



# 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.

\* Breakage study using Extreme shampoo + Mega Mask Vs non-conditioning shampoo.  
\*\* When using system of Shampoo, Conditioner and Mega Mask.

# 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<sup>†</sup>.
- The at-home post salon-service treatment sachets erase up to one year of surface damage<sup>††</sup>.

<sup>†</sup> Consumer study of 50 women.

<sup>††</sup> Consumer study of 75 women. Application of full Heatcure self-heat treatment pack.

# EXTREME

## FOR DAMAGED HAIR



### EXTREME SHAMPOO



#### 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



#### 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



#### 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



### 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



### 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.

# 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.

BREAK UP WITH BRASSY BLONDE. BE A BRIGHT STRONG BLONDE

SHOW THE WORLD YOUR SHADE OF GRAY

# ONE UNITED

## MULTI-BENEFIT TREATMENT



## ONE UNITED



### 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:

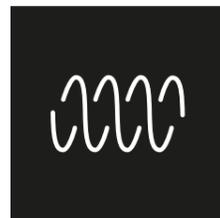
### FIRST HEAT-RESPONSIVE OIL TECHNOLOGY

- 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 sacha 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 sacha 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.



## 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.



## 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.

# REDKEN STYLING COLLECTION

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

# TEXTURIZE



## 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



## GUTSY 10



### 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



## 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

### USAGE

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



## 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



## 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

# 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



### 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.



### 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



### 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



### 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.

# 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)
<b>5 mins development time</b>  light ash	<b>5 mins development time</b>  light natural
 medium ash	 medium natural
<b>10 mins development time</b>  dark ash	<b>10 mins development time</b>  dark natural

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



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/RedkenUKI

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5 T H A V E N U E N Y C