

## HAIRCOLOR

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

## HAIRCARE

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

## Color Extend Magnetics

|   |        |             |
|---|--------|-------------|
| <b>COLOR EXTEND MAGNETICS</b> shampoo     | 300 ml | 15.18 25.35 |
|   | liter  | 34.44 57.34 |
|   | gallon | 69.43       |
| <b>COLOR EXTEND MAGNETICS</b> conditioner | 300 ml | 16.25 27.06 |
|   | liter  | 36.37 60.66 |
|   | gallon | 76.28       |

## Color Extend Brownlights

|   |        |             |
|---|--------|-------------|
| <b>COLOR EXTEND BROWNLIGHTS</b> shampoo     | 300 ml | 15.18 25.35 |
|   | liter  | 34.44 57.34 |
| <b>COLOR EXTEND BROWNLIGHTS</b> conditioner | 300 ml | 16.25 27.06 |
|   | liter  | 36.37 60.66 |

## Extreme

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

## Extreme Length

|   |       |             |
|---|-------|-------------|
| <b>EXTREME LENGTH</b> shampoo                     | 300ml | 15.18 25.35 |
|   | liter | 34.44 57.34 |
| <b>EXTREME LENGTH</b> conditioner                 | 300ml | 16.25 27.06 |
|   | liter | 36.37 60.66 |
| <b>EXTREME LENGTH</b> sealer                      | 150ml | 18.71 31.23 |
| <b>NEW EXTREME LENGTH</b> triple action treatment | 250ml | 22.03 36.80 |

## Extreme Bleach Recovery

|  |       |             |
|--|-------|-------------|
| <b>EXTREME BLEACH RECOVERY</b> shampoo | 300ml | 15.18 25.35 |
|  | liter | 34.44 57.34 |
|  | 200ml | 20.32 33.91 |
|  | 150ml | 18.71 31.23 |

## Frizz Dismiss

|  |        |             |
|--|--------|-------------|
| <b>FRIZZ DISMISS</b> shampoo               | 300 ml | 13.69 22.89 |
|  | liter  | 33.16 55.31 |
| <b>FRIZZ DISMISS</b> conditioner           | 300 ml | 14.86 24.81 |
|  | liter  | 35.51 59.27 |
| <b>FRIZZ DISMISS</b> mask                  | 250 ml | 19.57 32.62 |
| <b>FRIZZ DISMISS</b> anti-static oil mist  | 125 ml | 29.95 49.96 |
| <b>FRIZZ DISMISS</b> instant deflate serum | 125 ml | 29.95 49.96 |
| <b>FRIZZ DISMISS</b> rebel tame            | 250 ml | 17.32 28.88 |

## One United

|   |       |             |
|---|-------|-------------|
| <b>ONE UNITED</b> multi-benefit treatment | 150ml | 18.71 31.23 |
| <b>ONE UNITED</b> multi-benefit treatment | 400ml | 29.95 49.96 |

## Volume Injection

|                                     |        |             |
|-------------------------------------|--------|-------------|
| <b>VOLUME INJECTION</b> shampoo     | 300 ml | 13.69 22.89 |
|                                     | liter  | 33.16 55.31 |
| <b>VOLUME INJECTION</b> conditioner | 300 ml | 14.86 24.81 |
|                                     | liter  | 35.51 59.27 |

## ACIDIC CONCENTRATE BACKBAR TREATMENT

|   |        |       |
|---|--------|-------|
| <b>ACIDIC</b> protein amino concentrate | 100 ml | 30.79 |
| <b>ACIDIC</b> moisture concentrate      | 500 ml | 40.99 |
| <b>ACIDIC</b> pH sealer                 | 250 ml | 20.49 |

