

REDKEN
5TH AVENUE NYC

ACIDIC CONCENTRATES BACKBAR SERVICE

AT LEAST

\$20

PROFIT IN

6 min

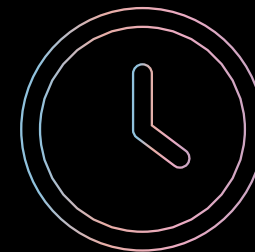


1. HAIR CONSULTATION AND *DIAGNOSIS*

ACIDIC CONCENTRATES *TREATMENT GUIDE* CUSTOMIZABLE PROTEIN & MOISTURE MIXTURES TO MEET ALL CLIENT NEEDS

SYMPTOMS	CAUSES	NEEDS	DAMAGE	POROSITY LEVEL	MIXTURE RATIO
Dry and weak hair	Daily use of heat tools	Strength and softness	Mechanical	High	1 part Moisture
				Medium	1 part Moisture : 1 part Protein
				Low	2 parts Moisture : 1 part Protein
Excessive frizz, unmanageable hair, lack of smoothness	Daily use of heat tools and exposure to humidity	Texture control, smoothing, moisture	Mechanical	High	2 parts Protein : 1 part Moisture
				Medium	1 part Moisture : 1 part Protein
				Low	2 parts Moisture : 1 part Protein
Breakage, split ends, brittle and weak hair	Excessive lightening, overlapping, or overprocessing	Strength & moisture	Chemical	High	1 part Protein : 1 part Moisture
				Medium	1 part Moisture : 1 part Protein
				Low	2 parts Moisture : 1 part Protein
Dry, weak hair and breakage	Single process color or permanent wave services	Color protection, strength, moisture	Chemical	High	2 parts Protein : 1 part Moisture
				Medium	2 parts Protein : 1 part Moisture
				Low	2 parts Moisture : 1 part Protein
Dry, highly-sensitized, and frizzy hair	Double process color and lightener services	Color protection, repair, control	Chemical	High	2 parts Moisture : 1 part Protein
				Medium	2 parts Protein : 1 part Moisture
				Low	2 parts Moisture : 1 part Protein

2. MIX AND APPLY



6 MIN!



**MIX, APPLY AND LEAVE ON HAIR FOR 5 MIN
(DO NOT RINSE)**

**APPLY, LEAVE ON HAIR FOR 1 MINUTE,
AND RINSE**

PROTEIN

USE THE SCALE TO MEASURE EASILY



5 ML = \$1.50

100 ML

SP \$29.99

MOISTURE



2 PUMPS = 5 ML = \$0.40

500 ML

SP \$39.99

pH SEALER



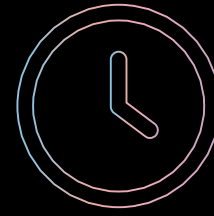
15 SPRAYS = 2.5 ML = \$0.20

250 ML

SP \$19.99



**AT LEAST
\$20 PROFIT**



IN 6 MIN!

ACIDIC CONCENTRATES BUSINESS POTENTIAL



	1 PART MOISTURE	1 PART MOISTURE, 1 PART PROTEIN	2 PARTS MOISTURE, 1 PART PROTEIN	1 PART MOISTURE, 2 PARTS PROTEIN
RECIPE	10 ml moisture + 15 pumps sealer (2.5ml)	10 ml moisture + 10 ml protein + 15 pumps sealer (2.5ml)	10 ml moisture + 5 ml protein + 15 pumps sealer (2.5ml)	5 ml moisture + 10 ml protein + 15 pumps sealer (2.5ml)
COST	\$0.80 + \$0.20 = \$1.00	\$0.80 + \$3.00 + \$0.20 = \$4.00	\$0.80 + \$1.50 + \$0.20 = \$2.50	\$0.40 + \$3.00 + \$0.20 = \$3.60
SUGGESTED PRICE	\$25	\$25	\$25	\$25
PROFIT	\$24	\$21	\$22.50	\$21.40

*pH sealer is used every single time