39.19
ACIDIC BONDING CONCENTRATE leave-in treatment	150 ml	23.49	39.19
ACIDIC BONDING CONCENTRATE 5-minute liquid mask	250 ml	23.49	39.19
All Soft			
ALL SOFT MOISTURE RESTORE primer	150 ml	19.99	33.29
ALL SOFT shampoo	300 ml	15.89	26.49
	liter	37.80	62.99
	gallon	71.69	119.49
ALL SOFT conditioner	300 ml	15.89	26.49
	liter	37.80	62.99
	gallon	79.59	132.59
ALL SOFT heavy cream	250 ml	20.89	34.79
ALL SOFT argan-6 multi-care oil for dry/brittle hair	111 ml	31.99	53.19
All Soft Mega Curls			
ALL SOFT MEGA CURLS shampoo	300 ml	17.99	29.99
	liter	38.75	64.59
ALL SOFT MEGA CURLS conditioner	300 ml	17.99	29.99
	liter	38.75	64.59
ALL SOFT MEGA CURLS Hydramelt	150ml	19.99	33.29
Scalp Relief			
DANDRUFF CONTROL shampoo	250 ml	17.99	29.99
Hair Cleansing Cream			
HAIR CLEANSING CREAM shampoo	250 ml	15.89	26.49
	liter	37.80	62.99
Color Extend			
COLOR EXTEND shampoo	300 ml	15.89	26.49
	liter	37.80	62.99
COLOR EXTEND conditioner	300 ml	15.89	26.49
	liter	37.80	62.99
Blondage			
BLONDAGE HIGH BRIGHT shampoo	300 ml	17.99	29.99
	liter	38.75	64.59
BLONDAGE HIGH BRIGHT conditioner	300 ml	17.99	29.99
	liter	38.75	64.59
BLONDAGE HIGH BRIGHT treatment	250 ml	23.49	39.19
BLONDAGE shampoo	300 ml	17.99	29.99
	liter	38.75	64.59
BLONDAGE conditioner	300 ml	17.99	29.99
	liter	38.75	64.59
BLONDAGE anti brass mask	250 ml	23.49	39.19
BLONDAGE rose blonde mask	250 ml	23.49	39.19
BLONDAGE icy blonde mask	250 ml	23.49	39.19
BLONDAGE honey beige-blond mask	250 ml	23.49	39.19
Color Extend Magnetics			
COLOR EXTEND MAGNETICS shampoo	300 ml	17.99	29.99
	liter	38.75	64.59
	gallon	73.99	123.29
COLOR EXTEND MAGNETICS conditioner	300 ml	17.99	29.99
	liter	38.75	64.59
	gallon	81.29	135.49
Extreme			
EXTREME shampoo	300 ml	15.89	26.49
	liter	37.80	62.99
	gallon	71.69	119.49
EXTREME conditioner	300 ml	15.89	26.49
	liter	37.80	62.99
	gallon	79.59	132.59
EXTREME cat protein reconstructing treatment	200 ml	18.49	30.79
EXTREME anti-snap leave-in treatment	250 ml	18.49	30.79
EXTREME play safe 450°F	200 ml	18.49	30.79
EXTREME mask	250 ml	20.89	34.79
Extreme Length			
EXTREME LENGTH shampoo	300ml	17.99	29.99
	liter	38.75	64.59
EXTREME LENGTH conditioner	300ml	17.99	29.99
	liter	38.75	64.59
EXTREME LENGTH sealer	150ml	19.99	33.29
EXTREME LENGTH triple action treatment	250ml	23.49	39.19

		SALON PRICE	SUGGESTED RETAIL PRICE
Frizz Dismiss			
FRIZZ DISMISS shampoo	300 ml	15.89	26.49
	liter	37.80	62.99
FRIZZ DISMISS conditioner	300 ml	15.89	26.49
	liter	37.80	62.99
FRIZZ DISMISS mask	250 ml	20.89	34.79
FRIZZ DISMISS instant deflate serum	125 ml	31.99	53.19
FRIZZ DISMISS rebel tame	250 ml	18.49	30.79
One United			
ONE UNITED multi-benefit treatment	150ml	19.99	33.29
ONE UNITED multi-benefit treatment	400ml	31.99	53.19
Volume Injection			
VOLUME INJECTION shampoo	300 ml	15.89	26.49
	liter	37.80	62.99
VOLUME INJECTION conditioner	300 ml	15.89	26.49
	liter	37.80	62.99

