



2020 PRODUCT GUIDE

REDKEN
5TH AVENUE NYC

REDKEN HAIRCARE: WHERE PROTEIN MEETS MOISTURE

PROTEIN

EXTREME FOR SENSITIZED HAIR



BENEFITS:
Fortifies weakened areas of the hair and leaves hair 15x stronger.*

COLOR EXTEND BLONDAGE FOR BLONDE HAIR



BENEFITS:
Contains ultra violet pigment and Triple Acid Protein Complex tones to strengthen and tone blonde hair all in one.

COLOR EXTEND GRAYDIANT FOR GRAY HAIR



BENEFITS:
Contains direct dyes, custom pigments and nourishing formulas to tone, deposit and nourish gray hair.

COLOR EXTEND BROWNLIGHTS FOR BRASSY HAIR



BENEFITS:
Contains direct dyes, custom pigments and nourishing formulas to tone the hair to cooler tones.

COLOR EXTEND MAGNETICS FOR COLOR-TREATED HAIR



BENEFITS:
Forms a seal to keep color captivating and leave hair with 4 weeks of vibrancy and radiance.**

DIAMOND OIL GLOW DRY FOR DULL HAIR



BENEFITS:
The secret to a lightweight shine enhanced blow dry.

MOISTURE

ONE UNITED FOR ALL HAIR TYPES



BENEFITS:
25 Benefits in one
• Manageability
• Protection
• Beauty

ALL SOFT FOR DRY HAIR



BENEFITS:
Intensely moisturizes the feel of dry hair.

ALL SOFT MEGA FOR VERY DRY, PUFFY HAIR



BENEFITS:
Intense hydration, replenishment and control.

FRIZZ DISMISS FOR FRIZZY HAIR



BENEFITS:
Frizz control, humidity protection & smoothing for all hair types.

CURVACEOUS FOR WAVES AND CURLS WITHOUT DEFINITION



BENEFITS:
Defines waves with lasting memory and quenches thirsty strands with intense moisture.

VOLUME

FOR FLAT BODILESS HAIR



HIGH RISE BENEFITS:

Delivers a volume-boosting blend of filloxane and softening polymers to create supreme root lift and body.

SALON SERVICES

HAIR CLEANSING CREAM



BENEFITS:

Clarifies and helps remove mineral deposits and styling product build-up.

SCALP RELIEF



BENEFITS:

Redken's scalp care offers a comprehensive range of solutions to help soothe and protect dandruff, oily and sensitive scalps. These targeted scalp solutions offer comprehensive, professional care for the scalp and hair.

HEATCURE

ULTIMATE HAIR RESTORATION SERVICE FOR DAMAGED HAIR



BENEFITS:

- Using the power of protein and heat, the in-salon service gives restorative results that last up to 10 washes with 100% satisfaction leaving hair softer, healthier and more conditioned[†].
- The at-home post salon-service treatment sachets erase up to one year of surface damage^{††}.

[†] Consumer study of 50 women.

^{††} Consumer study of 75 women. Application of full Heatcure self-heat treatment pack.

EXTREME

FOR DAMAGED HAIR



EXTREME SHAMPOO

BEST
SELLER

BENEFITS

- Contains NEW RCT protein complex, with 3 proteins to treat hair at the root, core and tip
- Gently cleanses to help fortify damaged hair leaving hair feeling protected, with a healthy-looking shine

USAGE

- Apply to wet hair, massage into lather. Rinse.



EXTREME CONDITIONER

BEST
SELLER

BENEFITS

- Contains NEW RCT protein complex, with 3 proteins to treat hair at the root, core and tip
- Detangles and reinforces sensitized hair, leaving it feeling supple and more resilient

USAGE

- After shampooing, distribute through mid to end lengths of hair. Rinse.



EXTREME MEGA MASK

BENEFITS

- Treatment + Care Extender for Damaged/ Sensitized Hair
- Detangles, conditions and fortifies weakened hair.
- Contains NEW RCT protein complex, with 3 proteins to treat hair at the root, core and tip.
- Fortifies hair for 15x more strength that lasts for 3 washes*

USAGE

- After shampooing, apply mask for 3-5 minutes and rinse.



EXTREME STRENGTH BUILDER MASK

BENEFITS

- Intensely conditions and reinforces hair to help protect weakened areas leaving hair feeling more manageable

USAGE

- After shampooing, apply to damp hair. Leave on for 5-15 minutes. Rinse.



EXTREME PLAY SAFE 230

NEW

BENEFITS

- This leave-in treatment, infused with plant protein and tourmaline, fortifies hair while shielding strands from heat up to 450°F/230°C
- Fortifies hair fibre for 28% less breakage
- Reverses the appearance of split ends by 70%

USAGE

- Apply to clean, damp hair or dry hair prior to blow drying or heat-styling. Leave in. Do not rinse.



EXTREME CAT

BENEFITS

- The lightweight formula provides intense conditioning for damaged hair. Helps prep hair before chemical services to protect against future damage

USAGE

- After shampooing, squeeze excess water from hair. Apply CAT and distribute through hair. Leave on 3-5 minutes and rinse. Follow with the appropriate conditioner.
- For hair that has been sensitized by chemical services, use CAT 1-3 times per week to reinforce hair.



EXTREME ANTI-SNAP

BENEFITS

- Helps protect against breakage and split ends
- Delivers protein and ceramide to help fortify weakened areas
- Formulated to provide heat protection
- Hair is healthy looking and resilient

USAGE

- Apply on towel-dried hair to fragile or damaged areas. Do not rinse.

* Breakage study using Extreme shampoo + Mega Mask vs non-conditioning shampoo.

* Breakage study using Extreme shampoo + Mega Mask vs non-conditioning shampoo.

WANT 15X STRONGER HAIR?*

COLOR EXTEND MAGNETICS

FOR COLOR-TREATED HAIR



COLOR EXTEND MAGNETICS SHAMPOO

BEST SELLER

BENEFITS

- Contains NEW RCT protein complex, with 3 proteins to treat hair at the root, core and tip
- Gently cleanses color-treated hair

USAGE

- Apply to wet hair, massage into lather. Rinse.



COLOR EXTEND MAGNETICS CONDITIONER

BEST SELLER

BENEFITS

- Contains NEW RCT protein complex, with 3 proteins to treat hair at the root, core and tip
- Provides targeted repair with easy detangling for a softer, smoother, and more conditioned feel

USAGE

- After shampooing, distribute through mid to end lengths of hair. Rinse.