## STYLING

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

## Texture

|  |        |             |
|--|--------|-------------|
| <b>MAX SCULPTING GEL</b> for defined and shiny high hold texture   | 250 ml | 13.47 22.47 |
| <b>NEW BEACH SPRAY</b> for effortless texture, volume, and body    | 125 ml | 14.99 25.00 |
| <b>TEXTURE PASTE</b> for moldable defined texture with medium hold | 75 ml  | 17.32 28.89 |
| <b>PLIABLE PASTE</b> for flexible texture with light hold          | 150 ml | 17.32 28.89 |
| <b>POWDER GRIP</b> for added Grip and volume with no hold          | 7 g    | 14.11 23.54 |
| <b>SPRAY WAX</b> for natural undone texture with medium hold       | 165 g  | 16.36 27.29 |

## Spray

|  |        |             |
|--|--------|-------------|
| <b>TRIPLE PURE 32</b> maximum hold, neutral fragrance                    | 275 ml | 17.99 29.99 |
| <b>MAX HOLD HAIRSPRAY</b> maximum hold with no crunch                    | 255 g  | 14.99 25.00 |
| <b>CONTROL HAIRSPRAY</b> all day control with lightweight finish         | 278 g  | 14.76 24.62 |
| <b>BRUSHABLE HAIRSPRAY</b> flexible hairspray for natural feeling finish | 278 g  | 14.76 24.62 |

## Volume

|  |        |             |
|--|--------|-------------|
| <b>VOLUME MAXIMIZER</b> weightless matte thickening spray      | 250 ml | 21.39 35.68 |
| <b>FULL FRAME 07</b> lightweight all over volumizing mousse    | 250 ml | 14.99 24.99 |
| <b>ROOT TEASE</b> backcombing medium control volumizing spray  | 150 g  | 15.40 25.69 |
| <b>ROOT LIFTER</b> target spray mousse for long lasting volume | 300 g  | 16.04 26.75 |

## Star

|   |        |             |
|---|--------|-------------|
| <b>DEEP CLEAN DRY SHAMPOO</b> maximum oil absorption for maximum clean up to 4th day hair | 91 g   | 19.25 32.11 |
| <b>OIL FOR ALL</b> multi-benefit oil for soft & shiny hair                                | 100 ml | 21.39 35.68 |
| <b>SHINE FLASH</b> instant effortless shine   | 125 g  | 14.11 23.54 |

## REDKEN BREWS™

|  | SALON PRICE | SUGGESTED RETAIL PRICE |
|--|-------------|------------------------|
| <b>Haircare</b>  |             |                        |
| <b>DAILY</b> shampoo   | 300 ml      | 10.59 17.99            |
|  | liter       | 19.39 32.99            |
| <b>MINT</b> shampoo  | 300 ml      | 10.59 17.99            |
| <b>THICKENING</b> shampoo  | 300 ml      | 11.29 18.99            |
|  | liter       | 19.99 33.99            |
| <b>DAILY</b> conditioner   | 300 ml      | 11.29 18.99            |
|  | liter       | 19.99 33.99            |
| <b>3 IN 1</b>  | 300 ml      | 11.29 18.99            |
|  | liter       | 19.99 33.99            |
| <b>Styling</b>   |             |                        |
| <b>GRIP TIGHT</b> holding gel  | 100 ml      | 11.29 18.99            |
| <b>DISHEVEL</b> fiber cream  | 100 ml      | 12.49 20.99            |
| <b>MANEUVER</b> cream pomade   | 100 ml      | 12.49 20.99            |
| <b>OUTPLAY</b> texture pomade  | 100 ml      | 12.49 20.99            |
| <b>CLAY</b> pomade   | 100 ml      | 17.99 29.97            |
| <b>WORK HARD</b> molding paste   | 100 ml      | 12.49 20.99            |
| <b>THICKENING</b> pomade   | 100 ml      | 12.49 20.99            |
| <b>HIGH HOLD</b> pomade  | 100 ml      | 12.49 20.99            |
| <b>Skincare</b>  |             |                        |
| <b>CLEANSING BAR</b> pH balanced   | 150 ml      | 13.29 22.99            |
| <b>Haircolor</b>   |             |                        |
| <b>COLOR CAMO</b> Light Ash, Light Natural, Medium Ash, Medium Natural, Dark Ash, Dark Natural, Black Natural, Black Ash, Darkest Natural, Darkest Ash | 60 ml       | 6.69                   |