

# THE PLAYBOOK

PRO EDUCATION

**REDKEN**  
**EDUCATION**

## HALO CONTOURING

### MOCHA & BRONZE BRUNETTES

### TREND-BASED FORMULAS

Explore Halo Contouring combined with the richness of trending mocha and bronze brunettes. Learn how to illuminate facial features using the Halo Contouring technique, while creating deep, multi-tonal brunette shades. Observe expert methods for formulating to achieve sophisticated, dimensional results that captivate and enhance natural beauty. Elevate your understanding of modern brunettes.

#### KEY TAKEAWAYS:

- Understand the concepts for creating dimensional mocha and bronze brunettes.
- Learn Halo Contouring techniques for perfecting and maintaining these trending dimensional colors.
- Discover expert tips for formulating and applying Redken's Haircolor portfolio to achieve rich, multi-tonal results.

#### WHAT TO BRING:

Notebook & Pen

**HAIRCOLOR**

#### IN STUDIO EDUCATION



Experienced

3h 3 Hours



**MON. FEBRUARY 23, 2026**

**10:00AM – 1:00PM**



class location:

**STATE BEAUTY SUPPLY**

**308 NW Victoria Dr.**

**Lee's Summit, MO 64086**

**816-246-9996**

**\$50.00**

**EVENT CODE: EDU182**



**5,000 POINTS**



**LEVEL 2  
EXPERIENCED**

**Look and Learn**

C1 - Internal use

**REGISTER TODAY:**

**Store | Sales Consultant | LEVEL**

**SALON CONSULTANT info:**

**Chad Parkhurst 816-916-4314**

**Vonna Occhipinto 816-456-4772**

**Shelby Bowden 660-619-4123**

**EXCLUSIVE DAY OF CLASS SAVINGS:**  
**15% off REDKEN**

**REGISTER BY: 02/13/26**

All ticket sales final. Non refundable. Non transferable.  
Artists subject to change.

# ESSENTIAL TIPS FOR SELLING CLASSES

FOR INTERNAL SALES TEAM USE

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HELPING STYLISTS SUCCEED STARTS WITH YOU

**REDKEN**  
**EDUCATION**

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## HALO CONTOURING

MOCHA & BRONZE BRUNETTES  
TREND-BASED FORMULAS

### IDEAL TARGET ATTENDEES:

For stylists with 2-4 years of experience, these classes aim to enhance technical skills and speed through advanced Brand knowledge. Attendees will build confidence in mastering current trends and techniques, while also improving their client communication skills to further elevate their professional practice.

### WHAT'S INCLUDED:

Exclusive Day of Class Savings: 15% Off Redken

### WHY SELL EDUCATION:

- **DRIVES SALES:**  
Attendees that take classes spend 13% more a year on average.
- **INCREASES REVENUE:**  
Stronger product recommendations & client retention.
- **ENHANCES EXPERTISE:**  
Staying on top of trends & improving stylist skills will lead to salon growth.
- **BUILDS LOYALTY:**  
Sensory engagement & personalized solutions strengthen client connections.

### CONVERSATION STARTERS:

- Hey! Check out this really cool class!
- Have you seen this class opportunity?  
You will learn how to...

### PRODUCT FOCUSES:

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Shades EQ Gloss



**REDKEN**  
5TH AVENUE NYC