COLOR EXTEND MAGNETICS MEGA MASK

BENEFITS

- Treatment + Care Extender for Color-treated Hair
- Contains NEW RCT protein complex, with 3 proteins to treat hair at the root, core and tip.
- Fortifies hair for 4 weeks of vibrancy and radiance*

USAGE

- After shampooing, apply mask for 3-5 minutes and rinse.



COLOR EXTEND MAGNETICS DEEP ATTRACTION MASK

BENEFITS

- Color captivating treatment to help preserve color richness
- Gel-cream consistency for light reflection

USAGE

- After shampooing, apply to damp hair. Leave on for 5-15 minutes. Rinse.

* When using system of Shampoo, Conditioner and Mega Mask

COLOR EXTEND BROWNLIGHTS

FOR BRASSY HAIR



COLOR EXTEND BROWNLIGHTS SHAMPOO

BENEFITS

- This blue shampoo for brown hair is perfect for anti-brass protection and removing unwanted warm tones
- The colour depositing shampoo uses blue pigment to tone the hair to cooler tones. Perfect for natural brunettes and lightened brunettes such as balayage, baby lights, microlights and highlights

USAGE

- Use as a complete system with Color Extend Brownlights Conditioner. Shake well. Apply to wet hair, massage into lather, rinse. Follow with the conditioner. In case of contact with eyes, rinse them immediately.



COLOR EXTEND BROWNLIGHTS CONDITIONER

BENEFITS

- This blue conditioner for brown hair is perfect for anti-brass protection and removing unwanted warm tones
- The colour depositing conditioner uses blue pigment to tone the hair to cooler tones. Perfect for natural brunettes and lightened brunettes such as balayage, baby lights, microlights and highlights

USAGE

- Use as a complete system with Color Extend Brownlights Shampoo. Wearing suitable gloves, apply to damp hair after shampooing. Leave on for 3-5 minutes. Rinse thoroughly. In case of contact with eyes, rinse them immediately.

WANT CAPTIVATING COLOR WITH 4 WEEKS OF VIBRANCY & RADIANCE?*

A BLUE SHAMPOO A DAY KEEPS THE BRASS AWAY!

COLOR EXTEND BLONDAGE

FOR BLONDE HAIR



COLOR EXTEND BLONDAGE SHAMPOO

BENEFITS

- Contains color-correcting, ultra violet pigment to neutralize and reduce brassiness
- Fortifies hair cuticles for less breakage

USAGE:

- Wearing suitable gloves, apply to wet hair, lather and rinse well. Repeat if necessary. For maximum benefits, leave second lather on 3-5 minutes, Rinse.



COLOR EXTEND BLONDAGE CONDITIONER

BENEFITS

- Contains color-correcting, ultra violet pigment to neutralize and reduce brassiness
- Fortifies hair cuticles for less breakage

USAGE

- Wearing suitable gloves, apply to damp hair after shampooing. Leave on for 3-5 minutes, rinse thoroughly. In case of contact with eyes, rinse them immediately.



COLOR EXTEND BLONDAGE INSTANT ANTI BRASS MASK

BENEFITS

- This ultra-pigmented purple mask helps correct and neutralize unwanted yellow undertones in even the brassiest blondes in 5 minutes.
- This ultra-concentrated formula, with purple pigment, wheat protein, amino acids and glycerin, works to tone, strengthen and moisturize blonde hair.



USAGE

- After shampooing, towel dry hair. Wearing gloves, apply mask to hair avoiding scalp area. Comb through for even distribution. Leave on for 5-10 minutes, depending on desired neutralization. 5 minutes for subtle neutralization, 10 for maximum neutralization. Rinse thoroughly. In case of contact with eyes, rinse them immediately.

BREAK UP WITH BRASSY BLONDE. BE A BRIGHT STRONG BLONDE

COLOR EXTEND GRAYDIANT

FOR GRAY HAIR



COLOR EXTEND GRAYDIANT SHAMPOO

BENEFITS

- Direct dyes neutralize yellow and orange undertones
- Deposits custom pigments for a silver pay off
- Contains nourishing formulas with amino acids to re-balance texture and manageability

USAGE

- Wearing suitable gloves, apply to wet hair, lather and rinse well. Repeat if necessary. For maximum benefits, leave second lather on 3-5 minutes, Rinse.



COLOR EXTEND GRAYDIANT CONDITIONER

BENEFITS

- Direct dyes neutralize yellow and orange undertones
- Deposits custom pigments for a silver pay off
- Contains nourishing formulas with amino acids to re-balance texture and manageability

USAGE

- Wearing suitable gloves, apply to damp hair after shampooing. Leave on for 3-5 minutes, Rinse thoroughly. In case of contact with eyes, rinse them immediately.

SHOW THE WORLD YOUR SHADE OF GRAY

ONE UNITED

MULTI-BENEFIT TREATMENT



ONE UNITED

BEST
SELLER

USAGE

- After shampooing, spray evenly on towel-dried hair
- Leave-in for increased conditioning
- Rinse-out after 1-2 minutes for lightweight conditioning

BENEFITS

MANAGEABILITY

- Conditions
- Nourishes
- Improves manageability
- Help even out porous hair
- Reduces dryness
- Detangles
- Instant results
- Idea cutting lotion

PROTECTION

- Primes hair for styling
- Helps prevent breaking from brushing
- Safe for color-treated hair
- Help prevent split ends
- Helps seal in hair cuticle
- Safe for ombre hair
- Helps shield against external aggressors
- Helps prevent heat damage

BEAUTY

- Gives a silky touch
- Adds smoothness
- Adds shine
- Helps control frizz
- Anti-static
- Controls fly-aways
- Makes blow dry easier
- Style refresher
- Lightweight results



MULTI-BENEFIT TREATMENT

DIAMOND OIL GLOW DRY

FOR DULL HAIR



DIAMOND OIL GLOW DRY OIL

BENEFITS

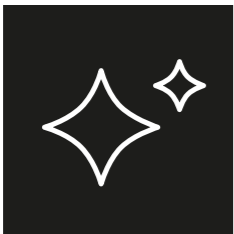
- Ultra lightweight and airy
- Reduces blow dry time
- Boosts your blow dry with heat-responsive silicones

USAGE

- Use before Pillow Proof Blow-Dry Express Primer or Treatment Cream Primer for maximum blow dry benefits.
- Daily on damp hair.
- Apply on damp hair concentrating on mid-lengths and ends.
- Reapply on dry hair as needed for added shine.

