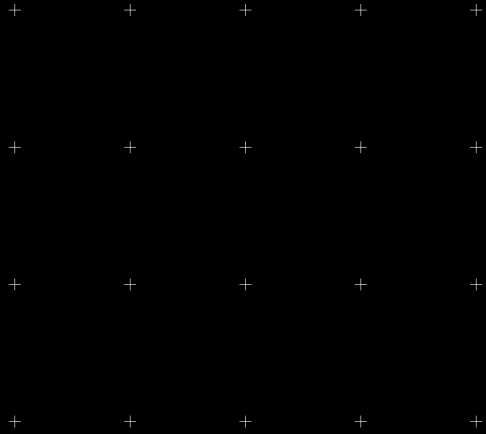


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REDKEN

5TH AVENUE NYC





POWERED BY SCIENCE.
PRESCRIBED BY PROS.

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180 MENS

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192 INGREDIENT GLOSSARY





REDKEN IS THE LEADING PROFESSIONAL BRAND

Backed by state-of-the-art science and a legacy of innovation that dates back to 1960.

Started by a Hollywood actress and her hairdresser, we were the first company to take a scientific approach to hair and discover the formula that remains the alpha and omega of haircare to this very day: **PROTEIN + MOISTURE + ACIDIC pH = HEALTHY HAIR.**

Our groundbreaking research revolutionized the haircare industry, propelling Redken to the top of the US professional market. **Today, we are trusted by more than a million hair professionals in the US alone.**

Combining scientific rigor with an elevated aesthetic, we are known to create scientific hair prescriptions to deliver powerful hair transformations that preserve the health of the hair for performance-obsessed professionals and their clients all around the world.



60
80
140
240

POWERED BY SCIENCE

PRESCRIBED BY PROS

POWERED BY SCIENCE

PRESCRIBED BY PROS

POWERED BY SCIENCE

PRESCRIBED BY PROS

POWERED BY SCIENCE

PRESCRIBED BY PROS

OUR STORY

Redken is known for providing **inspiring and innovative products and services** to the professional industry for more than 60 years. Everything we do is designed to empower and inspire you with the tools you need to **learn, earn and live best!**



1960

PAULA KENT & JHERI REDDING START REDKEN

- A revolution in haircare begins with pH and protein science
- **Amino Pon** and **PPT** gain a cult following
- **Visionary hairstylist Vidal Sassoon** tours the country on behalf of Redken



REDKEN PIONEERS EDUCATION IN THE INDUSTRY

The first Redken Symposium hosts 500 salon professionals in 1974

1970's



1980's

REDKEN LAUNCHES BREAKTHROUGH INNOVATION

- **Shades EQ Gloss**, one of the biggest breakthroughs in haircolor, launches in 1983
- Redken expands to 13 countries around the world



REDKEN ADDS "5TH AVENUE NYC" TO ITS NAME

- In 1993, Redken is sold to **L'Oreal**
- After a devastating earthquake, Redken moves from California to L'Oreal headquarters on **5th Avenue in NYC**
- Redken establishes itself as a **fashion brand** at the **forefront of trends**
- **The Redken Exchange**, the industry's leading resource for learning, opens its doors in 1996

1990's

2000's

REDKEN BECOMES THE RUNWAY AUTHORITY

Redken leads backstage beauty, with a presence at **fashion week** in New York, London, Milan, and Paris



REDKEN DOMINATES HAIRCOLOR

- **Bonder technology** meets lightening
- **Shades EQ**, Redken's best in class demi-permanent color, celebrates its 35th birthday
- Redken is the #1 talked-about brand on social media, with 1M+ followers and influencers



2010's

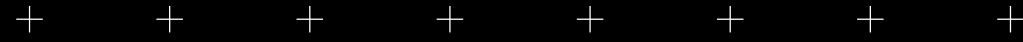
REDKEN REINVENTS HAIRCARE

- Redken launches the first color care specifically designed to preserve **Shades EQ: Acidic Color Gloss**
- **Acidic Bonding Concentrate** brings the acidic power of **Shades EQ** to haircare
- Redken Haircare gets a packaging makeover, going back to its heritage of **PROTEIN + MOISTURE + ACIDIC pH**
- **Shades EQ Gloss** gets upgraded with bonding technology
- Redken launches the first 10 minute, liquid permanent color: **Color Gels Lacquers 10**
- Redken launches the first no ammonia liquid color: **Color Gels Oils**
- All Redken shampoo and conditioner bottles are made of at least **96% Recycled Plastic*** *excluding the cap

2020's



OUR EXPERTISE



© 2021 Redken. All rights reserved. Redken is a registered trademark of Redken Inc. All other trademarks are the property of their respective owners. Redken is not responsible for any damage to your hair or scalp from the use of Redken products. Redken is not responsible for any allergic reactions to Redken products. Redken is not responsible for any adverse effects from the use of Redken products. Redken is not responsible for any damage to your hair or scalp from the use of Redken products. Redken is not responsible for any allergic reactions to Redken products. Redken is not responsible for any adverse effects from the use of Redken products.



HAIRCARE



GIVES HAIR WHAT IT NEEDS MOST: POWERED BY SCIENCE

- Customized regimens prescribed by pros
- Helps to target any client hair concern
- For all hair types and textures

HAIRCOLOR



UNIQUELY PROFESSIONAL pH BALANCED, ZONE-BASED APPROACH TO COLOR

- Balanced formulas, from acidic to alkaline, achieve professional color results with minimum stress on hair
- Innovative formulas at the forefront of haircolor technology
- Latest trends and innovative techniques co-created with the best pros in the world
- Vegan* color formulas

STYLING



PROFESSIONAL STYLING SOLUTIONS

- A smart range of all-in-one styling treatments to create effortless, looks at home
- For all hair types and textures

MENS



REDKEN BREWS

- In 1967, Redken pioneered the 1st professional grooming line for men
- Today Redken Brews is the complete destination for style, care and Color Camo, the champion of 5-minute, gray blending color service for men without the foils or fuss

OUR BRAND AMBASSADORS

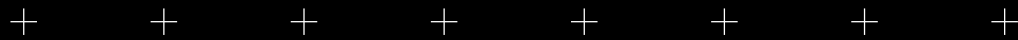
STAY INSPIRED BEHIND THE CHAIR BY KEEPING UP WITH THE LATEST TRENDS AND TECHNIQUES FROM OUR REDKEN BRAND AMBASSADORS

Hailing from fashion-forward New York City to the hottest salons in Hollywood, and everywhere in between, our Redken Brand Ambassadors are the industry's top authorities in haircolor and styling. Want to see their latest work and learn how they use Redken to achieve the looks today's clients demand? Visit [RedkenPro.com/MeetTheAmbassadors](https://www.redken.com/pro/meet-the-ambassadors)



SCAN THE QR CODE
TO LEARN MORE
AND STAY INSPIRED!





REDKEN EDUCATION

LEARN BETTER

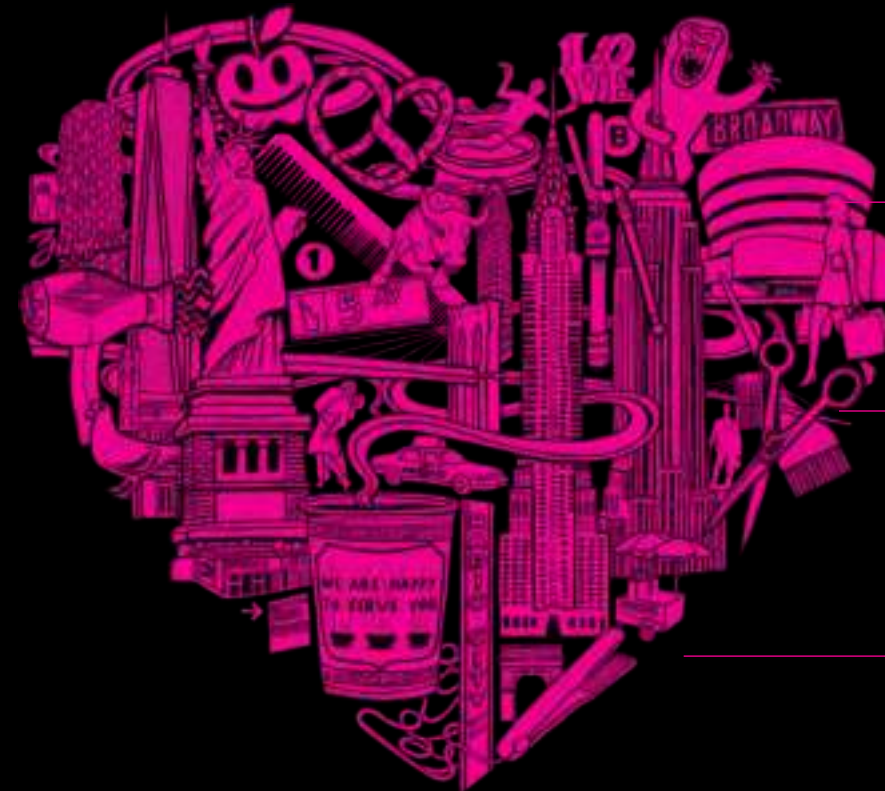
With our unique **personal-based approach** to education.

EARN BETTER

By **elevating salon professionals' skills** in business, design and color, training, personal development and wealth building.

LIVE BEST!

When salon professionals realize their **hopes and dreams!**



OUR MISSION:
TO HELP ALL SALON PROFESSIONALS LEARN BETTER & EARN BETTER

OUR VISION:
FOR EVERY SALON PROFESSIONAL TO LIVE BEST!

OUR COMMITMENT:
PRINCIPLE BASED
APPROACH PRINCIPLE
BASED CONTEXT
TRANSFORMATIONAL
EXPERIENCES

REDKEN EDUCATION

**WE BELIEVE THAT KNOWLEDGE
IS POWER.**

We believe that by creating professional hair transformations, that we can empower women with the confidence to make a statement in their life.

We are: **Powered by Science, prescribed by pros and inspired by the ambitious, self made, demanding and daring spirit of NYC.**

We connect hair entrepreneurs to the connections that matter most and believe it is our responsibility to help all hairdressers to **learn, earn and LIVE BEST!**

We believe that it is through knowledge that you can **become who you want to be.**

We strive to empower you with the most scientific approach to the most innovative products to be the most successful and connected stylist 24/7.

