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FOR IMMEDIATE RELEASE

**Newly Appointed Redken Elite Salon,
Salon Sanity, Inc. Brings New York's Modern Edge to
Gretna, Louisiana**

Redken's premier education and products exclusively available to local salon, bringing the hottest fashion-forward trends to the area

January 2017- Gretna, Louisiana– Salon Sanity has attained [Redken Elite Salon](#) status and will now exclusively carry products and services from Redken, the industry's leading resource for fashion-driven, technologically-advanced professional salon products including haircare, styling, haircolor, texture and men's products. With the newly-appointed Elite level, Salon Sanity will deliver Redken's acclaimed superior services and expertise to the area and introduce local clients to the latest trends and cutting-edge techniques.

By achieving the Redken **Elite Salon** status, Salon Sanity will further Redken's commitment to "learn better, earn better and live better" by expanding access for its team of stylists and colorists to the brand's premier education platform, allowing them to better hone and develop their styling and coloring skills. Rather than a diluted knowledge spread among various lines, the **Elite Salon** status will encourage a refined knowledge of products and techniques through a narrowed focus on just one brand, [Redken](#). As a result of its newly acquired status, Salon Sanity will receive the brand's latest trends and expertise, from the fashion runways to the streets of New York, to Gretna.

"Education is the foundation, the cornerstone and the very heartbeat to Redken. It's what drives everyone to keep their fingers on the pulse 24/7. At Redken we don't follow trends, we create them. And we do this by giving our accounts not only the best products and tools, but the industry's best mentors and educators," explains **Vice President of Sales, Redken, Kevin**

Mahar. “It’s a great achievement to receive the **Elite Salon** status. As a member, you gain access to world renowned education as well as the ability to become specialized in one brand. This allows salon staff to develop an expert understanding of the products they work with on a daily basis, encouraging a feeling of empowerment and confidence with the products they use and ultimately providing superior salon experiences for their clients, both in services and product recommendations.”

Salons earn the Redken **Elite Salon** status through Redken’s Club 5th Avenue (C5A) program, designed to provide salons with exciting rewards and effective tools to grow their business. In order to be eligible for the C5A program, salons must carry at least one complete Redken haircare line, and at least one complete Redken hair color line. C5A rewards offered include access to Redken education to further grow salon staff, product samples and backbar services to drive retail, implementation of business initiatives to increase salon income, customized merchandising and branded Redken logowear. Each dollar spent on Redken products earns the salon C5A Points, with customized reward packages available to fit each salon’s business-building needs.

For more information on Redken’s Elite Salon and Club 5th Avenue Programs, please visit www.RedkenPro.com. For more information on Redken’s latest product launches and fashion forward cutting-edge trends, visit www.Redken.com.

About Redken

Redken 5th Avenue NYC is a professional haircare and haircolor company dedicated to providing inspiring education, groundbreaking products and unparalleled creativity for clients and stylists alike. With a backstage presence at Fashion Week in New York, London, Milan and Paris, Redken has become a leader in backstage beauty, creating the runway looks for the industry’s most prestigious designers. A unique mix of fashion, innovation and inspiration, Redken creates the buzz, sets the pace and establishes what’s new, what’s hot and what’s next in hair. To locate a Redken salon please log on to Redken.com. Please note, Redken products can only be guaranteed authentic when purchased from a salon. We request that you do not credit drugstores, ‘beauty websites’ or other unauthorized retailers. Visit StyleSeat.com/Redken to book an appointment or buy authentic Redken products from your local salon. For more information, visit Redken.com, [like Redken on Facebook](#) or follow us on [Twitter](#), [Instagram](#), Shapchat and Periscope @Redken5thAve.

If you decide to mention our brand or product in a review, in any format appearing on the web (this includes videos, social media postings, and website reviews), please acknowledge in close proximity to the review that a sample was given to you by Redken for review purposes (e.g., “Redken provided a product sample for review purposes.”) For

microblogs (e.g. Twitter) you must include a notation that reasonably discloses any material connection between you and L'Oreal and/or your receipt of a product sample (e.g.: #paid, or #samp").

These requirements are set out by the U.S. Federal Trade Commission (FTC). The FTC also requires that all product reviews reflect the honest opinion of the reviewer and be based on actual product use. Your review should not include statements that cannot be adequately supported and do not post any reviews unless you have all the necessary rights, including copyright, trademarks or third party permissions to do so. If a review is not compliant with these legal requirements, L'Oreal may contact you to request that you remove it.

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