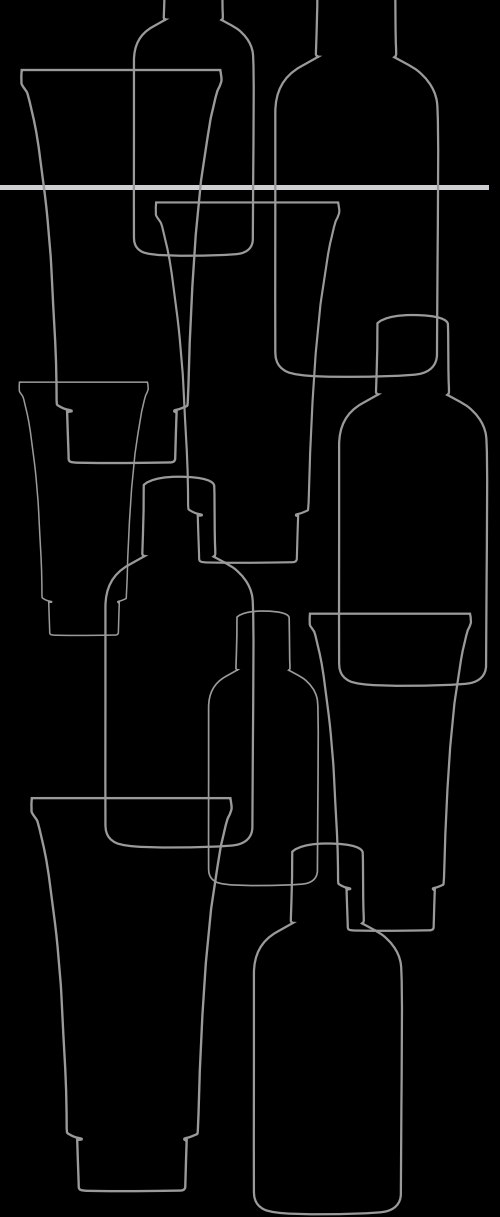

MAN UP YOUR SALON



GET INSPIRED. SEE YOUR STYLIST.

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5TH AVENUE NYC
FOR MEN

KEY FACTS ON THE MEN MARKET?

- HIGH POTENTIAL: MEN ACCOUNT FOR 32% OF THE COSMETIC MARKET (FOR 49% OF THE POPULATION)
BUT THEY ACCOUNT FOR 40% OF THE HAIRCARE SECTOR¹
- HAIRSTYLE IS IN EUROPE THE MOST IMPORTANT BEAUTY FACTOR FOR MEN²
- MEN CONSIDER THE HAIRDRESSING SALON AS THE PRIVILEGED BEAUTY PLACE
- MEN ARE VERY OPEN TO COACHING FROM THEIR HAIRDRESSER



¹Datamonitor 2007
²Health and Beauty 2005

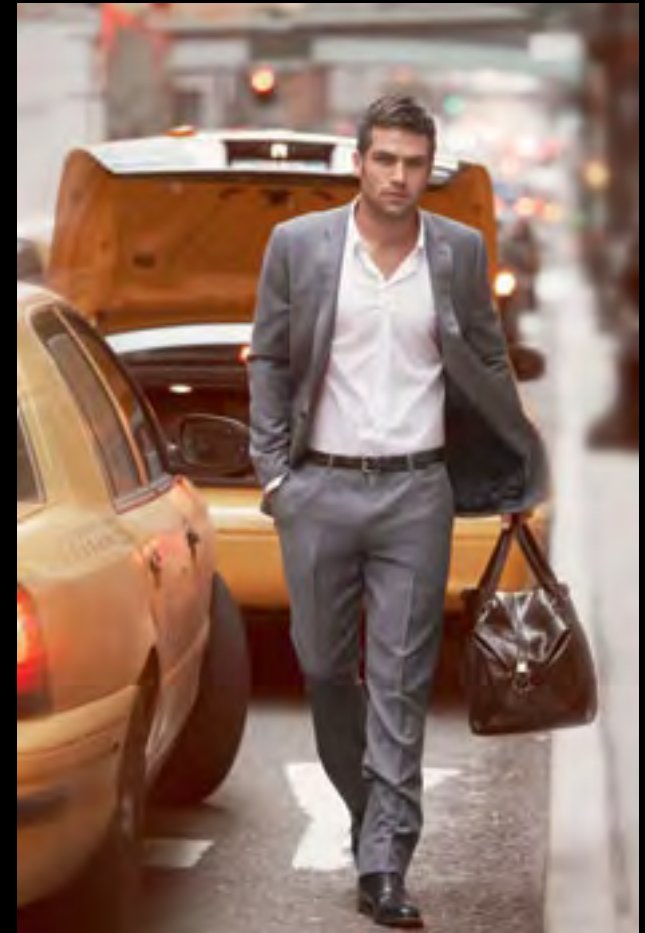
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WHAT ARE MEN LOOKING FOR?