We commit to providing the best in class education in all areas of your business. Learn, earn and live best with the Redken Power Network of the best artists in the world. More connections, more education, more power to you!

For over 80 years, Redken has been a leader in the professional salon industry empowering professionals and consumers to achieve healthy hair transformations with confidence. Founded by Paula Kent, a woman who believed in the power of science, Redken was the first company to take a scientific approach to hair, defined as the right balance of protein, moisture and support by an acidic pH, which remains the alpha and omega of haircare to this very day. All Redken products are made with the highest quality ingredients and tested by salon professionals to ensure maximum efficacy for every hair type and texture and every hair need. Based in New York City, Redken supports the expertise of salon professionals with principle-based education, cutting edge technologies rooted in proven science and a portfolio of products including Shades EQ™, the #1 demi-permanent haircolor on the market - for maximum versatility and flexibility for colors of all hair types and hair textures.

WE BUILD STYLISTS' CAREERS

THE REDKEN STYLIST CAREER PATH

WHAT IS IT?

Incremental levels of education that allow a salon professional to elevate their skill set and progress through a career path to become a recognized expert in their territory. Following the Redken stylist career path, a salon stylist can eventually become a Redken artist.

THE ONLY CLEAR PATH FOR GROWTH FOR A SALON PROFESSIONAL.

STYLIST >>> SPECIALIST >>>

Redken offers a comprehensive Education Menu of over 65 classes, featuring product knowledge, technical, business, advanced classes and certifications. Plus, there are over 1000 complimentary virtual classes per year to build the skill and knowledge of every stylist.

Do you want to take your passion for Redken to the next level? Take part in a 4-day interactive workshop to become the go-to person in your salon and increase your income. From haircolor to finishing and wealth-building you will become fluent in everything Redken!

AUTHORITY >>>

Are you ready to choose a discipline that focuses on and advances your skill in the area you're the most passionate about? The Redken Authority series will set you up to become Redken Certified. In this 4-day interactive workshop, you'll dig deep into the principles, learn seasonal trends, get wealth-building strategies and prepare yourself for Certification.

CERTIFICATION >>>

Be recognized and rewarded for your exceptional technical skills and true passion for haircolor, design or finishing. As a member of one of these elite groups, clients and other salon professionals will view you as a master. Plus, you'll be recognized for your expertise and commitment to excellence. Requires passing a written and technical exam. Becoming certified gives you the credentials needed to become a Redken Artist.

ARTIST

For Stylists who have earned status as a Redken Specialist, Redken Authority and Redken Certification and have a passion for helping others grow.

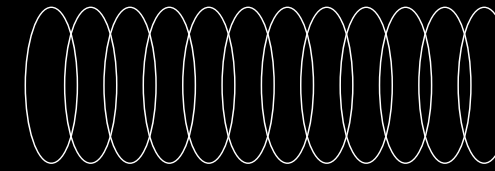
A global group of dedicated individuals, Redken Artists are certified to educate on behalf of Redken, using their specialized talents to help other salon professionals develop their skills in all disciplines.



! Log on to v for more information on these programs.

EDUCATION FOR EVERY STEP IN YOUR CAREER

CLASS MENU



FOUNDATION

HAIRCOLOR

Color Fusion Product Knowledge
 Color Gels Lacquers Product Knowledge
 Color Gels 10 Min Product Knowledge
 Color Gels Oils Product Knowledge
 Shades EQ Gloss Product Knowledge
 Shades EQ Bonder Inside Product Knowledge
 Lightener Product Knowledge
 Color Camo Product Knowledge

HAIRCARE

Haircare Product Knowledge
 Redken Brews Product Knowledge

STYLING

Styling Product Knowledge

BUSINESS

Why Be Part Of It!
 Principles of Consultation

ESSENTIAL

HAIRCOLOR

Principles of Science & Bonding
 Principles of Haircolor
 Principles of Haircolor Correction
 Principles of Foil Placement
 Principles of Blending

DESIGN

Principles Of Design
 Principles of Clipper Cutting

STYLING

Principles of Finishing

BUSINESS

Referral: Promoting Referral Business
 Retail: It's In The Bag!
 Retention: The Perfect Clientele
 Re-Booking: Power Booking
 Social Media Obsessed

EXPERIENCED

HAIRCOLOR

Balayage!
 Haircolor Techniques: Seasonal Trends
 Blending Techniques: Seasonal Trends
 Shades EQ Toning Perfected
 Blur, Smudge, Melt & Tone
 Blonde Ambition
 Express Highlighting: All On Top
 Gloss Boss: For The Love Of Liquids

DESIGN

Redken Brews Total Grooming
 Design Express
 Clipper Cutting Perfected
 Design Techniques: Seasonal Trends

STYLING

Finishing Express
 Blow Dry Boot Camp
 Textured Hair Styling
 Signature Blow Dry
 Finishing Techniques: Seasonal Trends

BUSINESS

Step Up!
 Salon Emotion
 Suite Emotion

MASTER

HAIRCOLOR

Shades EQ Creative Formulas & Placement
 Train The Trainer—Haircolor
 For The Love Of Texture
 Color Emergency: Color Correction
 Gloss Boss: Tailored Toning

DESIGN

Design Suitability
 Train The Trainer—Design
 Train the Trainer—Barber

STYLING

Train The Trainer—Finishing

BUSINESS

Train the Trainer—Facilitator



CLASS LEVELS

FOUNDATIONAL CLASSES

REDKEN USERS NEW TO REDKEN

These classes provide the cornerstones of Redken product knowledge. They will provide the needed details of ingredient technologies, mixing and processing, proper usage and hair types recommended.

ESSENTIAL CLASSES

REDKEN USERS FOR 0-2 YEARS

Stylist needs to build their confidence with all Redken products and foundational principles

- Complete knowledge in Principles: Haircolor, Design, Finish, Correction, Foiling
- Knowledge in all Redken brand information

EXPERIENCED CLASSES

REDKEN USERS FOR 2-4 YEARS

Stylist builds their speed and technical skills. They are increasing their knowledge in all Redken products and how to create more wealth and success through using the product

- Build technical skill & confidence in trends & techniques
- Focused on increasing confidence in communication skills

MASTER CLASSES

REDKEN USERS FOR 4+ YEARS

This is the pivotal point for the service provider where visible changes to their guests may need to be made. Stylists should focus on the "look" instead of the individual service

- Creating "looks" increases multiple additional services, chemical services and advanced skill & techniques
- Become a leader and mentor



THE REDKEN EXCHANGE

@REDKEN

Get inspired at **The Redken Exchange**, Award Winning Advanced Academy, the industry's leading resource for learning in **NYC!** Our mission is to empower **YOU** to learn better, earn better and live **BEST!**

We are excited to offer
Advanced Academy Hands-On Classes

- ❖ 1 DAY INFLUENCER CLASSES
- ❖ 2 DAY MASTER CLASSES
- ❖ 3 DAY EXPERIENCE CLASSES
- ❖ 4 DAY IMMERSIVE PROGRAMS

The Redken Exchange
404 5th Avenue
New York, NY 10018

Learn how you can access our education offerings with industry experts and educators. Experience our amazing facilitators, learn the latest techniques, with interactivity, culture and fun!



TO REGISTER, GO TO
[REDKENPRO.COM/EDUCATION](https://redkenpro.com/education)



"Thank you for putting so much time and commitment into the education of stylists around the country. I learned so much and will definitely take what I learned and use it behind the chair."

—DANNY MCCLURE

REDKEN ARTIST: GEORGE GARCIA

"This was my first experience at The Redken Exchange and it was great! Being a part of the Redken Family is such a privilege and I am so happy to have had this experience. Thank you Redken!

—KASHA LEDFORD



"I've taken a lot of classes at The Redken Exchange. Amazing educators! We brought five stylists and everyone is so excited about what we learned. Love Redken Education!

—GINA HUMPHREY

REDKEN ARTIST: SAM VILLA

REDKEN EVENTS

REDKEN SYMPOSIUM ON TOUR **RS**

JOIN US AT THE REDKEN SYMPOSIUM ON TOUR A LIVE EVENT FUELED WITH EDUCATION, INSPIRATION & NETWORKING. DESIGNED TO CONNECT YOU TO THE CONNECTIONS THAT MATTER.
COME BE PART OF IT!

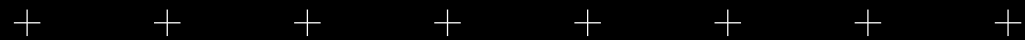
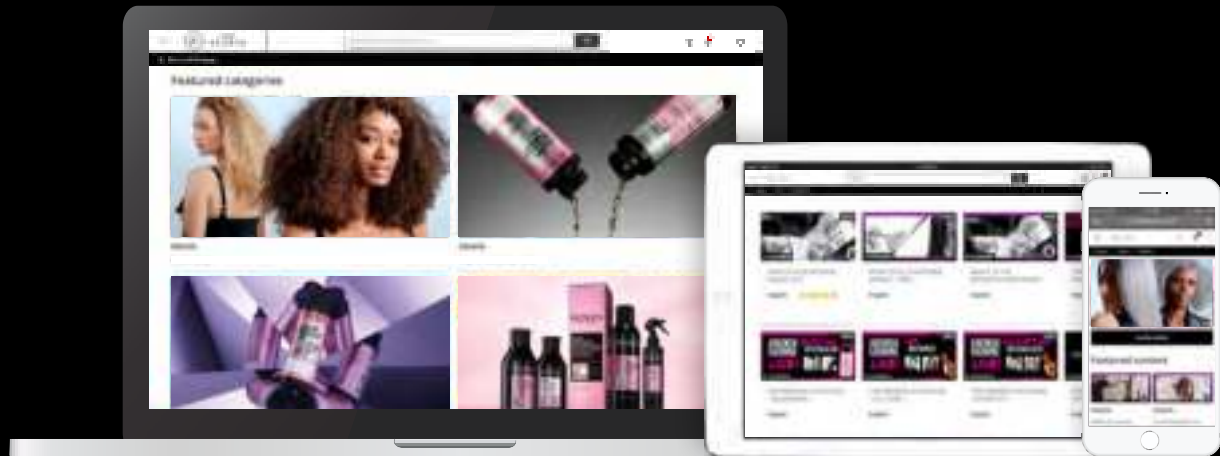
Make sure to follow Redken on Instagram and on line at redkenpro.com/education to stay up to date with 2024 shows and events near you.



