

INCREASE YOUR COLOR CLIENTS WITH THE NEW

#SHARETHECOLOR

FROM OCTOBER 1ST TO DECEMBER 14TH 2018

REFERRAL CONTEST AND WIN WITH REDKEN.

DID YOU KNOW that people are 4 times more likely to buy when referred by a friend*? Redken is presenting you the all new referral contest #sharethecolor to help you increase your color clients while making everyone win big!

WHAT'S IN IT FOR SALONS:

Secure NEW clients and sales, PLUS get the chance to WIN one of the 3 in-salon private class from the master Redken colorist SEAN GODARD!

WHAT'S IN IT FOR STYLISTS:

Every time your client wins a grand prize, you do too! You could win one of five ALL INCLUSIVE TRIP TO REDKEN SYMPOSIUM 2019 IN LAS VEGAS (value of up to \$3000)

WHAT'S IN IT FOR NEW & CURRENT CLIENTS:

5 grand prizes of one year of color services & products for your current client and the person they referred (value of up to \$2000)

WHAT'S IN IT FOR NEW CLIENTS:

They get their first color appointment at 30% off at your salon*, thanks to your current client! PLUS they get the chance to win one of the 5 grand prizes of one year of color services & products (value of up to \$2000)

IT'S NEVER BEEN BETTER TO #SHARETHECOLOR!

Winning stylist, current & new clients will be all linked to one winning entry and they will be contacted separately.

Winners will be drawn randomly from all online entries

*Nielsen 2017

*Must show the received picture and be a new color client at the salon to qualify for the 30% off special offer. Maximum value of the 30% rebate is \$30.



CURRENT CONSUMERS CAN WIN:

HOW?

1. TAKE A PICTURE OF THE #SHARETHECOLOR COUNTER CARD AT THE SALON.
2. SEND THE PICTURE TO THEIR FRIEND(S) WHILE AT THE SALON AND RECEIVE A REDKEN PRIZE BALLOT FROM THE STYLIST. *
3. FILL OUT REDKEN CONTEST BALLOT AND ENTER THE PIN NUMBER ONLINE AT CONTEST.REDKEN.CA FOR THEIR CHANCE TO **WIN ONE YEAR OF REDKEN COLOR SERVICES & PRODUCTS FOR YOU AND YOUR REFERED FRIEND.** (VALUE OF UP TO 2000\$ FOR EACH)

REFERED CONSUMER CAN SAVE & WIN:

HOW?

1. SHOW THE PICTURE OF THE #SHARETHECOLOR COUNTER CARD SENT FROM THEIR FRIEND.
2. GET THEIR FIRST COLOR APPOINTMENT AT YOUR SALON AT **30% OFF.** **
3. NOW IT IS THEIR TURN TO #SHARETHECOLOR FOLLOWING THE SAME STEPS AS THE CURRENT CONSUMER ABOVE!

SALON AND STYLISTS CAN WIN:

**THE MORE PARTICIPANTS YOU HAVE,
THE MORE CHANCE STYLISTS & SALON
GET TO WIN!**

*Limit of 10 Redken contest ballots per client.
**Maximum value of the 30% rebate is \$30.



OFFER 1: SHARE CHROMATICS COLOR

PURCHASE

- > 24 CHROMATICS SHADES MIX AND MATCH
- > 12 SHADES EQ SHADES

RECEIVE:

BACKBAR

- > 1 SHADES EQ CRYSTAL CLEAR 1L PLV
- > 3 TENT CARDS
- > 3 GRAND PRIZE BALLOT PADS
- > 1 #SHARETHECOLOR CHROMATICS LITHO CHART
- > 2 MIRROR CLINGS

SAVE 15%

\$286.20
SALON PRICE

SALON VALUE: \$338.69

OFFER 2: SHARE FUSION COLOR

PURCHASE

- > 24 COLOR FUSION SHADES MIX AND MATCH
- > 12 SHADES EQ SHADES

RECEIVE:

BACKBAR

- > 1 SHADES EQ CRYSTAL CLEAR 1L PLV
- > 3 TENT CARDS
- > 3 GRAND PRIZE BALLOT PADS
- > 1 #SHARETHECOLOR FUSION LITHO CHART
- > 2 MIRROR CLINGS

SAVE 16%

\$277.56
SALON PRICE

SALON VALUE: \$330.05

OFFER 3: SHARE HDR COLOR

PURCHASE

- > 24 HDR SHADES MIX AND MATCH
- > 12 SHADES EQ SHADES

RECEIVE:

BACKBAR

- > 1 SHADES EQ CRYSTAL CLEAR 1L PLV
- > 3 TENT CARDS
- > 3 GRAND PRIZE BALLOT PADS
- > 1 #SHARETHECOLOR HDR LITHO CHART
- > 2 MIRROR CLINGS

SAVE 16%

\$270.36
SALON PRICE

SALON VALUE: \$322.85