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**NYC CRAFTED.
BARBER INSPIRED.**


**REDKEN
BREWS**
NYC GROOMING

REDKEN BREWS

NYC CRAFTED. BARBER INSPIRED.

In 1967, Redken introduced one of the first professional grooming lines for men. Staying true to our heritage, the next generation of men's essentials is here. Introducing **Redken Brews**, the complete destination for **style, haircare, skin, beard and color solutions**.

- 10 Stylers with endless look potential
- Beer-inspired malt-infused haircare formulations
- Skin solutions for shavers and non-shavers
- No foil, no fuss 5-min color service for men

 Join the Brews crew @barbersandbrews



GET THE LOOK WITH **CLAY POMADE**

PREP

3-in-1 Shampoo, Conditioner & Body Wash

CUT

- Using a short-medium guard (#1-2) fade, sides and nape up to the top section
- Cut top section bringing all hair forward
- Slide cut for texture
- Use trimmer for sharp hairline

STYLE

- Blow-dry hair forward and towards the face
- Apply **Clay Pomade** to both hands and use fingers to comb hair towards the face and evenly distribute product through the hair



GET THE LOOK WITH **WAX POMADE**

PREP

Extra Clean Shampoo

CUT

- Create a hard, side part and section out the top
- Using a short guard (#00-1), tight fade at the nape and sides up to the temples and just below the crown
- Starting from the tight fade line, gradually work up to top section using a higher guard #
- Cut the top section moving back and towards the side part
- Clean the hairline and edge out the part with trimmer

STYLE

- Comb hair into slicked-back style
- Use hands to glide **Wax Pomade** through damp hair
- Finish with **Hairspray** for extra hold



GET THE LOOK WITH **CREAM POMADE**

PREP

Daily Shampoo & Daily Conditioner

CUT

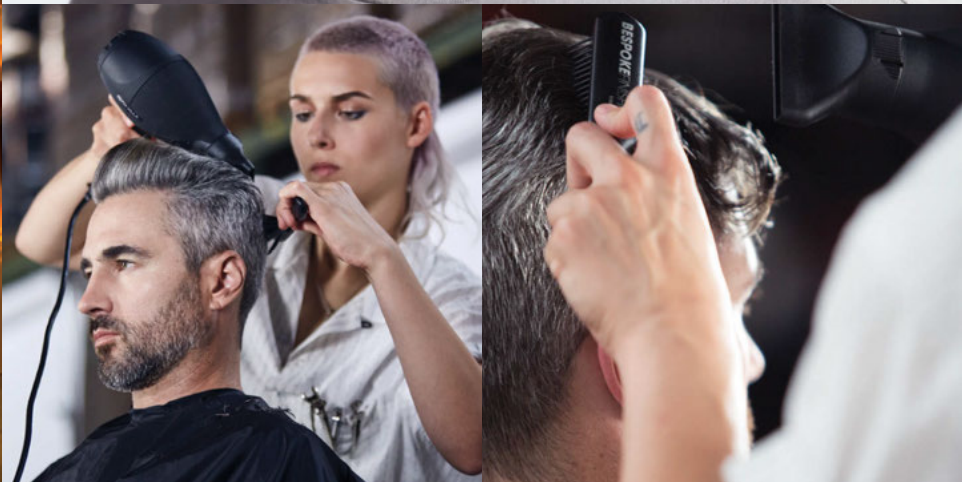
- Use a short-medium guard (#2-3) and fade into the top section

HOT TIP: Use your medium guard to fade into the beard

- Cut into the top section from the crown to the hairline

STYLE

- Blow-dry front section upwards
- Apply **Cream Pomade** with fingers to top section for separation
- Smooth down sides using excess product