ALWAYS ON EDUCATION THE INDUSTRY'S BEST EDUCATION

Access is our e-learning and networking platform for salon professionals. It allows you to access training on product launches, digital upskilling, trend discovery, technique mastery, business management and much more—anytime and anywhere.

LEARN THE LATEST TRENDS AND TECHNIQUES HAPPENING AROUND THE WORLD FROM AWARD-WINNING REDKEN ARTISTS!



MERGED BY SCIENCE PRESCRIBED BY ARTS

Today, as more professionals seek education to advance their careers, the industry is embracing a new era of learning. Redken's Access platform is the industry's first e-learning and networking platform for salon professionals. It allows you to access training on product launches, digital upskilling, trend discovery, technique mastery, business management and much more—anytime and anywhere. Access is the industry's best education.



USE ACCESS TO GROW YOUR BUSINESS & CHANGE YOUR LIFE! GET EDUCATED ON:

HAIRCOLOR



HAIRCARE



DESIGN



FINISHING



SOCIAL MEDIA



BUSINESS



GREATER SUSTAINABILITY, POWERED BY SCIENCE

VIRGIN PLASTIC REDUCTION



Among our priorities is reducing the amount of material used in our packaging and shifting to recycled plastic and cardboard.

CONSCIOUS MANUFACTURING



100% of our Redken haircolor products are made in factories using renewable energy.

**During the previous calendar year. Find more information on the L'Oréal Universal Registration Document

RESPONSIBLE FORMULAS



All of our color formulas are vegan*. 72% of our global shampoo portfolio is at least 90% biodegradable**. And we are not done yet.

*No animal derived ingredients/excluding Redken Base Breakers.

**As per OECD 301 or equivalent tests.

For more information, visit www.lorealparis.com. Redken has been a leader in sustainable packaging for over 20 years. We are committed to reducing our carbon footprint and increasing our use of recycled materials. Our products are made in factories that use renewable energy. We are also committed to using responsible formulas that are free of animal-derived ingredients and are biodegradable. We are not done yet.



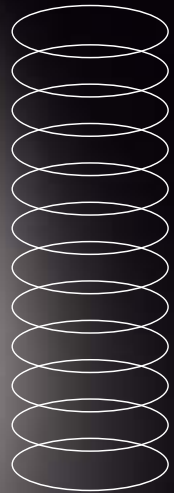
THIRD-PARTY CERTIFICATION

ON 156 PRODUCTS



SILVER LEVEL

Cradle to Cradle is an independent standard that assesses safety, circularity & responsibility of materials and products. Look for their logo on the back of our certified products.



HELPING STYLISTS MAKE INFORMED PRODUCT CHOICES

LOOK FOR SUSTAINABILITY ICONS ON OUR PRODUCT PAGES



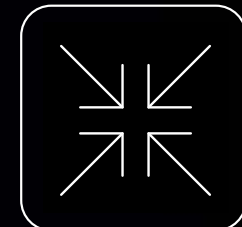
vegan formula*



at least 90% biodegradable**



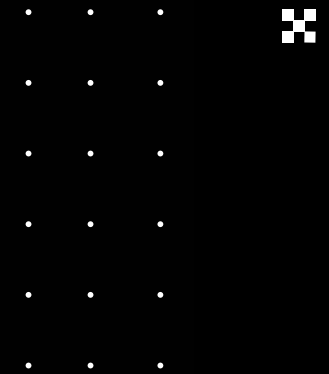
at least 94% recycled plastic***



made with less plastic



made in factory using 100% renewable energy



STYLIST: AMY CLAYTON MORE (LEFT) / US: 1-877-343-3433
 MAKE YOUR OWN HAIR. WE BRING YOU THE BEST OF THE PROCESS TO DIRECT STYLERS. WE BRING YOU THE LATEST IN TRENDS AND TOOLS TO MAKE YOUR HAIR LOOK LIKE YOU ARE A PROFESSIONAL. WE BRING YOU THE BEST OF THE PROCESS TO DIRECT STYLERS. WE BRING YOU THE LATEST IN TRENDS AND TOOLS TO MAKE YOUR HAIR LOOK LIKE YOU ARE A PROFESSIONAL.



INCLUSIVE COMMUNITY, POWERED BY LOVE

LGBTQ+ INCLUSION

We are on a mission to ensure that the hairdresser's chair is a safe space for the LGBTQ+ community.

ACCESSIBILITY & DISABILITY INCLUSION

All our shampoo and conditioner bottles have Braille on the back to benefit people with visual impairments.

STYLIST EDUCATION

Through award-winning education and global events, we empower stylists worldwide to realize their full potential.



REDKEN

5TH AVENUE NYC

HAIRDRESSERS

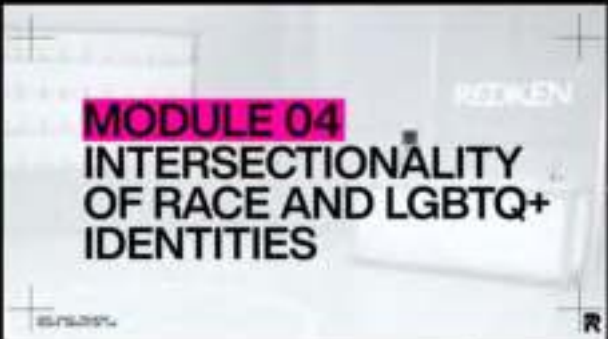


UNITED

Redken is on a mission to create a community of hairdressers dedicated to providing a Safe Space for LGBTQ+ clients in their chair.



Redken offers the industry's first free virtual course on LGBTQ+ Safe Space. Look for our six 5-minute modules on L'Oréal Access.





POWERED BY SCIENCE PRESCRIBED BY PROS POWERED BY SCIENCE PRESCRIBED BY PROS POWERED BY SCIENCE PRESCRIBED BY PROS POWERED BY SCIENCE PRESCRIBED BY PROS

HAIRCARE

er 60 years, Redken has been a leader in the professional salon
y empowering professionals and consumers to achieve healthy hair
ompetence with confidence. Founded by Paula Norris, a woman who
ad in the power of science, Redken was the first company to take a
ic approach to hair, defined as the right balance of protein, moisture
easured by an acidic pH, which remains the alpha and omega of
e. In this very day, All Redken products are made with the highest
gredients and tested by salon professionals to ensure maximum
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erment haircolor on the market - for maximum versatility and
y for clients of all hair types and hair textures.

REDKEN HAIRCARE

Curly, coily, straight, or wavy. Dry, oily or combination. Blonde or brunette. We study the composition of all hair types and textures to create solutions that work for everyone. **No exceptions.**



THE REDKEN HAIRCARE COLLECTION INCLUDES:

BONDING CARE

- Acidic Bonding Concentrate
- NEW Acidic Bonding Curls

MOISTURE & SOFTNESS

- All Soft
- All Soft Mega Curls

COLOR CARE

- Acidic Color Gloss
- Color Extend Magnetics
- Blondage

STRENGTH REPAIR

- Extreme
- Extreme Length

FRIZZ CONTROL

- Frizz Dismiss

VOLUME

- Volume Injection

CLEAN

- Hair Cleansing Cream

SCALP

- Scalp Relief

PROFESSIONAL SERVICES

- Professional Strength Concentrates



GET MORE HAIRCARE INFORMATION ONLINE—IT'S FREE!

Visit [LorealAccess.com](https://www.lorealaccess.com), your one stop shop for individual tutorials or to advance your career. Learn via video tutorials, course modules, or live webinars... anytime, everywhere!

POWERED BY SCIENCE

PRESCRIBED BY PROS

POWERED BY SCIENCE

PRESCRIBED BY PROS

POWERED BY SCIENCE

PRESCRIBED BY PROS

POWERED BY SCIENCE

PRESCRIBED BY PROS



OUR UNIQUE APPROACH TO HAIRCARE

POWERED BY SCIENCE, PRESCRIBED BY PROS

PROTEIN + MOISTURE + ACIDIC PH = HEALTHY HAIR

Made with the highest quality ingredients. Tested by salon professionals.
Each customized formula is based on the 3 key principles of healthy hair:



PROTEIN

+

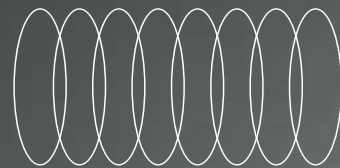


MOISTURE

+



ACIDIC pH



HAIRCARE AT A GLANCE

☐ BONDING CARE



ACIDIC BONDING CONCENTRATE

NEW!



ACIDIC BONDING CURLS

☐ MOISTURE & SOFTNESS



ALL SOFT



ALL SOFT MEGA CURLS

☐ FRIZZ CONTROL



FRIZZ DISMISS

☐ VOLUME



VOLUME INJECTION

☐ COLOR CARE



ACIDIC COLOR GLOSS



COLOR EXTEND MAGNETICS



BLONDAGE

☐ CLEAN



HAIR CLEANSING CREAM

☐ SCALP



SCALP RELIEF

☐ STRENGTH REPAIR



EXTREME



EXTREME LENGTH

☐ PROFESSIONAL SERVICES



PROFESSIONAL STRENGTH CONCENTRATES



ACIDIC BONDING CONCENTRATE

PROFESSIONAL SOLUTION FOR DAMAGED, PROCESSED HAIR THROUGH BONDING CARE COMPLEX

BENEFITS

90%	STYLISTS AGREE, HAIR LOOKS LESS DAMAGED*	82%	VISUAL REDUCTION OF SPLIT ENDS***	14X	EASIER DETANGLING*****
3X	STRONGER*****		REINFORCES WEAK BONDS****		LIGHTWEIGHT BOND REPAIR*****
14X	SMOOTHER**	450°F	HEAT PROTECTION***	90%	MORE CONDITIONED***
48 HOURS	VOLUME*****	2X	SHINE*****		

TECHNOLOGY/KEY INGREDIENTS

Bonding Care Complex contains Citric Acid, an Alpha hydroxy acid. The Acidic Bonding Concentrate System helps fortify weakened bonds* to improve strength and hair's resiliency after salon bleach or color services.



