

# 5<sup>TH</sup> AVENUE FEED

MARCH & APRIL 2025

Ø  
**LEGEND**  
REDKEN LABS 400  
POWERED BY SCIENCE  
PRESCRIBED BY PROS  
>  
BRAND IN THE U.S. #1 PRO HAIR

## NEW SEQ UNSTOPPABLE REDS

HIGH-POWERED VIBRANCY THAT CAN'T BE STOPPED

## FUSION ENERGY OFFERS

SALON SAVINGS FROM 9% OFF

## NEW A.B.C. 24/7 NIGHT & DAY SERUM

REPAIR THAT NEVER SLEEPS

## A.B.C. OFFERS

OFFERS FROM 17% + MIX & MATCH

## SPRING DUOS 2025

36% OFF SPRING DUOS

## REFRESH & GO OFFER

MIX & MATCH ANY 12 @ 28% OFF

## NEW STAY HIGH MOUSSE & VOLUME OFFER

MIX & MATCH ANY 12 @ 28% OFF

REDKEN  
5TH AVENUE NYC

+

11:469:222 R

REDKEN LABS

>

RED 5502

▲

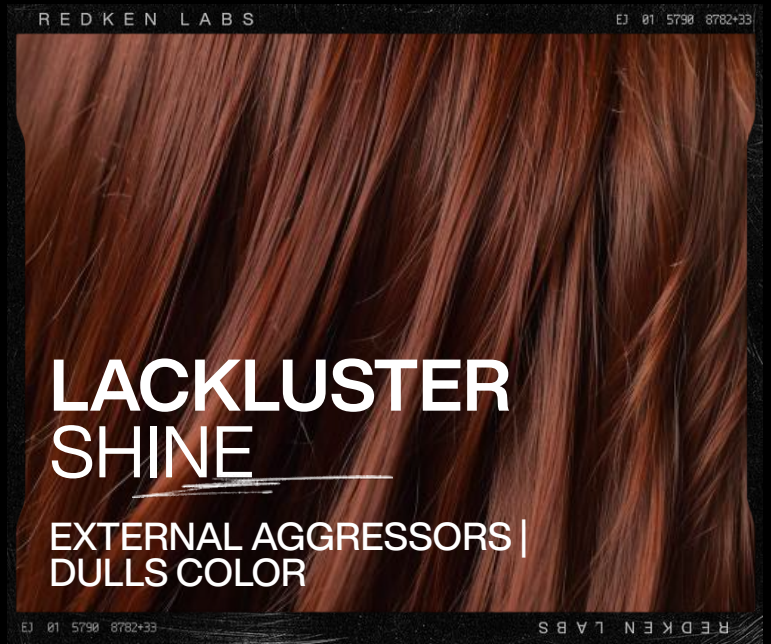
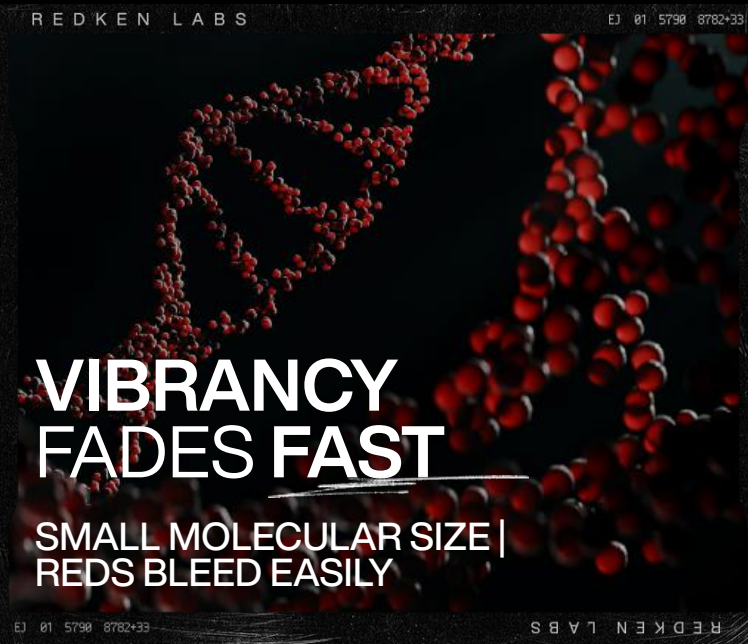
REDKEN LABS 400