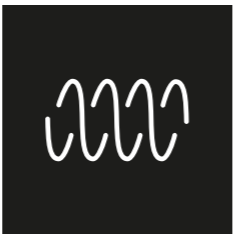
TECHNOLOGY & KEY INGREDIENTS: FIRST HEAT-RESPONSIVE OIL TECHNOLOGY

- Performance optimized with heat for optimal reflection and maximum shine



SHINE SPARKLES

- Highest refraction to provide maximum shine



CYCLOPENTACYLOXANE

- Carrier silicone for style memory

REFRACTION SCALE



WANT A SHINIER, LIGHTER BLOW DRY?

ALL SOFT

FOR DRY HAIR



ALL SOFT SHAMPOO

BEST
SELLER

BENEFITS

- Contains NEW RCT protein complex, with 3 proteins to treat hair at the root, core and tip
- Washes away impurities to leave hair feeling softer and more manageable

USAGE

- Apply to wet hair, massage into lather. Rinse.



ALL SOFT CONDITIONER

BEST
SELLER

BENEFITS

- Contains NEW RCT protein complex, with 3 proteins to treat hair at the root, core and tip
- Instantly detangles and helps leave hair feeling moisturized with intense softness, movement and healthy-looking shine

USAGE

- After shampooing, distribute through mid to end lengths of hair. Rinse.



ALL SOFT HEAVY CREAM MASK

BENEFITS

- Intensely conditions to leave hair feeling more manageable with intense softness

USAGE

- After shampooing, apply to damp hair. Leave on for 5-15 minutes. Rinse.
- Can be used daily or weekly as a treatment.



ALL SOFT MEGA MASK

BENEFITS

- Detangles, conditions and softens dry, brittle hair
- Contains NEW RCT protein complex, with 3 proteins to treat hair at the root, core and tip
- Omega enriched argan oil nourishes for intense softness

USAGE

- After shampooing, apply mask for 3-5 minutes and rinse.



ALL SOFT ARGAN-6 OIL

BENEFITS

- Conditioning formula helps hair feel softer, conditioned and more supple to leave dry, brittle hair feeling intensely nourished

USAGE

- Argan-6 Oil can be used 6 ways to dramatically transform hair:

Moisturize: Pre-shampoo treatment

Protect: Pre blow dry shield

Smooth: Post blow dry perfecter

Illuminate: Styling shine booster

Soften: Post shampoo treatment

Recondition: Overnight treatment

- Apply on dry or damp hair concentrating on the mid lengths and ends. Reapply on dry hair as needed.

* All Soft Shampoo, Conditioner and Argan-6 Oil vs. a non-conditioning shampoo

WANT 15X MORE CONDITIONING?*

ALL SOFT MEGA

FOR VERY DRY, PUFFY HAIR



ALL SOFT MEGA SHAMPOO

BENEFITS

- Provides nourishment for very dry, puffy hair.
- Washes away impurities to leave hair feeling touchable soft and manageable.
- Infused with a nourishing superfood mix of sachu inchi extract, aloe vera gel, and cactus extract
- Contains Redken's exclusive RCT Protein Complex to treat hair from the root to the core to the tip

USAGE

- Apply to wet hair, massage into lather. Rinse.



ALL SOFT MEGA CONDITIONER

BENEFITS

- Provides nourishment for very dry, puffy hair.
- Instantly detangles and help leave hair feeling moisturized with intense touchable softness and manageability
- Infused with a nourishing superfood mix of sachu inchi extract, aloe vera gel, and cactus extract
- Contains Redken's exclusive RCT Protein Complex to treat hair from the root to the core to the tip

USAGE

- After shampooing, distribute through mid to end lengths of hair. Rinse.



ALL SOFT MEGA HYDRA MELT

BENEFITS

- All day nourishment for very dry, puffy hair
- Provides increased softness, manageability, control and shine.

USAGE

- After conditioning, apply to clean towel-dried hair. Leave-in. Style as usual.



ALL SOFT MEGA MEGA MASK

BENEFITS

- Treatment + Care Extender for very dry, puffy hair
- Dual formula combines the deep conditioning of a hair mask with the lasting benefits of a care extender
- Provides nourishment for mega soft hair that lasts through 3 washes

USAGE

- After shampooing, apply mask for 3-5 minutes and rinse.



ALL SOFT MEGA ARGAN-6 OIL

BENEFITS

- 10 minute moisture makeover
- Instantly hydrates and revives very dry, puffy hair
- Inspired by K-beauty, this weekly one-time use hair mask offers an intensive at-home treatment. It leaves hair with increased hydration and manageability.

USAGE

- For single use only.
 - (1) Before getting in the shower, open the packet and remove paper on adhesive seal.
 - (2) After shampooing, twist and wrap hair fully into the cap.
 - (3) Fasten with adhesive strip. Ensure the cap is properly sized and secured.
 - (4) Gently massage the cap and hair to best transfer product.
 - (5) Leave on for 5-10 minutes. Remove cap and rinse. Follow with HydraMelt.

DRY HAIR? PUFFY HAIR? IT'S MEGA OVER

FRIZZ DISMISS

FOR FRIZZY HAIR



FRIZZ DISMISS SHAMPOO

BENEFITS

- Gently cleanses while taming frizzy hair by increasing smoothness and manageability, and enhancing shine.

USAGE

- Apply to wet hair, massage into lather. Rinse.



FRIZZ DISMISS CONDITIONER

BENEFITS

- Moisturises, detangles and protects the hair from frizz while providing softness and shine

USAGE

- After shampooing, apply and distribute through hair. Rinse thoroughly.



FRIZZ DISMISS MASK

BENEFITS

- Featuring sustainably-sources Babassu Oil for enhanced manageability and frizz control, this hair mask nourishes, softens, and hydrates unruly hair.

USAGE

- After using Redken's Frizz Dismiss Shampoo, apply to wet hair. Leave in 3-5 minutes. Rinse. Can be used in replace of conditioner 2-3x a week.



FRIZZ DISMISS REBEL TAME

BENEFITS

- Multi-benefit smoothing cream detangles, hydrates, defrizzes and protects hair from heat up to 450°F/230°C

USAGE

- Apply to clean, damp, towel-dried hair after using Redken's Frizz Dismiss Shampoo and Conditioner or shampoo and mask prior to styling or air-drying hair.



FRIZZ DISMISS ANTI-STATIC OIL MIST

BENEFITS

- Instantly smooths flyaways and unwanted static. Enhances smoothness, frizz control, manageability and shine.

USAGE

- **On Wet Hair:** Apply to clean, damp, towel-dried hair after using Frizz Dismiss Shampoo, Conditioner and Rebel Tame.
- **On Dry Hair:** Mist on dry hair as a touch-up spray as needed to instantly tame flyaways and static.