*expert test, N=66 use as a system of Acidic Bonding Concentrate Intensive Treatment, Shampoo, & Conditioner. **use of Acidic Bonding Concentrate Intensive Treatment, Shampoo & Conditioner vs. non-conditioning shampoo. ***with continued use of Intensive Treatment, Shampoo & Conditioner vs non-conditioning shampoo. ****system of Acidic Bonding Concentrate Shampoo + Lightweight Liquid Conditioner vs non-conditioning shampoo. *****based on consumer testing results + system of Acidic Bonding Concentrate Shampoo + Lightweight Liquid Conditioner. ****Acidic Bonding Concentrate 5-Min Liquid Mask vs non-conditioning shampoo.

ABC INTENSIVE TREATMENT

HAIR TYPE: Demanding, processed hair

BENEFITS:

- Our most concentrated bonding care complex
- Transformative results in 1 use:
 - 2x stronger*
 - 14x smoother*
 - 90% more conditioned*

USAGE:

- Apply to damp hair and leave on for 5-10 minutes.
- Rinse out & follow with **Acidic Bonding Concentrate Shampoo**, lather, rinse.
- Finish with **Acidic Bonding Concentrate Conditioner** and rinse.



intensive treatment



ABC LIGHTWEIGHT LIQUID CONDITIONER

HAIR TYPE: For fine, demanding & processed hair

BENEFITS:

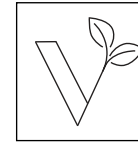
- Up to 48 hours of volume**
- Lightweight bond repair***
- 2-days non-oily hair**
- 4x easier detangling**

USAGE:

- Use after Acidic Bonding Concentrate Shampoo
- Spray into hair and rinse out
- Follow with Acidic Bonding Concentrate Leave-In Treatment



lightweight liquid conditioner



vegan formula*



ABC 5-MIN LIQUID MASK

HAIR TYPE: Demanding, processed hair

BENEFITS:

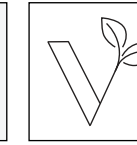
- 16% conditioning care complex for 72hrs of ultra-hydration*****
- 2x shine for 3 days*****
- 3x stronger inside & out*****
- 14x easier detangling*****

USAGE:

- Use after Acidic Bonding Concentrate Shampoo in place of the Acidic Bonding Concentrate Conditioner weekly, or as needed.
- Leave on for 5-minutes. Do not rinse.
- Rinse out and follow with Acidic Bonding Concentrate Leave-In Treatment



5-min liquid mask



vegan formula*



ABC SHAMPOO & CONDITIONER

HAIR TYPE: Demanding, processed hair

BENEFITS:

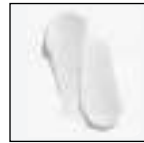
- 56% reduction of breakage**
- 2x less breakage**
- 89% easier to detangle**
- 9x smoother**

USAGE:

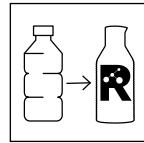
- Apply **Shampoo** on damp hair, lather, rinse.
- Follow with **Conditioner**, rinse.



shampoo



conditioner



at least 94% recycled plastic*



ABC LEAVE-IN TREATMENT

HAIR TYPE: Demanding, processed hair

BENEFITS:

- Heat protection up to 450°F / 230°C degrees***
- Up to 88% visual reduction in split ends****
- 2x less breakage***
- 10x smoother***

USAGE:

- Apply to clean, damp hair. Leave in.
- Style as usual



leave-in treatment



*system of Acidic Bonding Concentrate Intensive Treatment, Shampoo, Conditioner vs. non-conditioning shampoo
**Acidic Bonding Concentrate Shampoo & Conditioner vs. non-conditioning shampoo

*no animal derived ingredients. **based on consumer test results - system of Acidic Bonding Concentrate Shampoo & Lightweight Liquid Conditioner.
with continued use. *based on consumer test results. *****based on consumer test results - system of Acidic Bonding Concentrate Shampoo & 5-min Liquid Mask.
*****Acidic Bonding Concentrate 5-min Liquid Mask vs non-conditioning shampoo.

「NEW!」



ACIDIC BONDING CURLS

PROFESSIONAL SOLUTION FOR DAMAGED, PROCESSED WAVES, CURLS, AND COILS

BUILD BONDS + REPAIR CURL STRENGTH FROM THE INSIDE.
FORMULATED WITH CURL-BOND TECHNOLOGY (CITRIC ACID + UREA + GLYCINE).

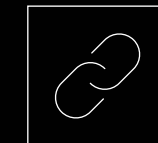
BENEFITS

92%

SAW HEALTHIER + MORE DEFINED CURLS IN 1 USE**

85%

LESS FRIZZ FOR UP TO 96HRS****



SILICONE-FREE FORMULAS HYDRATE + IMPROVE CURL ELASTICITY***

12X

EASIER TO DETANGLE*****



vegan formula*

SHAMPOO

Apply to wet hair, massage into a lather and rinse. Follow with Conditioner.



CONDITIONER

After shampooing, apply to wet hair & rinse. Follow with Leave-In Treatment.



LEAVE-IN

After conditioning, apply to clean, damp hair. Do not rinse. Style as usual.



*no animal derived ingredients **with continued use, Acidic Bonding Curls System
***based on consumer test results, Acidic Bonding Curls System
****System of Acidic Bonding Curls Shampoo, Conditioner & Leave-In Treatment vs. non-conditioning shampoo
*****Acidic Bonding Curls Leave-In Treatment vs. non-conditioning shampoo



ALL SOFT

PROFESSIONAL SOLUTION FOR DRY, BRITTLE HAIR

HAIR TYPE

For clients with dry, brittle hair looking for moisture and nourishment.

TECHNOLOGY/KEY INGREDIENTS

Formulated with argan oil and Moisture Complex to replenish hair moisture and create intense softness from root to tip.



ALL SOFT

PROFESSIONAL SOLUTION TO MOISTURIZE DRY HAIR

BENEFITS

- Provides 8x more conditioning with system of **Shampoo, Conditioner** and **Argan-6****
- Argan oil-enriched formulas deliver softness
- Moisturizes and nourishes
- Increases manageability, suppleness and shine

SHAMPOO & CONDITIONER

HAIR TYPE: Dry, brittle hair

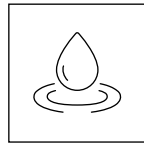
BENEFITS:

- **Shampoo:**
 - Formulated with **2% Moisture Complex**
 - Gently cleanses and softens
- **Conditioner:**
 - Formulated with **5% Moisture Complex**
 - Detangles and provides increased manageability and shine

USAGE: Apply **Shampoo** daily on damp hair. Lather and rinse. Follow with **Conditioner**.

TECHNOLOGY / KEY INGREDIENTS

Moisture Complex contains **Argan Oil**, a plant oil. The **All Soft System** helps to moisturize and condition dry hair.



CONTAINS ARGAN OIL



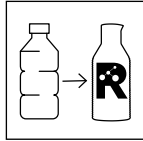
shampoo



conditioner



vegan formula*



at least 94% recycled plastic**



HEAVY CREAM RINSE-OUT TREATMENT MASK

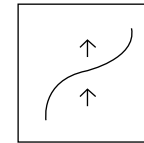
HAIR TYPE: Dry, brittle hair

BENEFITS:

- Formulated with **12% Moisture Complex**
- Deeply conditions for improved manageability and intense softness

USAGE:

- Daily or weekly as an intensive treatment
- After shampooing, apply to towel-dried hair
- Leave on 5-15 minutes, rinse thoroughly



IMPROVES HAIR'S MANAGEABILITY



heavy cream



MOISTURE RESTORE LEAVE-IN CONDITIONER

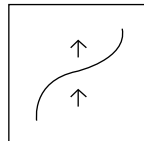
HAIR TYPE: Dry, brittle hair

BENEFITS:

- Formulated with hyaluronic acid
- Heat protection up to 450°F, 230°C***
- Hair feels moisturized up to 72hrs****
- 10 X smoother hair*
- Sleakens split ends, tames frizz, detangles hair****

USAGE:

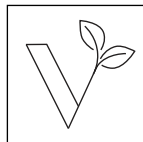
- Apply on towel-dried hair and distribute evenly, style as desired.



IMPROVES HAIR'S MANAGEABILITY



moisture restore



vegan formula*



ARGAN-6 OIL LEAVE-IN TREATMENT

HAIR TYPE: Dry, brittle hair

BENEFITS:

- Formulated with **12% Moisture Complex**
- Omega 6-enriched oil provides concentrated softness, deep conditioning and lasting suppleness

USAGE:

- Apply on damp or dry hair, concentrating on the mid-lengths and ends
- Re-apply on dry hair, as needed



argan-6



vegan formula*



*no animal derived ingredients **excluding the cap ***vs. non-conditioning shampoo ****based on consumer testing results



ALL SOFT MEGA CURLS

PROFESSIONAL SOLUTION TO NOURISH SEVERELY DRY CURLS & COILS

BENEFITS

- Provides added curl definition and bounce
- Full system encourages seamless detangling & reduced frizz
- Suitable for color-treated curls and coils
- Hydrated and defined curls up to 72 hours

TECHNOLOGY/KEY INGREDIENTS

Nourishing Complex contains Aloe, a superfood. The All Soft Mega Curls System helps to soften & detangle severely dry curls & coils.

HAIR TYPE:

For clients with severely dry curls & coils

SHAMPOO & CONDITIONER

HAIR TYPE: Severely dry curls & coils

BENEFITS:

- Formulated with 2% & 7% Nourish Complex
- Sulfate-free formula gently cleanses & nourishes hair
- Replenishes and nourishes for softness and shine
- Optimized formula for curls and coils
- Detangles, replenishes and nourishes severely dry curls and coils

USAGE:

- Apply daily on damp hair. Lather and rinse.
- Follow with Conditioner



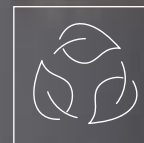
shampoo



vegan formula*



at least 94% recycled plastic**



at least 90% biodegradable***



conditioner



vegan formula*



at least 94% recycled plastic**

HYDRAMELT LEAVE-IN TREATMENT

HAIR TYPE: Severely dry curls & coils

BENEFITS:

- Formulated with 7% Nourish Complex
- Enhances natural curl pattern for increased definition & bounce
- Re-application for immediate curl definition

USAGE:

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





EXTREME

PROFESSIONAL SOLUTION FOR DAMAGED HAIR

HAIR TYPE

For clients with weakened, damaged hair looking to strengthen & protect from heat styling, breakage & split ends.

