

HAIRCOLOR

		SALON PRICE	SUGGESTED RETAIL PRICE
CHROMATICS ULTRA RICH prismatic permanent color	63 ml	8.99	
CHROMATICS BEYOND COVER prismatic permanent color	63 ml	8.99	
CHROMATICS prismatic permanent color	63 ml	8.99	
COLOR FUSION advanced performance color cream	60 ml	8.99	
COLOR FUSION COVER FUSION	60 ml	8.99	
COLOR FUSION HI FUSION	60 ml	8.99	
COLOR GELS LACQUERS high saturation permanent liquid haircolor	60 ml	8.99	
COLOR GELS LACQUERS 10 MIN high saturation permanent liquid haircolor	60 ml	10.99	
SHADES EQ GLOSS	60 ml	8.99	
SHADES EQ color kicker	60 ml	8.99	
SHADES EQ crystal clear	60 ml	8.99	
	500 ml	38.69	
	liter	59.49	
SHADES EQ BONDER INSIDE all-in-one: bonder + toner	60 ml	9.25	
COLOR THICKENER	120 ml	14.19	
COLOR STAIN ERASER	80 pads	14.79	
<i>Gamma IR Shades</i>			
ULTRA RICH (6.66 & 5.62)	63 ml	8.99	
CHROMATICS (4.62 & 6.62)	63 ml	8.99	
COLOR FUSION (3RV, 5RV, 6RV, & 8RV)	60 ml	8.99	
SHADES EQ GLOSS (05RV & 07RV)	60 ml	8.99	
<i>Developers & Lighteners</i>			
CHROMATICS Oil in Cream Developer 10, 20, 30 volume	liter	12.59	
CREAM PRO-OXIDE 10, 20, 30, 40 volume	liter	9.69	
SHADES EQ processing solution	liter	9.99	
SHADES EQ processing solution for precision application	500 ml	6.49	
	liter	9.99	
<i>Blonde Idol Color & Lighteners</i>			
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			
FLASH LIFT maximum power lightening powder	500 g	32.69	
	907 g	60.19	
	500 g	34.79	
	2 lbs	84.19	
	500 g	40.09	
	liter	10.09	
FLASH LIFT BONDER INSIDE lightener powder with built-in bonding additive	907 g	63.39	
BLONDE ICING lightener			
BLONDE ICING developer 20, 30, 40 volume			
BLONDE DIMENSIONS dust-free conditioning lightener			

HAIRCARE

		SALON PRICE	SUGGESTED RETAIL PRICE
<i>Acidic Bonding Concentrate</i>			
ACIDIC BONDING CONCENTRATE shampoo	300 ml	18.89	31.39
	liter	39.79	66.29
ACIDIC BONDING CONCENTRATE conditioner	300 ml	20.09	33.49
	liter	42.59	70.89
ACIDIC BONDING CONCENTRATE intensive treatment	150 ml	23.49	39.19
ACIDIC BONDING CONCENTRATE leave-in treatment	150 ml	23.49	39.19
<i>All Soft</i>			
ALL SOFT MOISTURE RESTORE primer	150 ml	19.99	33.29
ALL SOFT shampoo	300 ml	14.59	24.39
	liter	35.39	58.89
	gallon	71.69	119.49
ALL SOFT conditioner	300 ml	15.89	26.39
	liter	37.89	63.09
	gallon	37.89	63.09
	250 ml	20.89	34.79
	111 ml	31.99	53.19
<i>All Soft Mega</i>			
ALL SOFT MEGA shampoo	300 ml	16.19	26.99
	liter	36.69	61.19
ALL SOFT MEGA conditioner	300 ml	16.25	27.06
	liter	38.79	64.59
ALL SOFT MEGA Hydramelt	150ml	19.99	33.29
<i>Scalp Relief</i>			
DANDRUFF CONTROL shampoo		16.19	26.99
<i>Detox</i>			
DETOX Hair cleansing cream	250 ml	14.59	24.39
	litre	35.39	58.89
DETOX Pre Art		33.09	55.09
<i>Color Extend</i>			
COLOR EXTEND shampoo	300 ml	14.59	24.39
	liter	35.39	58.89
COLOR EXTEND conditioner	300 ml	15.89	26.39
	liter	37.89	63.09
<i>Color Extend Blondage</i>			
BLONDAGE HIGH BRIGHT shampoo	300 ml	16.19	26.99
	liter	36.69	61.19
BLONDAGE HIGH BRIGHT conditioner	300 ml	17.39	28.89
	liter	38.79	64.59
BLONDAGE HIGH BRIGHT treatment	250 ml	23.49	39.19
COLOR EXTEND BLONDAGE shampoo	300 ml	16.19	26.99
	liter	36.69	61.19
COLOR EXTEND BLONDAGE conditioner	300 ml	17.39	28.89
	liter	38.79	64.59
COLOR EXTEND BLONDAGE anti brass mask	250 ml	23.49	39.19
COLOR EXTEND BLONDAGE ROSE BLONDE mask	250 ml	23.49	39.19
COLOR EXTEND BLONDAGE ICY BLONDE mask	250 ml	23.49	39.19
COLOR EXTEND BLONDAGE HONEY BEIGE-BLONDE mask	250 ml	23.49	39.19
<i>Color Extend Graydiant</i>			
COLOR EXTEND GRAYDIANT shampoo	300 ml	16.25	27.06
	liter	36.69	61.19
COLOR EXTEND GRAYDIANT conditioner	300 ml	15.18	25.35
	liter	38.79	64.59

