

# 5<sup>TH</sup> AVENUE FEED

JULY & AUGUST 2025

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

#1 PRO HAIR

## SABRINA'S SECRET IS OUT!

THE SABRINA CARPENTER BLONDE

## PERMANENT LOVE

COMPREHENSIVE PORTFOLIO AND OFFER

## NEW ACG NAKED GLOSS LIGHTWEIGHT SHINE OIL

LAUNCH AND OFFERS

## CURLS FOR THE SUMMER

SUMMER CURLS NEEDS AND OFFERS

## REDKEN READY

MIX & MATCH OFFER AND CELEBRITY STYLIST & ICON SEAN GODARD

## DOS & 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

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

- 36x Open stock SEQ Gloss / SEQ Bonder Inside

### RECEIVE

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

Salon Value:  
\$509.02

Salon Savings:  
35%

CODE: R1810F

\*Limit of 2

## SMALL OFFER

### PURCHASE

- 12x Open stock SEQ

### RECEIVE

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

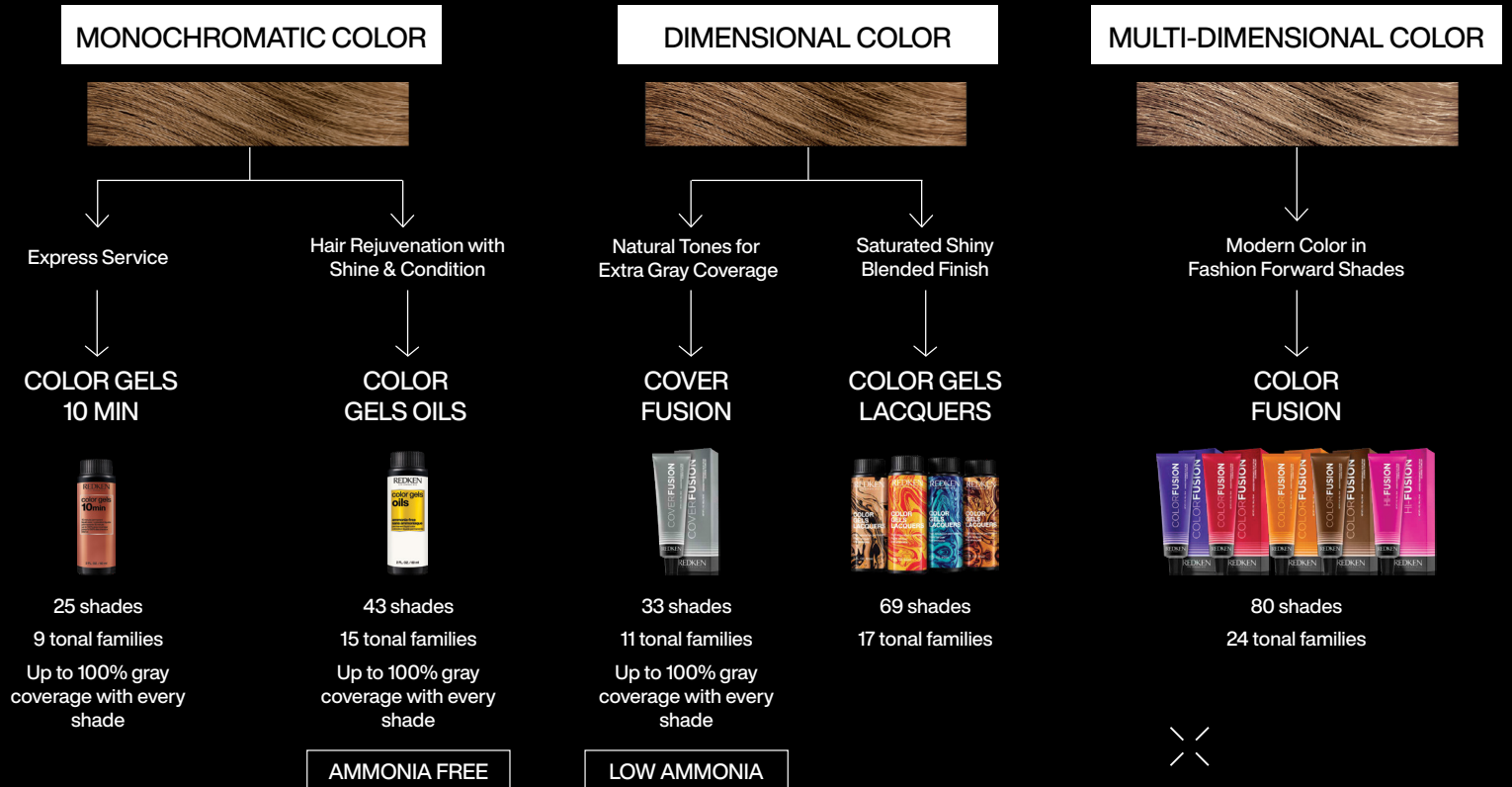
Salon Value:  
\$143.37

Salon Savings:  
23%

CODE: R1811F

# COMPREHENSIVE PERMANENT PORTFOLIO

DUAL FORMATS, LIQUID + CREAM,  
DIFFERENTIATES VS COMPETITION



## PERMANENT LOVE

### PURCHASE

- Mix and Match 36x Permanent Love shades

### RECEIVE

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

**Salon Value:** \$579.81  
**Salon Savings:** 41%

CODE: R1812F

\*Limit of 2





# NEW! NAKED GLOSS



REDKEN LABS 400



RED 5502



REDKEN LABS

11:469:222



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 max shine.
- ☒ **NAKED FEEL**  
Lightweight oil melts into hair for zero heavy coating, zero greasy finish and a naked feel.



