

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



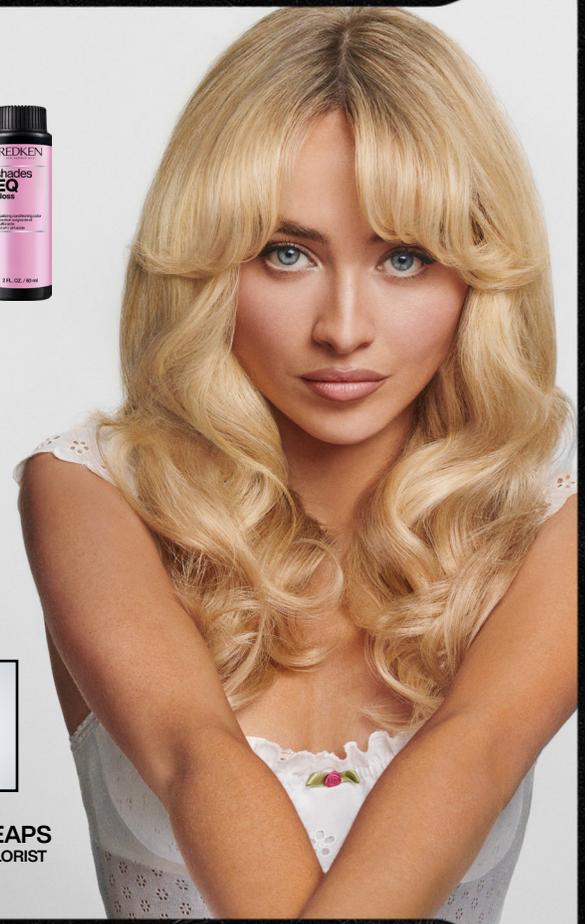
SABRINA'S ORIGINAL #REDKENRECIPE
Rediscover Sabrina's buttery blonde



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

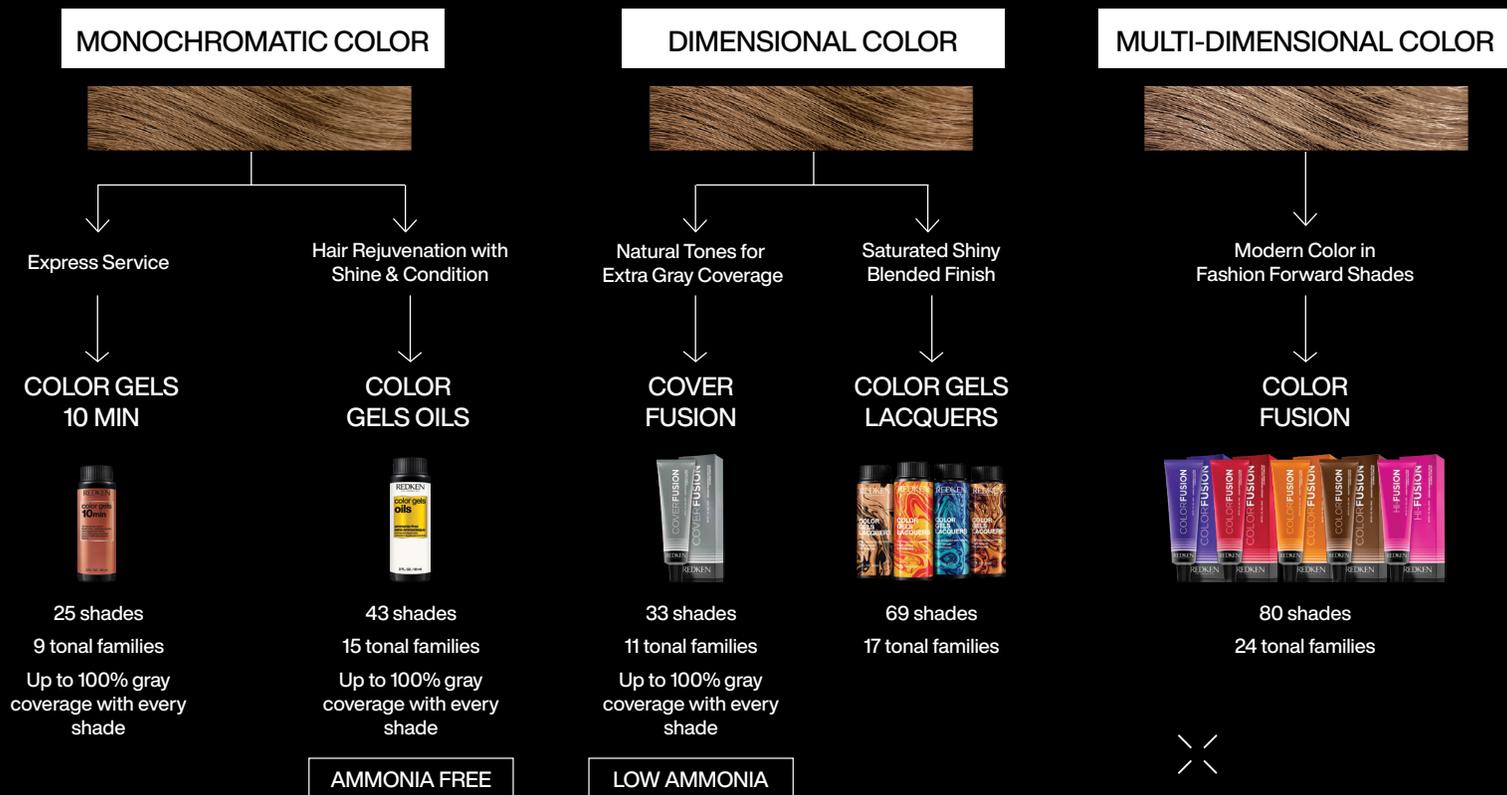
- 2x SEQ Processing Solution 1L
- 1x Applicator bottle