BENEFITS

75% REDUCTION OF DAMAGE

REDUCED BREAKAGE BY 75%

70% REDUCES THE APPEARANCE OF SPLIT ENDS BY 70%

TECHNOLOGY/KEY INGREDIENTS

Strength repair for clients suffering from breakage, split ends, and weak hair from heat styling, damage & brushing. Protein + strength complex strengthens hair strands to protect from external aggressors.



*when using System of Extreme Shampoo, Conditioner & Anti-Snap vs. non-conditioning shampoos

SHAMPOO

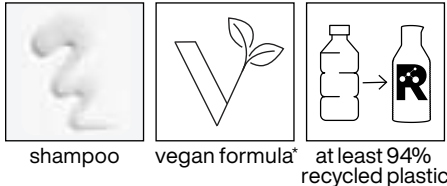
HAIR TYPE:
Damaged hair

BENEFITS:

- Formulated with **3% Strength Complex**
- Cleanses and strengthens*
- Helps prevent breakage & split ends*

USAGE:

Daily use on damp hair.
Follow with **Extreme Conditioner**
and **Anti-Snap**.



CONDITIONER

HAIR TYPE:
Damaged hair

BENEFITS:

- Formulated with **4% Strength Complex**
- Detangles and helps strengthen*
- Helps prevent breakage & split ends*

USAGE:

Daily use after **Extreme** shampoo.
Follow with **Anti-Snap**.



**CAT
PROTEIN RECONSTRUCTING
RINSE-OUT TREATMENT**

HAIR TYPE: Damaged hair

BENEFITS:

- Formulated with **2% Strength Complex**
- Restructuring treatment reconditions distressed hair
- Can be used as a pre-color service treatment

USAGE:

- After shampooing, squeeze excess water from hair. Apply **CAT**, distributing through hair.
- Leave on 3–5 minutes. Rinse.



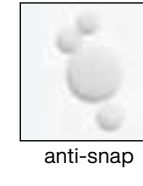
**ANTI-SNAP
ANTI-BREAKAGE LEAVE-IN TREATMENT**

HAIR TYPE: Damaged hair

BENEFITS:

- Formulated with **1% Strength Complex**
- 73% reduction in breakage***
- Helps fortify and smooths the cuticle to reduce breakage and help prevent split ends**

USAGE: Apply to fragile or damaged areas of hair or all-over. Do not rinse. Style as usual.



**MASK
RINSE-OUT TREATMENT**

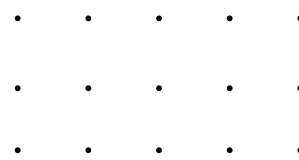
HAIR TYPE:
Damaged hair

BENEFITS:

- Optimized for strength repair and conditioning
- Suitable for color-treated hair

USAGE:

- After shampooing, apply to towel-dried hair
- Leave on 3–5 minutes, rinse thoroughly
- Use at least once a week in place of **Extreme Conditioner**.



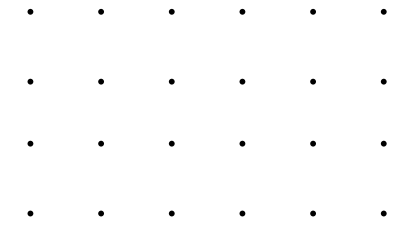
**PLAY SAFE
LEAVE-IN TREATMENT**

HAIR TYPE: Damaged hair

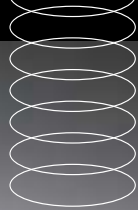
BENEFITS:

- Protects hair from heat up to 230°C
- Reduces the appearance of split ends by 70%
- Infused with plant protein and tourmaline

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



*no animal derived ingredients
**when using System of Extreme Shampoo, Conditioner & Anti-Snap
***when using System of Extreme Shampoo, Conditioner & Anti-Snap vs. non-conditioning shampoos



EXTREME LENGTH

PROFESSIONAL SOLUTION TO STRENGTHEN & LENGTHEN BREAKAGE-PRONE HAIR

HAIR TYPE

For clients with breakage-prone hair or those looking to grow their hair longer.

BENEFITS

- Healthy hair can grow 3-6" in a year. Achieve up to 6" of length in a year with **Extreme Length** system of Shampoo, Conditioner and Sealer
- Formulated with Biotin*
- Strengthens hair from root to tip, reducing breakage by 81%*

TECHNOLOGY/KEY INGREDIENTS

Length Fortifying Complex contains Biotin, a vitamin. The **Extreme Length System** helps to fortify and protect lengths for 81% less breakage.*



*when used as a system of Extreme Length Shampoo, Conditioner & Sealer vs. non-conditioning shampoo **when used as a system of Extreme Length Shampoo, Conditioner & Sealer ***system of Extreme Length Shampoo & Mask vs. non-conditioning shampoo



SHAMPOO LENGHT FORTIFYING

HAIR TYPE: Breakage-prone hair

BENEFITS:

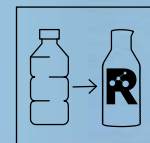
- Formulated with **1% Length Care Complex**
- Gently cleanses
- Helps promote strong hair**

USAGE:

- Apply **Shampoo** daily on damp hair.



shampoo



at least 94% recycled plastic*



CONDITIONER LENGHT FORTIFYING

HAIR TYPE: Breakage-prone hair

BENEFITS:

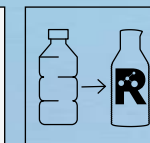
- Formulated with **4% Length Care Complex**
- Formulated with Castor Oil
- Helps strengthen fragile strands and ends for longer hair**
- Provides nourishment & conditioning

USAGE:

- Apply **Conditioner and Sealer**



conditioner



at least 94% recycled plastic*



TRIPLE ACTION TREATMENT

HAIR TYPE: All hair types & textures looking to grow hair longer

BENEFITS:

- Formulated with our most potent **Length Care Complex** yet with **Niacinamide, Biotin & Castor Oil**.
- **2X stronger hair** in a single use***
- Visibly reduces split ends by **68%*****
- Healthier looking & feeling hair instantly
- Targets the scalp, lengths and ends to reduce breakage

USAGE:

- After shampooing with **Extreme Length shampoo**, massage into the scalp & hair for 3-5 minutes.
- Rinse thoroughly. In case of contact with eyes, rinse immediately.



mask



SEALER SPLIT END LEAVE-IN TREATMENT

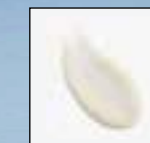
HAIR TYPE: Breakage-prone hair

BENEFITS:

- Formulated with **4% Length Care Complex**
- Visibly reduces the appearance of split ends by **78%****
- Helps strengthen weak, fragile hair**
- Adds manageability & smoothness

USAGE:

- Use as a complete system with **Extreme Length Shampoo and Conditioner**.
- Apply on clean, towel-dried hair, concentrating on mid-lengths through ends.
- Leave in.



sealer





ACIDIC COLOR GLOSS

PROFESSIONAL SOLUTION FOR COLOR CARE & SHINE, SPECIFICALLY FORMULATED FOR SHADES EQ

BENEFITS



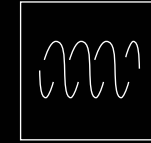
GLASS-LIKE SHINE FOR 3 DAYS*



+76% SHINIER HAIR**



INTENSE, MOLECULAR-LEVEL SHINE



ACIDIC pH FORMULAS SEAL THE CUTICLE AND LOCK IN SHINE

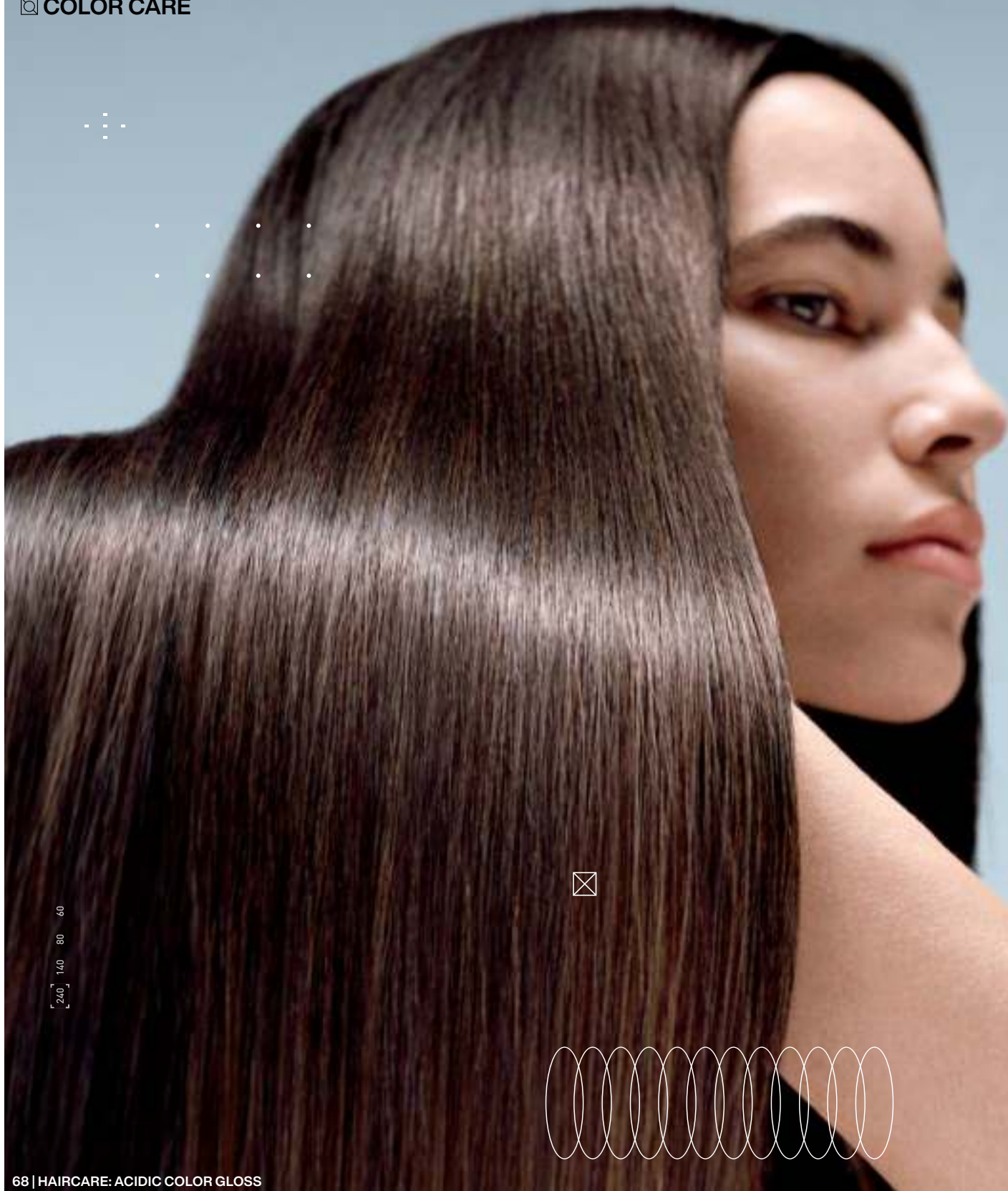
TECHNOLOGY / KEY INGREDIENTS

The 1st at-home salon-grade glossing treatment. Citric Acid + Apricot Oil. Pre-activated ultra-acidic formula for molecular level shine and hydration. Patent-pending pre-activated glossing treatment for salon-grade shine.