Ø

///

# HOW TO KEEP HAIR LOOKING LIKE DAY 1

THE WELL-KNOWN CHALLENGE OF REDS



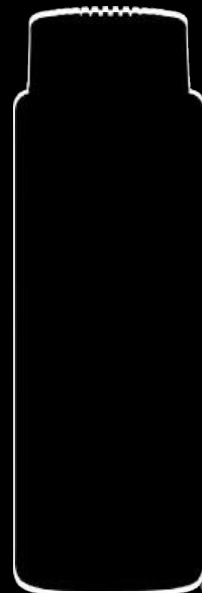
## SHADES EQ REDS NOW: UNSTOPPABLE



×

□ NEXT GENERATION  
DYE TECHNOLOGY →

□ HIGH-POWERED  
VIBRANCY →



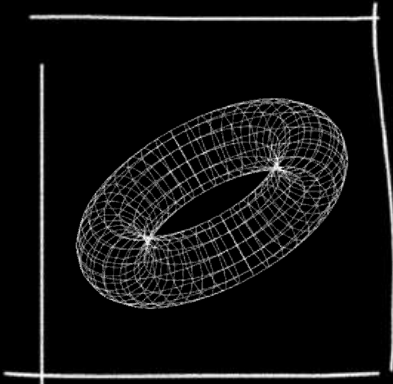
FROM THE #1 DEMI IN THE WORLD



SHADES [EQ]

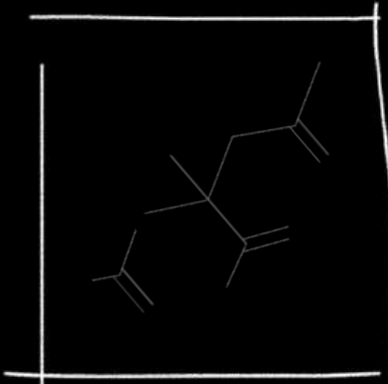
# UNSTOPPABLE REDS

→ → → → → HIGH-POWERED VIBRANCY THAT CAN'T BE STOPPED →



## PURE-RED<sup>2</sup> TECHNOLOGY

NEXT GEN  
HIGH-POWERED  
VIBRANCY + HYPER  
RESILIENT DYES



## ATOMIC LEVEL CALIBRATION

ALL 24 REDS  
SYNCHRONIZED AT  
THE ATOMIC LEVEL  
TRUE-TO-TONE  
REFLECTS



## TOP DESIRED TECHNIQUES

TODAY'S MOST  
DESIRED SERVICES  
FROM OUR TOP  
RED EXPERTS



# NEXT GEN PURE-RED<sup>2</sup> TECHNOLOGY



## HYPER RESILIENT DYE MOLECULES

### NEW CLAIM:

TRUE-TO-TONE DAY 1 REDS,  
WASH AFTER WASH



## HIGH-POWERED VIBRANCY INJECTION

### NEW CLAIM:

INJECTS AND LOCKS FIBER WITH  
HIGH-TENACITY, PURE RED RESULTS

# SHADES EQ UNSTOPPABLE REDS

INTRODUCING NEW

## PURE-RED<sup>2</sup> TECHNOLOGY



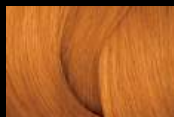
### PURE-RED<sup>2</sup> TECHNOLOGY

Hyper resilient dyes inject and lock color in the cuticle for day 1 reds wash after wash\*

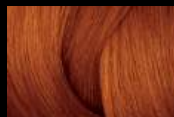
### HIGH TENACITY FORMULAS

Advanced dye calibration for more vibrant, true-to-tone reds

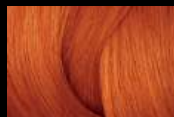
**11 SHADES** WITH NEW & IMPROVED COLOR RESULT FOR MORE VIBRANCY & LONGEVITY



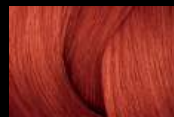
**07C**  
CURRY  
NEW & IMPROVED



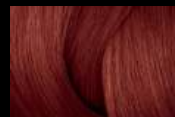
**05C**  
CHILI  
NEW & IMPROVED



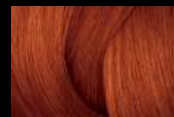
**06AA**  
BONFIRE  
NEW & IMPROVED



**06RB**  
CHERRY COLA  
NEW & IMPROVED



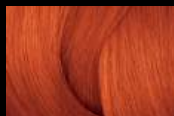
**05RB**  
MANZANITA  
NEW & IMPROVED



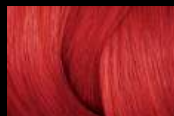
**05CC**  
ELECTRIC SHOCK  
NEW & IMPROVED