FRIZZ DISMISS INSTANT DEFLATE

BENEFITS

- Best for moderate frizz, the oil prevents excess volume, and frizz while increasing manageability.

USAGE

- **On Wet Hair:** Apply to clean, damp, towel-dried hair after using Frizz Dismiss Shampoo and Conditioner to smooth hair.
- **On Dry hair:** Apply to dry hair to instantly smooth frizz as needed.

LONG-LASTING FRIZZ CONTROL

NEW! NATURE + SCIENCE

THE POWER OF NATURE, THE PERFORMANCE OF REDKEN



VEGAN*



SILICONE-FREE FOR A NATURAL TOUCH



PACKAGING MADE WITH RECYCLED PLASTIC



100% NATURAL ORIGIN FRAGRANCE



NO COMPROMISE ON PERFORMANCE



NATURE + SCIENCE ALL SOFT SHAMPOO AND CONDITIONER

BENEFITS

- Formulated with naturally-derived birch sap as a key ingredient to cleanse, replenish moisture and enhance softness for beautiful, healthy-looking hair.
- Increases manageability and shine.



NATURE + SCIENCE EXTREME SHAMPOO AND CONDITIONER

BENEFITS

- Strengthening shampoo and conditioner for distressed, damaged hair.
- Formulated with naturally-derived lupine protein to strengthen the hair.
- Prevents hair breakage and split ends.



NATURE + SCIENCE COLOR EXTEND MAGNETICS SHAMPOO AND CONDITIONER

BENEFITS

- Vibrancy enhancing shampoo and conditioner for color treated hair.
- Features ginseng, phytonutrients and antioxidants to help maintain fresh, vibrant haircolor and add shine.

VEGAN = NO ANIMAL DERIVED INGREDIENTS OR BY-PRODUCTS



NATURAL PRODUCTS NOT LIVING UP TO YOUR EXPECTATIONS?

CURVACEOUS

FOR WAVES AND CURLS WITHOUT DEFINITION



CURVACEOUS SHAMPOO

BENEFITS

- Cleanses stressed out curls and waves for high-definition spring

USAGE

- Apply to wet hair, massage into lather. Rinse.



CURVACEOUS CONDITIONER

BENEFITS

- Creamy formula deposits weightless conditioning and intense moisture

USAGE

- After shampooing, apply and distribute through hair. Rinse thoroughly.



CURVACEOUS RINGLET

BENEFITS

- Frizz-free control and definition for natural ringlets
- Reactivates natural spiral curls for control without crunch

USAGE

- Apply to towel-dried hair
- Do not rinse
- Diffuse or air-dry for perfect curls



CURVACEOUS FULL SWIRL

BENEFITS

- Combination cream serum controls frizz and locks in moisture for high shine
- Controls natural waves and curls for shiny, long lasting results

USAGE

- Apply evenly through damp or dry hair. Leave-in, style as usual.

* Results achieved with the use of Curvaceous shampoo, conditioner and Ringlet vs. a non-conditioning shampoo

WANT UP TO 72 HOURS OF CURL DEFINITION?*

HEATCURE

OUR LATEST INNOVATION IN SERVICES FOR HAIR



HEATCURE PROFESSIONAL TOOL

BENEFITS

- Breakthrough, single heat setting allows specialized formula to penetrate deep through the hair's cuticle up to the cortex, giving hair restorative results that last up to 10 washes*



USAGE

- To be used only with the Heatcure Professional formulation
- Clamp tool 5cm from the scalp and glide through hair in 2.5cm sections



HEATCURE AT-HOME TREATMENT

BENEFITS

- Weekly fortifying treatment delivers deep conditioning to restore hair's healthy look and feel
- Erases 1 year of surface damage**

USAGE

- Peel and wait 4 minutes to allow formula to warm
- Open sachet and apply evenly through hair
- Leave 5-10 minutes and rinse

HIGH RISE

FOR FLAT, BODILESS HAIR



HIGH RISE VOLUME LIFTING SHAMPOO

BENEFITS

- Gently cleanses and adds lift and body.
- Leaves hair soft, manageable and shiny

USAGE:

- Apply to wet hair, massage into lather. Rinse.



HIGH RISE VOLUME LIFTING CONDITIONER

BENEFITS

- A lightweight detangling conditioner that creates body and lift

USAGE

- After shampooing, apply and distribute through hair. Rinse.



HIGH RISE DUO VOLUMIZER

BENEFITS

- Combines; a lightweight volumizing cream with a high lift gel to create voluminous styles giving control and movement

USAGE

- Apply to damp hair
- Comb through from root to tip
- Blow-dry with a round brush for extra lift at the root

*Based on a consumer study of 50 women who received Heatcure Professional Service.

**After one use of a full Heatcure self-heating mask set.

ULTIMATE HAIR RESTORATION. EVEN 10 WASHES LATER*

THICKENING POWERS OF FILOXANE FOR SUPREME ROOT LIFT & BODY

SCALP RELIEF

TARGETED SCALP SOLUTIONS TO HELP SOOTHE AND PROTECT



OIL DETOX SHAMPOO

BENEFITS

- Cleanses and instantly absorbs excess oil to help equalize scalp pH and clarify impurities

USAGE

- Shake well. For daily oil control massage into wet hair and scalp. Rinse. For a more intense treatment, apply before wetting. Leave on for 1-2 minutes. Wet hair, lather and rinse.



DANDRUFF CONTROL SHAMPOO

BENEFITS

- Helps eliminate and combat dandruff and its symptoms whilst gently cleansing hair to soothe and hydrate the scalp

USAGE

- Apply to wet or dry hair, massage into scalp. Leave on for 5 minutes. Wet hair, lather and rinse. Can be used daily.



SOOTHING BALANCE SHAMPOO




















BENEFITS

- Gently cleanses hair whilst soothing and calming sensitive, stressed scalp

USAGE

- Apply to wet hair, massage into scalp and hair. Rinse. Can be used daily.