240 140 80 60

*based on consumer test, Acidic Color Activated Glass Gloss Treatment
**Acidic Color Gloss Shampoo + Activated Glass Gloss Treatment vs. unwashed color treated hair



ACG SULFATE-FREE SHAMPOO

HAIR TYPE: Frizz-prone hair

BENEFITS:

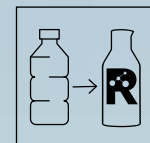
- Formulated with **1% Smoothing Complex**
- Gently cleanses, smooths hair and controls frizz*
- Suitable for color-treated hair

USAGE:

- Apply to wet hair.
- Lather. Rinse.



shampoo



at least 94% recycled plastic*



ACG ACTIVATED GLASS GLOSS TREATMENT

HAIR TYPE: Frizz-prone hair

BENEFITS:

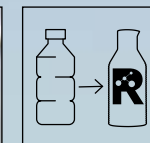
- Formulated with **2% Smoothing Complex**
- Moisturizes and detangles
- Protects hair from frizz while increasing softness*
- Suitable for color-treated hair

USAGE:

- For weekly use after shampooing.
- Apply Activated Glass Gloss Treatment to towel dry hair.
- Leave on 5-10 mins.
- Layer conditioner on top for 1-3 mins, then rinse.



activated glass gloss treatment



at least 94% recycled plastic*



ACG CONDITIONER

HAIR TYPE:

- Frizz-prone hair
- Ideal for moderate frizz

BENEFITS:

- Formulated with **10% Smoothing Complex**
- Serum to control puffiness and frizz caused by humidity

USAGE:

- After Shampooing.
- Apply to wet hair. Rinse.



conditioner



ACG HEAT PROTECTION TREATMENT

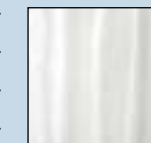
HAIR TYPE: Frizz-prone hair

BENEFITS:

- Formulated with **4% Smoothing Complex**
- Ultra-nourishing mask to smooth frizz-prone hair

USAGE:

- Apply to clean, damp hair.
- Leave in. Do not rinse.



heat protection treatment



BLONDAGE

PROFESSIONAL TONING SOLUTION FOR BRASSY BLONDE HAIR

BENEFITS

- Instantly cancels unwanted yellow undertones and brassiness
- Ultra-pigmented for a 5 minute transformation

TECHNOLOGY/KEY INGREDIENTS

Blondage System with **Violet Pigments** help to instantly neutralize unwanted yellow undertones and brassiness in blonde hair.



VIOLET PIGMENTS

- Counteracts yellow undertones for a noticeably brighter blonde
- Custom tones every level of blonde



TRIPLE ACID PROTEIN COMPLEX

- Strengthens and increases hair elasticity for less breakage
- Deeply conditions to smooth cuticles for shine and increased manageability

PURPLE PIGMENTED SHAMPOO & CONDITIONER

HAIR TYPE: Bleached or blonde hair

BENEFITS:

- **Shampoo:** Gently cleanses while toning unwanted yellow undertones and brassiness
- **Conditioner:** Nourishes to increase smoothness and shine
- Strengthens blonde hair for less breakage

USAGE: Apply Shampoo 2-3 times per week on damp hair. Follow with Conditioner



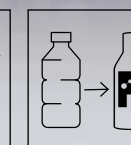
shampoo



conditioner



vegan formula*



at least 94% recycled plastic**



express anti-brass mask



vegan formula*

PURPLE PIGMENTED EXPRESS ANTI-BRASS MASK RINSE-OUT TREATMENT

HAIR TYPE: Bleached or blonde hair

BENEFITS:

- Ultra-pigmented purple mask helps correct and neutralize
- Wheat protein, amino acids and glycerin provide toning
- Provides a visibly cooler, brighter blonde in just 5 minutes

USAGE:

- After shampooing, towel dry hair. Apply mask to hair avoiding scalp area.
- Comb through for even distribution and leave for 5 minutes. Rinse thoroughly. In case of contact with eyes, rinse immediately.





COLOR EXTEND MAGNETICS

PROFESSIONAL SOLUTION FOR GENTLE COLOR CARE

BENEFITS

- Low pH, acidic formulas
- Fortifies hair and helps lock-in color

TECHNOLOGY/KEY INGREDIENTS

Color Extend Magnetics System is acidic, which helps to balance the pH levels of the hair. This system cares for the tone and vibrancy of professional color in-between salon services.

SHAMPOO & CONDITIONER

HAIR TYPE: Color-treated hair

BENEFITS:

- Formula with amino-ions helps seal in color
- Strengthens the hair fiber and helps lock-in color
- **Shampoo:**
 - Formulated with an acidic pH of 5.0–5.6
 - Non-stripping, lightweight and gentle
- **Conditioner:**
 - Formulated with an acidic pH of 3.5–4.5
 - Eases detangling and adds a soft, smooth, conditioned feel

USAGE: Apply **Shampoo** daily on damp hair. Follow with **Conditioner**.



shampoo



conditioner



240 140 80 60



FRIZZ DISMISS

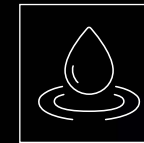
PROFESSIONAL SOLUTION TO SMOOTH FRIZZY HAIR

BENEFITS

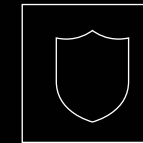
- Smooths frizz and helps to protect hair from humidity
- Formulas enriched with Babassu Oil from Brazil
- **Instant Deflate** provides 24-hour frizz and humidity protection
- Suitable for color-treated hair*

TECHNOLOGY/KEY INGREDIENTS

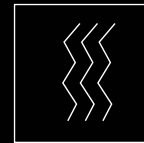
Smoothing Complex contains **Babassu Oil**, an oil extracted from nuts grown on the Babassu palm.*



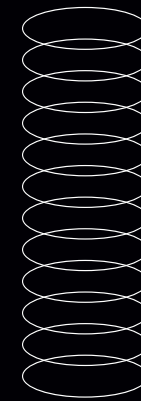
CONTAINS
BABASSU OIL



HELPS FIGHT FRIZZ,
ENHANCE SMOOTHNESS,
AND PROVIDE
HUMIDITY PROTECTION



FIGHTS
FRIZZ



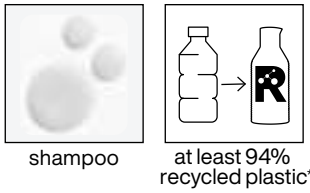
SHAMPOO

HAIR TYPE: Frizz-prone hair

BENEFITS:

- Formulated with **1% Smoothing Complex**
- Gently cleanses, smooths hair and controls frizz*
- Suitable for color-treated hair

USAGE: Daily use on damp hair. Follow with **Frizz Dismiss Conditioner**.



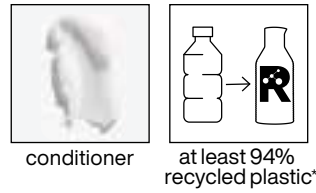
CONDITIONER

HAIR TYPE: Frizz-prone hair

BENEFITS:

- Formulated with **2% Smoothing Complex**
- Moisturizes and detangles
- Protects hair from frizz while increasing softness*
- Suitable for color-treated hair

USAGE: Daily use after **Frizz Dismiss Shampoo**.



SMOOTH FORCE LEAVE-IN TREATMENT

HAIR TYPE:

- Frizz-prone hair

BENEFITS:

- Sulfate-free
- Detangles & protects hair against frizz
- Smooths frizz without weighing hair down

USAGE:

- Apply to clean, towel-dried hair after using Frizz Dismiss Shampoo and Conditioner.
- Leave in. Style as usual.



ANTI-STATIC OIL OIL MIST

HAIR TYPE:

- Frizz-prone hair
- Ideal for mild frizz

BENEFITS:

- Formulated with **7% Smoothing Complex**
- Oil mist tames flyaways and unwanted static

USAGE:

- Shake bottle well to blend formula.
- Spray throughout lengths and ends of towel-dried hair or dry hair as needed.



INSTANT DEFLATE OIL-IN-SERUM LEAVE-IN TREATMENT

HAIR TYPE:

- Frizz-prone hair
- Ideal for moderate frizz

BENEFITS:

- Formulated with **10% Smoothing Complex**
- Serum to control puffiness and frizz caused by humidity

USAGE: Apply evenly to towel-dried hair and style as desired. Reapply to lengths and ends as needed



MASK RINSE-OUT TREATMENT

HAIR TYPE: Frizz-prone hair

BENEFITS:

- Formulated with **4% Smoothing Complex**
- Ultra-nourishing mask to smooth frizz-prone hair

USAGE:

- After shampooing with **Frizz Dismiss Shampoo**, apply to towel-dried hair.
- Leave on for 5-15 minutes. Rinse.
- Follow with **Rebel Tame Leave-In Treatment**.
- Use once a week in place of **Frizz Dismiss Conditioner**.



