

5TH AVENUE FEED

SEPTEMBER & OCTOBER 2025

LEGEND
REDKEN LABS 400
POWERED BY SCIENCE
PRESCRIBED BY PAUL
> BRAND IN THE AREA
PRO HAIR

ESPRESSO VINYL BRUNETTES

TAUGHT BY SARA BOTSFORD, BRUNETTE + BRONDE SPECIALIST

COLOR OBSESSED

HOW-TO + PRIZES AND OFFERS

LIGHTENER AND DEVELOPER SALE

CLASSIC OFFER FOR ANY SALON TO START BLONDING

RENOVATED ALL SOFT ARGAN-6 OIL

NEW LOOK AND CLEAN FORMULA

NEW HAIRCARE REFILLS

MORE CARE, LESS WASTE

HOLIDAY HAIRCARE BUNDLES 2025

BEST OF THE BEST

PRO STYLING FAVORITES MIX & MATCH OFFER

BREWS

MIX & MATCH OFFER

REDKEN
5TH AVENUE NYC

11:46:22 R
REDKEN LABS
>
RED 5502
▲
REDKEN LABS 400

FROM THE #1 DEMI IN THE WORLD

ESPRESSO VINYL BRUNETTES

THE ARTISTRY OF ESPRESSO
THE ULTRA-SHINE OF VINYL

- ✕ **ESPRESSO VINYL TECHNIQUE**
Brunette naturality taken beyond neutrals
featuring 4 top Shades EQ Shades

03N
ESPRESSO

06ABn
BROWN SMOKE

06WG
MANGO

09NA
MIST

- ✕ **TAUGHT BY THE BRUNETTE EXPERT**
Sara Botsford, Redken Global Ambassador
Brunette + Bronde specialist



THE MANY TASTES OF ESPRESSO

- ✕ **CARMEL VINYL**



06N
MOROCCAN
SAND

08NA
VOLCANIC

06WG
MANGO

**RED
KICKER**

- ✕ **MOCHA VINYL**



05NA
SMOKE

05N
WALNUT

**VIOLET
KICKER**

07NA
PEWTER

09NA
MIST

**SARA
BOTSFORD**
REDKEN AMBASSADOR
[@sarabotsfordhair](#)

→ TOP TRENDING: → **BRUNETTE** → **DIMENSION**



/01

REDKEN LABS 400 45

BRUNETTE
'expensive brunette'
'luxurious brunette'
'rich brunette'
'dimensional brunette'

TOP STYLIST TREND
Voted one of the top trends stylists expect to see in their salons in 2025

▶ 4

/02

REDKEN LABS 400 45

"LUXURIOUS BRUNETTE" 30-DAY TREND

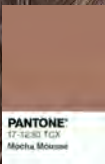
50.9M ↑ 13.7K% <small>(Compared to previous 30D)</small>	62.6K ↑ 3.7K% <small>(Compared to previous 30D)</small>
ESTIMATED REACH	ENGAGEMENTS

RISING DEMAND
Growth in luxurious brunette color is evolving from a fad into a lasting trend

▶ 4

/03

REDKEN LABS 40 0 45 REDKEN LABS 4



PANTONE APPROVED
Rich, coffee-inspired Mocha Mousse crowned 2025 Color of the Year – a refined blend of culture and color

