

	SALON PRICE	RETAIL 40% MARGIN
HAIRCOLOR		
CHROMATICS ULTRA RICH prismatic permanent color	63 ml	8.49
CHROMATICS BEYOND COVER prismatic permanent color	63 ml	8.49
CHROMATICS prismatic permanent color	63 ml	8.49
COLOR FUSION advanced performance color cream	60 ml	8.19
COLOR FUSION COVER FUSION	60 ml	8.19
COLOR FUSION HI FUSION	60 ml	8.19
COLOR GELS LACQUERS high saturation permanent liquid haircolor	60 ml	8.09
SHADES EQ GLOSS	60 ml	7.99
SHADES EQ color kicker	60 ml	7.99
SHADES EQ crystal clear	60 ml	7.99
	500 ml	35.59
	liter	54.79
COLOR THICKENER	120 ml	13.39
COLOR STAIN ERASER	80 pads	10.59
Carmin'R Shades		
ULTRA RICH (6.66 & 5.62)	63 ml	8.49
CHROMATICS (4.62 & 6.62)	63 ml	8.49
COLOR FUSION (3RV, 5RV, 6RV, & 8RV)	60 ml	8.19
SHADES EQ GLOSS (05RV & 07RV)	60 ml	7.99
Developers & Lighteners		
CHROMATICS Oil in Cream Developer 10, 20, 30 volume	liter	11.99
CREAM PRO-OXIDE 10, 20, 30, 40 volume	liter	9.09
SHADES EQ processing solution	liter	9.19
SHADES EQ processing solution for precision application	500 ml	5.99
Blonde Idol Color & Lighteners		
HIGH LIFT haircolor conditioning cream haircolor	60 ml	8.49
BASE BREAKERS low lift lightener	60 ml	8.49
BLUE OIL LIGHTENING SYSTEM	12.5 g	16.79
extra conditioning oil booster + blue powder activator		
FLASH LIFT maximum power lightening powder	500 g	30.99
	907 g	56.99
FLASH LIFT BONDER INSIDE lightener powder with built-in bonding additive	500 g	32.99
BLONDE ICING lightener	500 g	37.99
BLONDE ICING developer 20, 30, 40 volume	liter	9.59
BLONDE DIMENSIONS dust-free conditioning lightener	907 g	59.99

	SALON PRICE	RETAIL 40% MARGIN
HAIRCARE		
All Soft		
ALL SOFT shampoo	300 ml	11.39 18.89
	liter	27.59 45.99
	gallon	56.09
ALL SOFT conditioner	300 ml	12.39 20.59
	liter	29.59 49.29
	gallon	62.29
ALL SOFT heavy cream	250 ml	17.79 29.69
ALL SOFT ARGAN-6 multi-care oil for dry/brittle hair*	111 ml	27.29 45.49
All Soft Mega		
ALL SOFT MEGA shampoo	300 ml	14.19 23.69
	liter	32.19 53.59
ALL SOFT MEGA conditioner	300 ml	15.19 25.29
	liter	33.99 56.69
ALL SOFT MEGA Hydramelt	150ml	16.99 28.29
Scalp Relief		
DANDRUFF CONTROL shampoo		11.39 18.89
Detox		
DETOX Hair cleansing cream	250 ml	11.39 18.89
	litre	27.59 45.99
	litre	27.59 45.99
Color Extend		
COLOR EXTEND shampoo	300 ml	11.39 18.89
	liter	27.59 45.99
	gallon	56.09
COLOR EXTEND conditioner	300 ml	12.39 20.59
	liter	29.59 49.29
	gallon	62.29
Color Extend Blondage		
COLOR EXTEND BLONDAGE shampoo	300 ml	14.19 23.69
	liter	32.19 53.59
COLOR EXTEND BLONDAGE conditioner	300 ml	15.19 25.29
	liter	33.99 56.69
COLOR EXTEND BLONDAGE anti brass mask	250 ml	20.09 33.49
Color Extend Graydiant		
COLOR EXTEND GRAYDIANT shampoo	300 ml	14.19 23.69
	liter	32.19 53.59
COLOR EXTEND GRAYDIANT conditioner	300 ml	15.19 25.29
	liter	33.99 56.69
Color Extend Magnetics		
COLOR EXTEND MAGNETICS shampoo	300 ml	14.19 23.69
	liter	32.19 53.59
	gallon	63.29
COLOR EXTEND MAGNETICS conditioner	300 ml	15.19 25.29
	liter	33.99 56.69
	gallon	69.49
Color Extend Brownlights		
COLOR EXTEND BROWNLIGHTS shampoo	300 ml	14.19 23.69
	liter	32.19 53.59
COLOR EXTEND BROWNLIGHTS conditioner	300 ml	15.19 25.29
	liter	33.99 56.69

