WE HAVE A CLASS FOR THAT
LEARN BETTER, EARN BETTER, LIVE BEST!

REDKEN
5TH AVENUE NYC

REDKEN
EDUCATOR

2022 VIRTUAL POWER HOUR

COMPLIMENTARY CLASS OFFERING JAN – APRIL 2022

REDKEN
5TH AVENUE NYC

FOUNDATION / ESSENTIAL CLASSES

REDKEN USERS FOR 0-2 YEARS

Stylist needs to build their confidence with all Redken product and foundational principles.

- Complete knowledge in Principles: Haircolor / Correction / Foiling / Finish
- Knowledge in all Redken brand information

PRODUCT KNOWLEDGE

- Shades EQ Gloss
- Shades EQ Bonder Inside
- Acidic Bonding Concentrate
- Power Bonds – Power Trio
- Chromatics
- Color Fusion
- Color Gels Lacquers
- *New*-Color Gels Lacquers 10
- Blonde Idol / Lighteners
- Redken Haircolor Collection
- Haircare
- Styling
- Redken Brews/Color Camo

PRINCIPLES

- Principles of Haircolor
- Principles of Foil Placement
- Principles of Blonding
- Principles of Haircolor Correction
- Principles of Backbar
- Principles of Science
- Principles of Finishing
- Principles of Consultation

COLOR FORMULATION

- Gray hair – Cover. Create. Celebrate.
- The Many Shades of Shades EQ

WEALTH

- Retail: It's in the Bag
- Pre-Booking: Power-Booking
- Retention: The Perfect Clientele
- Referral: Promoting Referral Business

To register, log on to Eventbrite.ca and search Redken Canada.

REDKEN
5TH AVENUE NYC

VIRTUAL COMPLEMENTARY CLASS OFFERING
JANUARY – APRIL, 2022
12:00 – 1:00 PM ET & 1:30 – 2:30 PM ET

JANUARY

10TH
- **Shades EQ Gloss PK - 12:00 PM**
- **Color Gels Lacquers PK – 1:30 PM**

12TH
- **Color Fusion PK – 12:00 PM**
- **Chromatics PK – 1:30 PM**

17TH
- **Principles of Blonding – 12:00 PM**
- **The Many Shades of Shades EQ – 1:30 PM**

19TH
- **Redken Haircolor Collection PK – 12:00 PM**
- **Lighteners/Blonde Idol PK – 1:30 PM**

24TH
- **Haircare PK– 12:00 PM**
- **Styling PK– 1:30 PM**

26TH
- **Redken Brews & Color Camo PK-12:00 PM**
- **Gray Hair – Cover.Create.Celebrate. – 1:30 PM**

31ST
- **Principles of Haircolor – 12:00 PM**
- **Principles of Foil Placement – 1:30 PM**

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<u>FEBRUARY</u>

2ND

- *NEW* **Color Gels Lacquers 10 PK– 12:00 PM**
- **Principles of Haircolor Correction – 1:30 PM**

14TH

- **Principles of Science – 12:00 PM**
- **Principles of Backbar – 1:30 PM**

16TH

- **Principles of Consultation – 12:00 PM**
- **Principles of Finishing – 1:30 PM**

23RD

- **Retail: It's In The Bag– 12:00 PM**
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VIRTUAL COMPLEMENTARY CLASS OFFERING
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12:00 – 1:00 PM ET & 1:30 – 2:30 PM ET

MARCH

7TH
- **Shades EQ Bonder Inside PK - 12:00 PM**
- **Acidic Bonding Concentrate PK - 1:30 PM**

9TH
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23RD
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28TH
- **Redken Brews & Color Camo - PK -12:00 PM**
- **Power Bonds – Power Trio – 1:30 PM**

30TH
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VIRTUAL COMPLEMENTARY CLASS OFFERING JANUARY – APRIL, 2022
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APRIL

4TH
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6TH
- **Principles of Science – 12:00 PM**
- **Principles of Backbar – 1:30 PM**

11TH
- **Principles of Consultation – 12:00 PM**
- **Principles of Finishing– 1:30 PM**

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- **Promoting Referral Business – 1:30 PM**

20TH
- **Shades EQ Bonder Inside PK - 12:00 PM**
- **Acidic Bonding Concentrate PK – 1:30 PM**

25TH
- **Shades EQ Gloss PK - 12:00 PM**
- **Color Gels Lacquers PK – 1:30 PM**

27TH
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- **Chromatics PK – 1:30 PM**

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REDKEN EDUCATOR

VIRTUAL REDKEN EDUCATION CLASSES
with Technical Sales Educators

January - April 2022

REDKEN
5TH AVENUE NYC

JANUARY
10TH

- ## SHADES EQ GLOSS PK

CLASS DESCRIPTION: Shades EQ Gloss Product Knowledge: This class is designed to provide an in depth understanding of all the great benefits Shades EQ brings to the table! This easy to use, ammonia-free, deposit-only hair color provides the versatility to refresh, tone, enhance, add shine, and blend gray. Shades EQ offers it all! Shades EQ offers an expanded palette to achieve the hottest looks off the press.

