





FROM THE #1 DEMI IN THE WORLD

Sabrina Carpenter's

# Record-Breaking Blonde

By Laurie Heaps

TWO NEW SPINS ON SABRINA'S RECORD-BREAKING BLONDE BY CELEBRITY COLORIST, LAURIE HEAPS

**NEW PLATINUM + GOLDEN SPINS**  
Laurie shares her go-to #redkenrecipes she used to create Sabrina's iconic music video looks



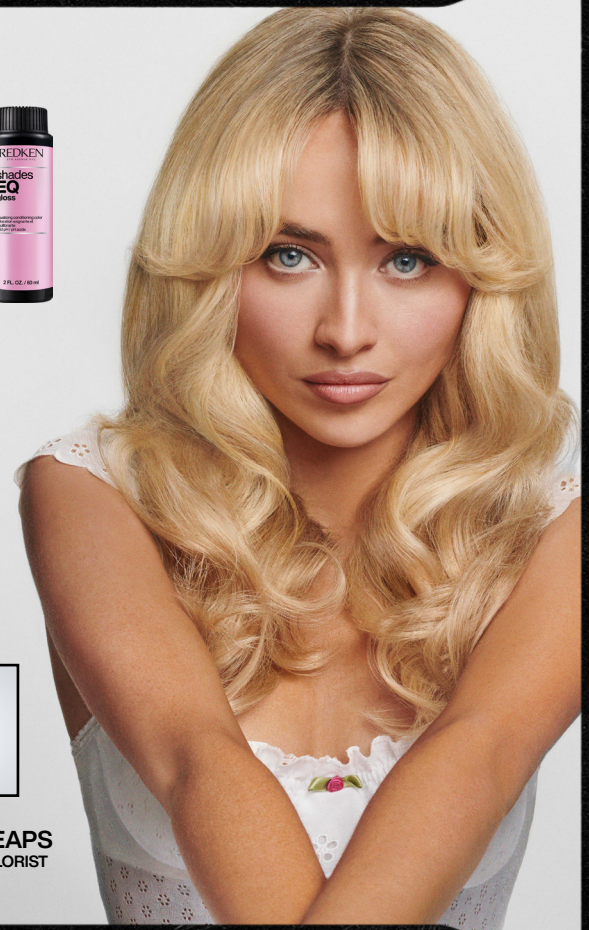
**SABRINA'S ORIGINAL #REDKENRECIPE**  
Rediscover Sabrina's buttery blonde



SABRINA'S ORIGINAL BLONDE



CREATED BY  
**LAURIE HEAPS**  
SABRINA'S COLORIST  
@\_hairbylaurie



# SABRINA BLONDE



## LARGE OFFER

### PURCHASE

- 24x Open stock SEQ Gloss
- 12x Open stock SEQ Bonder Inside

### RECEIVE

- 1x Power 9
- 1x ABC Shampoo 1L
- 3x SEQ Processing Solution 1L
- 1x Sabrina Blonde PLV PPK (1 apron and 3 applicator bottles)

