



DIRECT RETAIL PLANOGRAMS

Q1 2024 UPDATE

REDKEN

5TH AVENUE NYC

1 **Acidic Bonding Concentrate**
Demanding, processed hair



2 **Acidic Color Gloss**
Dry + dull hair



3 **Extreme**
Damaged hair



4 **All Soft**
Dry hair



5 **One United**
All Hair textures

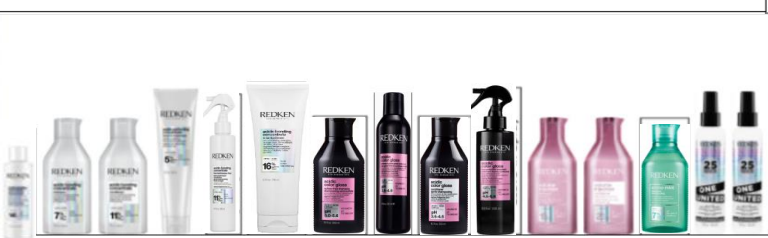


6 **Styling**
All Hair textures



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5TH AVENUE NYC



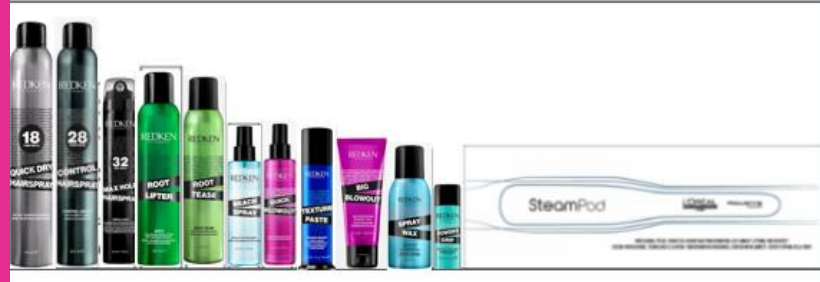
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5TH AVENUE NYC



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- | | |
|---|--|
| <p>1  Acidic Bonding Concentrate Demanding, processed hair</p> | <p>2  Acidic Color Gloss Dry + dull hair</p> |
| <p>3  Extreme Damaged hair</p> | <p>4  All Soft Dry hair</p> |
| <p>5  One United All Hair textures</p> | <p>6  Styling All Hair textures</p> |

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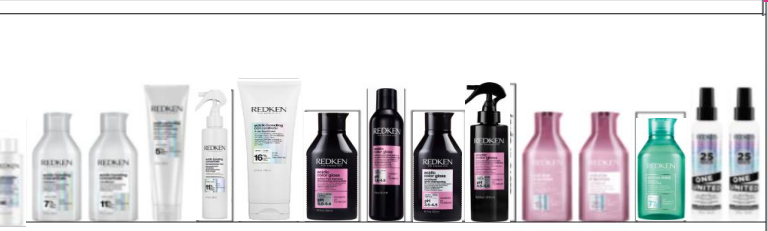
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Redken Recommended Shelf Order

2 Shelf



Top Shelf

Acidic Bonding Concentrate Pre-Treatment
 Acidic Bonding Concentrate Shampoo
 Acidic Bonding Concentrate Conditioner
 Acidic Perfecting Concentrate Leave-In
 Acidic Bonding Concentrate Lightweight
 Conditioner

Acidic Bonding Concentrate Mask
 Acidic Color Gloss Shampoo
 Acidic Color Gloss Glass Glossing Mask
 Acidic Color Gloss Conditioner
 Acidic Color Gloss Leave-In Spray

Volume Injection Shampoo
 Volume Injection Conditioner
 Amino Mint Shampoo
 One United Elixir

Bottom Shelf

Extreme Shampoo
 Extreme Conditioner
 Extreme Mask
 Extreme Anti-Snap
 Extreme Cat

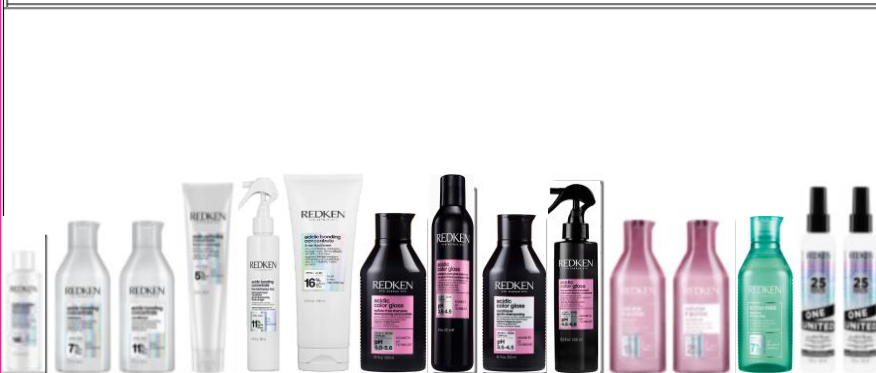
All Soft Shampoo
 All Soft Conditioner
 All Soft Moisture Restore Treatment
 All Soft Mega Shampoo
 All Soft Mega Conditioner

All Soft Mega Hydramelt
 Quick Dry 18 Instant Finishing Spray
 Volume Boost Hairspray
 Quick Blowout
 Big Blowout Jelly
 Wax Blast 10