- MEN ARE LOOKING FOR DEDICATED PRODUCTS THAT ADDRESS THEIR SPECIFIC NEEDS:
62%¹ PREFER USING PRODUCTS DESIGNED SPECIFICALLY FOR MEN
- WHAT MEN WANT: HAIR THAT LOOKS CLEAN, NATURAL, WELL GROOMED – STYLING FOCUS
MALE SPECIFICITY: 45%² OF MEN UNDER 50 YEARS OLD USE STYLING PRODUCTS

¹“The keys to marketing for men” study, L’Oréal Professionnel 2007.
² Health and Beauty 2005



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WHAT ARE MEN LOOKING FOR?

AS WE HAVE SEEN, MEN PREFER PRODUCTS SPECIFICALLY DESIGNED FOR THEM!
THIS MEANS PRODUCTS SHOULD REFLECT A MASCULINE UNIVERSE IN TERMS OF FORMULAS, FRAGRANCE AND PACKAGING

**THEREFORE MEN ARE 100% PURE
ADDITIONAL BUSINESS FOR YOUR SALON,
NEW GROWTH LEVERAGE!**

1 "The keys to marketing for men" study, L'Oréal Professionnel 2007.
2 Health and Beauty 2005

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GET YOUR SALON READY TO CAPITALIZE ON REDKEN FOR MEN!

Redken For Men offers look-oriented products so its easy for your client to choose the right product for the desired New York City inspired hairstyle!

REDKEN FOR MEN STYLING

High performance goomers for effortless, New York City hairstyles



MAKE AN IMPACT
NEW shine from defining wax



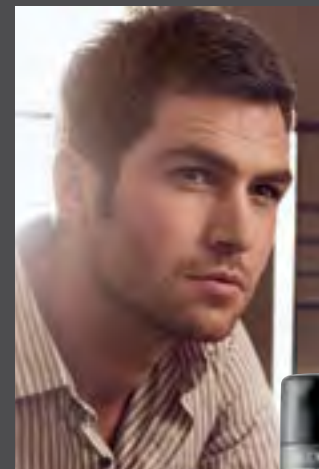
TAKE IT EASY
maneuver working wax



DEFINE YOUR STYLE
mint shape forming paste



KEEP IT SIMPLE
get groom finishing cream



STAY IN CONTROL
working hard modling paste

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AMMONIA - FREE CAMOUFLAGE COLOR FOR MEN

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Vivamus magna. Cras in mi at felis aliquet congue.
- Ut a est eget ligula molestie gravida.
- Curabitur massa.



CAMOUFLAGE SERVICE IS AN ADDITIONAL BUSINESS - BOOSTER FOR YOUR SALON

Price of a camouflage service \ Consumers visiting 6 times a year	10	20	30
13 £	766 £	1523 £	2298 £
17 £	1021 £	2043 £	3064 £

BOOST YOUR BUSINESS BY ADDING A MEN STYLING SERVICE FOR YOUR MALE CLIENTS

Price of a camouflage service \ Consumers visiting 6 times a year	10	20	30
13 £	778 £	1556 £	2334 £
17 £	1037 £	2074 £	3111 £

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GET YOUR SALON READY TO CAPITALIZE ON REDKEN FOR MEN!

It's worth your time to prepare your salon before you introduce it to clients. Focus on three main areas in the salon to capitalize on the Redken for men collection: reception area, stylist station and retail shelf.



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LET REDKEN HELP TO MEN UP YOUR SALON

LET REDKEN HELP TO BULID A REDKEN FOR MEN **LOFT** OR A **CORNER**



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MAN UP YOUR SALON - RFM MALE STIMULUS KIT

PREPARE YOUR SALON WITH THE MALE STIMULUS KIT



The Male Stimulus Kit makes it easy to promote your men's business with quick and simple tools to attract men to your salon, make them comfortable in your chair and drive them to the retail shelf.

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NEW DISHVEL

fiber cream

KEEP IT CASUAL

Effortlessly shape and texturize hair for a relaxed, casual carefree finish.

Medium control.

Minimal effort.

Maximum impact.



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