- ## COLOR GELS LACQUERS PK

CLASS DESCRIPTION: Color Gels Lacquers Product Knowledge: Redken's Color Gels Lacquers goes beyond grey coverage. Learn about the Select Dye System, formulation tips, superior shine, UV protection, fashion forward shades, all in a low ammonia formula.

12TH

- ## COLOR FUSION PK

CLASS DESCRIPTION: Color Fusion and Cover Fusion Product Knowledge. This class is designed to help provide an understanding of the many ways to utilize this full palate, modernized with Redken's Carmin'R, Rubilane and R5 technology, and C- Lock Technology, for 8 weeks of "coolness".

- ## CHROMATICS PK

CLASS DESCRIPTION: Chromatics; Beyond Cover and Ultra Rich Product Knowledge: This class will take you along the path to learn all about Redken's ammonia-free, permanent haircolor. Increase your knowledge and elevate your earning potential. Uses Chromatics' ODS2 (Oil Delivery System) + Protein Extract Technology to deliver multi-dimensional 4D color deep into every hair strand.

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JANUARY

17TH

- ## PRINCIPLES OF BLONDING

CLASS DESCRIPTION: Decolorizing hair with control and confidence is the ultimate haircolor mastery. Understanding the 7 stages of blonding, proper lightening techniques, treatments, filing, and corrective toning will increase confidence everyday behind the chair. Becoming a master of Blonding takes complete understanding of the Principles of Decolorizing. When working with blondes, we find ourselves in situations when the hair is too light, too dark, too orange, too yellow... what do you do?   The proper product, technique and understanding of the principles will allow a quicker, more controlled lightening process for the guest and the stylist.
client!

- ## THE MANY SHADES OF SHADES EQ

CLASS DESCRIPTION: The Many Shades of Shades EQ Formulation: Think creative color formulas are just for vivids? Think again! Learn how to create beautiful fashion tones with the Shades EQ you already have at your back bar. Learn various Shades EQ Formulas, mixing, processing, and application to create a variety of tones.

19TH

- ## REDKEN HAIRCOLOR COLLECTION PK

CLASS DESCRIPTION: All Redken Haircolor Brands Product Knowledge: This class is designed to help provide a fundamental understanding of Redken's haircolor arsenal and the many benefits they all have to offer.

- ## LIGHTENERS / BLONDE IDOL PK

CLASS DESCRIPTION: Blonde Idol / Lighteners Product Knowledge: This class is designed to help provide an understanding of Redken's Blonde Idol & Lighteners portfolio and achieving the ultimate blonde shade for every client!

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JANUARY

24TH

• HAIRCARE PK

CLASS DESCRIPTION: Redken Haircare Product Knowledge. 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!

• STYLING PK

CLASS DESCRIPTION: Redken Styling Product Knowledge. 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.
tones with the Shades EQ you already have at your back bar. Learn various Shades EQ Formulas, mixing, processing, and application to create a variety of tones.

JANUARY

26TH

- ## <u>REDKEN BREWS & COLOR CAMO PK</u>

CLASS DESCRIPTION: Redken Brews PK

With a rapidly growing market in Men's grooming, we have a complete haircare segment suited for every type of man. Each product offers advanced technology and a simplistic system to choose his perfect styling product. Learn the results and control levels of each product to serve your male clientele.

CLASS DESCRIPTION: Color Camo PK

This class is designed to help provide an understanding of Redken's Color Camo and achieving the ultimate male gray blending services for every client!
processing, and application to create a variety of tones.

- ## <u>GRAY HAIR – COVER.CREATE. CELEBRATE.</u>

CLASS DESCRIPTION: Cover up the Gray once-and-for-all. Learn how to create youthful, natural results (scalp to ends) using Redken's portfolio of haircolor geared for the most resistant gray hair! Cover it up, add fullness and density and dimension to all services that the client will love.

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JANUARY

31ST

- ### PRINCIPLES OF HAIRCOLOR

CLASS DESCRIPTION: What is haircolor? When, how, and why do we color hair? This class is designed to help provide an understanding of Redken's Haircolor Portfolio, the foundation of haircolor Principles and Formulation. Understand how positioning our brand will build your skill set and your color expertise and learn express techniques that keep your clients on trend while keeping everyone's busy schedule in mind.

- ### PRINCIPLES OF FOIL PLACEMENT

CLASS DESCRIPTION: Enhance your highlighting skills. There are many things to consider when performing a foil service. The placement of the foils, parting of the head-form, type of stitch and distance between each stitch, as well as the formula which contribute to the overall result. Learn to be the expert and know why!

