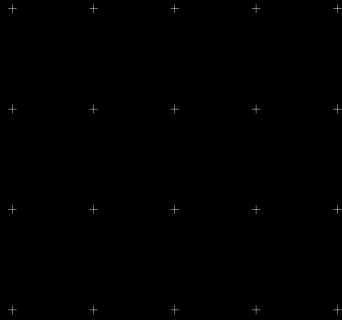


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REDKEN

5TH AVENUE NYC



200 140 80 40



REDKEN EDUCATION

LEARN BETTER

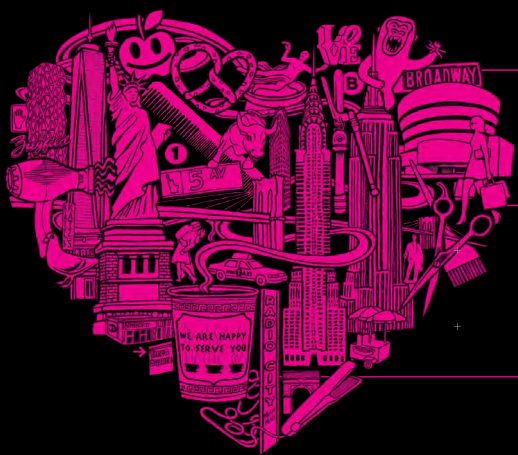
With our unique **personal-based approach** to education.

EARN BETTER

By **elevating salon professionals' skills** in business, design and color, training, personal development and wealth building.

LIVE BEST!

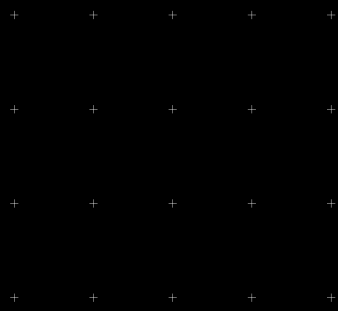
When salon professionals realize their **hopes and dreams!**