▶ 4

SOURCE: SHADES EQ SQUAD FACEBOOK ADVOCATES GROUP, JULY 2024, 306 PARTICIPANTS, PANTONE



LIGHT HONEY BROWN
+72% mentions/month



WARM BRONDE BALAYAGE
+154% mentions/month



SUN-KISSED BROWN HAIR
+150% pins



SUMMER HAIR
+150% mentions/month



SANDY BROWN
+65% mentions/month



SOURCE: PPD HAIR OBSERVATORY 2ND SEMESTER 2023, TRAJAAN GOOGLE SEARCHES / SPATE RESEARCH PINTEREST DATA ON LATEST TRENDS

ESPRESSO VINYL BRUNETTE



R

11:469:222

REDKEN LABS

>>

RED 5502

◀

REDKEN LABS 400



LARGE OFFER

PURCHASE

- 36x Open stock ShadesEQ/BI

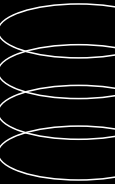
IN-SALON PRIZE PPK

- 3x Shades EQ Processing Solution 1L
- 1x ACG Shampoo 1L
- 1x ACG Conditioner 1L
- 1x Warm It Up PLV PPK
(x1 apron and x1 applicator bottle)

Salon Value:
\$578.32

Salon Savings:
42%

CODE : R1820F
Limit of 2



SMALL OFFER

PURCHASE

- 12x Open stock Shades EQ Gloss

IN-SALON PRIZE PPK

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

Salon Value:
\$164.97

Salon Savings:
33%

CODE : R1821F
Limit of 2





STEP 1

Redken newsletter is sent to all stylists and salon owners who are signed up, explaining the rules of the contest.



STEP 2

Client pre-books their next appointment with their stylist.

Salons: fill out the **ballot card** to keep track of in-salon prize raffle.



STEP 3

The stylist shows the **QR code from the newsletter** to their client through their phone.

Salons: option to scan the **QR code** on the tent card.



STEP 4

Client scans the QR code with their phone camera and **fills in the information on the website.**



STEP 5

Both the stylist and the client get a chance to win the color obsessed **grand prize!**

Salons: clients get a chance to win an **ABC Bonding Kit!**
4 kits per salon

3 COLOR OBSESSED PRIZES



GRAND PRIZE

CLIENTS + STYLISTS



WINNERS

5 PAIRS OF STYLISTS
AND CLIENTS

NUMBER OF PRIZES

5 GRAND PRIZES
1 PER REGION

(ANNOUNCED BY
REDKEN TEAM: 11/03/2025)

2 PRIZES

\$CAD 1,000 BERKLEY GIFT
VOUCHER

+

\$100 REDKEN PRODUCT

1 WINNING STYLIST AND 1 WINNING CLIENT



IN SALON PRIZE

CLIENTS



WINNERS

CLIENTS THAT PRE-BOOK
THEIR APPOINTMENT DURING
SEPTEMBER OR OCTOBER

SALON DRAW

IN-SALON PRIZE RAFFLE
MANAGED BY THE SALON WITH
THE BALLOT CARDS

4 ABC BONDING KITS PER SALON

1 PRIZE

ABC BONDING KIT

1 ABC SHAMPOO + 1 ABC CONDITIONER +
1 LUXURY TOILETRY POUCH



HAIR SALON PRIZE

SALONS



WINNERS

5 SALONS (1 PER REGION):
HIGHEST NUMBER OF ENTRIES

+

5 SALONS (1 PER REGION):
RANDOMLY SELECTED

NUMBER OF PRIZES

10 HAIR SALON PRIZES

2 PER REGION

(ANNOUNCED BY REDKEN TEAM:
11/03/2025)

1 PRIZE

\$2,000 C5A EDUCATION POINTS

OILS OBSESSED

PURCHASE

- 48x Open stock Color Gels Oils/SEQ

IN-SALON PRIZE PPK

- 1x Color Obsessed tent card with QR code
- 1x Ballot card pack for in-salon prize
- 4x Bonding kits : ABC shampoo + conditioner
- 4x Toiletry bags - \$5 each

Salon Value: \$684.44
Salon Savings: 32 %

CODE : R1822F

FUSION OBSESSED

PURCHASE

- 48x Open stock Fusion/SEQ

IN-SALON PRIZE PPK

- 1x Color Obsessed tent card with QR code
- 1x Ballot card pack for in-salon prize
- 4x Bonding kits : ABC shampoo + conditioner
- 4x Toiletry bags - \$5 each