Salon Price: \$334.68    Salon Value: \$489.89    Salon Savings: 32%

## SMALL OFFER

### PURCHASE

- 12x Open stock SEQ

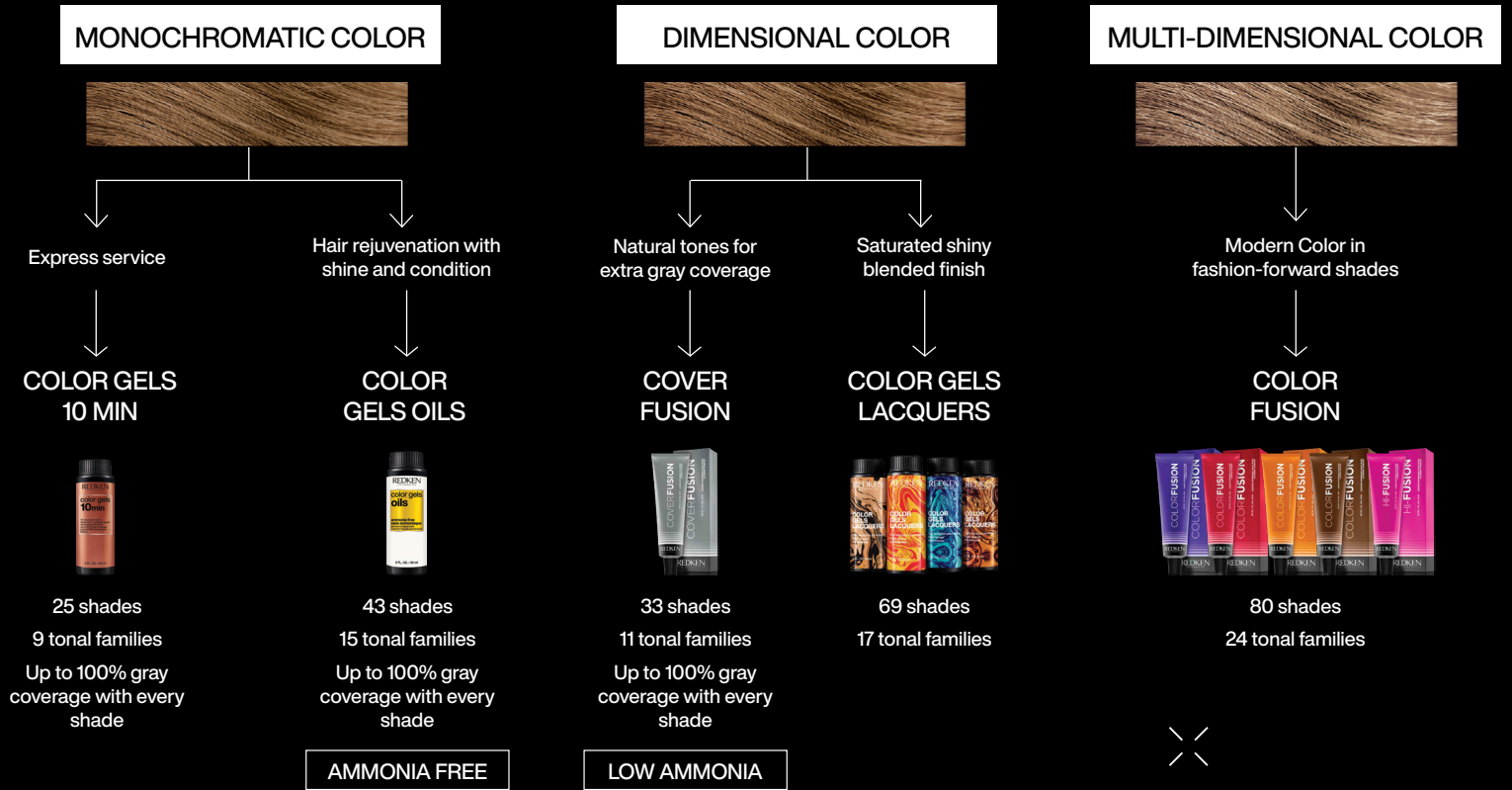
### RECEIVE

- 2x SEQ Processing Solution 1L
- 1x Applicator bottle

Salon Price: \$111.00    Salon Value: \$139.49    Salon Savings: 20%

# COMPREHENSIVE PERMANENT PORTFOLIO

DUAL FORMATS, LIQUID + CREAM, DIFFERENTIATE US FROM THE COMPETITION



## PERMANENT LOVE

### PURCHASE

- Mix & Match 12x Color Fusion
- Mix & Match 12x Color Gels
- Mix & Match 6x Color Gels Oils
- Mix & Match 6x Color Gels 10 Minute

### RECEIVE

- 1x Pro-oxide 20 Volume 1L
- 1x ACG Shampoo 1L
- 1x ACG Conditioner 1L

Salon Price: \$358.68    Salon Value: \$473.44    Salon Savings: 24%





# NEW! NAKED GLOSS



REDKEN LABS 400



RED 5502



REDKEN LABS

11:469:222

R



NEW!