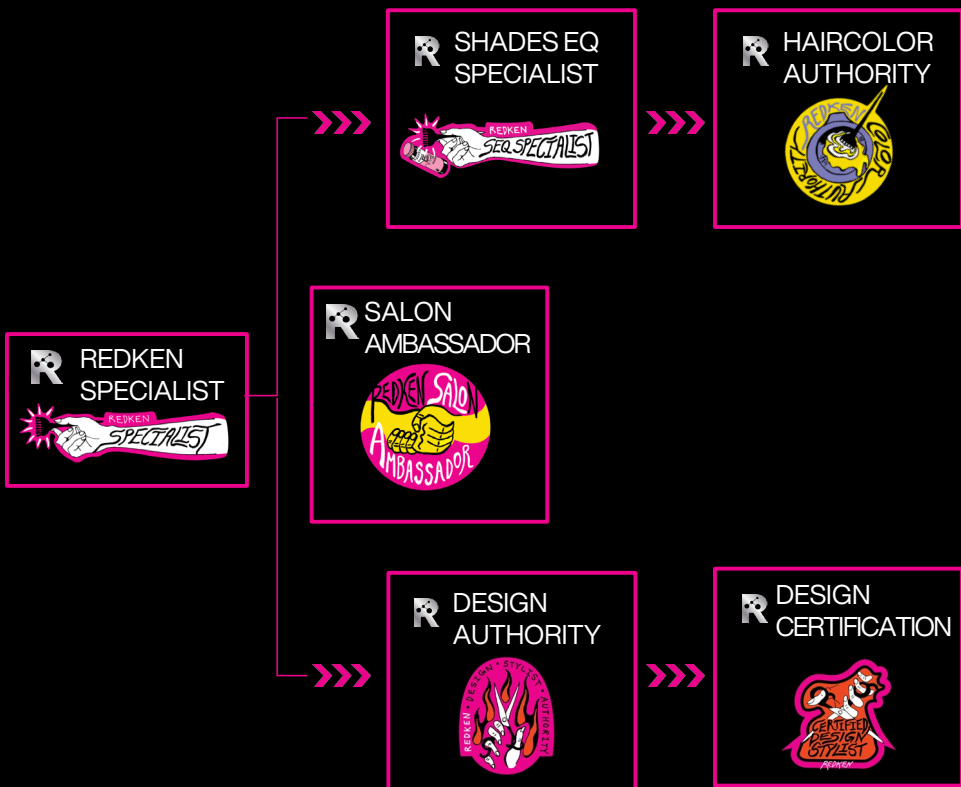
OUR MISSION:
 TO HELP ALL SALON
 PROFESSIONALS LEARN
 BETTER & EARN BETTER

OUR VISION:
 FOR EVERY SALON
 PROFESSIONAL TO LIVE
 BEST!

OUR COMMITMENT:
 PRINCIPLE BASED APPROACH
 PRINCIPLE BASED CONTEXT
 TRANSFORMATIONAL
 EXPERIENCES



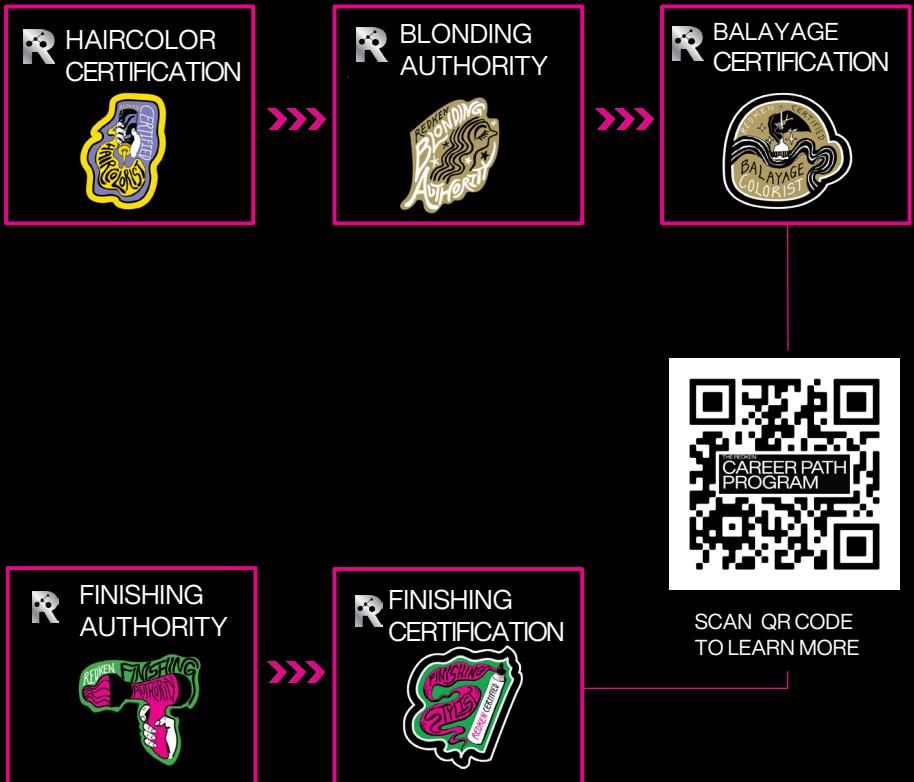
LET REDKEN HELP YOU BUILD **YOUR CAREER** THE REDKEN STYLIST CAREER PATH



WHAT IS IT?

Incremental levels of education that allows a salon professional to elevate their skill set and progress through a career path to become a recognized expert in their territory. Following the Redken stylist career path, a salon stylist can eventually become a Redken artist.

THE ONLY CLEAR PATH FOR GROWTH FOR A SALON PROFESSIONAL.