REBEL TAME HEAT-PROTECTING LEAVE-IN CREAM

HAIR TYPE: Frizz-prone hair

BENEFITS:

- Smooths even the frizziest of hair
- Protects from heat styling up to 230°C**

USAGE: Apply to clean, towel-dried hair. Leave in. Style as desired.



*excluding the cap

*no animal derived ingredients **when used as a system of Frizz Dismiss Shampoo Conditioner & Smooth Force ***when used as a system of Frizz Dismiss Shampoo, Conditioner & Rebel Tame

240 140 80 60

2.40 1.40 80 60



VOLUME INJECTION

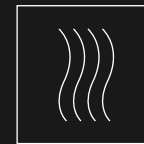
PROFESSIONAL SOLUTION FOR FINE, FLAT OR PROCESSED HAIR

BENEFITS

- For instant root lift and body
- Hair looks and feels healthier after one use
- Improves softness, smoothness & shine

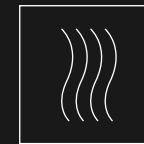
TECHNOLOGY/KEY INGREDIENTS

Bodifying Complex contains **Filloxane**, a silicone. The **Volume Injection System** helps to provide instant volume to fine, flat or processed hair.



FILLOXANE

Known to penetrate the cuticle to the cortex & spreads along the fiber to help add more texture, volume & substance to hair.



POLYMERS

Helps provide polished lift and volume.



SOFTENING POLYMERS

Helps provide softness, lift and body.



vegan formula*



at least 94% recycled plastic**

SHAMPOO & CONDITIONER

HAIR TYPE: Fine, flat or processed hair

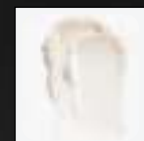
BENEFITS:

- Formulated with **2% Bodifying Complex**
- Lightweight formula so hair does not feel weighed down
- Improves manageability and detangling
- Adds instant conditioning and shine

USAGE: Apply **Shampoo** daily on damp hair. Follow with **Conditioner**.

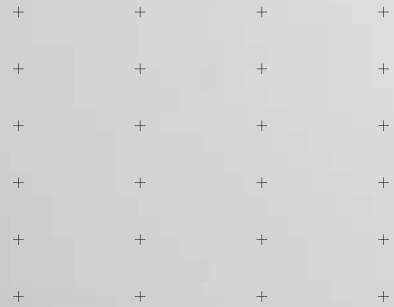


shampoo



conditioner





HAIR CLEANSING CREAM

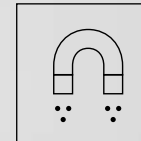
PROFESSIONAL SOLUTION FOR INSTANT DEEP CLEANSING

BENEFITS

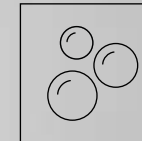
- Formulated with **4% Cleansing Complex**
- Removes product build up, excess oil, and pollution particles in one use
- Leaves hair feeling thoroughly cleansed

TECHNOLOGY/KEY INGREDIENTS

Cleansing Complex contains **AHA Fruit Acid**, a combination of Sugar cane, lemon fruit extract, apple fruit, and camellia leaf extracts. **Hair Cleansing Cream** shampoo helps to remove pollution residue, hard water minerals, excess oils, and product buildup in hair.



REMOVES PRODUCT BUILD-UP, EXCESS OIL & POLLUTION



CLEANSES HAIR

HOW TO USE

1. Apply **Hair Cleansing Cream** to wet hair, massage into a lather and rinse
2. Repeat if necessary

IF EXCESS BUILD-UP EXISTS: Leave on 5-10 minutes. Rinse.



hair cleansing cream



at least 90% biodegradable*



**as per OECD301 test or equivalent



SCALP RELIEF

PROFESSIONAL SOLUTION FOR DANDRUFF RELIEF & CONTROL

BENEFITS

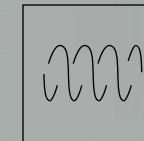
- Dermatologist-tested for safety
- **Piroctone Olamine** helps combat the symptoms of dandruff
- Shampoo gently cleanses hair and soothes the scalp
- Leaves scalp clarified and relieved
- Leaves hair shiny, light and airy

TECHNOLOGY / KEY INGREDIENTS

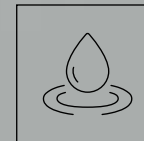
Scalp Relief Anti-Dandruff shampoo with **Piroctone Olamine**, an anti-dandruff active, helps to soothe, relieve and clarify the scalp in only one use.



PIROCTONE OLAMINE
For the relief of the symptoms of dandruff.



HYDRO-ZONE SYSTEM
Hydrates, clarifies & rebalances the scalp and maintains its moisture equilibrium.



GLYCERIN
Helps hydrate the scalp.



INTERBOND SCALP SYSTEM

HOW IT WORKS:

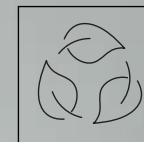
1. **Carry:** Specialized ingredients are **carried** to the scalp and hair
2. **Release:** Specialized ingredients **release** and break apart
3. **Bind:** Specialized ingredients **bind** to the scalp and hair

HOW TO USE

- Shake well before each use.
- Apply to wet hair. Massage into lather. Leave on 5 minutes. Rinse.
- For best results, use at least twice a week or as directed by a physician. Can be used daily.



vegan formula*



at least 90% biodegradable**



PROFESSIONAL STRENGTH CONCENTRATES

VISIBLY REDUCE SURFACE DAMAGE IN A SINGLE TREATMENT*

BENEFITS

- Completely customizable treatment for any client need
- Targets the three essential building blocks of hair to replenish essential moisture & balance protein levels
- 3x more moisture in a single application**
- Hair instantly looks shinier & smoother
- Improves hairs elasticity & porosity

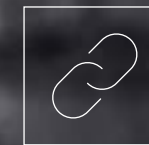
TECHNOLOGY/KEY INGREDIENTS

ACIDIC MOISTURE CONCENTRATE



10% GLYCERIN
To help moisturize and promote softness

ACIDIC AMINO PROTEIN CONCENTRATE



12% CATIONIC + AMINO ACID
To help balance protein levels of hair

ACIDIC pH SEALER



pH OF 3.0-4.0
To help rebalance hair's pH

+ + + +

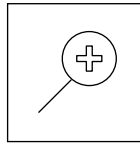


*using full system of Acidic Concentrates
**when using Acidic Moisture Concentrate alone vs. non-conditioning shampoo

240 140 80 60

HOW DO I APPLY?

STEP 1



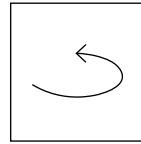
DIAGNOSE
Your client's need for protein and/or moisture



STEP 2: CUSTOMIZE

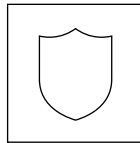


AS A STANDALONE
Apply up to 15ml of **Acidic Moisture Concentrate** to replenish moisture
-OR-
Up to 15ml of **Acidic Protein Amino Concentrate** to balance protein levels in hair



AS A MIXTURE
Apply up to 15ml of **Acidic Moisture Concentrate** to replenish moisture
-LAYER-
Up to 15ml of **Acidic Protein Amino Concentrate** to balance protein levels in hair

STEP 3



SEAL
With 10-15 pumps of **Acidic pH Sealer** for a smooth finish

HOW DO I KNOW WHAT TO MIX?

IF HAIR LACKS MOISTURE:



IF HAIR LACKS PROTEIN:



IF HAIR LACKS BOTH MOISTURE & PROTEIN:



HOW DO I KNOW HOW MUCH TO MIX?

IT'S SIMPLE. 1 DOSE = 5ML
Total dosage varies by hair length

SHORT	MEDIUM	LONG
5ML	10ML	15ML



ACIDIC MOISTURE CONCENTRATE
2 pumps = 5ml



ACIDIC PROTEIN AMINO CONCENTRATE
1 dose = 5ml

ACIDIC CONCENTRATES TREATMENT GUIDE

CUSTOMIZABLE PROTEIN & MOISTURE MIXTURES TO MEET ALL CLIENT NEEDS

SYMPTOMS	CAUSES	NEEDS	DAMAGE	POROSITY LEVEL	MIXTURE RATIO
Dry & weak hair	Daily use of heat tools	Strength and softness	Mechanical	High	1 part Moisture
				Medium	1 part Moisture : 1 part Protein
				Low	2 parts Moisture : 1 part Protein
Excessive frizz, unmanageable hair, lack of smoothness	Daily use of hot tools & exposure to humidity	Texture control, smoothing, moisture	Mechanical	High	2 parts Protein : 1 part Moisture
				Medium	1 part Moisture : 1 part Protein
				Low	2 parts Moisture : 1 part Protein
Breakage, split ends, brittle & weak hair	Excessive lightening, overlapping, or overprocessing	Strength & moisture	Chemical	High	1 part Protein : 1 part Moisture
				Medium	1 part Moisture : 1 part Protein
				Low	2 parts Moisture : 1 part Protein
Dry, weak hair and breakage	Single process color or permanent wave services	Color protection, strength, moisture	Chemical	High	2 parts Protein : 1 part Moisture
				Medium	2 parts Protein : 1 part Moisture
				Low	2 parts Moisture : 1 part Protein
Dry, highly-sensitized, and frizzy hair	Double process color & lightener services	Color protection, repair, control	Chemical	High	2 parts Moisture : 1 part Protein
				Medium	2 parts Protein : 1 part Moisture
				Low	2 parts Moisture : 1 part Protein

ONGOING REDKEN EDUCATION AVAILABLE TO BECOME A DIAGNOSIS EXPERT

The **Redken Haircolor** collection allows you, the professional stylist, to give your clients exceptional haircolor with every salon appointment.