## NAKED GLOSS Lightweight Shine Oil

SHINE TO THE MAX, NAKED FEEL

- 130% SHINE\***  
Advanced pH science powered by saturated fatty acids and Omega-9 to seal in moisture and smooth cuticle for maximum shine.
- NAKED FEEL**  
Lightweight oil melts into the hair with zero heavy coating, zero greasy finish, and a naked feel.



**UNCENSORED SHINE**

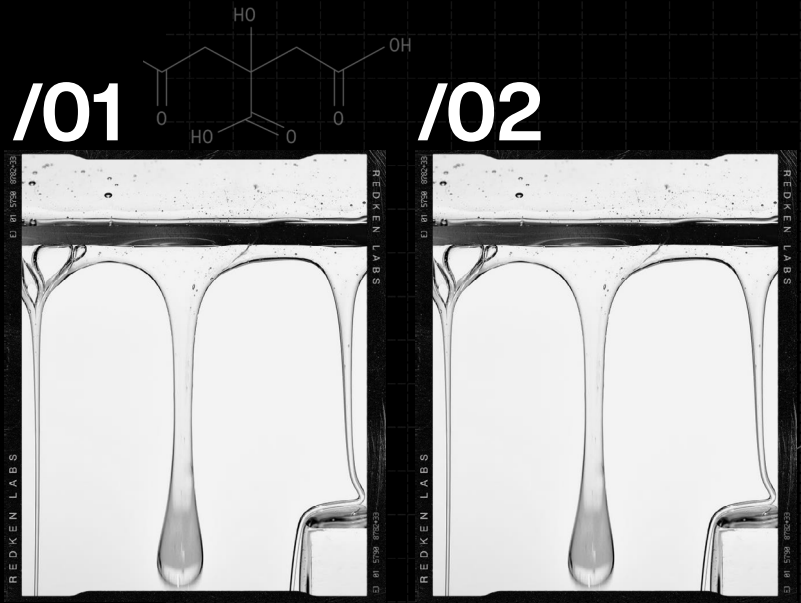
\*vs. unwashed hair





# LIGHTWEIGHT SHINE POWERED BY

240 140 80 60



**X SATURATED FATTY ACIDS AND OMEGA-9**  
 Apricot oil and triglycerides nourish the cuticle to enhance smoothness, moisture, and shine.

**X LOW VISCOSITY SILICONES**  
 5x lighter formula\* melts into hair without any heavy coating or greasy feel, leaving hair with a weightless naked feel.

\*vs nourishing oils

REDKEN LABS 400 < RED 5502 >> REDKEN LABS 11:469:222 R

# THE ACG SIGNATURE SCENT

/01



**X TOP NOTES**  
 Red berries, pineapple and lemon.

/02



**X MIDDLE NOTES**  
 Jasmine, rose and honeysuckle.

/03



**X BASE NOTES**  
 Patchouli, musk and vanilla.





# ACIDIC COLOR GLOSS

## POSITIONING AND USAGE



**CLEANSE**

**Lock in**  
Color and shine

**TREAT**

**Maximize**  
Inner-molecular shine

**Protect**  
Preserve shine

**Magnify**  
Reflective, glossy shine

**Wash day**

**Post-wash**

# NAKED GLOSS

## SUSTAINABILITY CLAIMS



Vegan formula\*



Made with +97.5% recycled plastic\*\*



Made in a factory using renewable energy\*\*\*

\*No animal-derived ingredients.

\*\*Excluding pump.

\*\*\*In the previous calendar year. Find more information in the L'Oréal Universal Registration Document.