2025 CAREER PATH PROGRAM DATES

DATE	CLASS	TUITION
FEBRUARY 4, 2025 FEBRUARY 11, 2025 FEBRUARY 18, 2025 FEBRUARY 25, 2025	VIRTUAL REDKEN SPECIALIST 1A VIRTUAL REDKEN SPECIALIST 1B VIRTUAL REDKEN SPECIALIST 1C VIRTUAL REDKEN SPECIALIST 1D	\$199 OR 13,266 LLP
MARCH 10, 2025 MARCH 24, 2025 APRIL 7, 2025 APRIL 21, 2025	VIRTUAL REDKEN HAIRCOLOR AUTHORITY A VIRTUAL REDKEN HAIRCOLOR AUTHORITY B VIRTUAL REDKEN HAIRCOLOR AUTHORITY C VIRTUAL REDKEN HAIRCOLOR AUTHORITY D	\$199 OR 13,266 LLP
APRIL 8, 2025 APRIL 22, 2025 MAY 6, 2025 MAY 20, 2025	VIRTUAL REDKEN SHADES EQ SPECIALIST 1A VIRTUAL REDKEN SHADES EQ SPECIALIST 1B VIRTUAL REDKEN SHADES EQ SPECIALIST 1C VIRTUAL REDKEN SHADES EQ SPECIALIST 1D	\$199 OR 13,266 LLP
JUNE 13, 2025	REDKEN HAIRCOLOR CERTIFICATION NYC, NY	\$595 OR 39,666 LLP
JULY 14, 2025 AUGUST 11, 2025 SEPTEMBER 8, 2025 SEPTEMBER 22, 2025	VIRTUAL REDKEN BLONDE AUTHORITY A VIRTUAL REDKEN BLONDE AUTHORITY B VIRTUAL REDKEN BLONDE AUTHORITY C VIRTUAL REDKEN BLONDE AUTHORITY D	\$199 OR 13,266 LLP
SEPTEMBER 9, 2025 SEPTEMBER 16, 2025 SEPTEMBER 23, 2025 SEPTEMBER 30, 2025	VIRTUAL REDKEN SPECIALIST 2A VIRTUAL REDKEN SPECIALIST 2B VIRTUAL REDKEN SPECIALIST 2C VIRTUAL REDKEN SPECIALIST 2D	\$199 OR 13,266 LLP
OCTOBER 6, 2025 OCTOBER 20, 2025 NOVEMBER 3, 2025 NOVEMBER 17, 2025	VIRTUAL REDKEN DESIGN AUTHORITY A VIRTUAL REDKEN DESIGN AUTHORITY B VIRTUAL REDKEN DESIGN AUTHORITY C VIRTUAL REDKEN DESIGN AUTHORITY D	\$199 OR 13,266 LLP
OCTOBER 27, 2025	REDKEN DESIGN CERTIFICATION PERRYSBURG, OH	\$595 OR 39,666 LLP
NOVEMBER 4, 2025	REDKEN HAIRCOLOR CERTIFICATION CHICAGO, IL	\$595 OR 39,666 LLP

THE REDKEN POWER NETWORK

Learn, earn and live best with the Redken Power Network, a network of the best artists in the world. More connections, more education ...

More power to ...YOU!

Follow them on Instagram or find them on L'Oréal ACCESS



BECOME A REDKEN ARTIST!

REDKEN
SPECIALIST



SHADES EQ
SPECIALIST



HAIRCOLOR
AUTHORITY



HAIRCOLOR
CERTIFICATION



REDKEN
ARTIST



Incremental levels of education that allow a salon professional to elevate their skill set and progress through a career path to become a recognized expert in their territory. Following the Redken stylist career path, a salon stylist can eventually become a Redken artist.



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TO LEARN MORE

MULTI DAY PROGRAMS THE REDKEN EXCHANGE NYC

COME TO REDKEN'S ADVANCED ACADEMY!

Get inspired at The Redken Exchange, the leading industry's advanced hairdressing academy in NYC! Principle based education delivered in a personal based way. Connecting you to the connections that matter most.