		SALON PRICE	SUGGESTED RETAIL PRICE
ACIDIC CONCENTRATE BACKBAR TREATMENT			
NEW ACIDIC protein amino concentrate	250 ml	48.49	80.99
ACIDIC moisture concentrate	500 ml	46.79	77.89
ACIDIC pH sealer	250 ml	23.39	38.99

		SALON PRICE	SUGGESTED RETAIL PRICE
STYLING			
Heat			
THERMAL SPRAY LOW HOLD for thermal styling with relaxed results	250 ml	14.99	24.99
THERMAL SPRAY HI HOLD for thermal styling that holds all day	125 ml	14.99	24.99
QUICK BLOWOUT for bouncy blowouts that shine	125 ml	17.49	28.99
BIG BLOWOUT for voluminous styles that stay	100 ml	14.99	24.99
Texture			
MAX SCULPTING GEL for defined and shiny high hold texture	250 ml	13.99	23.36
BEACH SPRAY for effortless texture, volume, and body	125 ml	15.49	25.99
TEXTURE PASTE for moldable defined texture with medium hold	75 ml	17.99	29.99
PLIABLE PASTE for flexible texture with light hold	150 ml	17.99	29.99
POWDER GRIP for added Grit and volume with no hold	7 g	14.49	23.99
SPRAY WAX for natural undone texture with medium hold	165 g	16.99	28.37
Spray			
MAX HOLD NEUTRAL HAIRSPRAY maximum hold, neutral fragrance	275 ml	15.49	25.99
MAX HOLD HAIRSPRAY maximum hold with no crunch	255 g	15.49	25.99
CONTROL HAIRSPRAY all day control with lightweight finish	278 g	15.49	25.99
BRUSHABLE HAIRSPRAY flexible hairspray for natural feeling finish	295 g	15.49	25.99
Volume			
VOLUME MAXIMIZER weightless matte thickening spray	250 ml	22.49	37.56
FULL VOLUME MOUSSE lightweight all over volumizing mousse	250 ml	16.49	27.54
ROOT TEASE backcombing medium control volumizing spray	150 g	15.99	26.70
ROOT LIFTER target spray mousse for long lasting volume	300 g	16.49	27.54
Star			
DEEP CLEAN DRY SHAMPOO maximum oil absorption for maximum clean on up to 4th day hair	91 g	19.29	32.21
OIL FOR ALL multi-benefit oil for soft & shiny hair	100 ml	21.99	36.72
SHINE FLASH instant effortless shine	125 g	14.49	24.15
SPRAY SMOOTH instant smoothing & de-frizzing	212 g	20.99	34.99

		SALON PRICE	SUGGESTED RETAIL PRICE
REDKEN BREWS™			
Haircare			
DAILY shampoo	300 ml	10.59	17.99
	liter	19.39	32.99
MINT shampoo	300 ml	10.59	17.99
THICKENING shampoo	300 ml	11.29	18.99
DAILY conditioner	300 ml	11.29	18.99
	liter	19.99	33.99
3 IN 1	300 ml	11.29	18.99
	liter	19.99	33.99
Styling			
GRIP TIGHT holding gel	100 ml	11.29	18.99
DISHEVEL fiber cream	100 ml	12.49	20.99
MANEUVER cream pomade	100 ml	12.49	20.99
OUTPLAY texture pomade	100 ml	12.49	20.99
CLAY pomade	100 ml	12.49	20.99
WORK HARD molding paste	150 ml	17.99	29.99
HIGH HOLD pomade	100 ml	12.49	20.99
Skincare			
CLEANSING BAR pH balanced	150 ml	13.29	22.99
Haircolor			
COLOR CAMO Light Ash, Light Natural, Medium Ash, Medium Natural, Dark Ash, Dark Natural, Black Natural, Black Ash, Darkest Natural, Darkest Ash	60 ml	6.69	