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

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

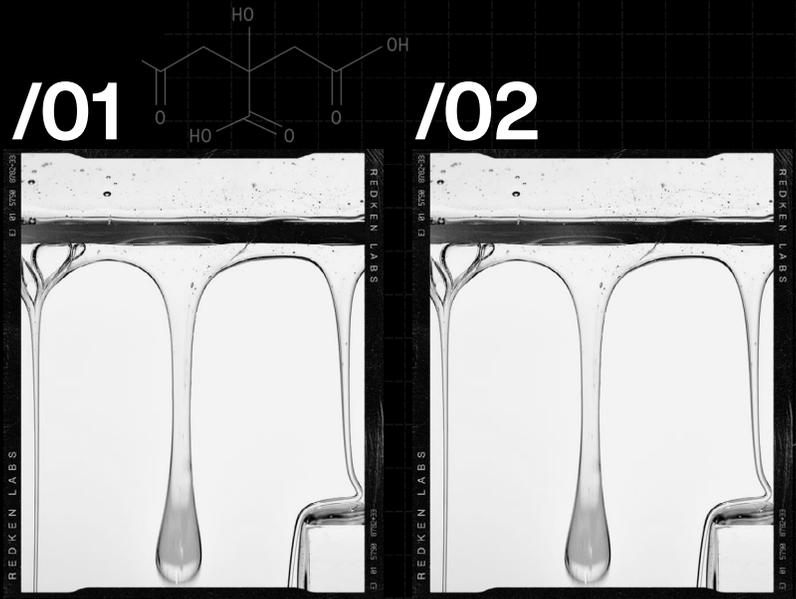


UNCENSORED SHINE

*vs. unwashed hair

LIGHTWEIGHT SHINE POWERED BY

240 140 80 60



X SATURATED FATTY ACIDS AND OMEGA-9
 Apricot oil & triglycerides nourish the cuticle to augment 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

THE ACG SIGNATURE SCENT

/01



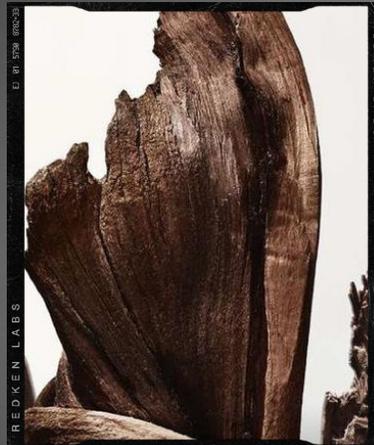
X TOP NOTES
 Red berries, pineapple and lemon.

/02



X MIDDLE NOTES
 Jasmine, rose and honeysuckle.

/03



X BASE NOTES
 Patchouli, musk and vanilla.



ACIDIC COLOR GLOSS

POSITIONING AND USAGE



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'Oreal 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



HAIRCARE OFFER*

MIX & 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

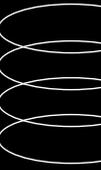
*Pricing will depend on the M&M choice

*Limit of 2 per client



REDKEN READY

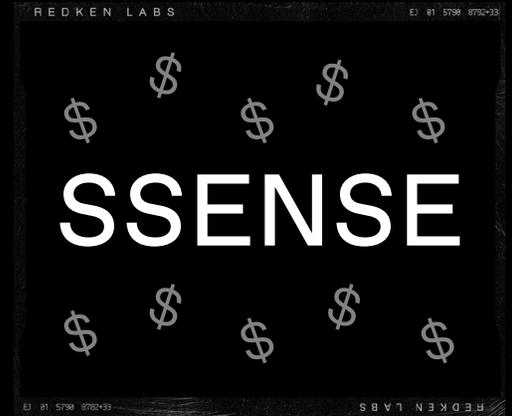
WITH REDKEN CELEBRITY STYLIST & ICON
SEAN GODARD



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

- 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

\$20.79

\$10.62

\$14.39

\$10.62

\$14.39

\$10.62

\$14.39

\$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.

BRAND IMAGE US #1 PRO HAIR



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

