

HAIRCOLOR

	SALON PRICE	SUGGESTED RETAIL PRICE
CHROMATICS ULTRA RICH prismatic permanent color	63 ml	8.69
CHROMATICS BEYOND COVER prismatic permanent color	63 ml	8.69
CHROMATICS prismatic permanent color	63 ml	8.69
COLOR FUSION advanced performance color cream	60 ml	8.69
COLOR FUSION COVER FUSION	60 ml	8.69
COLOR FUSION HI FUSION	60 ml	8.69
COLOR GELS LACQUERS high saturation permanent liquid haircolor	60 ml	8.69
NEW COLOR GELS LACQUERS 10 MIN high saturation permanent liquid haircolor	60 ml	10.99
SHADES EQ GLOSS	60 ml	8.69
SHADES EQ color kicker	60 ml	8.69
SHADES EQ crystal clear	60 ml	8.69
	500 ml	37.39
	liter	57.49
NEW SHADES EQ BONDER INSIDE all-in-one: bonder + toner	60 ml	9.25
COLOR THICKENER	120 ml	13.69
COLOR STAIN ERASER	80 pads	14.29
Camellia Shades		
ULTRA RICH (6.66 & 5.62)	63 ml	8.69
CHROMATICS (4.62 & 6.62)	63 ml	8.69
COLOR FUSION (3RV, 5RV, 6RV, & 8RV)	60 ml	8.69
SHADES EQ GLOSS (05RV & 07RV)	60 ml	8.69
Developers & Lighteners		
CHROMATICS Oil in Cream Developer 10, 20, 30 volume	liter	12.19
CREAM PRO-OXIDE 10, 20, 30, 40 volume	liter	9.29
SHADES EQ processing solution	liter	9.69
SHADES EQ processing solution for precision application	500 ml	6.29
	liter	9.69
Blonde Idol Color & Lighteners		
HIGH LIFT haircolor conditioning cream haircolor	60 ml	8.69
BASE BREAKERS low lift lightener	60 ml	8.69
BLUE OIL LIGHTENING SYSTEM	12.5 g	17.09
extra conditioning oil booster + blue powder activator		
FLASH LIFT maximum power lightening powder	500 g	31.59
	907 g	58.09
	500 g	33.59
	2 lbs	60.19
FLASH LIFT BONDER INSIDE lightener powder with built-in bonding additive	500 g	38.69
	liter	9.79
BLONDE ICING lightener	500 g	38.69
BLONDE ICING developer 20, 30, 40 volume	liter	9.79
BLONDE DIMENSIONS dust-free conditioning lightener	907 g	61.19