Salon Value: \$664.04
Salon Savings: 33 %

CODE : R1823F

LACQUERS OBSESSED

PURCHASE

- 48x Open stock Color Gels Lacquers/SEQ

IN-SALON PRIZE PPK

- 1x Color Obsessed tent card with QR code
- 1x Ballot card pack for in-salon prize
- 4x Bonding kits : ABC shampoo + conditioner
- 4x Toiletry bags - \$5 each

Salon Value: \$664.04
Salon Savings: 33 %

CODE : R1824F

TIME OBSESSED

PURCHASE

- 48x Open stock Color Gels 10 Minute/SEQ

IN-SALON PRIZE PPK

- 1x Color Obsessed tent card with QR code
- 1x Ballot card pack for in-salon prize
- 4x Bonding kits : ABC shampoo + conditioner
- 4x Toiletry bags - \$5 each

Salon Value: \$684.44
Salon Savings: 32 %

CODE : R1825F

COLOR OBSESSED STORES

PURCHASE

- 6x Open stock Shades EQ

IN-SALON PRIZE PPK

- 1x SEQ Processing Solution 8 oz

Salon Value: \$76.99
Salon Savings: 28 %

CODE : R1826F



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
\$99.69

Savings
50 %



FLASH LIFT POWER 9

500 g

Salon Price
\$28.87

Salon Value
\$45.49

Savings
38%



OIL LIGHTENING SYSTEM

12.5 g

Salon Price
\$10.55

Salon Value
\$21.09

Savings
50%



BLONDE ICING

500 g

Salon Price
\$32.07

Salon Value
\$47.59

Savings
33%

DEVELOPER SALE

20% 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%



RENOVATED

ALL SOFT ARGAN-6 OIL



AN ARGAN OIL RICH IN
ANTIOXIDANTS THAT DOES IT ALL

✕ ALL THE USAGES

Discover the pros secret for care, styling, priming, mixing or slugging.

Use on wet or dry hair. Tame flyaways. Drench all over as an overnight mask.

✕ ALL THE BENEFITS

- Softness
- Heat protection
- Hydration
- Shine

WITH A NEW LOOK AND A CLEAN FORMULA

✕ FRESHER LOOK

Updated pack to appeal to a new generation of consumers

✕ MORE SUSTAINABLE

Redesigned bottle, from 94% to 97,5% recycled plastic

✕ REFORMULATED FORMULA

D5-free formula – PIL B | LFTF commitment



RICH HYDRATION POWERED BY

/01



/02



ARGAN OIL
Its high content of antioxidants, essential fatty acids, and vitamin E, helps increase hair's elasticity and consistently restore shine to dull, lifeless hair.

12% MOISTURE COMPLEX
The perfect blend of silicones and argan oil delivers smoothing and moisturizing benefits without weighing hair down.

ALL SOFT MOISTURE REGIMEN



RENOVATION

CLEANSE + CONDITION

TREAT

Shampoo

Conditioner

Leave-In

Heavy Cream

Argan-6 Oil

ALL SOFT ARGAN OIL RENO

LARGE OFFER

PURCHASE

- 6x All Soft Shampoo 300 ml
- 6x All Soft Conditioner 300 ml
- 2x All Soft Leave-In 150 ml
- 2x All Soft Heavy Cream 250 ml
- 2x All Soft Argan-6 Oil 100 ml

RECEIVE FOR FREE

- 1x All Soft Shampoo 1L
- 1x All Soft Conditioner 1L
- 2x White litre pump - Sales

Salon Price: \$363.42 Salon Value: \$513.38 Savings: 29%

CODE : 1827F

MIX & MATCH OFFER

PURCHASE 4 PRODUCTS (2 OILS + ANY OTHER MIX OF 2 ALL SOFT PRODUCTS)