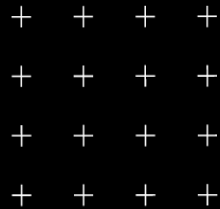
Learn how you can access our education offerings with industry experts and educators. Experience our amazing facilitators, learn the latest techniques with interactivity, culture and fun!



SCAN TO GET INSPIRED!

2025 CLASS CALENDAR

DATE	CLASS AT THE REDKEN EXCHANGE NYC	TIME	TUITION
FEB 3-6, 2025	COLOR & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
FEB 3-6, 2025	CUT & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
MARCH 3-5, 2025	EVERYTHING'S INCLUDED	9AM – 5PM	\$1000 OR 66,670 LLP
MARCH 17-18, 2025	HAIR EXTENSIONS MASTERCLASS WITH NATALIE RUZGIS	10 AM – 4 PM	\$1000 OR 66,670 LLP
MARCH 24–26, 2025	EVERYTHING'S INCLUDED	9AM – 5PM	\$1000 OR 66,670 LLP
MARCH 31-APRIL 1	CREATIVE COLOR	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP
MARCH 31 – APRIL 3	CUT & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
MAY 5 – 6, 2025	DESIGN MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP
MAY 5 – 6, 2025	BLONDE MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP
MAY 19-22, 2025	CUT & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
AUG 4-7, 2025	CUT & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
AUG 4-7, 2025	COLOR & KNOW WHY	9AM – 5PM	\$1100 OR 73,340 LLP
AUG 18 – 19, 2025	CREATIVE COLOR	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP
AUG 25-26, 2025	DESIGN MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP
AUG 25-26, 2025	BLONDE MASTERCLASS	M 12 – 6PM T 9AM – 4PM	\$595 OR 39,670 LLP
SEPT 8 – 10, 2025	CORRECTION MASTERCLASS	9AM – 5PM	\$1000 OR 66,670 LLP
SEPT 8 – 10, 2025	EVERYTHING'S INCLUDED	9AM – 5PM	\$1000 OR 66,670 LLP



LEARN BETTER,
EARN BETTER,
LIVE BEST.

COLOR & KNOW WHY

□ **Duration:**
4 Days

□ **Dates:**

Feb 3 - 6, 2025
Material code: 018549S

August 4 - 7, 2025
Material code: 018556S

□ **Time:**
9:30 AM - 5 PM
Doors open at 9:00 AM

□ **Tuition:**
\$1100 or 73,340 LLP

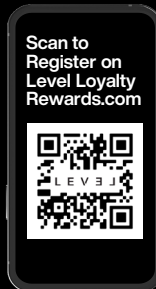


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5TH AVENUE NYC

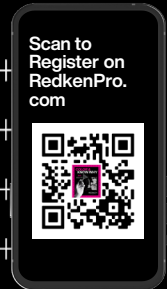
□ **How to Register:**
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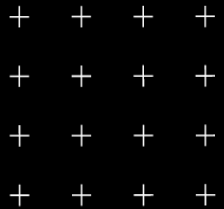


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CORRECTION MASTERCLASS

- Duration:**
3 Days
- Dates:**
September 8 – 10, 2025
Material code: 018559S
- Time:**
9:30 AM – 5 PM
Doors open at 9:00 AM
- Tuition:**
\$1000 or 66,670 LLP

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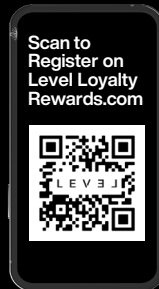


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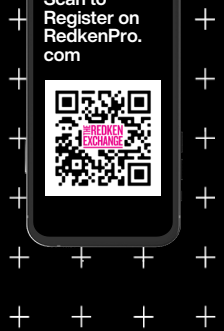
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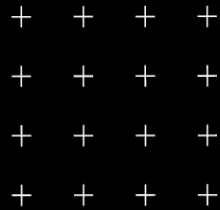


