

THE PLAYBOOK

PRO EDUCATION

SHADES ALK: LIQUID-CREAM ALKALINE DEMI



REDKEN EDUCATION Shades ALK Collection

Join our local Redken Educator, Cristian Valdivia for an in-depth session on the NEW Redken Alkaline Demi (ALK)! Cristian will take a deep dive into everything you need to know about this exciting launch, covering key features, benefits, usage, and pro tips to elevate your color services. Learn about the NEXT GEN DEMI COVERAGE 50-shade palette including 5 complete families that cover up to 75% grays and all that cover up to 50% in just 20-minutes. No ammonia. No heat. Only 10 volume.

KEY TAKEAWAYS:

You'll learn the differences between Shades EQ and the NEW Redken Alkaline Demi (ALK), when to choose each option, the key benefits of ALK, how to formulate and mix properly, and techniques for effectively covering gray hair.

REDKEN
5TH AVENUE NYC



Franchise Locations Independently Owned & Operated by The Goellner Group

MON. March 2
morning session
9:00am - 11:00am
#EDU183

afternoon session
12:00pm - 2:00pm
#EDU184

Investment: \$20
(Redeemable in gift card
day of class for attendees)

STATE BEAUTY SUPPLY
308 NW Victoria Drive
Lee's Summit, MO 64086
(816) 246-9996

REGISTER TODAY:

Store I Salon Consultant
Chad Parkhurst 816-916-4314
Vonna Occhipinto 816-456-4772
Shelby Bowden 660-619-4123

REGISTER AT ANY STORE TODAY!
space is limited