- 2x All Soft Argan-6 Oil 100 ml
- +
- 2x Any of the Below:
 - All Soft Argan-6 Oil 100 ml
 - All Soft Shampoo 300 ml
 - All Soft Conditioner 300 ml
 - All Soft Moisture Restore Leave-In 150 ml

RECEIVE FOR FREE

- 2x Ultra-soft and absorbent microfibre hair wrap*

CODE : R1828F



\$24.95
Retail value



MORE CARE, LESS WASTE

WITH 71% LESS PLASTIC



CONSUMER SAVINGS FOR EACH FORMAT BASED ON MSRP

RETAIL 300 ML



500 ML REFILLS



1L BOTTLES



300 ML VS. REFILL: 25%/ML

300ML VS. LITRES: 33%/ML (ALL SOFT) AND 45%/ML (ABC, ACG)

→ HAIRCARE REFILLS → 500 ML →



BUNDLE OFFER

PURCHASE

- 3x ABC Shampoo Refill 500 ml
- 3x ABC Conditioner Refill 500 ml
- 6x All Soft Shampoo Refill 500 ml
- 6x All Soft Conditioner Refill 500 ml
- 3x ACG Shampoo Refill 500 ml
- 3x ACG Conditioner Refill 500 ml

RECEIVE FOR FREE

- 2x ABC Shampoo 300 ml
- 2x ABC Conditioner 300 ml
- 1x All Soft Shampoo 300 ml
- 1x All Soft Conditioner 300 ml
- 1x ACG Shampoo 300 ml
- 1x ACG Conditioner 300 ml

Salon Price:
\$629.76

Salon Value:
\$925.88

Salon Savings:
32%

CODE : R1829F

MIX & MATCH OFFER

PURCHASE ANY MIX OF 6 @ 30% OFF*

- 1x ABC Shampoo Refill 500 ml
- 1x ABC Conditioner Refill 500 ml
- 1x All Soft Shampoo Refill 500 ml
- 1x All Soft Conditioner Refill 500 ml
- 1x ACG Shampoo Refill 500 ml
- 1x ACG Conditioner Refill 500 ml

CODE : R1830F



*prices subject to change and total value depend on the mix of products



HOLIDAY HAIRCARE BUNDLES 2025

→ TOTAL SAVINGS ON
→ HOLIDAY BUNDLE = 34%



CLASSIC

Salon Price: \$34.18
Retail Price: \$56.98

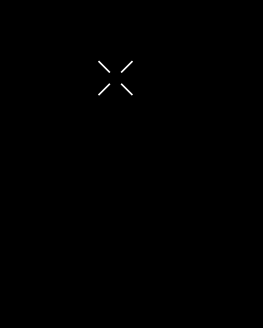
Salon Value: \$52.07
Retail Value: \$75.97



PREMIUM

Salon Price: \$35.98
Retail Price: \$59.98

Salon Value: \$54.67
Retail Value: \$79.97



PREMIUM+

Salon Price: \$43.18
Retail Price: \$71.98

Salon Value: \$66.27
Retail Value: \$95.97



BEST OF THE BEST

MIX AND MATCH 12 @ 25% OFF*



CODE : R1831F



BREWS

MIX & MATCH 12 @ 26% OFF*

PRODUCTS

PRODUCTS	SALON PRICE	SALON VALUE
Brew 3-in-1 shampoo 300 ml	\$9.60	\$13.09
Brews daily shampoo 300 ml	\$9.00	\$12.29
Brews daily conditioner 300 ml	\$9.60	\$13.09
Brews work hard molding paste tube 150 ml	\$15.29	\$20.79
Brews cream maneuver pomade	\$10.62	\$14.39
Brews outplay texture pomade	\$10.62	\$14.39
Brews clay pomade	\$10.62	\$14.39

CODE : R1832F

*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.

STYLING: JESSICA HARRIS
HAIR: JESSICA HARRIS
MAKEUP: JESSICA HARRIS
#1 PRO HAIK

club **5**TH avenue

REDKEN
5TH AVENUE NYC

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