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BLONDE MASTERCLASS

- Duration:**
2 Days
- Dates:**
May 5 – 6, 2025
Material code: 018554S

August 25 – 26, 2025
Material code: 018557S
- Time:**
Monday 12 – 6 pm
Tuesday 9 am – 4 pm
- Tuition:**
\$595 or 39,670 LLP

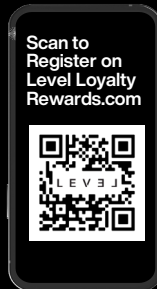


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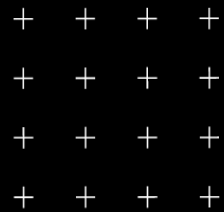


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CREATIVE COLOR

- Duration:**
2 Days
- Dates:**
March 31- April 1, 2025
Material Code: 021740S

August 18 – 19, 2025
Material Code: 021741S
- Time:**
Monday 12 – 6 pm
Tuesday 9 am – 4 pm
- Tuition:**
\$595 or 39,670 LLP

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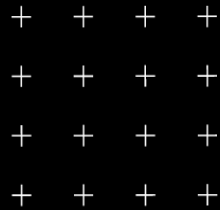
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This two-day masterclass elevates stylists' skills in custom blonding and advanced extensions.

Day 1 - **"The Art of Custom Blondes"** covers signature blonding techniques like blending, placement, and personalized balayage, along with application tips for flawless, dimensional blondes using Shade EQ and customized formulas, plus hands-on practice.

Day 2 - **"Extensions Mastery"** explores invisible row techniques, vertical blending, and seamless application of tape-in extensions and more, including integrating extensions with color services. This immersive experience provides the tools, confidence, and knowledge to grow your blonding and extension business while delivering exceptional client results.

HAIR EXTENSIONS MASTERCLASS

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PRESCRIBED BY PROS.



@natalieruzgis

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5TH AVENUE NYC

- Date:**
March 17 – 18, 2025
- Time:**
10 AM – 4 PM
Doors open at 9:30 AM

- Tuition:**
\$1000 or 66,670 LLP

- How to Register:**
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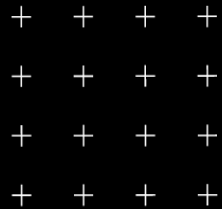


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CUT & KNOW WHY

Duration:
4 Days

Dates:
Feb 3- 6, 2025
Material code:- 018549S

March 31- April 3, 2025
Material code: 018654S

May 19 – 22, 2025
Material code: 018655S

August 4 – 7, 2025
Material code: 08555S

Time:
9:30 AM – 5 PM
Doors open at 9:00 AM

Tuition:
\$1100 or 73,340 LLP

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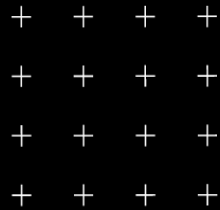


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DESIGN MASTERCLASS

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Duration:
2 Days

Dates:

May 5-6, 2025

Material code: 018554S

August 25-26, 2025

Material code: 018558S

Time:
Monday 12 – 6 pm
Tuesday 9 am – 4 pm

Tuition:
\$595 or 39,670 LLP

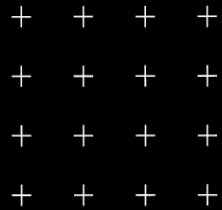
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EVERYTHING'S INCLUDED

