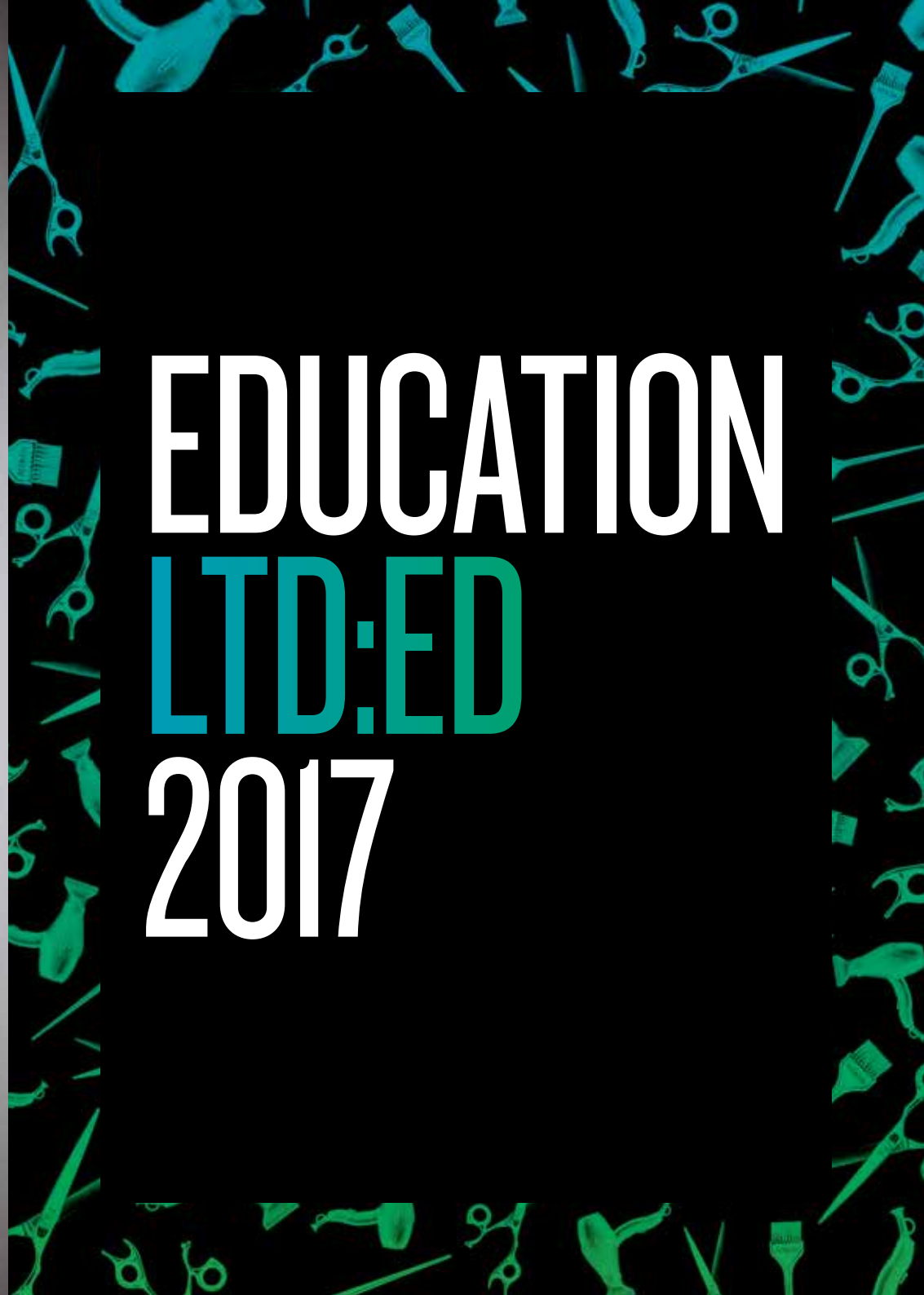




REDKEN
5TH AVENUE NYC

EDUCATION
LTD:ED
2017



WELCOME!

To **REDKEN EDUCATION LTD:ED**, Our brand new for 2017 limited edition selection of programmes!

- Creative Color
- Design
- Mens

The focus of LTD:ED is firmly in color and design trends to boost your business and respond to your client's growing confidence with fashion trend hair and the edgiest looks.

REDKEN EDUCATION LTD:ED WILL HELP YOU LEARN, EARN AND LIVE BETTER IN 2017!

High Five!

Thea Blight

Country Education Manager, Redken UK&I

BOOKING YOUR EDUCATION & KIT LIST

OPTION 1

Call Redken bookings directly on 0800 028 3448 to book and pay for your chosen program using credit/debit card.

OPTION 2

Book your education with your sales consultant and use your **CLUB 5TH AVENUE** points. Course confirmation will be sent to the email address you provide on booking.

KIT LIST

Your hairdressing kit is required for practical programs. To include, but not exclusive to, scissors, plastic tail and other combs, plastic section clips, preferred heat styling tools & clippers where relevant.

CHANGES & CANCELLATION

Redken operate a two week cancellation policy and reserves the right to make changes to programs and will endeavour to do so within this timeframe.

REDUKATION COLOR WITH AJ BLACKADDER 1 DAY PRACTICAL

This action packed color day focuses on the endless possibilities in your chair every day. Why do we shy away from tackling color change? Reignite the power of the color makeover! A new color will boost client confidence, drive return business and reputation.

