



LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.



**REDKEN**  
5TH AVENUE NYC

# HAIRCARE OBSESSED

**CLASS STATEMENT:** Learn how to position Redken's Haircare portfolio to grow your retail business. Become the retail guru in your salon and teach each of your clients the proper home maintenance with their very own customized regimen of haircare and products from your salon.

**CLASS DESCRIPTION:** SPECIFIC NEEDS. We have the prescription. We have a product to cater to every hair need with state of the art technology for all types of hair. Grow your business by recommending the proper hair care at home regimen, and additional back bar and chemical services to provide long-lasting color results and ultimate condition! You will learn how to position each regimen in our haircare segments and provide your client with the top quality salon experience!

## TOP 3 CLASS TAKEAWAYS:

- Learn an overview of Redken Haircare and current innovations
- Provide simple solutions, to meet the specific needs of clients to build loyalty and customize your client's care regimen
- Increase revenue through Redken's Principles of Consultation



DATE

Monday, March 29th

TIME

10:00am-1:00pm

LOCATION

ZOOM

CONTACT

Jeet.Sandhu@loreal.com

INVESTMENT

COMPLIMENTARY – NO CHARGE

TOOLS

LOOK & LEARN – NO TOOLS REQUIRED



LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.



**REDKEN**  
5TH AVENUE NYC

# STYLING OBSESSED

**CLASS STATEMENT:** Overview of Redken's **Styling** Product Portfolio  
Become the retail guru in your salon and teach each of your clients the proper home maintenance with their very own customized regimen of styling products from your salon.

**CLASS DESCRIPTION:** STYLE YOUR STORY with Redken Styling. Redken says it all from the runways, to the streets and in your salon. This class details our "must have" styling portfolio and a few finishing hot tips to put in your bag of tricks.

**TARGET CUSTOMER: Essential Level:** Stylists looking to increase awareness and knowledge by experiencing the brand overview of Redken's Styling offering.

## TOP 3 CLASS TAKEAWAYS:

- Understand Redken's core values, overview of current innovations, looks, and styling product offerings
- Learn the power of custom control, to build client loyalty and customize your client's styling regimen
- Increase revenue through Redken's Principles of Consultation

DATE	Tuesday, April 27th
TIME	10:00am-1:00pm
LOCATION	ZOOM
CONTACT	Leithapearl.redken@gmail.com
INVESTMENT	COMPLIMENTARY – NO CHARGE
TOOLS	LOOK & LEARN – NO TOOLS REQUIRED





LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.  
LEARN. EARN. LIVE BEST.

LEARN. EARN. LIVE BEST.



**REDKEN**  
5TH AVENUE NYC

# RETAIL: IT'S IN THE BAG

**CLASS STATEMENT:** Become the retail guru in your salon and teach each of your clients the proper home maintenance with their very own customized regimen of haircare and products from your salon.

**CLASS DESCRIPTION:** Learn an easy and fun approach to build powerful retail sales by teaching clients about the products you love. Offering professional home maintenance products can increase your income and loyalty in the salon. Clients that are prescribed the proper at home products are 85% more likely to return to the salon. Make sure your work of hair art looks fabulous on the days in-between their visits.

**TARGET CUSTOMER: Essential Level:** Any level stylist looking to gain knowledge of the growing opportunities within the growing salon industry.

## TOP 3 CLASS TAKEAWAYS:

- Learn Scripts to use to help you learn “what to say”
- Preparation, Treatments, Memory (Styling Products), Hard Tools and Finishing
- Understand the Business of Professional Product Offering and how you can secure your client loyalty

DATE

March 1st

TIME

10:00am-1:00pm

LOCATION

Zoom

CONTACT

Leithapearl.redken@gmail.com

INVESTMENT

COMPLIMENTARY – NO CHARGE

TOOLS

LOOK & LEARN – NO TOOLS REQUIRED