



WELCOME TO THE

SHADES EQ

GLOSS BOSS CLUB

Your destination for all things Shades EQ



YOU'RE IN, GLOSS BOSS!

Get ready to gloss with benefits. This quarter you have access to exclusive merchandise, education, Shades EQ inspiration, and more!

THE FUN YOU'VE BEEN WAITING FOR!

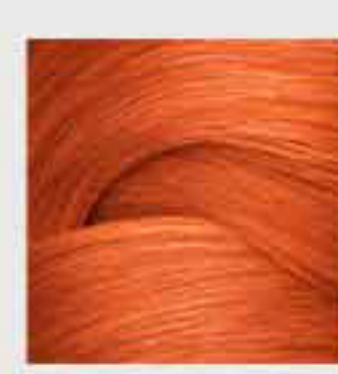


KICK UP THE VIBRANCY WITH NEW! SHADES EQ COPPER BLONDES

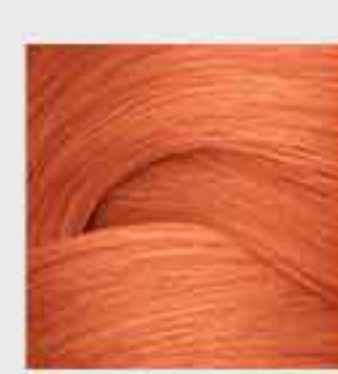
EXCLUSIVELY IN SHADES EQ BONDER INSIDE



010AA
Butternut
Bonder Inside



07AA
Turmeric
Bonder Inside



09CR
Summer Sunshine
Bonder Inside

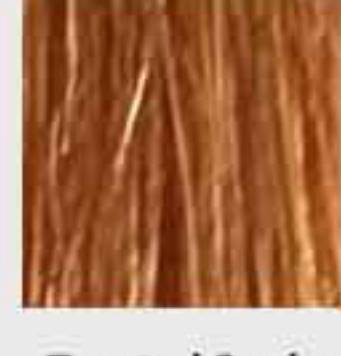
Formulated with Rubilane technology for copper-red reflects that remain bright and saturated.

REDKEN CELEBS TELL ALL

EXCLUSIVE COPPER BLONDE FORMULAS FROM REDKEN EDUCATORS



SIERRA JEFFRIES
@WITCH.SHADES



Toasted Sepia
07AA + 06WG
+ Yellow Kicker



Beetroot Petal
09CR + 06R
+ 000 Crystal Clear



Latte Foam
010AA + 010WG
+ 09GI

*Shoutout to our
Redken Educators!*



Coral Spritz
010AA + 010WG
+ 07C



Golden Heat
07AA + 09GB
+ Yellow Kicker



Spicy Rose
09CR + 09GRO
+ Pastel Pink



WHITNEY PALMER
@HAIRGOALS_WHITNEYP

GET THE NEW LAUNCH SCOOP FROM RACHEL REDD



RACHEL REDD
@RACHEL_REDD

Ask Our Redken Ambassador!

What is your favorite thing about Shades EQ Bonder Inside's newest Copper shades?

"The new Shades EQ Bonder Inside Copper Blonde series widens the range on what you can create for your coppers. 07AA is the perfect shade for fiery rich coppers at the level which creates such warmth naturally. 09CR adds that extra kick to your current copper to take it up a notch. 010AA is the chef's kiss to create a beautiful strawberry blonde. Say bye bye to dull hair color, these new shades bring the vibrancy back to coppers!"

SHADES EQ'S NATIONAL HOLIDAY!

Thanks for Celebrating!

OUR SECOND ANNUAL **REDKEN NATIONAL HAIR GLOSS DAY** WAS A DAY TO REMEMBER

MARK AUGUST 3RD ON YOUR CALENDAR FOR NEXT YEAR'S GLOSS DAY



SHADES EQ IN ACTION

Redken ProTok influencer Lexie Rainbolt used NEW! Shades EQ Bonder Inside 09VV for this incredible transformation!

"I'm loving the new Redken Shades EQ Bonder Inside VV series because it's like the V series on steroids. I love using it when my client lifts super warm because it's going to intensely neutralize her hair when toning"



LEXIE RAINBOLT
@lexierainbolt



Formula:

1oz 09VV
+ 0.5oz 09GI

HOW TO MASTER THIS LOOK

Don't forget to tag your work with **#LEVELXShadesEQGlossBoss** on Instagram and/or TikTok for a chance to be featured in our next newsletter!



GLOSS BOSS IS ON TOUR!

LEARN THE BEST TRENDS FROM REDKEN'S TOP GLOSS BOSSSES!

TOURING THROUGH NOVEMBER 13TH

Join Us!

Register today at:

Salon Business Partner | [Saloncentric.com/education](https://saloncentric.com/education) | [LevelLoyaltyRewards.com](https://levelloyaltyrewards.com)
SalonCentric Store | Customer Service: 800-282-9686

BOSS UP YOUR SOCIAL



Hey Gloss Boss! Are you living up to your full potential on social media? Fall is on the way and it's the perfect time to try new things and put yourself out there. We're here to push you to be your best. Think of us as your social media fairy godmother. Are you up for the challenge?

Challenge 1: Follow The Trends

You know those videos that occupy your TikTok For You page? They are popular for a reason! Have some fun and participate in a trend. To stand out, include Shades EQ to add your own twist.

Challenge 2: Get The Best Angles

Nothing is worse than seeing a post of beautiful hair, but the quality of the picture isn't the best. Use your creativity and look for the best poses and angles for your posts to exemplify your beautiful work. Pro Tip: Take a bunch of pictures so you can find the perfect one!

Challenge 3: Add A Reel

In addition to your amazing photos, post a reel that shows what you do to your clients' hair from beginning to end! Show all the products you use and steps you take to inspire your followers.

*Rock Your
Gloss Boss Gear!*



SHOP NOW AT [LEVELLOYALTYREWARDS.COM](https://levelloyaltyrewards.com)