□ **Duration:**
3 Days

□ **Dates:**
March 3-5, 2025
Material Code: 018551S

March 24 – 26, 2025
Material Code: 018656S

September 8 – 10, 2025
Material code: 018560S

□ **Time:**
9:30 AM – 5 PM
Doors open at 9:00 AM

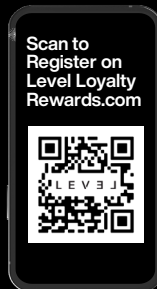
Tuition:
\$1000 or 66,670 LLP

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▣ ALL TOOLS PROVIDED

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POINTS FOR HOTEL
STAY

▣ UP TO 10% UNITED
AIRLINES DISCOUNT



1 DAY CLASSES

REDKEN 404 LOFT

DATE	CLASS NAME	TIME	TUITION
MONDAY FEB 24	404 LOFT @ PROLAB SEASONAL TRENDS DESIGN & FINISHING WITH ADINA DOSS	10 AM – 4 PM	\$250 or 16,670 LLP
MONDAY MARCH 17	404 LOFT NYC SEASONAL TRENDS HAIRCOLOR TECHNIQUES WITH RYAN MORGAN	10 AM – 4 PM	\$250 or 16,670 LLP
MONDAY MARCH 31	404 LOFT @ PROLAB SEASONAL TRENDS HAIRCOLOR TECHNIQUES WITH JULIE LAHR	10 AM – 4 PM	\$250 or 16,670 LLP
MONDAY APRIL 21	404 LOFT NYC SEASONAL TRENDS HAIRCOLOR TECHNIQUES WITH ERICA WRIGHT	10 AM – 4 PM	\$250 or 16,670 LLP
MONDAY MAY 12	404 LOFT @ PROLAB SEASONAL TRENDS DESIGN & FINISHING WITH ADINA DOSS	10 AM – 4 PM	\$250 or 16,670 LLP
MONDAY AUGUST 4	404 LOFT @ PROLAB SEASONAL TRENDS HAIRCOLOR TECHNIQUES WITH JULIE LAHR	10 AM – 4 PM	\$250 or 16,670 LLP
MONDAY AUGUST 18	404 LOFT NYC SEASONAL TRENDS DESIGN & FINISHING WITH JACKIE LITSCHER	10 AM – 4 PM	\$250 or 16,670 LLP
MONDAY DECEMBER 1	404 LOFT @ PROLAB SEASONAL TRENDS DESIGN & FINISHING WITH ADINA DOSS	10 AM – 4 PM	\$250 or 16,670 LLP

1 DAY CLASSES REDKEN 404 LOFT NYC

404 Fifth Ave. Second Floor. New York. NY

SEASONAL TRENDS HANDS ON WORKSHOPS

HAIRCOLOR TECHNIQUES

Monday March 17, 2025

10 AM – 4 PM

\$250 or 16,670 LLP

Material Code: 021946S



HAIRCOLOR TECHNIQUES

Monday April 21, 2025

10 AM – 4 PM

\$250 or 16,670 LLP

Material Code: 018628S



DESIGN & FINISHING TECHNIQUES

Monday August 18, 2025

10 AM – 4 PM

\$250 or 16,670 LLP

Material Code: 018632S



1 DAY CLASSES REDKEN 404 LOFT AT PROLAB ACADEMY

888 North Douglas. El Segundo. CA

SEASONAL TRENDS HANDS ON WORKSHOPS

**SEASONAL TRENDS:
DESIGN & FINISHING**
Monday February 24, 2025
10 AM – 4 PM
\$250 or 16,670 LLP
Material Code:018626S



**SEASONAL TRENDS:
HAIRCOLOR TECHNIQUES**
Monday March 31, 2025
10 AM – 4 PM
\$250 or 16,670 LLP
Material Code: 018627S



**SEASONAL TRENDS:
DESIGN & FINISHING**
Monday May 12, 2025
10 AM – 4 PM
\$250 or 16,670 LLP
Material Code: 018629S



**SEASONAL TRENDS:
HAIRCOLOR TECHNIQUES**
Monday August 4, 2025
10 AM – 4 PM
\$250 or 16,670 LLP
Material Code: 018631S



COMING TO A CITY NEAR YOU!

REDKEN
5TH AVENUE NYC



SHADES [EQ]

GLOSS BOSS ON TOUR

The Sabrina Carpenter Blonde
TOTAL LOOK!



SCAN QR CODE
TO FIND A CITY
NEAR YOU!