HAIRCARE

	SALON PRICE	SUGGESTED RETAIL PRICE
Acidic Bonding Concentrate		
ACIDIC BONDING CONCENTRATE shampoo	300 ml	17.64 29.41
	liter	37.33 62.26
ACIDIC BONDING CONCENTRATE conditioner	300 ml	18.82 31.45
	liter	39.90 66.54
ACIDIC BONDING CONCENTRATE intensive treatment	150 ml	22.03 36.80
ACIDIC BONDING CONCENTRATE leave-in treatment	150 ml	22.03 36.80
All Soft		
ALL SOFT shampoo	300 ml	13.69 22.89
	liter	33.16 55.31
	gallon	67.29
ALL SOFT conditioner	300 ml	14.86 24.81
	liter	35.51 59.27
	gallon	74.68
ALL SOFT heavy cream	250 ml	19.57 32.62
ALL SOFT ARGAN-6 multi-care oil for dry/brittle hair ¹	111 ml	29.95 49.96
All Soft Mega		
ALL SOFT MEGA shampoo	300 ml	15.18 25.35
	liter	34.44 57.34
ALL SOFT MEGA conditioner	300 ml	16.25 27.06
	liter	36.37 60.66
ALL SOFT MEGA Hydramelt	150ml	18.71 31.23
Scalp Relief		
DANDRUFF CONTROL shampoo		15.18 25.35
Detox		
DETOX Hair cleansing cream	250 ml	13.69 22.89
	litre	33.16 55.31
DETOX Pre Art	litre	33.16 55.31
Color Extend		
COLOR EXTEND shampoo	300 ml	13.69 22.89
	liter	33.16 55.31
	gallon	67.29
COLOR EXTEND conditioner	300 ml	14.86 24.81
	liter	35.51 59.27
	gallon	69.79
Color Extend Blondage		
NEW BLONDAGE HIGH BRIGHT shampoo	300 ml	15.18 25.35
	liter	34.44 57.34
NEW BLONDAGE HIGH BRIGHT conditioner	300 ml	16.25 27.06
	liter	36.37 60.66
NEW BLONDAGE HIGH BRIGHT treatment	250 ml	22.03 40.01
COLOR EXTEND BLONDAGE shampoo	300 ml	15.18 25.35
	liter	34.44 57.34
COLOR EXTEND BLONDAGE conditioner	300 ml	16.25 27.06
	liter	36.37 60.66
COLOR EXTEND BLONDAGE anti brass mask	250 ml	22.03 36.80
COLOR EXTEND BLONDAGE ROSE BLONDE mask	250 ml	22.03 36.80
COLOR EXTEND BLONDAGE ICY BLONDE mask	250 ml	22.03 36.80
COLOR EXTEND BLONDAGE HONEY BEIGE-BLONDE mask	250 ml	22.03 36.80
Color Extend Graydiant		
COLOR EXTEND GRAYDIANT shampoo	300 ml	15.18 25.35
	liter	34.44 57.34
COLOR EXTEND GRAYDIANT conditioner	300 ml	16.25 27.06
	liter	36.37 60.66

Color Extend Magnetics

	SALON PRICE	SUGGESTED RETAIL PRICE
COLOR EXTEND MAGNETICS shampoo	300 ml	15.18 25.35
	liter	34.44 57.34
	gallon	69.43
COLOR EXTEND MAGNETICS conditioner	300 ml	16.25 27.06
	liter	36.37 60.66
	gallon	76.28

Color Extend Brownlights

	SALON PRICE	SUGGESTED RETAIL PRICE
COLOR EXTEND BROWNLIGHTS shampoo	300 ml	15.18 25.35
	liter	34.44 57.34
COLOR EXTEND BROWNLIGHTS conditioner	300 ml	16.25 27.06
	liter	36.37 60.66

Extreme

	SALON PRICE	SUGGESTED RETAIL PRICE
EXTREME shampoo	300 ml	13.69 22.89
	liter	33.16 55.31
	gallon	67.29
EXTREME conditioner	300 ml	14.86 24.81
	liter	35.51 59.27
	gallon	74.68
EXTREME cat protein reconstructing treatment	200 ml	17.32 28.88
EXTREME anti-snap leave-in treatment	250 ml	17.32 28.88
EXTREME PLAY SAFE 450°F	200 ml	17.32 28.88
EXTREME mask	250 ml	19.57 32.62

Extreme Length

	SALON PRICE	SUGGESTED RETAIL PRICE
EXTREME LENGTH shampoo	300ml	15.18 25.35
	liter	34.44 57.34
	300ml	16.25 27.06
EXTREME LENGTH conditioner	liter	36.37 60.66
EXTREME LENGTH sealer	150ml	18.71 31.23
NEW EXTREME LENGTH triple action treatment	250ml	22.03 36.80

Extreme Bleach Recovery

	SALON PRICE	SUGGESTED RETAIL PRICE
EXTREME BLEACH RECOVERY shampoo	300ml	15.18 25.35
	liter	34.44 57.34
EXTREME BLEACH RECOVERY lamellar treatment	200ml	20.32 33.91
EXTREME BLEACH RECOVERY cica cream	150ml	18.71 31.23

Frizz Dismiss

	SALON PRICE	SUGGESTED RETAIL PRICE
FRIZZ DISMISS shampoo	300 ml	13.69 22.89
	liter	33.16 55.31
FRIZZ DISMISS conditioner	300 ml	14.86 24.81
	liter	35.51 59.27
FRIZZ DISMISS mask	250 ml	19.57 32.62
FRIZZ DISMISS anti-static oil mist	125 ml	29.95 49.96
FRIZZ DISMISS instant deflate serum	125 ml	29.95 49.96
FRIZZ DISMISS rebel tame	250 ml	17.32 28.88