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<i>Color Extend Magnetics</i>			
COLOR EXTEND MAGNETICS shampoo	300 ml	16.19	26.99
	liter	36.69	61.19
	gallon	73.99	123.29
COLOR EXTEND MAGNETICS conditioner	300 ml	17.39	28.89
	liter	38.79	64.59
	gallon	81.29	135.49
<i>Color Extend Brownlights</i>			
COLOR EXTEND BROWNLIGHTS shampoo	300 ml	16.19	26.99
	liter	36.69	61.19
COLOR EXTEND BROWNLIGHTS conditioner	300 ml	17.39	28.89
	liter	38.79	64.59
<i>Extreme</i>			
EXTREME shampoo	300 ml	14.59	24.39
	liter	35.39	58.89
	gallon	71.69	119.49
EXTREME conditioner	300 ml	15.89	26.39
	liter	37.89	63.09
	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
<i>Extreme Length</i>			
EXTREME LENGTH shampoo	300ml	16.19	26.99
	liter	36.69	61.19
EXTREME LENGTH conditioner	300ml	17.39	28.89
	liter	38.79	64.59
EXTREME LENGTH sealer	150ml	19.99	33.29
EXTREME LENGTH triple action treatment	250ml	23.49	39.19
<i>Extreme Bleach Recovery</i>			
EXTREME BLEACH RECOVERY shampoo	300ml	16.19	26.99
	liter	36.69	61.19
EXTREME BLEACH RECOVERY lamellar treatment	200ml	21.69	36.09
EXTREME BLEACH RECOVERY cica cream	150ml	19.99	33.29
<i>Frizz Dismiss</i>			
FRIZZ DISMISS shampoo	300 ml	14.59	24.39
	liter	35.39	58.89
FRIZZ DISMISS conditioner	300 ml	15.89	26.39
	liter	37.89	63.09
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
<i>One United</i>			
ONE UNITED multi-benefit treatment	150ml	19.99	33.29
ONE UNITED multi-benefit treatment	400ml	31.99	53.19
<i>Volume Injection</i>			
VOLUME INJECTION shampoo	300 ml	14.59	24.39
	liter	35.39	58.89
VOLUME INJECTION conditioner	300 ml	15.89	26.39
	liter	37.89	63.09

ACIDIC CONCENTRATE BACKBAR TREATMENT

ACIDIC protein amino concentrate	100 ml	35.09	58.49
ACIDIC moisture concentrate	500 ml	46.79	77.89
ACIDIC pH sealer	250 ml	23.39	38.99

STYLING

		SALON PRICE	SUGGESTED RETAIL PRICE
<i>Heat</i>			
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
<i>Texture</i>			
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
<i>Spray</i>			
TRIPLE PURE 32 maximum hold, neutral fragrance	275 ml	17.99	29.98
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	278 g	15.49	25.99
<i>Volume</i>			
VOLUME MAXIMIZER weightless matte thickening spray	250 ml	22.49	37.56
FULL FRAME 07 lightweight all over volumizing mousse	250 ml	14.99	24.99
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
<i>Star</i>			
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

REDKEN BREWS™

		SALON PRICE	SUGGESTED RETAIL PRICE
<i>Haircare</i>			
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
<i>Styling</i>			
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
<i>Skincare</i>			
CLEANSING BAR pH balanced	150 ml	13.29	22.99
<i>Haircolor</i>			
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	