**REDKEN**  
5TH AVENUE NYC

**naked gloss**  
lightweight shine oil  
huile de brillance légère

shine & color vibrancy  
brillance et éclat de la couleur

for/pour:  
colored & non-colored hair  
cheveux colorés et non colorés

FATTY ACIDS +  
**18%** glossing complex

SALON  
EXPERT  
CONCENTRATION

3.4 fl oz 100 ml





# LARGE BUNDLE OFFER

ACG NAKED GLOSS OIL

## PURCHASE

- 4x Acidic Color Gloss Shampoo 300 ml
- 4x Acidic Color Gloss Conditioner 300 ml
- 2x Acidic Color Gloss Leave-In 200 ml
- 2x Acidic Color Gloss Oil 100 ml

## RECEIVE

- 1x Acidic Color Gloss Shampoo 1L
- 1x Acidic Color Gloss Conditioner 1L
- 2x White Litre Pump - Sales

Salon Price: \$315.48

Salon Value: \$409.04

Salon Savings: 23%



# MIX & MATCH GWP OFFER\*

ACG NAKED GLOSS OIL

## PURCHASE ANY 2 PRODUCTS + 2 OILS

- 1x Acidic Color Gloss Shampoo 300 ml
- 1x Acidic Color Gloss Conditioner 300 ml
- 1x Acidic Color Gloss Leave-In 200 ml
- 2x Acidic Color Gloss Oil 100 ml

## RECEIVE

- 2x Premium Redken Embroidered Satin Pillowcase



**\$29.99**  
Retail Value



\*Savings ~30% based on products chosen within M&M





# SUMMMER → → → → CURLS' NEEDS



## 1 EXTENDED DAMAGE

Due to extra time spent in the sun, pools and beaches, leading to dry and damaged curly hair.



## 2 HUMIDITY CONTROL

Uncontrolled frizz due to hot and humid weather in the summer.



## 3 SUMMER STYLES

+130% increase in online searches for curly hairstyles during the summer months.

→ → → → EXISTING PRODUCTS FALL SHORT FOR CURLY CLIENTS → →

### TOP COMPLAINTS:



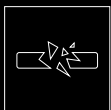
HEAVY SILICONES



POOR HYDRATION



NO FRIZZ CONTROL



LACK OF REPAIR

"REALLY NOT GREAT FOR CURLY HAIR. DRIED MY HAIR OUT, MAKING IT TANGLE AND BREAK MORE EASILY."

"THIS CURLY GIRL ISN'T RETURNING!"

"NOT REPAIRING, NOR HYDRATING. HAIR WAS DRIER AND FELT WORSE. GAVE ME AN ITCHY SCALP."



# CURLS FOR THE SUMMER



## HAIRCARE OFFER

MIX & MATCH

### PURCHASE ANY COMBO OF 3 @ 10% OFF\*

- 1x Frizz Dismiss Shampoo 300 ml
- 1x Frizz Dismiss Conditioner 300 ml
- 1x All Soft Mega Curls Shampoo 300 ml
- 1x All Soft Mega Curls Hydramelt Leave-In Treatment
- 1x Acidic Bonding Curls Shampoo 300 ml
- 1x Acidic Bonding Curls Conditioner 300 ml
- 1x Acidic Bonding Curls Leave-In Cream 250 ml
- 1x Frizz Dismiss Rebel Tame Leave-In Cream 250 ml
- 1x Frizz Dismiss Instant Deflate Oil-In-Serum 125 ml

### RECEIVE FOR FREE

- 1x GWP Curl Styling Brush (\$37 value)



## STYLING OFFER

BUNDLE

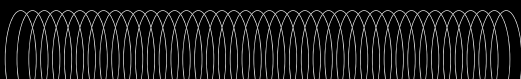
### PURCHASE @ 15% OFF

- 1x Hydrating Curl Cream 200 ml
- 1x Sculpting Curl Gel 250 ml
- 1x Refresh Curl Mist 250 ml

Salon Price:  
\$59.90

Salon Value:  
\$70.47

Salon Savings:  
15%





# REDKEN READY

MIX & MATCH 12 @ 15% OFF\*

- Pliable paste
- Max sculpting gel
- Texture paste
- Powder grip
- Quick blowout
- Big blowout
- Deep clean dry shampoo
- Control hairspray
- Brushable hairspray
- Root tease
- Spray wax
- Maximum hold hairspray - neutral fragrance
- Maximum hold hairspray
- Root lifter
- Shine flash
- Thermal spray low hold
- Thermal spray high hold
- Beach spray
- Spray smooth
- Full volume mousse
- Volume maximizer
- Invisible dry shampoo
- Stay high mousse