REDKEN STYLING COLLECTION

| | DONE | UNDONE | ALL STYLES |
|--------------|---|--|--|
| PILLOW PROOF |  EXPRESS TREATMENT PRIMER time-saving nourishing cream | | |
| DRY TEXTURE | |  DRY SHAMPOO PASTE 05 1/2 dry shampoo, 1/2 styling paste  DRY SHAMPOO POWDER 02 Styling powder with Charcoal | |
| TEXTURIZE |  WAX BLAST 10 high impact finishing spray-wax |  POWDER GRIP 03 mattifying hair powder  REWIND 06 pliable styling paste  FASHION WAVES 07 sea salt spray  ROUGH PASTE 12 workable control  ROUGH CLAY 20 matte texturizer | |
| VOLUMIZE |  ROOTFUL 06 root lifting volumizing spray  THICKENING LOTION 06 all-over body builder  ALL-OVER AERATE 08 bodifying cream-mousse |  GUTS 10 volume spray foam  STAY HIGH 18 high-hold gel to mousse | |
| HEAT STYLING |  SATINWEAR 04 thermal smoothing blow dry gel  IRON SHAPE 11 thermal holding spray | | |
| HAIRSPRAYS |  CONTROL ADDICT 28 extra high-hold hairspray  TRIPLE TAKE 32 extreme hold hairspray  QUICK DRY 18 instant finishing spray |  WIND BLOWN 05 low hold finishing spray |  FASHION WORK 12 versatile hairspray  QUICK TEASE 15 back combing spray  PURE FORCE 20 non-aerosol fixing spray |
| SMOOTH |  VELVET GELATINE 07 lightweight blow dry gel | | |
| FLEX | |  SHAPE FACTOR 22 sculpting cream-paste with powerful hold | |
| SHINE |  SHINE FLASH 02 dry shine spray | | |

TEXTURIZE

BEST
SELLER



POWDER GRIP 03

BENEFITS

- Mild control
- Creates instant texture and grip
- Cool matte texture

USAGE

- Sprinkle a small amount into root area for instant volume and grip.
- Shake through lengths for extreme matte texture.



ROUGH PASTE 12

BENEFITS

- Medium control
- Deconstructs with rough, ragged texture and moveable, lasting separation
- Provides definition and manageability with workable control
- Molds and shapes strong, directional styles
- Easy and unique dispensing system allows for controlled dosage

USAGE

- Rub a small amount in hands and apply on damp or dry hair.
- Reapply for stronger texture effects.



REWIND 06

BENEFITS

- Medium control
- Twists, shapes and texturizes hair into changeable styles
- Pliable fiber network provides a “web of support” with control
- Creates versatile styles with strong shapes
- Won’t weigh hair down
- Won’t build up on hair
- Stays moist and pliable so you can “replay” or rearrange the style

USAGE

- Rub a small amount between hands and apply into damp or dry hair to form style.
- Pull product through hair using your fingers to twist, shape and mold the hair into the style you want.



ROUGH CLAY 20

BENEFITS

- Maximum control
- Matte finish
- Moldable texture
- Stays in place

USAGE

- Warm in hands and apply to damp or dry hair.



FASHION WAVES

BENEFITS

- Ultra-light mist for an effortless natural look
- Adds weightless texture
- Gives hair an instantly airy, windswept effect
- Flexible soft-matte finish

USAGE

- Shake well and mist all over dry hair.
- Shake hair out with your fingers to add texture.
- Lightweight, airy formula is ideal for all hair types.



WAX BLAST 10

BENEFITS

- Medium control
- Creates perfectly undone texture
- Adds dimension and movement with a choppy matte finish

USAGE

- Shake well, mist over dry hair and shape with fingers.

DRY TEXTURE



DRY SHAMPOO PASTE 05

BENEFITS

- Absorbs oils and impurities
- Creates undone texture and root lift
- Formula provides mild, reworkable control and hold
- Can be styled and re-styled again throughout the day

USAGE

- Work a small amount onto fingertips and apply at the roots and apply to damp or dry hair.



DRY SHAMPOO POWDER 02

BENEFITS

- Non-dulling, loose powder dry shampoo with Charcoal
- Provides mild control
- Absorbs oils and impurities to refresh styles
- Hair is left feeling light and clean with added volume

USAGE

- Shake gently into hands or hair and massage into roots and through the mid-lengths. Brush through to remove any excess.



HAIRSPRAYS



WIND BLOWN 05

BEST
SELLER

BENEFITS

- Ultra-light mist for an effortless natural look
- Adds weightless texture
- Give hair an instantly airy, windswept effect
- Flexible soft-matte finish

USAGE

- Shake well and mist all over dry hair
- Shake hair out with your fingers to add texture
- Lightweight, airy formula is ideal for all hair types



FASHION WORK 12

BEST
SELLER

BENEFITS

- Medium control aerosol spray
- Versatile formula for working, shaping and finishing styles flawlessly
- Fast-drying, fine mist
- Long lasting humidity resistance and frizz control
- Vitamins C and E protect hair

USAGE

- Spray 8-12 inches from hair
- Layer for increased control



QUICK TEASE 15

BENEFITS

- Instant back-combing/teasing effect on hair
- Create volume at the root
- Use as a finishing spray for all-over control

USAGE

- Spray at the root area for instant teasing result
- Spray all-over holding can 8-12 inches from hair



QUICK DRY 18

BENEFITS

- Medium control fine, dry mist
- Fast-drying spray instantly controls and completes any style
- Provides healthy shine and a firm, no-fuss finish
- Dispenses in a wide spray pattern to ensure even application
- Sets quickly for lasting hold

USAGE

- Apply to damp hair and blow dry for sleek, straight results



PURE FORCE 20

BENEFITS

- Maximum control non-aerosol spray
- Offers lightweight and quick-drying benefits
- Perfects styles with all day control
- Brushes clean and adds amazing shine
- Long lasting humidity resistance and frizz control

USAGE

- Use as a sculpting styler or flexible finisher
- Spray 8-12 inches from hair



CONTROL ADDICT 28

BENEFITS

- No visible flaking and no residue
- Contains Spray-Strong Complex to lock out humidity
- Long lasting humidity resistance and frizz control
- Light to touch
- Long lasting style memory, even after brushing
- Can be layered for increased control

USAGE

- Use as a strong finishing spray
- Spray 8-12 inches from hair



TRIPLE TAKE 32

BEST
SELLER

BENEFITS

- Extreme hold without the crunch
- Tri-mist diffusion system gives an even coverage with no residue
- Dries fast to give long lasting lift and body
- 24-hour hold and humidity resistance

USAGE

- Use to lock in looks whilst still allowing for movement
- Spray 8-12 inches from hair

VOLUMIZE



ROOTFUL 06

BENEFITS

- Precision applicator targets roots
- Long lasting non-sticky fullness
- Clean feel technology
- Lightweight and brushable

USAGE

- Apply to damp roots and blow dry directionally for maximum volume



THICKENING LOTION 06

BENEFITS

- Medium control
- Builds extra body, texture, volume and shine
- Bodifying proteins help reconstruct and strengthen hair
- Hair looks and feels thicker