UNCENSORED SHINE

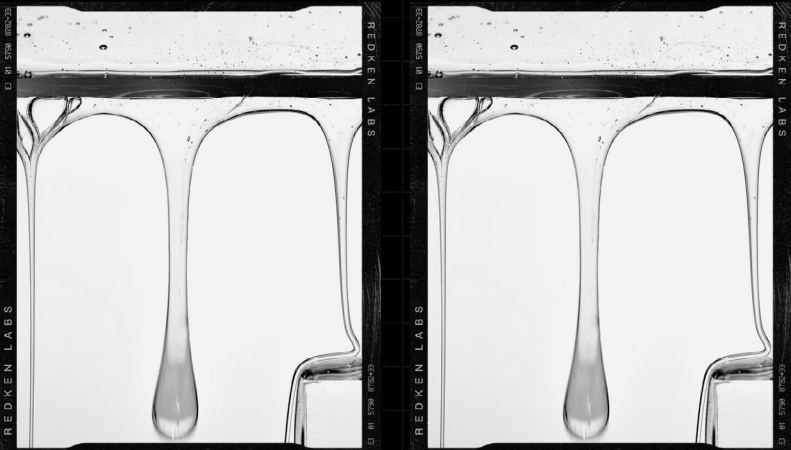
\*vs. unwashed hair



# LIGHTWEIGHT SHINE POWERED BY

240 140 80 60

/01 /02



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

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

\*vs Nourishing Oils

# THE ACG SIGNATURE SCENT

/01



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

/02



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

/03



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





# ACIDIC COLOR GLOSS

## POSITIONING AND USAGE



### CLEANSE

**Lock-in**  
Color & Shine

### TREAT

**Maximize**  
Inner-Molecular Shine

**Protect**  
Preserve Shine

**Wash-Day**

**Magnify**  
Reflective Glossy Shine

**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.







## 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 Naked Gloss Oil 100 ml

### RECEIVE

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

Salon Price:  
\$362.48

Salon Value:  
\$468.44

Salon Savings:  
23%

CODE: R1813F

\*Limit of 2



## 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 Naked Gloss Oil 100 ml

### RECEIVE

- 2x Premium Redken Embroidered Satin Pillowcase



**\$29.99**  
Retail Value

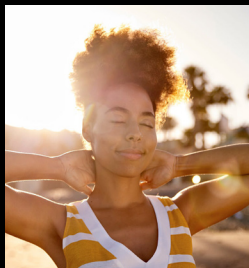
CODE: R1814F

\*Savings ~30% based on products chosen within M&M  
\*Limit of 2





# SUMMMER → → → → CURL NEEDS



## 1 EXTENDED DAMAGE

Due to extra time spent in the sun, pools, 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% in online searches for curl hairstyles in the summer months.

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

### TOP COMPLAINTS:



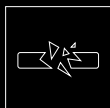
HEAVY SILICONES



POOR HYDRATION



NO FRIZZ CONTROL



LACK OF REPAIR

“REALLY NOT GREAT FOR CURLY HAIR. DRIED MY HAIR OUT, MAKING IT TANGLE AND BREAK EASIER.”

“THIS CURLY GIRL ISN’T RETURNING!”

“NOT REPAIRING OR HYDRATING. HAIR WAS DRYER AND FELT WORSE. GAVE ME ITCHY SCALP.”



# CURL FOR THE SUMMER



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REDKEN LABS

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RED 5502



REDKEN LABS 400

## HAIRCARE OFFER\*

MIX &amp; MATCH

### PURCHASE ANY COMBO OF 3 @ 24% 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)



CODE: R1815F

\*Limit of 2



## STYLING OFFER

BUNDLE

### PURCHASE @ 32% OFF

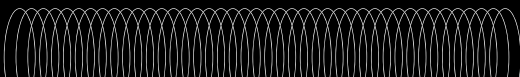
- 1x Hydrating Curl Cream 200 ml
- 1x Sculpting Curl Gel 250 ml
- 1x Refresh Curl Mist 250 ml

**Salon Price:**  
\$59.90

**Salon Value:**  
\$88.47

**Salon Savings:**  
32%

CODE: R1816F





# REDKEN READY

MIX AND MATCH 12 @ 26%\*

- 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 hi hold
- Beach spray
- Spray smooth
- Full volume mousse
- Volume maximizer
- Invisible Dry shampoo
- Stay High mousse

CODE: R1817F

\*Pricing will depend on the M&M choice

\*Limit of 2 per client





# REDKEN READY

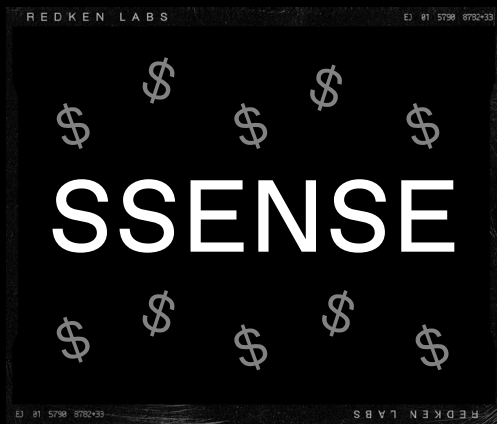
WITH REDKEN CELEBRITY STYLIST & ICON  
SEAN GODARD



**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**  
Recreate 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 (\$1000 VALUE)



## DOS & BREWS MIX AND MATCH 12 @ 26% OFF\*

PRODUCTS	SALON PRICE	SALON VALUE
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
Brews grip tight holding gel 150 ml	\$9.60	\$12.99

**CODE: R1818F**  
\*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.



### 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**

