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BY SCIENCE.  
PRESCRIBED  
BY PROS.

REDKEN LABS 400



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REDKEN  
5TH AVENUE NYC

POWERED BY SCIENCE.  
PRESCRIBED BY PROS.



REDKEN HAIR



# UNIQUELY PROFESSIONAL ZONE-BASED APPROACH TO COLOR

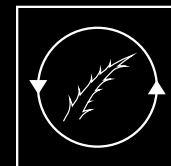


- △ Balanced formulas, from acidic to alkaline, achieve maximum color with minimum stress on hair.
- △ Delivers professional reflects, multi-dimensional to fully saturated monochromatic.
- △ Latest trends and techniques co-created with the best pros in the world.

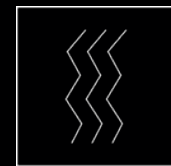




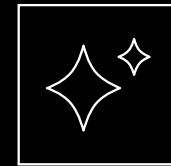
# THE MOST **ICONIC DEMI** SHADES EQ



**VISIBLY  
REVERSES  
DAMAGE IN  
JUST ONE USE\***



**95% OF CONSUMERS AGREE. THE 4 KEY  
SIGNS OF DAMAGED ARE INSTANTLY  
REVERSED: FRIZZ, ROUGHNESS, DRYNESS  
AND DULLNESS\***



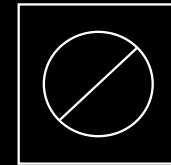
**RESTORES  
HAIR'S SHINE  
IN ONE USE**



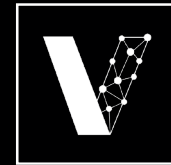
**INTENSE  
SHINE &  
CONDITION**



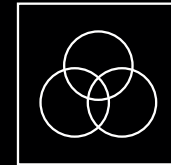
**ACIDIC pH  
FOR HEALTHY  
LOOKING &  
FEELING HAIR**



**ZERO AMMONIA  
& ZERO LIFT**



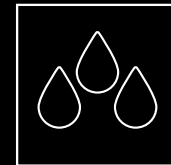
**VEGAN COLOR  
FORMULAS\*\***



**ADVANCED  
PRECISION  
CALIBRATION**



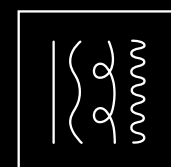
**TRUE-TO-TONE  
RESULTS**



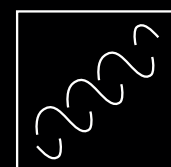
**LIQUID OR  
GEL TEXTURE**



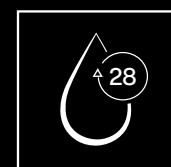
**EASY TO USE**



**FOR ALL  
HAIR TYPES  
& TEXTURES**



**MAINTAINS  
NATURAL  
CURL PATTERN**



**LONG-LASTING  
UP TO 28  
SHAMPOOS**



THE REDKEN  
[COLOR]  
MANTRA

[ZONE 1]

## OUR UNIQUE APPROACH TO HAIRCOLOR

APPLY IN ZONES.  
MAXIMIZE COLOR RESULTS.  
MINIMIZE STRESS ON HAIR.

WE APPLY COLOR IN  
ZONES BASED ON  
pH SCIENCE BECAUSE:

Redken uses the term "Zones" to refer to different areas of the hair strand.

Understanding Zones will help you achieve pHenomenal, even color results every time!

[ZONE 1] Regrowth or root area, approximately the first ½ inch of hair

[ZONE 2] Mid-shaft area, begins where Zone 1 ends

[ZONE 3] Overly porous hair that extends past the shoulders (not all hair has a Zone 3)

Each Zone accepts color differently based on the condition of the hair

We care for the integrity of even the most sensitized parts of the hair

The combination of alkaline and acidic color maximizes color results and minimizes stress on hair

Alkaline color should only touch virgin hair. Use any alkaline color formula on Zone 1.

Always use acidic **Shades EQ** color on Zones 2 and 3 for amazing condition and shine while maintaining maximum respect for previously-colored hair.

### ALKALINE COLOR

#### LIQUID COLOR

##### COLOR GELS LACQUERS & COLOR GELS LACQUERS 10 MINUTE

- 3+ levels of lift (Color Gels Lacquers)
- 1+ levels of lift (Color Gels Lacquers 10 Minute)
- High saturation with superior shine
- Low ammonia
- Up to 100% gray coverage

##### COLOR GELS OILS

- 3+ levels of lift
- Hair rejuvenation
- No ammonia
- Up to 100% gray coverage on every single shade

### ACIDIC COLOR

#### LIQUID COLOR

##### SHADES EQ GLOSS & SHADES EQ BONDER INSIDE

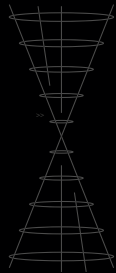
- Demi-permanent gloss
- No lift
- No ammonia
- Acidic pH formula
- Ultimate shine & condition

[ZONE 2]

[ZONE 3]

[240 140 80 60]





# REDKEN

5TH AVENUE NYC

240  
140  
80  
60