	SALON PRICE	RETAIL 40% MARGIN
Extreme		
EXTREME shampoo	300 ml	11.39 18.89
	liter	27.59 45.99
	gallon	56.09
EXTREME conditioner	300 ml	12.39 20.59
	liter	29.59 49.29
	gallon	62.29
EXTREME cat protein reconstructing treatment	200 ml	15.79 26.29
EXTREME anti-snap leave-in treatment	250 ml	15.79 26.29
EXTREME PLAY SAFE 450°F	200 ml	15.79 26.29
Extreme Length		
EXTREME LENGTH shampoo	300ml	14.19 23.69
	liter	32.19 53.59
EXTREME LENGTH conditioner	300ml	15.19 25.29
	liter	33.99 56.69
	150ml	16.99 28.29
Extreme Bleach Recovery		
EXTREME BLEACH RECOVERY shampoo	300ml	14.19 23.69
	liter	32.19 53.59
EXTREME BLEACH RECOVERY lamellar treatment	200ml	18.49 30.89
EXTREME BLEACH RECOVERY cica cream	150ml	16.99 28.29
Frizz Dismiss		
FRIZZ DISMISS shampoo	300 ml	11.39 18.89
	liter	27.59 45.99
FRIZZ DISMISS conditioner	300 ml	12.39 20.59
	liter	29.59 49.29
FRIZZ DISMISS mask	250 ml	17.79 29.69
FRIZZ DISMISS anti-static oil mist	125 ml	27.29 45.49
FRIZZ DISMISS instant deflate serum	125 ml	27.29 45.49
FRIZZ DISMISS rebel tame	250 ml	15.79 26.29
One United		
ONE UNITED multi-benefit treatment	150ml	16.99 28.29
ONE UNITED multi-benefit treatment	400ml	27.29 45.49
Volume Injection		
VOLUME INJECTION shampoo	300 ml	11.39 18.49
	liter	27.59 45.99
VOLUME INJECTION conditioner	300 ml	12.39 20.59
	liter	29.59 49.29

	SALON PRICE	RETAIL 40% MARGIN
REDKEN CHEMISTRY		
VOLUME shot phase , COLOR EXTEND shot phase, ALL SOFT shot phase, EXTREME shot phase	500 ml	33.49
PHIX PHASE 3.5, 5.5	250 ml	17.49

	SALON PRICE	RETAIL 40% MARGIN
STYLING		
DRY TEXTURE COLLECTION		
TRIPLE DRY 15	275 ml	18.99 31.99
DRY SHAMPOO POWDER 02 with charcoal	60 g	15.49 25.99
DRY SHAMPOO PASTE 05 1/2 dry shampoo, 1/2 styling paste	57 g	16.49 27.49
NEW DEEP CLEAN DRY SHAMPOO	91 g	17.99 29.99
Blow Dry		
Pillow Proof Blow Dry Express Primer	170 ml	15.59 25.99
Pillow Proof Blow Dry Express Treatment Primer Cream	150 ml	15.59 25.99
NO BLOW DRY COLLECTION		
NBD airy cream fine hair	150 ml	14.39 23.99
NBD just right cream med hair	150 ml	14.39 23.99
NBD bossy cream coarse	150 ml	14.39 23.99
Volumize		
THICKENING LOTION 06 body builder	150 ml	12.59 20.99
AERATE 08 bodifying cream-mousse	91 g	14.99 24.99
FULL FRAME 07 protective volumizing mousse	250 ml	14.99 24.99
GUTS 10 volume boosting spray mousse	300 ml	14.99 24.99
STAY HIGH 18 mousse	150 ml	15.59 25.99
Texturize		
REWIND 06 pliable styling paste	150 ml	16.19 26.99
FASHION WAVES 07 texturizing sea spray	250 ml	13.19 21.99
ROUGH PASTE 12 working material	75 ml	16.19 26.99
HARDWEAR 16 super strong sculpting gel	250 ml	12.59 20.99
ROUGH CLAY 20 matte texturizer	50 ml	16.19 26.99
POWDER GRIP 03 mattifying hair powder	7 g	13.19 21.99
Shine		
SHINE FLASH glass-like shine spray	150 ml	13.19 21.98
Oil		
OIL FOR ALL invisible multi-benefit oil	100 ml	19.99 33.32
Smooth		
VELVET GELATINE 07 cushioning blow-dry gel	100 ml	12.59 20.99
Heat Styling		
FABRICATE 03 heat-activate texturizer	150 ml	14.99 24.99
SATINWEAR 04 thermal smoothing blow-dry lotion	150 ml	14.99 24.99
IRON SHAPE 11 thermal holding spray	250 ml	13.19 21.99
HOT SETS 22 thermal setting mist	150 ml	13.19 21.99
Hairsprays		
TRIPLE PURE 32 extreme high-hold hairspray	275 ml	17.99 29.99
TRIPLE TAKE 32 extreme high-hold hairspray	275 ml	13.79 22.99
CONTROL ADDICT 28 high-hold hairspray	300 ml	13.79 22.99
FASHION WORK 12 versatile working spray	365 ml	13.79 22.99
QUICK DRY 18 instant finishing spray	300 ml	13.79 22.99
FORCEFUL 23 super strength finishing spray	300 ml	13.79 22.99
QUICK TEASE 15 backcombing finishing spray	181 ml	14.39 23.99
WAX BLAST 10 high impact finishing spray	150 ml	15.29 25.49
WINDBLOWN 05 dry finishing spray to hold a full windswept effect	235 ml	17.99 29.99