RedKen Recommended Shelf Order

3 Shelf

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5TH AVENUE NYC



Top Shelf

Acidic Bonding Concentrate Pre-Treatment
Acidic Bonding Concentrate Shampoo
Acidic Bonding Concentrate Conditioner
Acidic Perfecting Concentrate Leave-In
Acidic Bonding Concentrate Lightweight Conditioner

Acidic Bonding Concentrate Mask
Acidic Color Gloss Shampoo
Acidic Color Gloss Glass Glossing Mask
Acidic Color Gloss Conditioner
Acidic Color Gloss Leave-In Spray

Volume Injection Shampoo
Volume Injection Conditioner
Amino Mint Shampoo
One United Elixir



Middle Shelf

Extreme Shampoo
Extreme Conditioner
Extreme Mask
Extreme Anti-Snap

Extreme Cat
All Soft Shampoo
All Soft Conditioner
All Soft Moisture Restore Treatment

All Soft Mega Shampoo
All Soft Mega Conditioner
All Soft Mega Hydramelt
One United Elixir



Bottom Shelf

Color Extend Blondage Shampoo
Color Extend Blondage Conditioner
Color Extend Blondage Mask
Quick Dry 18 Instant Finishing Spray

Max Hold 32 Hairspray
Volume Boost Hairspray
Quick Blowout
Big Blowout Jelly

Pliable Styling Texture Paste
Wax Blast 10
One United Elixir

RedKen Recommended Shelf Order

3 Shelf with SteamPod



Top Shelf

Acidic Bonding Concentrate Pre-Treatment
 Acidic Bonding Concentrate Shampoo
 Acidic Bonding Concentrate Conditioner
 Acidic Perfecting Concentrate Leave-In
 Acidic Bonding Concentrate Lightweight Conditioner

Acidic Bonding Concentrate Mask
 Acidic Color Gloss Shampoo
 Acidic Color Gloss Glass Glossing Mask
 Acidic Color Gloss Conditioner
 Acidic Color Gloss Leave-In Spray

Volume Injection Shampoo
 Volume Injection Conditioner
 Amino Mint Shampoo
 One United Elixir

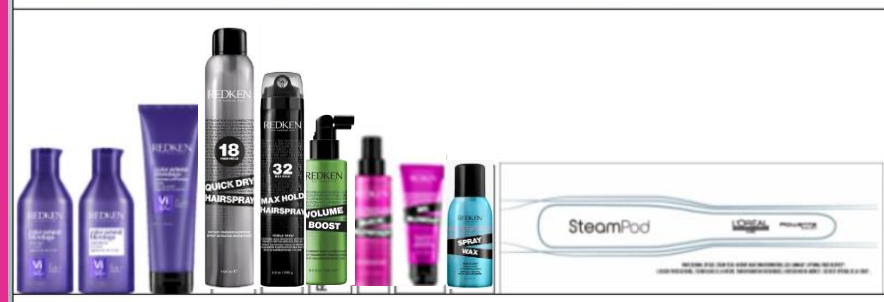


Middle Shelf

Extreme Shampoo
 Extreme Conditioner
 Extreme Mask
 Extreme Anti-Snap
 Extreme Cat

All Soft Shampoo
 All Soft Conditioner
 All Soft Moisture Restore Treatment
 All Soft Mega Shampoo

All Soft Mega Conditioner
 All Soft Mega Hydramelt
 One United Elixir



Bottom Shelf

Color Extend Blondage Shampoo
 Color Extend Blondage Conditioner
 Color Extend Blondage Mask
 Quick Dry 18 Instant Finishing Spray

Max Hold 32 Hairspray
 Volume Boost Hairspray
 Quick Blowout
 Big Blowout Jelly
 Wax Blast 10

L'Oréal Professional SteamPod 3.0
 Steam Hair Straightener & Styling Tool

REDKEN
5TH AVENUE NYC



RedKen Recommended Shelf Order

5 Shelf

Top Shelf

Acidic Bonding Concentrate Pre-Treatment
Acidic Bonding Concentrate Shampoo
Acidic Bonding Concentrate Conditioner

Acidic Perfecting Concentrate Leave-In
Acidic Bonding Concentrate Lightweight
Conditioner

Acidic Bonding Concentrate Mask
One United Elixir

Second-Top Shelf

Acidic Color Gloss Shampoo
Acidic Color Gloss Glass Glossing Mask
Acidic Color Gloss Conditioner
Acidic Color Gloss Leave-In Spray

Color Extend Blondage Shampoo
Color Extend Blondage Conditioner
Color Extend Blondage Mask

Blondage High Bright Shampoo
Blondage High Bright Conditioner
One United Elixir

Middle Shelf

Extreme Shampoo
Extreme Conditioner
Extreme Mask

Extreme Anti-Snap
Extreme Cat

Amino Mint Shampoo
One United Elixir

Second-Bottom Shelf

All Soft Shampoo
All Soft Conditioner
All Soft Moisture Restore Treatment

All Soft Mega Shampoo
All Soft Mega Conditioner
All Soft Mega Hydramelt

Volume Injection Shampoo
Volume Injection Conditioner
One United Elixir

Bottom Shelf

Quick Dry 18 Instant Finishing Spray
Control Addict 28 Hairspray
Max Hold 32 Hairspray
Root Lifting Volume Hairspray
Root Tease Spray

Beach Hairspray
Quick Blowout
Texture Paste
Big Blowout Jelly
Spray Wax
Powder Grip

L'Oréal Professional SteamPod 3.0 Steam Hair
Straightener & Styling Tool