

5TH AVENUE FEED

MAY & JUNE 2025

LEGEND
REDKEN LABS 400
POWERED BY SCIENCE
PRESCRIBED BY PROS
> > >
BRAND IN THE U.S.

#1 PRO HAIR

NEW SEQ SKYLIGHT BLONDES

MAKE YOUR BLONDES LIGHT UP THE SKY

CGO SHADE EXTENSION

5 NEW SHADES

LIGHTENER AND DEVELOPER SALE

CLASSIC OFFER FOR ANY SALON TO START BLONDING

LITRE SALE

AVAILABLE LITRES AT 30% OFF

MINIS SALE

OFFERS ON CLASSIC, PREMIUM+ AND STYLING MINIS

10 YEARS OF ONE UNITED

CELEBRATE THE 10TH BIRTHDAY OF ONE UNITED

BREWS

AVAILABLE LITRES AT 29% OFF + MIX & MATCH OFFER

REDKEN
5TH AVENUE NYC

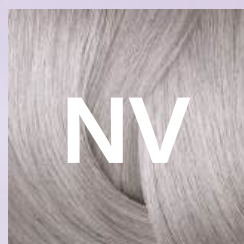
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REDKEN LABS
> >
RED 5502
REDKEN LABS 400

FROM THE #1 DEMI IN THE WORLD

SHADES [EQ]

SKYLIGHT BLONDES

MAKE YOUR BLONDES
LIGHT UP THE SKY

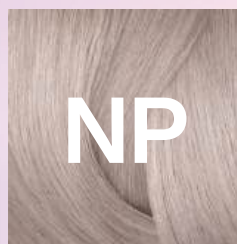


NEW

NV

NATURAL VIOLET

Natural blonde with a soft
neutralizing lavender haze

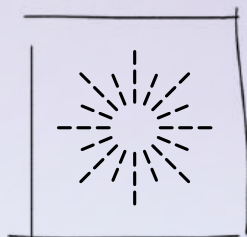


NEW

NP

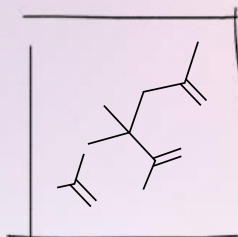
NATURAL PEARL

Natural finish with subtle
pearlescent dimension



**ZERO COMPROMISE
SHINE**

Intense shine even at the
highest levels of blonding



**ATOMIC LEVEL
CALIBRATION**

Synchronized at the atomic
level for maximum naturality
+ undertone neutralization

ALWAYS



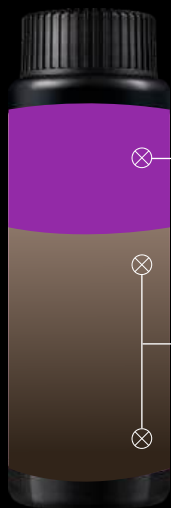
0 DAMAGE
LIFT
AMMONIA



4 NEW SHADES: SKYLIGHT BLONDES

DECODING OUR NEW OWNABLE,
TOP-DESIRED REFLECTS

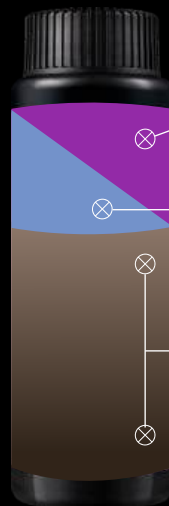
NV
08 | 010



VIOLET
Neutralizes unwanted
warmth

BROWN TO TAN
Preserves dimension +
boosts naturality

NP
08 | 010



VIOLET
Neutralizes unwanted
warmth

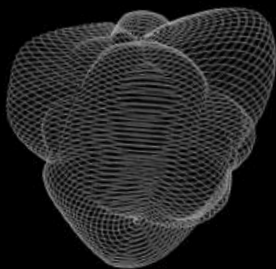
BLUE
Neutralizes unwanted
warmth

BROWN TO TAN
Preserves dimension +
boosts naturality

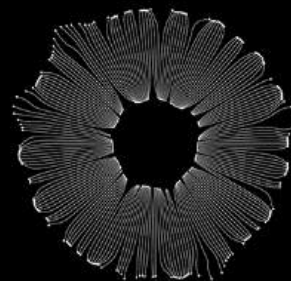
POWERED BY REDKEN SCIENCE

PROPRIETARY GLOSSING

ANTIOXIDANT +
AMINO ACID BLEND



ATOMIC DYE CALIBRATION



NEW CLAIM:

INTENSE SHINE EVEN AT THE
HIGHEST LEVELS OF BLONDING

NEW CLAIM:

SYNCHRONIZED AT THE ATOMIC
LEVEL FOR MAXIMUM NATURALITY
+ UNDERTONE NEUTRALIZATION

SKYLIGHT BLONDES



LARGE OFFER*

PURCHASE

- 32x Open stock Shades EQ Gloss / Bonder Inside
- 1x each of the new shades

RECEIVE

- 1x ACG Shampoo 1 L
- 1x Flash Lift Power 9
- 3x Shades EQ Processing Solution 1 L
- 1x Skylight Blondes PLV PPK
(apron, cape, applicator bottle, swatch page/wall chart)

Salon Value:
\$579.49

Salon Savings:
43%

CODE: R1804F

*Limit of 2



SMALL OFFER*

Independent Stylist

PURCHASE

- 8x Open stock Shades EQ Gloss
- 1x each of the new shades

RECEIVE

- 2x Shades EQ Processing Solution 1 L
- 1x Applicator bottle

Salon Value:
\$164.99

Salon Savings:
33%

CODE: R1805F

*Limit of 2

COLOR GELS OILS

UPTOWN BRONDE COLLECTION



WHY PICK BLONDE OR BRUNETTE WHEN YOU CAN HAVE IT ALL?



+5 = 48-SHADE CORE RANGE
WITH OPPORTUNITIES FOR AN EVEN WIDER RANGE

[illegible]

NEW AND IMPROVED COLOR GELS OILS

BASED ON OUR STYLIST' FEEDBACK, WE'RE REFORMULATING
5 SHADES TO ADDRESS THEIR TEXTURE AND DEPOSIT

4NN

4NA

4NCh

3NN

2ABn

THE PROBLEM

"Too runny" listed as a top concern for stylists.

THE REASON

Low-level/dark shades contain increased dye load which causes the formula to become less viscous.

THE ANSWER

These 5 shades have been reformulated to reinforce their base to provide a thicker, improved consistency.

ASK YOUR SALES
CONSULTANT
ABOUT MY
AVAILABILITY



COLOR GELS OILS

LARGE OFFER*

PURCHASE

- 31x Open stock Color Gels Oils
- 1x each of the new shades

RECEIVE

- 1x ACG Shampoo 1L
- 1x ACG Conditioner 1L
- 3x Pro-oxide 20 vol. 1L
- 1x Oils launch PLV PPK
(apron, cape, applicator bottle, swatch page/wall chart)

Salon Value: \$603.79
Salon Savings: 34%

CODE: R1806F

*Limit of 2

SMALL OFFER*

Independent Stylist

PURCHASE

- 4x Open stock Color Gels Oils
- 1x each of the new shades

RECEIVE

- 1x Pro-oxide 20 vol. 1L
- 1x Applicator bottle

Salon Value: \$137.09
Salon Savings: 28%

CODE: R1807F

*Limit of 2

LIGHTENER AND DEVELOPER SALE

THE BEST LIGHTENERS

CLASSIC OFFER FOR ANY SALON TO START BLONDING



**FLASH
LIFT**

907 g

Salon Price
\$45.14

Salon Value
\$71.49

Savings
41%



**FLASH LIFT
BONDER INSIDE**

907 g

Salon Price
\$49.98

Salon Value
\$99.96

Savings
50%



**FLASH LIFT
POWER 9**

500 g

Salon Price
\$26.94

Salon Value
\$45.49

Savings
41%

↑ ↑ ↑
NEW LOWER PRICE



**OIL LIGHTENING
SYSTEM**

12.5 g

Salon Price
\$14.15

Salon Value
\$21.09

Savings



**BLONDE
ICING**

500 g

Salon Price
\$32.07

Salon Value
\$47.59

Savings
33%

DEVELOPER SALE

FROM 32% OFF ON ALL DEVELOPERS

SHADES EQ



**Processing
Solution 1 L**

Salon Price
\$8.20

Salon Value
\$12.19

Savings
33%



**Gel-to-cream
Processing Solution 1 L**

Salon Price
\$7.99

Salon Value
\$11.79

Savings
32%

FUSION / COLOR GELS / LIGHTENERS



**Pro-oxide cream developer
10 vol. / 20 vol. / 30 vol. / 40 vol.**

Salon Price
\$8.20

Salon Value
\$12.19

Savings
33%

LITRE SALE



AVAILABLE LITRES AT 30% OFF

CLASSIC

- All Soft Shampoo
- All Soft Conditioner
- Extreme Shampoo
- Extreme Conditioner
- Frizz Dismiss Shampoo
- Frizz Dismiss Conditioner
- Volume Injection Shampoo
- Volume Injection Conditioner
- Hair Cleansing Cream Shampoo