BEST
SELLER

USAGE

- Apply through towel-dried hair, blow dry for maximum volume



AERATE 08

BENEFITS

- Medium control
- Innovative aerated cream formula gives the lightness of a mousse with the moisturizing properties of a cream
- Adds featherweight body
- Provides long-lasting humidity protection and a frizz-controlled finish

USAGE

- Smooth on damp hair; blow dry for airy volume and fullness
- Recommend to clients who want lightweight body plus conditioning benefits



GUTS 10

BEST
SELLER

BENEFITS

- Medium control
- Boosts hair with flexible fullness and bold, gutsy style
- Lifts up the roots and provides all-over volume
- Directional spray for precise application

USAGE

- Shake well. For maximum volume, apply to towel-dried hair section by section, lifting each section as you go. Blow-dry with a round brush



STAY HIGH 18

BENEFITS

- Combines the strength and hold of a gel with the airiness of a mousse
- Styling polymers provide long lasting volume and fullness

USAGE

- Rub a small amount through palms and apply to damp hair
- Can be applied to roots for a little lift or all over hair for a full bodied look

SMOOTH

FLEX



VELVET GELATINE 07

BEST
SELLER

BENEFITS

- Medium control
- Light, airy gel melts into hair for soft and velour-like finish
- Smooths while providing volume

USAGE

- Apply a medium amount through damp hair and blow dry for a velvety cushioned finish



SHAPE FACTOR 22

BENEFITS

- Cream putty with maximum control
- Ultimate sculpting and reshaping power like a hairspray
- Matte finish
- Feels like a paste, holds like a hairspray

USAGE

- Apply to damp hair - great for shaping short styles
- Apply on dry hair to sculpt, create detail and definition
- Ideal for short lengths and updos

PILLOW PROOF



PILLOW PROOF BLOW-DRY EXPRESS PRIMER

BEST
SELLER

BENEFITS

- This is a must before any blow dry service!
- Reduces blow dry time
- Leaves hair feeling 3x stronger and healthier
- Protects from heat up to 230°C
- Provides 24 hour lasting volume
- Lightweight bi-phase formula

USAGE

- Shake the bottle to activate ingredients. Before styling, mist evenly throughout damp hair
- Can be sprayed on dry hair to re-style before blow-drying

HEAT STYLING

SHINE



SATINWEAR 04

BEST
SELLER

BENEFITS

- Mild control
- Contains NEW Heat Re-styling Technology - just add heat to reshape your style over and over again
- Protective heat-styling lotion transforms hair into silky luxury
- Redken's exclusive Bonding System, ceramide and fortifying sugars help restore, condition and protect hair from heat styling stress
- Contains UV filters and antioxidants to help protect haircolor from fading

USAGE

- Apply to damp hair and blow dry
- Great for all hair types and is especially ideal for distressed hair since it eases the stress of blow-drying



IRON SHAPE II

BEST
SELLER

BENEFITS

- Medium control
- Contains NEW Heat Re-styling Technology - just add heat to reshape your style over and over again
- Protects hair from heat damage up to 230°C
- Leaves a touchable, shiny finish
- Xylose sugar, ceramides and cranberry oil for heat protection and to maintain color vibrancy

USAGE

- Spray directly on sections of dry hair and straighten or tong
- Spray all over hair and allow to penetrate before applying heat



SHINE FLASH 02

BEST
SELLER

BENEFITS

- Mild control
- Provides instant illumination
- Ultra-light, grease-free shine
- Fine-mist aerosol spray ensures a light, even application
- Perfect finish for any hairstyle

USAGE

- Lightly mist on dry hair
- Use after straightening for a gleaming, polished finish
- Reapply whenever extra shine is desired
- Spray directly on hand or brush to control fly-aways

REDKEN BREWS

HAIRCARE



DAILY SHAMPOO FOR ALL HAIR TYPES

BENEFITS

- Gently cleanses without stripping hair
- Lightweight formula helps keep hair manageable
- Contains malt to nourish and condition
- Contains protein for strength
- Contains glycerin for moisture and hydration

USAGE

- Apply to wet hair, lather and rinse



MINT SHAMPOO INVIGORATING FOR HAIR AND SCALP

BENEFITS

- Cleanses hair and delivers a cooling sensation on the scalp
- Refreshing and energizing mint scent
- Contains malt to nourish and condition
- Contains menthol for scalp stimulation and soothing

USAGE

- Apply to wet hair, lather and rinse



ANTI-DANDRUFF SHAMPOO FOR DRY, FLAKING SCALP

BENEFITS

- Helps prevent recurrence of the symptoms of dandruff
- Controls scalp itching, irritation, redness, flaking, and scaling associated with dandruff

USAGE

- We recommend using Redken Brews Anti-Dandruff Shampoo at least twice a week but can be used daily if needed. Use alongside Redken Brews Daily Conditioner to help keep hair moisturized without feeling weighed down post-cleansing



3-IN-1 SHAMPOO SHAMPOO, CONDITIONER AND BODYWASH

BENEFITS

- Cleanses and conditions hair and washes body for freshness from head to toe
- Non-drying formula provides hydration and softens skin
- Convenient all-in-one product is great for the gym or travel
- Contains malt to nourish and condition

USAGE

- Apply generous amount over wet hair and body. Rinse well



SILVER SHAMPOO FOR GRAY AND WHITE HAIR

BENEFITS

- Gradually reduces unwanted yellow tones in gray and white hair

USAGE

- Wear gloves. Apply to damp hair and leave on for 3 minutes, rinse. For a deeper color deposit and conditioning, apply to towel-dried hair and leave on for up to 5 minutes. Rinse

REDKEN BREWS

STYLING



WORK HARD MOLDING PASTE

FOR TEXTURE & HOLD

BENEFITS

- For maximum control and a natural finish
- Firm yet moldable to work easily through hair
- Polystretch fibers keep style flexible

USAGE

- Rub a small amount in hands and work through damp or dry hair

BEST
SELLER



HAIRSPRAY

FOR MAXIMUM CONTROL ON ALL LOOKS

BENEFITS

- Compact, super-charged technology
- Double the impact with half the size; 2x more product than the average hairspray
- Keeps all styles in place

USAGE

- Hold 6-12 inches away and spray on dry, styled hair
- Reapply for additional control



STAND TOUGH EXTREME GEL

FOR SLICKED BACK STYLES

BENEFITS

- For maximum control and high shine
- Creates definition and sculpts styles

USAGE

- Squeeze into palm, rub hands together and work through damp hair



EXTRA CLEAN GEL

NO FLAKING/NO CRUNCH/NON-STICKY

BENEFITS

- Provides styles with lightweight hold and a barely there looking finish.
- The next generation of texture so clean, you won't want to wash it out!