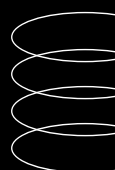
\*Pricing will depend on the M&M choice





# REDKEN READY

WITH REDKEN CELEBRITY STYLIST AND  
ICON SEAN GODARD



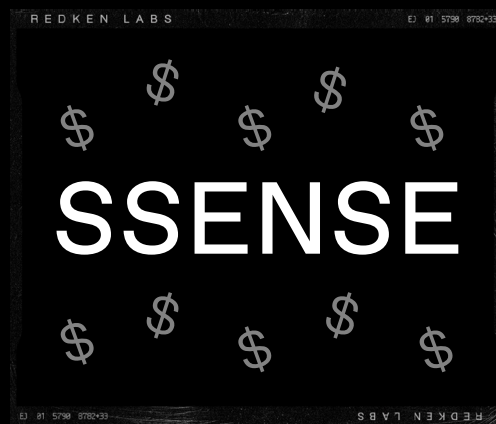
## INSPIRATION FROM SEAN

Take a deep dive in Sean Godard's high-fashion NYC world, and get inspired by his SS2025 styling technical guide



## RE-CREATE THE LOOKS

Re-create iconic NYC looks using Redken Styling. Post on Instagram, and tag #RedkenReadyCanada and @Redkenpro



## POST ONLINE, SHARE, AND WIN

Enter for a chance to win an SSENSE SHOPPING SPREE (\$1,000 VALUE)



# DOS & BREWS MIX & MATCH 12 @ 15% OFF\*

## PRODUCTS

- Brews work hard molding paste tube 150 ml
- Brews cream maneuver pomade
- Brews outplay texture pomade
- Brews clay pomade
- Brews grip tight holding gel 150 ml

## SALON PRICE

## SALON VALUE

- \$15.29
- \$10.62
- \$10.62
- \$10.62
- \$9.60

- \$17.99
- \$12.49
- \$12.49
- \$12.49
- \$11.29

\*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.





