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## FOR IMMEDIATE RELEASE

### Newly Appointed Redken Certified Haircolorists, from Avenue Hair Design Bring New York's Modern Edge to Venice

*Kelley Thayer and Ashley Conner* receive recognition as Redken Certified Haircolorists, the highest level of haircolor expertise. They join fellow salon company leader and educator at Avenue Hair Design, Taylor Caldwell, who received her recognition as a Redken Certified Haircolorist in July 2018.

(December 2019, Venice FL) – As an exclusive title that is bestowed upon a select group each year, Venice's own Kelley Thayer and Ashley Conner from Avenue Hair Design recently joined their colleague Taylor Caldwell, and excelled into the elite group of **Redken Certified Haircolorists**, bringing superior coloring service and expertise to the area with an added modern twist. Redken Certified Colorists study under the industry's leading professionals and trendsetters to ultimately introduce their own clients to the latest color trends and techniques. The certification is received after undergoing a lengthy, rigorous test process, and those who excel into this leading group receive immediate industry acclamations and recognition for their coloring expertise.

"We are thrilled to welcome Kelley and Ashley as official **Redken Certified Haircolorists**! We encourage those in the Venice, FL area to take advantage of this exclusive access to a superior colorist to gather her techniques for recreating the top looks seen on the streets of Manhattan while also learning the latest in coloring trends and techniques," said Sheri Doss, Vice President of Education for Redken. "When booking a color appointment with a **Redken Certified Haircolorist**, no matter the look they are striving for, clients know they are in the best hands for the best results and superior salon service."

Consumers looking for fresh, high quality color can call Avenue Hair Design at 941-485-1887 to book an appointment. For more information, consumers can visit [www.redken.com](http://www.redken.com) and the [salon finder](#) to see which local stylists have received Club 5<sup>th</sup> Avenue, Elite Status and Certification badges. Please note, Redken products can only be guaranteed authentic when purchased from a salon.

## 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](http://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](http://StyleSeat.com/Redken) to book an appointment or buy authentic Redken products from your local salon. For more information, visit [Redken.com](http://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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