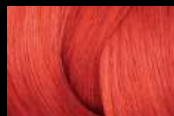
**08CR**  
SUNRISE  
NEW & IMPROVED



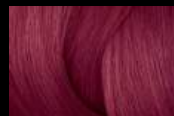
**06CR**  
SUNSET  
NEW & IMPROVED



**06R**  
ROCKET FIRE  
NEW & IMPROVED



**07RR**  
FLAME  
NEW & IMPROVED



**05RV**  
SANGRIA  
NEW & IMPROVED

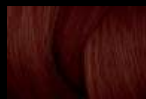
**9 SHADES** WITH IMPROVED LONGEVITY AND SAME GREAT COLOR RESULTS



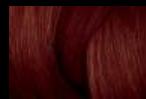
**08C**  
CAYENNE



**09AA**  
PAPAYA



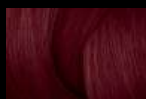
**03A**  
TERRA COTTA



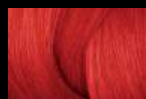
**03RB**  
MAHAGONY



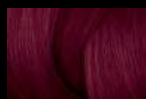
**07CC**  
URBAN FEVER



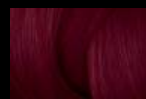
**03R**  
ROXY RED



**06RR**  
BLAZE



**04RV**  
CABERNET



**03RV**  
MERLOT

# UNSTOPPABLE REDS

## LARGE OFFER\*

### PURCHASE

- 36x Open stock Shades EQ Gloss / Bonder Inside

### RECEIVE

- 1x ACG Shampoo 1L
- 1x ACG Conditioner 1L
- 3x Shades EQ Processing Solution 1L
- 1x Unstoppable Reds PLV PPK (apron, cape, applicator bottle, swatch page/wall chart)

Salon Value: \$538.99

Salon Savings: 25%

CODE: R1797F



## SMALL OFFER\*

Independent Stylist

### PURCHASE

- 12x Open stock Shades EQ

### RECEIVE

- 2x Shades EQ Processing Solution 1L
- 1x Applicator bottle

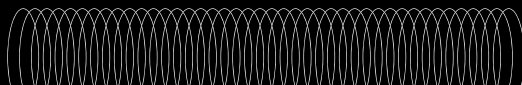
Salon Value: \$166.65

Salon Savings: 15%

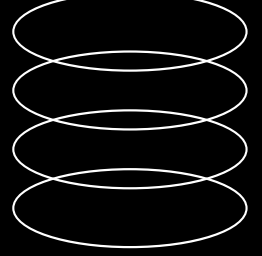
CODE: R1798F



\*Limit of 2 offers per client



# FUSION ENERGY



## LARGE OFFER\*



### PURCHASE

---

- 24x Open stock Fusion (Color or Cover)

### RECEIVE

---

- 1x ACG Shampoo 1L
- 1x ACG Conditioner 1L
- 1x Pro-oxide 20 vol. 1L

Salon Value:  
\$382.73

Salon Savings:  
29%

CODE: R1790F



## SMALL OFFER\*

Independent Stylist

### PURCHASE

---

- 12x Open stock Fusion (Color or Cover)

### RECEIVE

---

- 1x Pro-oxide 20 vol. 1L



Salon Value:  
\$147.69

Salon Savings:  
9%

CODE: R1791F

\*Limit of 2 offers per client



New



# ACIDIC BONDING CONCENTRATE

## 24/7 Night & Day Serum



REPAIR THAT NEVER SLEEPS

COMBAT DAILY DAMAGE OVERNIGHT WITH THE 1<sup>ST</sup> BONDING SERUM FOR 24/7 REPAIR

- + **CITRIC ACID** penetrates 7 layers deep and strengthens hair from inside out\*
- + **POLYGLUTAMIC ACID + SQUALANE** with high leave-in concentration magnetizes to hair for long-lasting protection and repair.
- + **Bond repair** that works 24/7, in a lightweight and non-greasy formula
- + **Strength repair** for 9x stronger hair\*\*