HAIRCOLOR

THE REDKEN HAIRCOLOR COLLECTION INCLUDES

PERMANENT

- **Color Fusion:** Multi-dimensional permanent cream color with natural and fashion-forward shades
- **Cover Fusion:** Pre-blended dimensional cream color perfect for stubborn grays
- **Color Gels Oils:** Ammonia-free liquid permanent color with monochromatic results
- **Color Gels Lacquers:** Liquid color with shiny, saturated results
- **Color Gels 10 Minute:** Liquid color with a 10-minute processing time

DEMI-PERMANENT

- **Shades EQ Gloss:** The haircolor that thinks it's a conditioner!
- **Shades EQ Bonder Inside:** Tone + Repair* in 1 step
- **Redken Brews Color Camo**

LIGHTENERS

- **Flash Lift Family**
- **Blonde Idol Family**

+ + +
+ + +
+ + +

DOWNLOAD REDKEN'S STYLE STATION MOBILE APP

- Create the perfect shade from thousands of color formulas and conversion recipes
- Inspire with virtual color try on with over 70 unique shades
- Have a shade chart at your fingers 24/7

Redken Style Station is available free for iPhone, iPad, and Android.



*vs. without Shades EQ Bonder Inside





ZONE 1



Regrowth or root area, approximately the first 1/2 inch

ZONE 2



Mid-shaft area, begins where Zone 1 ends

ZONE 3



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

THE REDKEN COLOR MANTRA

OUR UNIQUE APPROACH TO HAIRCOLOR

WE APPLY COLOR IN ZONES BASED ON pH SCIENCE BECAUSE:

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

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

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

Alkaline color should only touch virgin hair. Use any alkaline color formula on Zone 1. Always use acidic **Shades EQ** color on Zones 2 and 3 for amazing condition and shine while maintaining maximum respect for previously-colored hair.

ALKALINE LIQUID COLOR

COLOR GELS OILS
COLOR GELS LACQUERS
COLOR GELS 10 MINUTE

ALKALINE CREAM COLOR

COLOR FUSION
COVER FUSION
COVER PLUS

ACIDIC LIQUID COLOR

SHADES EQ GLOSS
SHADES EQ BONDER INSIDE

+ + + + +

+ + + + +

+ + + + +

TOTAL BONDING

INSPIRED BY SCIENCE. PRESCRIBED BY ART.
 REDKEN'S TOTAL BONDING SYSTEM IS A REVOLUTIONARY HAIR CARE SYSTEM THAT PROTECTS AND REPAIRS WEAKENED HAIR BONDS. IT'S THE ONLY HAIR CARE SYSTEM THAT'S FORMULATED WITH A BONDING CARE COMPLEX THAT REPAIRS AND STRENGTHENS WEAKENED HAIR BONDS. IT'S THE ONLY HAIR CARE SYSTEM THAT'S FORMULATED WITH A BONDING CARE COMPLEX THAT REPAIRS AND STRENGTHENS WEAKENED HAIR BONDS. IT'S THE ONLY HAIR CARE SYSTEM THAT'S FORMULATED WITH A BONDING CARE COMPLEX THAT REPAIRS AND STRENGTHENS WEAKENED HAIR BONDS.



1 LIGHTEN

WITH BONDER BUILT-IN FOR BETTER CONDITION

Protect disulfide bonds during the lightening process while lifting through red, orange and yellow undertones.



2 TONE

WITH ACIDIC SHADES EQ + SHADES EQ BONDER INSIDE

Liquid demi-permanent toners are best to use after a lightening service. Their acidic power provides incredible shine and conditioning while helping to protect the strength of sensitized hair.



3 CARE

IN-BETWEEN SALON SERVICES ACIDIC BONDING CONCENTRATE SYSTEM

With Citric Acid, an Alpha Hydroxy Acid, + concentrated **Bonding Care Complex** helps to fortify weakened bonds to improve strength and hairs' resiliency after salon bleach or color services.



TECHNICAL INFORMATION

PRE-SERVICE BEST PRACTICES

BEFORE YOU BEGIN ANY CHEMICAL SERVICE

- Precisely follow package instructions for haircolor, lightener and texture products
- Wear suitable gloves for all applications
- Perform necessary allergy tests as outlined in the directions
- Utilize protective smocks or capes for you and your clients during the service

SKIN ALLERGY TEST

PERFORM A SKIN ALLERGY TEST BEFORE EACH USE OF HAIRCOLOR, AS ALLERGIES CAN DEVELOP SUDDENLY, EVEN THOUGH YOUR CLIENT HAS PREVIOUSLY USED A HAIRCOLOR FROM THIS BRAND OR ANOTHER.

If your client has a tattoo, the risk of an allergic reaction may be increased.

SKIN ALLERGY TEST INSTRUCTIONS

- Use soap and water to clean an area the size of a quarter in the bend of your client's elbow. Pat dry
- Using a plastic utensil, mix the following ratios of color in a plastic or glass container, then tightly recap the hair colorant and developer. Do not use metal utensils

FOR PERMANENT HAIRCOLOR:

Mix ½ oz. of color and ½ oz. 20 vol. of the dedicated developer

FOR DEMI-PERMANENT HAIRCOLOR:

½ oz. **Shades EQ Gloss/Bonder Inside** and ½ oz. **Shades EQ Processing Solution**

½ oz. **Shades EQ Cover Plus** and ½ oz. 10 vol. **Pro-oxide Cream Developer**

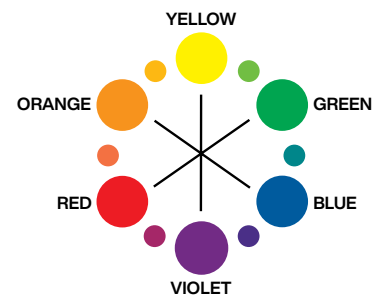
1. Apply mixture to the test area with a cotton swab or ball
2. Let test spot dry. Instruct client not to wash, cover or disturb for 48 hours
3. Instruct client to examine test area periodically over the next 48 hours. If he/she experiences any reactions such as redness, burning, itching, swelling, skin abrasions, eruptions or irritation in or around the test area, **DO NOT COLOR YOUR CLIENT'S HAIR UNTIL THEY HAVE CONSULTED A DOCTOR**

STRAND TEST

Haircolor may be readily accepted by porous hair that has been chemically treated or damaged from environmental exposure or heat styling. Always conduct a preliminary strand test to determine how the hair will accept color. Apply the formula to a small section of hair and process according to instructions; adjust the formula accordingly.

COLOR WHEEL

Every tone and color relationship is defined within the Color Wheel. Colors that are opposite of one another counteract warmth and result in neutralization.



LEVEL SYSTEMS

- The **Traditional Level System** offers more increments of color at darker levels, providing more options for gray coverage while maintaining reflect.
- Keep in mind that no level system is universal. The principles, however, are universal.
- The **American Level System** offers more increments of lighter brown shades between levels 2 and 6, allowing for more color formulation at levels 3, 4 and 5.

TRADITIONAL LEVEL SYSTEM COLOR GELS & SHADES EQ			
LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE
10	Ultra Pale Blonde	Pale Yellow	Violet
9	Very Light Blonde	Yellow	Violet
8	Light Blonde	Yellow/Orange	Blue/Violet
7	Medium Blonde	Orange	Blue
6	Dark Blonde	Red/Orange	Blue/Green
5	Light Brown	Red	Green
4	Medium Brown	Red Violet	Yellow/Green
3	Dark Brown	Violet	
2	Darkest Brown	Blue/Violet	
1	Black	Blue	

AMERICAN LEVEL SYSTEM COLOR FUSION			
LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE
10	Lightest Blonde	Pale Yellow	Violet
9	Very Light Blonde	Yellow	Violet
8	Light Blonde	Yellow/Orange	Violet/Blue
7	Medium Blonde	Orange/Yellow	Blue/Violet
6	Dark Blonde	Orange	Blue
5	Lightest Brown	Red/Orange	Blue/Green
4	Light Brown	Red	Green
3	Medium Brown	Red/Violet	Yellow/Green
2	Dark Brown	Violet	
1	Black	Blue	

WORKING WITH UNDERTONES

Undertones are the unrefined warm tones exposed during the lifting process. Always consider the exposed undertones visible at the target level. To counteract undertones, use the **Color Wheel** to select a shade level with tonal value opposite to the undertone exposed at the target level. Remember, opposites neutralize. To enhance undertones, select a shade with a tonal value similar to the undertone exposed at the target level.

BACKGROUND COLOR AND TONE

Background is the portion of the color base that helps produce balanced, natural-looking results and gives the shade its foundation. Tone is the portion of the base that gives a shade its unique character.

FORMULATION GUIDELINES

1. Determine your client's **natural haircolor level**. Remember to consider percentage of gray, hair texture, condition and hair density.
2. Determine the **target color** (final level and tone) desired by your client.
3. Determine the **undertone** found at the target level (refer to **Level System**). This step does not apply to **Shades EQ Gloss, Shades EQ Bonder Inside**.
4. Select the shade to enhance, balance or counteract undertones and achieve the target color.

BEST PRACTICES

1. Pre-treat the hair with **Hair Cleansing Cream**. Follow with **Extreme CAT** as needed. Dry hair.
2. Apply color generously using fine ¼ inch diagonal partings.
3. Use the opposite diagonal to crosscheck and ensure proper application.
4. Use a timer for accurate timing. Do not over or under-process.

When lifting or lightening natural hair, the scalp area will always be warmer/brighter and the mid-shaft and ends will appear darker and drabber. To ensure even color from scalp to ends, create formulas with the appropriate family shades.

ON-SCALP APPLICATION

1. Start with dry hair. Divide into 4 sections.
2. Use a bowl and brush or bottle. Apply color taking ¼ inch partings for even saturation.
3. Process as directed (refer to Mixing and Processing charts).
4. Rinse. Shampoo with **Hair Cleansing Cream**, **Extreme** or **Color Extend Magnetics**. Condition with **Extreme** or **Color Extend Magnetics**.

VIRGIN HAIR

According to the Principles of Haircolor, color lifts lighter and brighter in Zone 1. To compensate, two alternatives are possible when applying color to virgin hair:

TRADITIONAL VIRGIN APPLICATION

Consists of adjusting the formula with a **higher volume developer** in **Zone 2**, starting the application in **Zone 2** and finishing with **Zone 1**.

EXAMPLE USING COLOR GELS LACQUERS:

Zone 1 Formula: 6N (6.0) + 20 vol. **Pro-oxide Cream** Developer

Zone 2 Formula: 6N (6.0) + 30 vol. **Pro-oxide Cream** Developer

1. Apply selected formula to **Zone 2** (the mid-shaft).
2. Immediately apply to **Zone 1** (the scalp area) the formula with the lower developer. Begin processing time after the **Zone 1** application is complete.
3. