



LEARN. EARN. LIVE BEST.
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REDKEN
5TH AVENUE NYC

COLOR GELS LACQUERS 10

PRODUCT KNOWLEDGE

CLASS STATEMENT: Color Gels Lacquers 10 is a new, revolutionary Permanent Haircolor in the Redken Haircolor portfolio. Superior gray coverage, amazing shine and a fast 10-minute processing time will change the way you work and can never be replicated at home.

CLASS DESCRIPTION: Color Gels Lacquers Product Knowledge: Redken's Color Gels Lacquers 10 Minute Processing Liquid Color uses high-kinetic dyes for fast root saturation. This revolutionary product will help those looking for Express options and full schedule flexibility.

TARGET CUSTOMER: Foundation/Essential Level: Stylists who are currently performing haircolor services and may or may not be new to the Redken haircolor family

TOP CLASS TAKEAWAYS

- Understand the **Color Gels Lacquers 10** Label; the Traditional Level System, Background and Tone, Categories and Families, Formulation Guidelines, Mixing-Processing and Application
- Learn the 5 Step Consultation Vision to properly position back-bar treatments and home maintenance products for an enhanced Client Experience



DATE	Monday, January 31
TIME	9am – 10:30am OR 7pm – 8:30pm
LOCATION	VIRTUAL - email below for link
CONTACT #	Leitha Pearl - Leithapearl.redken@gmail.com
INVESTMENT	FREE
TOOLS	