# SALON PRICE LIST EFFECTIVE JULY 1<sup>ST</sup>, 2025

		SALON PRICE	SUGGESTED RETAIL PRICE
<b>HAIRCOLOR</b>			
<b>COLOR GELS OILS</b> ammonia-free, monochromatic, up to 100% coverage	60 ml	10.99	
<b>COLOR FUSION</b> advanced performance color cream	60 ml	9.45	
<b>COLOR FUSION COVER FUSION</b>	60 ml	9.45	
<b>COLOR FUSION HI FUSION</b>	60 ml	9.45	
<b>COLOR GELS LACQUERS</b> high saturation permanent liquid haircolor	60 ml	9.45	
<b>COLOR GELS LACQUERS 10 MIN</b> high saturation permanent liquid haircolor	60 ml	10.99	
<b>SHADES EQ GLOSS</b>	60 ml	9.25	
<b>SHADES EQ</b> color kicker	60 ml	9.25	
<b>SHADES EQ</b> crystal clear	60 ml	9.25	
	500 ml	38.69	
	litre	59.49	
<b>SHADES EQ BONDER INSIDE</b> all-in-one: bonder + toner	60 ml	9.39	
<b>COLOR THICKENER</b>	120 ml	14.19	
<b>COLOR STAIN ERASER</b>	80 pads	14.79	
Carmin'R Shades			
<b>COLOR FUSION</b> (3RV, 5RV, 6RV, & 8RV)	60 ml	9.45	
<b>SHADES EQ GLOSS</b> (05RV & 07RV)	60 ml	9.25	
Developers & Lighteners			
<b>CREAM PRO-OXIDE</b> 10, 20, 30, 40 volume	litre	10.25	
<b>SHADES EQ</b> processing solution	litre	10.25	
<b>SHADES EQ</b> processing solution for precision application	500 ml	6.49	
	litre	9.99	
Blonde Ido! Color & Lighteners			
<b>HIGH LIFT</b> haircolor conditioning cream haircolor	60 ml	8.99	
<b>BASE BREAKERS</b> low lift lightener	60 ml	8.99	
<b>BLUE OIL LIGHTENING SYSTEM</b>	12.5 g	17.69	
extra conditioning oil booster + blue powder activator			
<b>NEW FLASH LIFT POWER 9 BONDER INSIDE</b> lightener powder with built-in bonding additive	500 g	38.49	
<b>FLASH LIFT</b> maximum power lightening powder	500 g	32.69	
	907 g	60.19	
<b>FLASH LIFT BONDER INSIDE</b> lightener powder with built-in bonding additive	500 g	34.79	
	2 lbs	84.19	
<b>BLONDE ICING</b> lightener	500 g	40.09	
<b>BLONDE ICING</b> developer 20, 30, 40 volume	litre	10.09	
<b>BLONDE DIMENSIONS</b> dust-free conditioning lightener	907 g	63.39	
<b>HAIRCARE</b>			
Acidic Color Gloss			
<b>NEW ACIDIC COLOR GLOSS</b> Naked Gloss serum	100 ml	33.59	55.99
<b>NEW ACIDIC COLOR GLOSS</b> 1-minute mask	250 ml	28.19	46.99
<b>ACIDIC COLOR GLOSS</b> shampoo	300 ml	23.99	39.99
	litre	43.79	72.99
<b>ACIDIC COLOR GLOSS</b> conditioner	300 ml	23.99	39.99
	litre	43.79	72.99
<b>ACIDIC COLOR GLOSS</b> activated glass glossing treatment	237 ml	28.19	46.99
<b>ACIDIC COLOR GLOSS</b> leave-in heat protective treatment	200 ml	28.19	46.99
Acidic Bonding Curlys			
<b>ACIDIC BONDING CURLS</b> shampoo	300 ml	23.99	39.99
	litre	43.79	72.99
<b>ACIDIC BONDING CURLS</b> conditioner	300 ml	23.99	39.99
	litre	43.79	72.99
<b>ACIDIC BONDING CURLS</b> leave-in cream	250 ml	28.19	46.99
Acidic Bonding Concentrate			
<b>NEW ACIDIC BONDING CONCENTRATE</b> Night & Day serum	100 ml	33.59	55.99
<b>NEW ACIDIC BONDING CONCENTRATE</b> acidic moisture concentrate	500 ml	48.59	80.99
<b>NEW ACIDIC BONDING CONCENTRATE</b> pH sealer	250 ml	23.99	39.99
<b>NEW ACIDIC BONDING CONCENTRATE</b> acidic protein amino concentrate	250 ml	48.59	80.99
<b>ACIDIC BONDING CONCENTRATE</b> shampoo	300 ml	23.99	39.99
	litre	43.79	72.99
<b>ACIDIC BONDING CONCENTRATE</b> conditioner	300 ml	23.99	39.99
	litre	43.79	72.99
<b>ACIDIC BONDING CONCENTRATE</b> lightweight liquid conditioner	200 ml	23.99	39.99
<b>ACIDIC BONDING CONCENTRATE</b> intensive treatment	150 ml	28.19	46.99
<b>ACIDIC BONDING CONCENTRATE</b> leave-in treatment	150 ml	28.19	46.99
<b>ACIDIC BONDING CONCENTRATE</b> 5-minute liquid mask	250 ml	28.19	46.99
All Soft			
<b>ALL SOFT</b> shampoo	300 ml	17.99	29.99
	litre	40.19	66.99
	gallon	71.69	119.49
<b>ALL SOFT</b> conditioner	300 ml	16.79	27.99
	litre	40.19	66.99
	gallon	79.59	132.59
<b>ALL SOFT</b> heavy cream	250 ml	23.39	38.99
<b>ALL SOFT</b> moisture restore leave-in treatment	150 ml	21.59	35.99
<b>ALL SOFT</b> argan-6 multi-care oil for dry/brittle hair	111 ml	28.79	47.99
All Soft Mega Curlys			
<b>ALL SOFT MEGA CURLS</b> shampoo	300 ml	19.19	31.99
	litre	40.79	67.99
<b>ALL SOFT MEGA CURLS</b> conditioner	300 ml	19.19	31.99
	litre	40.79	67.99
<b>ALL SOFT MEGA CURLS</b> Hydramelt	150ml	22.79	37.99
Scalp Relief			
<b>DANDRUFF CONTROL</b> shampoo	250 ml	17.99	29.99
Hair Cleansing Cream			
<b>HAIR CLEANSING CREAM</b> shampoo	250 ml	17.99	29.99
	litre	40.19	66.99
Blondage			
<b>BLONDAGE</b> shampoo	300 ml	19.19	31.99
	litre	40.79	67.99
<b>BLONDAGE</b> conditioner	300 ml	19.19	31.99
	litre	40.79	67.99
<b>BLONDAGE</b> anti brass mask	250 ml	25.19	41.99
Blondage High Bright			
<b>BLONDAGE HIGH BRIGHT</b> conditioner	300 ml	19.19	31.99
Color Extend Magnetics			
<b>COLOR EXTEND MAGNETICS</b> shampoo	300 ml	19.19	31.99
	litre	40.79	67.99
	gallon	73.99	123.29
<b>COLOR EXTEND MAGNETICS</b> conditioner	300 ml	19.19	31.99
	litre	40.79	67.99
	gallon	81.29	135.49
Color Extend			
<b>COLOR EXTEND</b> shampoo	litre	40.19	66.99
<b>COLOR EXTEND</b> conditioner	litre	40.19	66.99
Extreme			
<b>EXTREME</b> shampoo	300 ml	17.99	29.99
	litre	40.19	66.99
<b>EXTREME</b> conditioner	300 ml	17.99	29.99
	litre	40.19	66.99
	200 ml	20.39	33.99
<b>EXTREME</b> cat protein reconstructing treatment	200 ml	21.59	35.99