USAGE

- Squeeze into palm, rub hands together and work through damp or dry hair.

NEW



LIQUID MATTE PASTE

MEDIUM CONTROL. NO SHINE.

BENEFITS

- Lightweight application of a fluid cream consistency
- Control and finish of a paste
- Matte finish with medium control

USAGE

- Squeeze into palm, rub hands together and work through damp or dry hair

NEW



CLAY POMADE

FOR ROUGHED-UP TEXTURE & TO THICKEN FINE HAIR

BENEFITS

- For maximum control and a gritty finish
- Creates effortless looking styles

USAGE

- Rub a small amount into hands and work through damp or dry hair

BEST
SELLER



WAX POMADE

FOR POLISHED STYLES, QUIFFS & UNDERCUTS

BENEFITS

- For mild control and a shine finish
- Water-based formula provides reworkable hold

USAGE

- Rub a small amount into hands and work through damp or dry hair



OUTPLAY TEXTURE POMADE

FOR TEXTURED & LONG STYLES

BENEFITS

- For maximum control and a matte finish
- Crunch-free formula separates and texturizes with lasting memory
- Contains mineral salts to provide immediate grip

USAGE

- Rub a small amount into hands and work through damp or dry hair



MANEUVER CREAM POMADE

FOR SMOOTH & FLEXIBLE STYLES

BENEFITS

- For medium control and a smooth finish
- Water-based formula creates texture with low shine

USAGE

- Rub a small amount into hands and work through damp or dry hair



THICKENING POMADE

MILD CONTROL. MAXIMUM DENSIFYING.

BENEFITS

- Instantly makes hair look fuller. Great for fine and thinning hair types
- Instantly densifies individual hair strands, providing the appearance of thicker looking hair

USAGE

- Rub a small amount into hands and work through damp or dry hair.

NEW

REDKEN BREWS

SKIN AND BEARD



SHAVE CREAM

FOR AN EXTRA CLOSE & COMFORTABLE SHAVE

BENEFITS

- Provides protection
- Suitable for sensitive skin
- Dermatologist-tested for safety

USAGE

- Apply to wet skin and face. Lather. Shave. Rinse thoroughly. Pat dry



AFTER SHAVE BALM

SOOTHING FORMULA WITH ALOE VERA

BENEFITS

- Soothes skin post shave and leaves it feeling nourished and replenished

USAGE

- Massage into skin after shaving



BEARD AND SKIN OIL

FOR SOFTER FACIAL HAIR & SKIN

BENEFITS

- Grooms and softens facial hair so it looks and feels great
- Hydrates the skin underneath the beard
- Suitable for all skin types

HERO

USAGE

- Apply and massage a few drops into your dry beard



REDKEN BREWS

COLOR CAMO



LEVELS OF LIFT
None
DYE SYSTEMS
100% oxidative
DEVELOPMENT TIME
5 minutes

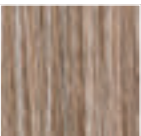
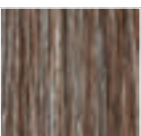
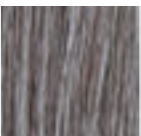
BENEFITS
- Fast, easy and discrete
- Use to camouflage and blend gray in 5 minutes
- Soft grow out with no visible line of regrowth
- Provides natural looking results with low commitment

USE
- Mix Color Camo with 10 volume Pro-oxide Cream Developer in a 1:1 ratio in an applicator bottle
- Apply to towel dried hair. Start where hair is the grayest. Avoid hair that has been previously colored
- Process for 5 mins then rinse and shampoo



USE WITH:

- 10 Vol Pro-oxide developer
- Applicator bottle

| BEFORE COLOR CAMO |
|---|
| NATURAL LEVEL (50% GRAY) |
|  |
| light (levels 7 and higher) |
|  |
| medium (levels 4-6) |
|  |
| dark (levels 1-3) |

| AFTER COLOR CAMO | |
|---|---|
| ASH TONE (GRAY + BLUE/VIOLET) | NATURAL TONE (GRAY + GREEN/GOLD) |
| 5 mins development time | 5 mins development time |
|  |  |
| light ash | light natural |
|  |  |
| medium ash | medium natural |
| 10 mins development time | 10 mins development time |
|  | |
| dark ash | |

BEFORE



AFTER
Using color camo,
5 min only.



COLOR BY REDKEN

ACID

ALKALINE

TEMPORARY

COLOR CAMO

The no fuss, 5 minute gray blending service for men



SEMI-PERMANENT

CITY BEATS

Vivid and Vibrant - Rock your boldest hair colour with Citybeats



DEMI-PERMANENT

HD RESOLUTION

Full colour saturation with vibrant reflectivity



SHADES EQ

High shine liquid gloss to tone and refresh



LIGHTENERS

BLONDE IDOL

Blonde, Bronde and Beyond. A Blonde for everyone!



EXPRESS BLONDE

Colour in a flash. Heat activated technology lightens up to 6 levels in 20 minutes



PERMANENT

COLOR GELS

High saturation permanent liquid lacquer



CHROMATICS

Multi-dimensional color with radiant reflection



CHROMATICS ULTRA RICH

Deep, intense color saturation with total coverage



CHROMATICS BEYOND COVER

Age defying color enriched with nourishing argan oil



COLOR

COLOR GELS PERMANENT COLOR



LEVELS OF LIFT

Up to 4 levels

DYE SYSTEMS

Select Dye System for incredible pigment deposit
100% oxidative dyes

DEVELOPMENT TIME

20-45 minutes

CHARACTERISTICS

- High saturation permanent liquid lacquer
- Alkaline gel color

- Up to 100% gray coverage
- Low ammonia formula with liquid shine

USE WITH:



CHROMATICS PERMANENT COLOR



CHROMATICS

LEVELS OF LIFT

Up to 3 levels and deposit

DYE SYSTEMS

100% oxidative

DEVELOPMENT TIME

35 minutes

CHARACTERISTICS

- Up to 2x stronger hair*
- No ammonia
- Up to 100% gray coverage

- Multi dimensional, 4D color results
- Radiant reflection
- Lasting vibrancy

USE WITH:



CHROMATICS BEYOND COVER

LEVELS OF LIFT

Up to 2 levels & deposit

DYE SYSTEMS

100% oxidative

DEVELOPMENT TIME

35 minutes

CHARACTERISTICS

- Up to 2x stronger hair*
- No ammonia, no odor
- Up to 100% gray coverage
- Pre-blended shades for hair with 75% or more gray