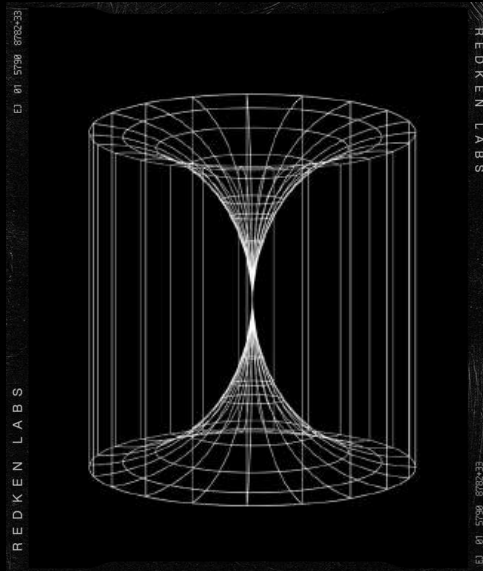
\*Continued use of system of abc shampoo, conditioner and serum vs. untreated hair  
\*\*Based on consumer test results, system of abc shampoo, conditioner and serum



# ADVANCED pH SCIENCE

POWERED BY

CITRIC ACID  
POLYGLUTAMIC ACID  
SQUALANE



/01

## CITRIC ACID DEEPER INTERNAL REPAIR

Penetrates 7 layers deep to strengthen hair + combat daily damage.

For 9x stronger hair in 1 use.\*

/02

## POLYGLUTAMIC ACID + SQUALANE LONGER PROTECTION

High leave-in concentration magnetizes to hair for long-lasting protection + repair.

Deposits hydration to hair's lipid barrier to shield from overnight friction + damage.

# A.B.C. COMPLETE REGIMEN



PRE-SHAMPOO	CLEANSE	TREAT	
WEEKLY	DAILY	OVERNIGHT	WEEKLY

\*Continued use of system of abc shampoo, conditioner and serum vs. untreated hair

# A.B.C.



## LARGE OFFER\*

## SMALL OFFER - M&M\*



WHILE THE REPAIR NEVER SLEEPS, WE ENSURE YOU DO!

Receive 2 complimentary gifts with every 4 products purchased, because beauty sleep is the ultimate luxury.



Lavender-scented, microwavable, heated eye mask\*\*



Kiehl's Ultra Facial Overnight Mask or Cream\*\*



### PURCHASE

- 3x ABC Night and Day Serum (100 ml)
- 6x ABC Shampoo (300 ml)
- 2x ABC Conditioner (300 ml)
- 2x ABC Leave-In (150 ml)
- 2x ABC 5-Min Mask (250 ml)

### RECEIVE

- 1x ABC Shampoo 1L
- 1x ABC Conditioner 1L
- 2x White litre pumps

Salon Promo:  
\$463.95

Salon Value:  
\$563.53

Salon Savings:  
17%

CODE: R1792F

\*Limit of 1 offer per client. While quantities last  
\*\*While quantities last



### PURCHASE M&M 4

- 2x ABC Night and Day Serum 100 ml
- + CHOICE OF 2:
- 1x ABC Intensive Pre-Treatment 150 ml
- 1x ABC Shampoo 300 ml
- 1x ABC Conditioner 300 ml
- 1x ABC Lightweight Conditioner 200 ml
- 1x ABC Leave-In 150 ml
- 1x ABC 5-Min Mask 250 ml

### RECEIVE

- 2 GWPs (value of \$35 each)

Mix and Match price will depend on the product mix.