SHADES [EQ] GLOSS BOSS ON TOUR



3/3/2025 Minneapolis, MN
3/10/2025 The Redken Exchange NYC
3/10/2025 Birmingham, AL
3/24/2025 Las Vegas, NV
3/31/2025 Peoria, IL
3/31/2025 New Haven, CT
3/31/2025 Baltimore, MD
4/7/2025 Concord, CA
4/7/2025 Tucson, AZ
4/7/2025 Fort Worth, TX
4/14/2025 Boston, MA
4/14/2025 Raleigh, NC
4/14/2025 Atlanta, GA
4/21/2025 Omaha, NE
4/28/2025 Conshohocken, PA
4/28/2025 Cleveland, OH
4/28/2025 San Antonio, TX
5/5/2025 Boise, ID
5/5/2025 Salt Lake City, UT
5/5/2025 Tacoma, WA
5/5/2025 Denver, CO
5/5/2025 Detroit, MI
5/5/2025 Providence, RI
5/5/2025 Jacksonville, FL
5/5/2025 St Louis, MO
5/5/2025 Memphis, TN
5/19/2025 Kansas City, MO
5/19/2025 Naperville, IL
5/19/2025 Edison, NJ
5/19/2025 White Plains, NY
5/19/2025 Baton Rouge, LA
5/19/2025 Wappingers Falls, NY
5/19/2025 Beaumont, TX
6/2/2025 Madison, WI
6/2/2025 Pittsburgh, PA

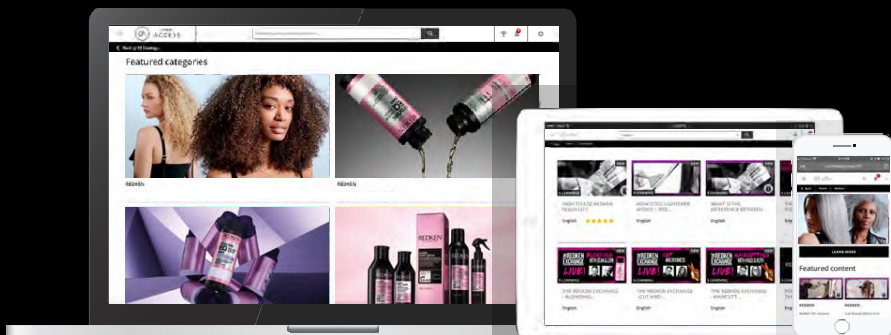
6/2/2025 Uniondale, NY
6/9/2025 Fort Wayne, IN
6/9/2025 Paducah, KY
8/25/2025 Effingham, IL
9/8/2025 Cape Girardeau, MO
9/8/2025 Cedar Rapids, IA
9/8/2025 Savannah, GA
9/8/2025 Tyler, TX
9/8/2025 Phoenix, AZ
9/15/2025 Atlantic City, NJ
9/15/2025 Idaho Falls, ID
9/15/2025 Columbus, OH
9/15/2025 Tampa, FL
9/19/2025 Joplin, MO
9/22/2025 Reno, NV
9/22/2025 Charlotte, NC
9/22/2025 Missoula, MT
10/6/2025 Kansas City, KS
10/6/2025 ProLab - El Segundo, CA
10/6/2025 San Jose, CA
10/6/2025 Cincinnati, OH
10/6/2025 Charleston, SC
10/13/2025 The Redken Exchange NYC
10/13/2025 Richmond, VA
10/13/2025 Fort Myers, FL
10/13/2025 Lexington, KY
10/13/2025 Little Rock, AR
10/20/2025 Destin, FL
10/20/2025 Grand Rapids, MI
10/27/2025 Knoxville, TN
10/27/2025 Portland, OR
10/27/2025 Ft Lauderdale, FL
10/27/2025 Austin, TX
11/3/2025 Tulsa, OK

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REDKEN STYLE STATION

Access all of the resources you need, exactly where you need them: behind the chair! The Style station app will help you better serve your clients. Use the application to formulate the perfect shade, inspire with virtual try-on and further your Redken knowledge.