One United

ONE UNITED multi-benefit treatment	150ml	18.71 31.23
ONE UNITED multi-benefit treatment	400ml	29.95 49.96

Volume Injection

	SALON PRICE	SUGGESTED RETAIL PRICE
VOLUME INJECTION shampoo	300 ml	13.69 22.89
	liter	33.16 55.31
VOLUME INJECTION conditioner	300 ml	14.86 24.81
	liter	35.51 59.27

ACIDIC CONCENTRATE BACKBAR TREATMENT

ACIDIC protein amino concentrate	100 ml	30.79
ACIDIC moisture concentrate	500 ml	40.99
ACIDIC pH sealer	250 ml	20.49

STYLING

	SALON PRICE	SUGGESTED RETAIL PRICE
Heat		
THERMAL SPRAY LOW HOLD for thermal styling with relaxed results	250 ml	14.11 23.54
THERMAL SPRAY HI HOLD for thermal styling that holds all day	125 ml	14.11 23.54
QUICK BLOWOUT for bouncy blowouts that shine	125 ml	16.68 27.82
BIG BLOWOUT for voluminous styles that stay	100 ml	13.99 22.99

Texture

MAX SCULPTING GEL for defined and shiny high hold texture	250 ml	13.47 22.47
NEW BEACH SPRAY for effortless texture, volume, and body	125 ml	14.99 25.00
TEXTURE PASTE for moldable defined texture with medium hold	75 ml	17.32 28.89
PLIABLE PASTE for flexible texture with light hold	150 ml	17.32 28.89
POWDER GRIP for added Grit and volume with no hold	7 g	13.19 21.99
WAX BLAST 10 for natural undone texture with medium hold	150 ml	15.29 25.49

Spray

TRIPLE PURE 32 maximum hold, neutral fragrance	275 ml	17.99 29.99
TRIPLE TAKE 32 maximum hold with no crunch	275 ml	13.79 22.99
CONTROL ADDICT 28 all day control with lightweight finish	300 ml	13.79 22.99
FASHION WORK 12 flexible hairspray for natural feeling finish	365 ml	13.79 22.99

Volume

VOLUME MAXIMIZER weightless matte thickening spray	250 ml	21.39 35.68
FULL FRAME 07 lightweight all over volumizing mousse	250 ml	14.99 24.99
QUICK TEASE 15 backcombing medium control volumizing spray	181 ml	14.39 23.99
GUTS 10 target spray mousse for long lasting volume	300 ml	14.99 24.99

Star

DEEP CLEAN DRY SHAMPOO maximum oil absorption for maximum clean on up to 4th day hair	91 g	17.99 29.99
OIL FOR ALL multi-benefit oil for soft & shiny hair	100 ml	21.39 35.68
SHINE FLASH instant effortless shine	125 g	14.11 23.54

REDKEN BREWS™

	SALON PRICE	SUGGESTED RETAIL PRICE
Haircare		
DAILY shampoo	300 ml	10.59 17.99
	liter	19.35 32.99
MINT shampoo	300 ml	10.59 17.99
THICKENING shampoo	300 ml	11.29 18.99
	liter	19.99 33.99
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 29.97
THICKENING pomade	100 ml	12.49 20.99
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

TRAVEL RETAIL

	SALON PRICE	SUGGESTED RETAIL PRICE
Shampoo		
EXTREME, ALL SOFT, COLOR EXTEND MAGNETICS Conditioner	50 ml	4.99 8.39
EXTREME, ALL SOFT, COLOR EXTEND MAGNETICS Haircare	30 ml	4.99 8.39
EXTREME anti-snap	50 ml	4.99 8.39
ALL SOFT heavy cream	30 ml	4.99 8.39
Styling		
GUTS 10 volume boosting spray mousse	60 ml	6.92 11.54
IRON SHAPE 11 thermal holding spray	30 ml	6.50 10.83
CONTROL ADDICT 28 high-hold hairspray	60 ml	6.92 11.54