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FEBRUARY

2ND

• *NEW* COLOR GELS LACQUERS 10 PK

CLASS DESCRIPTION: 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. 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.

• PRINCIPLES OF HAIRCOLOR CORRECTION

CLASS DESCRIPTION: Gain full confidence in facing any hair color correction. Grasp the "why" behind all color disasters, the proper way to consult to avoid them, and the correct steps to follow to achieve you and your guest's desired results. Learn how to use Decolorizing Washes to full decolorizing services to achieve the best results in the shortest amount of time.

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FEBRUARY

14TH

- ### **PRINCIPLES OF SCIENCE**

CLASS DESCRIPTION: Discover the fundamentals of hair science and dive deep into understanding the principles of hair structure, growth cycles, growth patterns, texture, density, diameter and the science behind the ingredients in hair care.

- ### **PRINCIPLES OF BACKBAR**

CLASS DESCRIPTION: Hair pigment only represents 1% of the total composition of hair. When we permanently color or decolorize hair to change the 1%... we affect the remaining 99% of the composition. Permanent Haircolor and Lighteners completely alter the lipid layers, mineral balance, di-sulfide bonds and over time can cause serious damage. Be the Hair Expert and learn how Acidic Bonding Concentrate, and our Back-Bar Treatments are customized for each client.

16TH

- ### **PRINCIPLES OF CONSULTATION**

CLASS DESCRIPTION: Learn how to achieve loyal clients for life by gaining insight to the principles of consultation. With great consultation comes retention. Learn how to actively listen, connect, and create a mindset for client service, while performing an in-depth hair analysis. Become fully grounded in the steps to take to execute the perfect consultation.

- ### **PRINCIPLES OF FINISHING**

CLASS DESCRIPTION: In this class, you will learn how to apply the Principles of Finishing using various blow dryer, brush and hot tool techniques. Discover the fundamental techniques that are the foundation to every shape, whether finishing hair up or down.

FEBRUARY

23RD

• RETAIL: IT'S IN THE BAG

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.

• PRE-BOOKING: POWER-BOOKING

CLASS DESCRIPTION: Increase your income by 30% or more a year without increasing your work hours and squeezing in clients. Have perfect time management and keep your clients happy, while securing your income. Reward clients and improve your retention rate by reserving your client's future appointments. Learn the many ways to entice your clientele to pre-book their appointment.

MARCH

7TH

• SHADES EQ BONDER INSIDE PK

CLASS DESCRIPTION: Shades EQ Gloss Bonder Inside Product Knowledge: This class is designed to provide an in depth understanding of how to strengthen and condition at the same time. Designed for post-lightening services, see how with Shades EQ Bonder Inside you can tone and bond in one step and balance porosity with no added bonder necessary.

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MARCH

7TH

• ACIDIC BONDING CONCENTRATE PK

CLASS DESCRIPTION: Acidic Bonding Concentrate Product Knowledge: Learn how to position Redken's NEW Acidic Bonding Concentrate haircare portfolio to grow your retail business.   Grow your business by recommending the proper hair care at home regimen, and additional back bar services to provide long-lasting color results and ultimate protection and condition! Become the Bonding Expert in your salon and teach each of your clients the proper home maintenance with their very own customized regimen of Acidic Bonding Concentrate.

9TH

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MARCH

14TH

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16TH

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MARCH

21ST

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MARCH

28TH

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CLASS DESCRIPTION: Color Camo Product Knowledge: This class is designed to help provide an understanding of Redken's Color Camo and achieving the ultimate male gray blending services for every client! processing, and application to create a variety of tones.

• POWER BONDS – POWER TRIO

CLASS DESCRIPTION: Learn all about the Redken Power Trio and what at bonds are responsible for damaged hair. With Redken's Power Bond class you will gain the knowledge to confidently lighten, tone and protect your client's hair, without the fear of damage. Learn the principles of science when it comes to damaged hair . Product Knowledge on Redken Flashlift Bonder Inside, Shades EQ Bonder Inside & Redken Acidic Bonding Concentrate. Consultation tips and best practices for you to become the Bonding Expert in your business.

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MARCH

30TH

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APRIL

4TH

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APRIL

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13TH

• RETENTION: THE PERFECT CLIENTELE

CLASS DESCRIPTION: You do not have to choose one if you have many favorites. You know the ideal client who values your time, your product and hair color suggestions and the one who understands that you deserve that price increase. Learn the communication skills and build the confidence to know your value and reflect that in your business. Grasp the foundation of your perfect business model and succeed in executing it.

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APRIL

13TH

- ## PROMOTING REFERRAL BUSINESS

CLASS DESCRIPTION: Grow your ideal clientele, fast! Learn how to use your expertise in hair color, cutting and finishing disciplines to increase your booking. There is no better referral than your favorite existing clients. Learn fun ways to motivate your clients to refer you and help them save money by promoting your business.

20TH

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APRIL

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