Redken Artist AJ Blackadder, trusted color expert, will adapt and challenge your technical knowledge, give you skill and technique within a salon efficient time frame and give you the confidence to produce bespoke and head turning transformations

EXPERIENCED & MASTER
£250 OR 25,000 POINTS

LONDON
MAY 30th, SEP 11th

MANCHESTER
JUL 5th



BOLD HAIR DON'T CARE! WITH ADAM BROWNE 1 DAY PRACTICAL

Color Chamelon clients? Rainbow, Mermaid and Unicorn hair are the color trends our clients are searching for online, give them what they need with our freshest color service for 2017, City Beats!

This unique color playdate will have you work with our edgiest, most vibrant shades and learn about the new technology and applications to produce the boldest color in salon!

Redken Artist Adam Browne flies the flag for International color and will share his hot tips on all things City Beats!

ESSENTIAL, EXPERIENCED & MASTER
£250 OR 25,000 POINTS

LONDON
MAY 31st, JUL 17th



COLOR CONTOUR IN PARTNERSHIP WITH

NYX

PROFESSIONAL MAKEUP

WITH PAUL WATTS I DAY PRACTICAL

Contouring for make-up is a global trend phenomenon and now is the turning point in hair color contouring and placement! Discover the skill in color consultation, creating the right section pattern and color placement for face and hair to give the ultimate in #NoFilter color!

Redken is proud to partner with NYX Professional Makeup in this limited edition program!

Redken Artist Paul Watts will challenge everything you know about color, formula, tones and highlights. You will become the salon specialist for bespoke, social media worthy color!

ESSENTIAL, EXPERIENCED & MASTER

£250 OR 25,000 POINTS

LONDON

APR 3RD, JUN 19TH



CLUB BARBER WITH MATTHEW SOCKALINGUM I DAY PRACTICAL

#Hairtattoo is trending! The art of shaved patterns is a growing skillset in the men's grooming market adding detail and design to your client's look

Redken Artist Matthew Sockalingum demonstrates his favourite and most sought after clipper techniques to mix up the finish for your edgier clients.

ESSENTIAL, EXPERIENCED & MASTER

£250 OR 25,000 POINTS

LONDON

MAY 16TH, SEP 27TH



HD DESIGN WITH JAMES ATKINSON & RORY MCPHEE 1 DAY PRACTICAL

As a hairdresser it's vital that you know what's hot and what's not! This advanced fast paced program will give you the skills to create trends for your clients.

Understand what a trend is and how to spot them. This program targets total consultation, inspiration for design, haircolor patterns and techniques that combine the two! Fashion changes seasonally but well executed design and color will ensure that you and your clients learn, earn and live better!

ESSENTIAL, EXPERIENCED & MASTER
£250 OR 25,000 POINTS

LONDON
JUN 26TH, JUL 31ST



EXPOSURE WITH RADIO LONDON 1 DAY PRACTICAL

Redken are proud to partner with Radio London, an exceptionally talented team that broadcast their creativity to inspire all from London and beyond.

With vision and a clear eye for detail they will take you on a journey to discover the inside track on how to prepare for a photoshoot!

Be ready to enjoy the full session experience from the world of editorial and get the 360° behind the scenes know how across moodboards, models, stylists and make up to help you create a final look ready for full exposure through your social media channels, #redkenready

ESSENTIAL, EXPERIENCED & MASTER
£500 OR 50,000 POINTS

LONDON
JUN 12TH & JUN 13TH, OCT 10TH & OCT 11TH



PROFESSIONAL SAFETY

48 HOURS BEFORE!

Allergy alert test must be done 48 hours before each application of the colorant, as an allergy can develop suddenly, even though you have previously applied the colorant or another colorant on your client. Redken has designed a protocol which will enable you to manage your clients' color experience and determine the need to carry out allergy alert test. The protocol follows a 3-step consultation with your colour client, to accompany the application of a Redken coloration:

- **Step 1:** Professional consultation
- **Step 2:** How to carry out an allergy alert test
- **Step 3:** How to carry out a color application

Refer to your professional safety booklet for more information.
Record the allergy alert test information on your client record card.

HOW TO CARRY OUT AN ALLERGY ALERT TEST

1. First, remove earrings
2. **CLASSIC TECHNOLOGY AND CHROMATICS ODS2 TECHNOLOGY:**
Behind the ear and using a cotton-bud, apply a little of the unmixed product sufficient to cover an area of 1 to 2cm² (eg. The size of a small coin)
3. Re-apply 2 or 3 times allowing it to dry between each application
4. Leave for 48 hours **WITHOUT WASHING, COVERING OR TOUCHING**

If during the course of this period you or your client notice any abnormal reactions such as intense reddening, itching or swelling in or around the test area, **DO NOT APPLY THE COLORANT** and recommend that your client seek medical advice before any further colour applications are made.

ATTENTION !

BLACK HENNA TATTOOS:

Check with your client. If your client has ever had, even once, a black henna tattoo, your client may have become allergic without knowing it. Do not use the product, unless you have done the allergy alert test 48hrs before use.

DO NOT USE IF:

- Your client is under 16 years of age
- Your client has a rash on their face or sensitive, irritated and damaged scalp
- Your client has ever experienced any reaction after coloring their hair



REDKEN

5 T H A V E N U E N Y C