		SALON PRICE	SUGGESTED RETAIL PRICE
<b>EXTREME</b> anti-snap leave-in treatment	250 ml	21.59	35.99
<b>EXTREME</b> play safe 450°F	200 ml	21.59	35.99
<b>EXTREME</b> mask	250 ml	23.39	38.99
Extreme Length			
<b>EXTREME LENGTH</b> shampoo	300ml	19.19	31.99
	litre	40.79	67.99
<b>EXTREME LENGTH</b> conditioner	300ml	19.19	31.99
	litre	40.79	67.99
<b>EXTREME LENGTH</b> sealer	150ml	22.79	37.99
<b>EXTREME LENGTH</b> mask	250ml	25.19	41.99
Frizz Dismiss			
<b>FRIZZ DISMISS</b> shampoo	300 ml	17.99	29.99
	litre	40.19	66.99
<b>FRIZZ DISMISS</b> conditioner	300 ml	17.99	29.99
	litre	40.19	66.99
<b>FRIZZ DISMISS</b> mask	250 ml	23.39	38.99
<b>FRIZZ DISMISS</b> instant deflate serum	125 ml	28.19	46.99
<b>FRIZZ DISMISS</b> rebel tame	250 ml	21.59	35.99
One United			
<b>ONE UNITED</b> multi-benefit treatment	150ml	22.19	36.99
<b>ONE UNITED</b> multi-benefit treatment	400ml	34.79	57.99
Volume Injection			
<b>VOLUME INJECTION</b> shampoo	300 ml	17.99	29.99
	litre	40.19	66.99
<b>VOLUME INJECTION</b> conditioner	300 ml	17.99	29.99
	litre	40.19	66.99

## ACIDIC CONCENTRATE BACKBAR TREATMENT

<b>NEW ACIDIC</b> protein amino concentrate	250 ml	48.49	80.99
<b>ACIDIC</b> moisture concentrate	500 ml	46.79	77.89
<b>ACIDIC</b> pH sealer	250 ml	23.39	38.99