	SALON PRICE	RETAIL 40% MARGIN
REDKEN BREWS™		
Haircare		
DAILY shampoo	300 ml	10.39 17.35
	liter	18.95 31.99
MINT shampoo	300 ml	10.39 17.35
THICKENING shampoo	300 ml	11.05 18.35
	liter	19.95 32.99
DAILY conditioner	300 ml	11.05 18.35
	liter	19.95 32.99
3 IN 1	300 ml	11.05 18.35
	liter	19.95 32.99
Styling		
GET GROOMED finishing cream	150 ml	11.05 18.35
STAND TOUGH extreme gel	150 ml	11.05 18.35
GRIP TIGHT holding gel	100 ml	11.05 18.35
WAX pomade	100 ml	12.25 20.39
DISHEVEL fiber cream	100 ml	12.25 20.39
MANEUVER cream pomade	100 ml	12.25 20.39
OUTPLAY texture pomade	100 ml	12.25 20.39
CLAY pomade	100 ml	12.25 20.39
WORK HARD molding paste	150 ml	17.99 29.97
EXTRA CLEAN gel	150 ml	11.05 18.35
THICKENING pomade	100 ml	12.25 20.39
HIGH HOLD pomade	100 ml	12.25 20.39
LIQUID MATTE paste	150 ml	11.05 18.35
Skincare		
AFTER-SHAVE BALM suitable for sensitive skin	125 ml	12.99 21.99
SHAVE CREAM suitable for sensitive skin	150 ml	12.99 21.99
BEARD AND SKIN oil grooming softness	30 ml	12.99 21.99
CLEANSING BAR pH balanced	150 ml	12.99 21.99
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	6.65
TEXTURE		
Acid Waves Creative		
CURL – normal/resistant/fine/limp		8.59
INNER SECRET		9.69
Alkaline Waves		
VECTOR PLUS – normal		6.99
VECTOR PLUS – extra body		7.19
Permanent Curl Reducer		
SHAPE CONTROL reducer – normal/resistant/sensitized		28.59
SHAPE CONTROL neutralizer – smoothing		13.49
TRAVEL RETAIL		
Shampoo		
EXTREME, ALL SOFT, COLOR EXTEND MAGNETICS	50 ml	4.49 7.49
Conditioner		
EXTREME, ALL SOFT, COLOR EXTEND MAGNETICS	30 ml	4.49 7.49
Haircare		
EXTREME anti-snap	50 ml	4.49 7.49
ALL SOFT heavy cream	30 ml	4.49 7.49
Styling		
NBD airy cream fine hair	30 ml	6.50 10.83
NBD just right cream med hair	30 ml	6.50 10.83
NBD bossy cream coarse	30 ml	6.50 10.83
ROUGH PASTE 12 working material	20 ml	6.50 10.83
GUTS 10 volume boosting spray mousse	60 ml	6.92 11.54
IRON SHAPE 11 thermal holding spray	30 ml	6.50 10.83
Hairspray & Pillow Proof		
QUICK DRY 18 instant finishing spray	60 ml	6.92 11.54
FASHION WORK 12 versatile working spray	60 ml	6.92 11.54
FORCEFUL 23 super strength finishing spray	60 ml	6.92 11.54
WAX BLAST 10 high impact finishing spray	60 ml	6.92 11.54
CONTROL ADDICT 28 high-hold hairspray	60 ml	6.92 11.54
Pillow Proof Blow Dry Express Treatment Primer Cream	30 ml	6.92 11.54