GET THE LOOK WITH **TEXTURE POMADE**

PREP

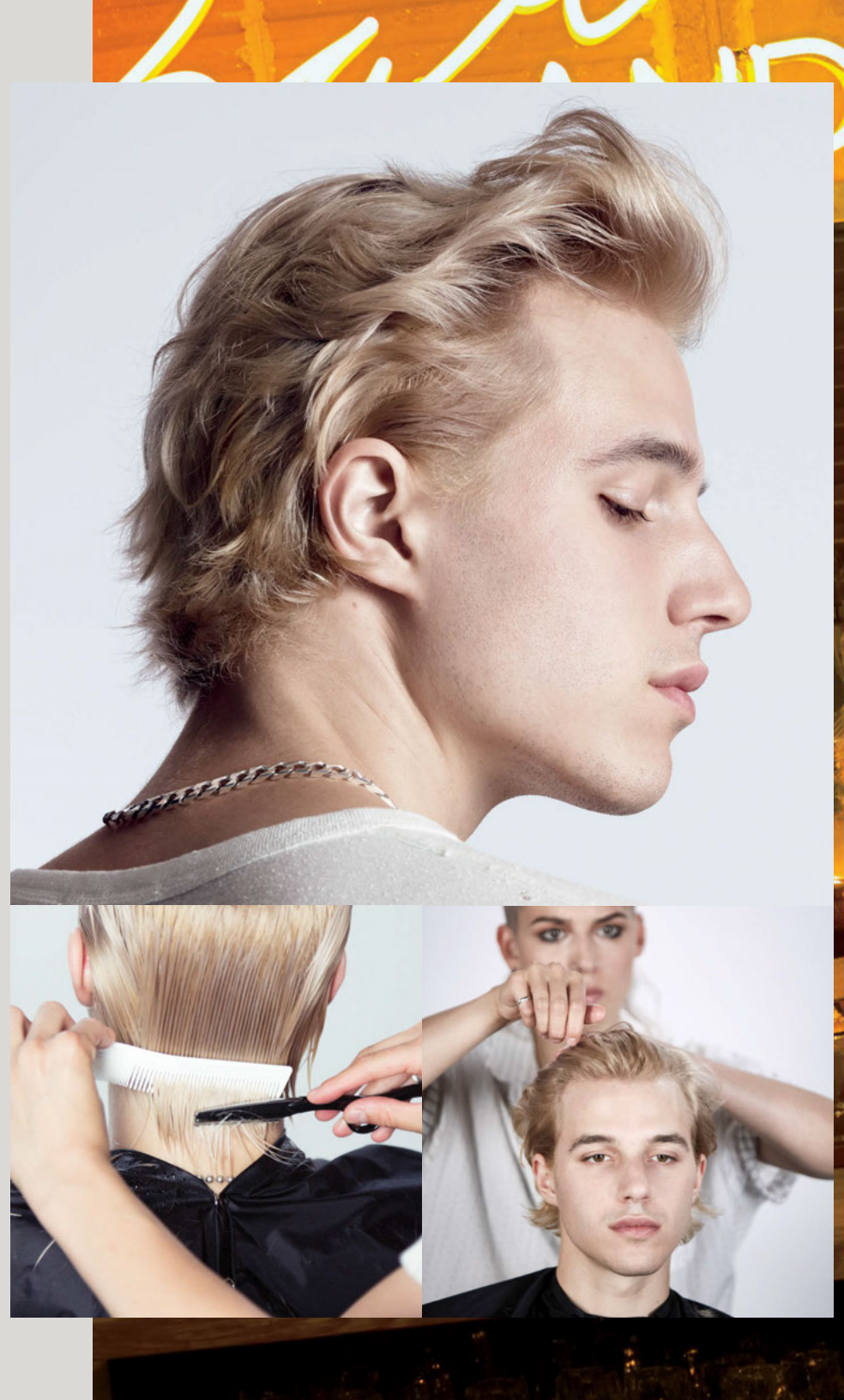
Extra Clean Shampoo

CUT

- Starting at the crown, hold hair at a 90 degree angle and cut with a razor
- Continue this technique throughout the entire head for a layered style
- Cut around the perimeter for texture

STYLE

- Blow-dry all hair back
- Apply **Texture Pomade** to fingers and twist into sections of hair all over for texture



GET THE LOOK WITH **FINISHING CREAM**

PREP

Mint Shampoo

CUT

- Starting with a low guard (#1-2), create a low fade around ears and hairline
- Starting at the low fade line, use a medium guard (#2-3) and fade up to the rounds of the head and up to the crown in the back
- Using straight blade shears, cut against the head on the top, crown, back, and halfway down the sides to blend into fade

GROOMING

- Comb out the beard for natural growth pattern
- Use an electric foil shaver, fade hair at the sideburns and blend into beard
- Massage in **Beard and Skin Oil** to soften facial hair

HOT TIP: Use a diagonal forward line following the cheek line to the corner of the mouth.

STYLE

- Apply **Finishing Cream** to the palms of each hand
- Gently pat the hair with palms and twist for definition



GET THE LOOK WITH **MOLDING PASTE**

PREP

Cleanse and condition with **Extra Clean Shampoo** and **Daily Conditioner**

CUT

- Razor cut a 2 inch deep section at the neckline
- Comb all hair back and trim the ends

GROOMING

- Use an electric foil shaver to clean up stubble for a fresh and clean look
- Massage **Beard and Skin Oil** to soften facial hair

HOT TIP: Follow the edge of the top lip to clean up the mustache

STYLE

- Apply **Molding Paste** to hands and rake fingers through hair, bringing all hair to the middle back of head
- Twist into bun and tie
- Twist excess product into all loose hair



GET THE LOOK WITH **FIBER CREAM**

PREP

Extra Clean Shampoo

CUT

- Comb hair into natural fall
- Cut one length around perimeter using a razor and carve out a face-framing angle

HOT TIP: Use a razor on the ends to create a soft layer

STYLE

- Create an uneven part
- Apply **Fiber Cream** to palms and work through the hair using a twisting motion with fingers to add texture



GET THE LOOK WITH **EXTREME GEL**

PREP

Cleanse and condition with **Extra Clean Shampoo** and **Daily Conditioner**

CUT

- Section from the crown to hairline
- Using a medium guard (#2-3), taper hair at the temples, sides and neck up to the top
- Starting at the front hairline, use scissors to cut the top in sections directed to the crown

STYLE

- Blow-dry the hair and comb into place
- Apply **Extreme Gel** to both hands and work together starting with the hairline and feather throughout
- Use excess product to secure any loose hair



GET THE LOOK WITH **HOLDING GEL**

PREP

3-in-1 Shampoo, Conditioner & Body Wash

CUT

- High skin fade using the lowest guard on the sides up to rounds of the head, and up to the crown in the back
- Cut a soft transition on the top leaving 2-3 inches long
- Sharp line-up around the hairline

HOT TIP: For texture, gather random curls, twist and point cut

STYLE

- Emulsify **Holding Gel** into hands, scrunch into hair using your fingers and palms



GET THE LOOK WITH REDKEN BREWS SKINCARE

PREP

Cleanse hair with **Daily Shampoo** and cleanse face and skin with **Cleansing Bar**

CUT

- Starting with a medium guard (#2-3) at the temple, fade the sides up to the rounds of the head
- Follow in a horizontal motion down to the neck
- Use a #0 guard with an electric foil shaver for a skin fade finish
- Using straight blade shears, cut around the head and blend into the fade

STYLE

- Apply **Shave Cream** to face to eliminate irritation and provide a smooth finish
- Use a razor* or electric foil shaver for a clean-shave
- Pat **Beard and Skin Oil** onto face

*For licensed barbers, use your razor of choice