Salon Promo:  
Starting at  
\$131.96

CODE: R1793F

# SPRING DUOS



36% OFF

## CLASSIC

**Salon Price:**  
\$25.19

**Retail Price:**  
\$41.99

**Salon Value:**  
\$39.78

**Retail Value:**  
\$55.98



**ALL SOFT**

CODE: 18848P



**EXTREME**

CODE: 18856P



**VOLUME INJECTION**

CODE: 18852P



**FRIZZ DISMISS**

CODE: 18854P

## PREMIUM

**Salon Price:**  
\$26.99

**Retail Price:**  
\$44.99

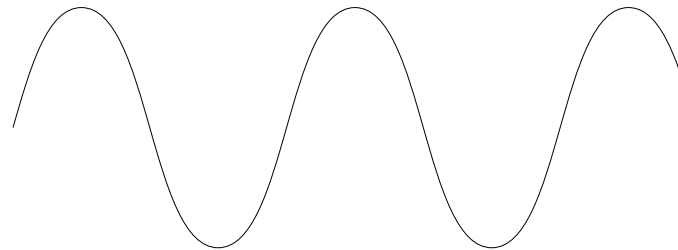
**Salon Value:**  
\$42.58

**Retail Value:**  
\$59.98



**COLOR EXTEND BLONDAGE**

CODE: 18857P



## PREMIUM+

**Salon Price:**  
\$35.09

**Retail Price:**  
\$58.49

**Salon Value:**  
\$55.38

**Retail Value:**  
\$77.98



**ACIDIC BONDING CONCENTRATE**

CODE: 18847P



**ACIDIC COLOR GLOSS**

CODE: 18851P



**ACIDIC BONDING CURLS**

CODE: 18849P



# DEEP CLEAN REFRESH

CELEBRATING  
NATIONAL  
DRY SHAMPOO DAY  
MARCH 10<sup>TH</sup>



## REFRESH & GO OFFER



CODE: R1794F

**MIX & MATCH ANY 12 @ 28% OFF\***

- Deep Clean Dry Shampoo
- Invisible Dry Shampoo
- Max Sculpting Gel
- Powder Grip
- Root Tease
- Spray Wax
- Shine Flash
- Maximum Hold Hairspray
- Maximum Hold Hairspray - Neutral Fragrance
- Control Hairspray
- Brushable Hairspray
- Refreshing Curl Mist

### RECEIVE

- On-the-go foldable brush\*\*

\*Mix & Match value is dependent on product mix

\*\*Limit of 2 per client



**NEW**

# STAY HIGH MOUSSE

**HIGH-HOLD GEL-TO MOUSSE BODY**

◇ Innovative gel-to-mousse formula

◇ The holding power of a gel with the volumizing power of a mousse

◇ Transforms fine, limp hair with voluminous body



## REDKEN VOLUME STYLING

### LIFTING

**Benefit:** gravity-defying lift at the root level



**MEDIUM HOLD**

### FULLNESS

**Benefit:** fullness for bigger accentuated styles



**HIGH HOLD**

### BODIFYING

**Benefit:** body for thicker-looking hair



**HIGH HOLD**



**NO HOLD**

# REDKEN VOLUME STYLING



MEDIUM HOLD  
ROOT LIFT

HIGH HOLD  
FULLNESS & VOLUME

HIGH HOLD  
ROOT LIFT

NO HOLD  
FULLNESS & VOLUME

HIGH HOLD  
FULLNESS & BODY



REDKEN VOLUME  
**MIX AND MATCH**  
**12 @ 28% OFF\***

\*Pricing will depend on M&M choice  
\*Limit of 2 per client

CODE: R1795F





# 220,465

## Pounds of salon waste saved from landfills in 2024.

Thanks to your incredible commitment to sustainability through the **Hairstylists for the Future movement** we've diverted a staggering **220,465 pounds** of salon waste from landfills in 2024! Together, we're making a **real difference!**

This Earth Month, we're making it even easier for your salon to go green. **Sign up** with **Green Circle Salons** and receive **25% off** on your first 2 boxes.



First 2 boxes @ 25% OFF



Be **GREEN**



Build **REVENUE**



Save **MONEY**



Gain **CLIENTS**

### INDEPENDENT ARTIST OFFER

If your salon has **3 or less** stylists  
(250 clients or less per month)

1-time fee: **\$0** (reg. \$75)

Price per box: **\$130**

+ enjoy your first 3 boxes @25% off

**INCLUDES:**

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

### FULL CIRCLE OFFER

If your salon has **4 or more** stylists  
(250 clients or more per month)

1-time fee: **\$0** (reg. \$200)

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

+ enjoy your first 3 boxes @25% off

**INCLUDES:**

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



**GET STARTED!**



## 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**

