

THE PLAYBOOK

PRO EDUCATION

TRANSFORM YOUR TALENT. EMPOWER YOUR FUTURE.



REDKEN
5TH AVENUE NYC

READY FOR ALK ?

Look & Learn

Join our local Redken Educator, Maggie Angeli for an in-depth session on the NEW Redken Alkaline Demi (ALK)! Maggie 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.

What You'll Learn:

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.

What To Bring:

- Notebook & Pen

WHERE:

February 2, 2026
10:00am - 12:00pm

WHERE:

2351 Millpark Drive
Maryland Heights, MO 63043

Investment:

\$25

**Redeemable for \$25
gift card day of class.*

ITEM # EDU176

How To Register:

In Store, with your Distributor
Sales Consultant or call
314.423.9599 (Press 5).

***Education is non-refundable.*



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