## STYLING

Cur! Stylers			
<b>NEW HYDRATING CURL</b> cream	200 ml	25.79	42.99
<b>NEW SCULPTING CURL</b> gel	250 ml	25.79	42.99
<b>NEW REFRESHING CURL</b> mist	250 ml	25.79	42.99
Heat			
<b>THERMAL SPRAY LOW HOLD</b> for thermal styling with relaxed results	250 ml	17.99	29.99
<b>THERMAL SPRAY HI HOLD</b> for thermal styling that holds all day	125 ml	17.99	29.99
<b>QUICK BLOWOUT</b> for bouncy blowouts that shine	125 ml	19.79	32.99
<b>BIG BLOWOUT</b> for voluminous styles that stay	150 ml	23.99	39.99
Texture			
<b>MAX SCULPTING GEL</b> for defined and shiny high hold texture	250 ml	16.19	26.99
<b>BEACH SPRAY</b> for effortless texture, volume, and body	125 ml	17.99	29.99
<b>TEXTURE PASTE</b> for moldable defined texture with medium hold	75 ml	19.79	32.99
<b>PLIABLE PASTE</b> for flexible texture with light hold	150 ml	19.79	32.99
<b>POWDER GRIP</b> for added Grit and volume with no hold	7 g	17.99	29.99
<b>SPRAY WAX</b> for natural undone texture with medium hold	165 g	19.79	32.99
Spray			
<b>MAX HOLD NEUTRAL HAIRSPRAY</b> maximum hold, neutral fragrance	275 ml	17.99	29.99
<b>MAX HOLD HAIRSPRAY</b> maximum hold with no crunch	255 g	17.99	29.99
<b>CONTROL HAIRSPRAY</b> all day control with lightweight finish	278 g	17.99	29.99
<b>BRUSHABLE HAIRSPRAY</b> flexible hairspray for natural feeling finish	295 g	17.99	29.99
Volume			
<b>NEW STAY HIGH MOUSSE</b> high hold gel to mousse	150 ml	19.79	32.99
<b>VOLUME MAXIMIZER</b> weightless matte thickening spray	250 ml	25.79	42.99
<b>FULL VOLUME MOUSSE</b> lightweight all over volumizing mousse	250 ml	17.99	29.99
<b>ROOT TEASE</b> backcombing medium control volumizing spray	150 g	17.99	29.99
<b>ROOT LIFTER</b> target spray mousse for long lasting volume	300 g	19.79	32.99
Star			
<b>DEEP CLEAN DRY SHAMPOO</b> maximum oil absorption for maximum clean on up to 4th day hair	91 g	19.29	32.21
<b>INVISIBLE DRY SHAMPOO</b> invisible, residue-free dry shampoo	88 g	21.19	36.99
<b>SHINE FLASH</b> instant effortless shine	125 g	17.99	29.99
<b>SPRAY SMOOTH</b> instant smoothing & de-frizzing	212 g	23.99	39.99

## REDKEN BREWST<sup>TM</sup>

Haircare			
<b>DAILY</b> shampoo	300 ml	10.59	17.99
	litre	19.39	32.99
<b>MINT</b> shampoo	300 ml	10.59	17.99
<b>DAILY</b> conditioner	300 ml	11.29	18.99
	litre	19.99	33.99
<b>3 IN 1</b>	300 ml	11.29	18.99
	litre	19.99	33.99
Styling			
<b>MANEUVER</b> cream pomade	100 ml	12.49	20.99
<b>OUTPLAY</b> texture pomade	100 ml	12.49	20.99
<b>CLAY</b> pomade	100 ml	12.49	20.99
<b>WORK HARD</b> molding paste	150 ml	17.99	29.99
<b>GRIP TIGHT</b> holding gel	150 ml	11.29	18.99
Skincare			
<b>CLEANSING BAR</b> pH balanced	150 ml	13.29	22.99
Haircolor			
<b>COLOR CAMO</b> Light Ash, Light Natural, Medium Ash, Medium Natural, Dark Ash, Dark Natural	60 ml	6.69	