- Multi dimensional, 4D color results
- Radiant reflection
- Enriched with Argan-Oil

USE WITH:



CHROMATICS ULTRA RICH

LEVELS OF LIFT

Up to 3 levels & deposit

DYE SYSTEMS

100% oxidative

DEVELOPMENT TIME

35 minutes

CHARACTERISTICS

- Up to 100% gray coverage
- Monochromatic color results
- Rich, true-to-tone color from root to ends

- Up to 2x stronger hair
- No ammonia

USE WITH:



SHADES EQ DEMI PERMANENT LIQUID COLOR



SHADES EQ GLOSS

LEVELS OF LIFT

Deposit only

DYE SYSTEMS

Oxidative & direct

DEVELOPMENT TIME

20 minutes

CHARACTERISTICS

- No ammonia
- Most versatile haircolor
- Healthy, shiny results
- Incredible conditioning

USE WITH:



HDRESOLUTION DEMI PERMANENT

Introducing HDResolution. Tone on tone, high visibility color with zero ammonia. Create pHenomenal color possibilities with the latest in tone on tone color.



HDRESOLUTION

LEVELS OF LIFT

Up to 1 level and deposit

DYE SYSTEMS

Covers up to 70% gray

DEVELOPMENT TIME

20 minutes

CHARACTERISTICS

- Deep dye saturation
- Intense clarity and shine
- High reflectivity
- Incredible conditioning
- No ammonia

USE WITH:



6vol & 15vol
developing lotion

CITY BEATS SEMI PERMANENT

March to the beat of your own drum. Inspired by the energy and edge of NYC. Introducing a new range of vibrant shades to unleash your creativity. Be bold with Redken #CITYBEATS



CITY BEATS

LEVELS OF LIFT

Direct deposit

DYE SYSTEMS

Covers up to 70% gray

DEVELOPMENT TIME

20-30 minutes dependent
on desired outcome

CHARACTERISTICS

- Direct dye
- Acidic conditioning color cream
- 7 vibrant colors plus clear
- No-mess cream formula
- Semi-permanent results

COLOR

BLONDE IDOL & FLASHLIFT LIGHTENERS



HIGH LIFT CONDITIONING CREAM

WHAT'S COOL?

- Up to 5 levels of lift

- Conditioning cream base
- Cationic polymers nourish and smooth the hair fiber for condition and shine



BASE BREAKER

WHAT'S COOL?

- Up to 1 level of lift
- Ideal solution for when there is too much contrast between a client's natural base color and highlights
- Liquid formula for easy mixing, fast application

- and full saturation
- Ceramides repair and seal hair to help protect color
- Violet leaf extracts condition to optimize the state of the hair
- Use **Cool** to control warmth and **Clear** when warmth is desired or not a concern



BLUE OIL LIGHTENING SYSTEM

WHAT'S COOL?

- Up to 7 levels of lift
- Specifically formulated for on-scalp lightening
- Customizable application based on your client's needs

- Smooth consistency for easy application with bottle or bowl and brush
- Ceramides repair and seal hair to help protect color
- Violet leaf extracts condition to optimize the state of the hair



BLONDE GLAM

WHAT'S COOL?

- Redken's most luxurious conditioning lightener featuring Lumisilk Technology to help preserve the hair's natural level of lipids, leaving the hair with luminous looking shine and beautiful silky condition, with a gentle fragrance
- Soft, rich consistency offers a smooth application with maximum control, lifting hair up to 7 levels

WHY IT WORKS

Basic powder lighteners can decrease the hair's natural level of lipids. Blonde Glam's conditioning formulas with Lumisilk Technology helps to preserve the hair's natural level of lipids, resulting in beautiful looking shine.



FLASH LIFT

WHAT'S COOL?

- Redken's first powder lightener to achieve up to 8 levels of lift
- Conditioning pro-vitamin B5 for high lift with zero sacrifice

- High adherence, creamy formula allows precise application and uniform lift
- Customizable for all lightening needs from extreme platinum blonde results or edgy, dramatic highlights



FLASH LIFT BONDER INSIDE

WHAT'S COOL?

- ALL-IN-ONE BONDER IN LIGHTENER POWDER
- Up to 8 levels of lift. No additive needed.
- Mixes in a variable ratio of 1:1 to 1:2 for optimal consistency for a variety of applications.

- Stays moist with no puffing and no foil slipping
- No added fragrance
- For natural or color-treated hair



BLONDE IDOL FREE HAND

WHAT'S COOL?

- Ideal for off scalp hair painting, babylights, balayage and ombre/sombre techniques

- Achieve a more natural look
- Up to 6 levels of lift
- Smooth texture and working consistency

USE WITH:



USE WITH:



USE WITH:



USE WITH:



20/30/40 vol

USE WITH:



USE WITH:



USE WITH:



EXPRESS BLONDE

WHAT'S COOL?

- Instant color results - Offers up to 6 levels of lift in just 20 minutes for up to 15 meches, ideal for partial lightening techniques
- Use with the Heatcure Professional Tool and Redken Aluminium Foil for accelerated lightening

- Boost business - A unique service to increase client frequency and recruit new clients
- Unleash your techniques - Express Blonde is specifically designed for creating on-trend looks that only require partial highlighting techniques, such as contouring, balayage refresh, babylights, face framing and lots more

USE WITH:



PH BONDER AT-HOME BONDING CARE

Why is pH so important?

Hair is exposed to many damaging agents. As a result, the pH of the hair can change, affecting the hair fiber integrity. A pH between 4.5 and 5.5 is a must for maintaining healthy hair. This is particularly important for color-treated hair to look shiny, smooth and soft.



pH BONDER AT-HOME TREATMENT

USAGE

Apply once per week before shampooing and leave on for 10 minutes to restore the pH of the hair following your color service.

PRESERVE & PROTECT HAIR FIBER INTEGRITY DURING AND POST COLOR SERVICES

ROOT CONCEALERS



ROOT FUSION CONCEALER

WHAT'S COOL?

- Instantly cover roots in between salon appointments

- Buildable coverage that dries instantly
- Does not interfere with salon color

- Wash out in one wash
- Available in 5 shades for ultimate coverage



Black



Brown



Auburn



Light Brown



/RedkenUK



@Redken_UK



/UKRedken



/Redken



/RedkenUKI

redken.co.uk

BE DIFFERENT. BE REDKEN.

REDKEN
5TH AVENUE NYC