SHAMPOO AND CONDITIONER

Salon Price
\$31.00

Salon Value
\$44.79

Savings
30%

PREMIUM

- All Soft Mega Curls Shampoo
- All Soft Mega Curls Conditioner
- Extreme Length Shampoo
- Extreme Length Conditioner
- Color Extend Magnetix Shampoo
- Color Extend Magnetix Conditioner
- Blondage Shampoo
- Blondage Conditioner

SHAMPOO AND CONDITIONER

Salon Price
\$31.78

Salon Value
\$45.89

Savings
30%

PREMIUM+

- ABC Shampoo
- ABC Conditioner
- ACG Shampoo
- ACG Conditioner
- AB Curls Shampoo
- AB Curls Conditioner

SHAMPOO AND CONDITIONER

Salon Price
\$34.44

Salon Value
\$49.79

Savings
30%



MINIS SALE



CLASSIC

- All Soft Shampoo 50 ml
- All Soft Conditioner 30 ml

SHAMPOO AND CONDITIONER

Salon Price MSRP
\$5.39 \$8.99

PREMIUM+

- ABC Shampoo 50 ml
- ABC Conditioner 30 ml
- ABC Lotion 30 ml
- ABC Intensive Treatment 30 ml
- ABC 5-Min Mask 30 ml
- ACG Shampoo 50 ml
- ACG Conditioner 30 ml
- ACG Leave-In 30 ml

SHAMPOO AND CONDITIONER

Salon Price MSRP
\$8.39 \$13.99

STYLING

- One United Elixir 30 ml

ONE UNITED

Salon Price MSRP
\$9.59 \$15.99



TREATMENTS

Salon Price MSRP
\$8.99 \$14.99



10 YEARS OF ONE UNITED



REDKEN LABS 400



RED 5502



REDKEN LABS

11:469:222

R

EJ 01 5790 8782+33

REDKEN LABS

REDKEN LABS

EJ 01 5790 8782+33

OFFER / DEAL

CELEBRATE THE 10TH BIRTHDAY OF ONE UNITED!



23% OFF

150 ml & 400 ml

240

140

80

60



BREWS LITRES AT 29% OFF



DAILY SHAMPOO

UNIVERSAL CLEANSER THAT
DOESN'T STRIP THE HAIR

Salon Price	Salon Value	Savings
\$15.90	\$22.39	29%



3-IN-1

CLEANSES AND CONDITIONS HAIR AND
WASHES BODY FOR FRESHNESS FROM
HEAD TO TOE

DAILY CONDITIONER

FOR DAILY HAIR MOISTURIZING AND
CONDITIONING

Salon Price	Salon Value	Savings
\$16.39	\$19.99	29%



BREWS MIX AND MATCH 12 @ 26% OFF*

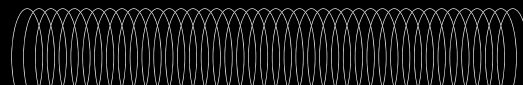
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PRODUCTS

SALON VALUE

Brew 3-in-1 shampoo 300 ml	\$13.09
Brews daily shampoo 300 ml	\$12.29
Brews daily conditioner 300 ml	\$13.09
Brews work hard molding paste tube 150 ml	\$14.39
Brews dishevel fiber cream 100 ml	\$14.39
Brews cream maneuver pomade	\$12.99
Brews outplay texture pomade	\$14.39
Brews clay pomade	\$14.39
Brews grip tight holding gel 150 ml	\$20.79

*Pricing will depend on the M&M choice





ECO-BINGO

A Fun Way to Go Green This Spring



Eliminate
single-use items
(cutlery, cups, towels)



Choose fresh air
over A/C.



Unlock expert tips
on diverse hair types:
Watch our free
Power of the Collective videos.



Donate items you
no longer use.



Recycle your salon
waste with
Green Circle Salons.



Switch to
biodegradable
cleaning products.



Try a zero-waste
day.



Repurpose an
old item.



Add a plant to
your space.

BRAND IN THE U.S. #1 PRO HAIR

club **5**TH avenue

REDKEN

NOT A MEMBER YET?

Earn points with every Redken purchase and redeem for top-notch education, business development reimbursements, tools, backbar and much more!

REGISTER NOW

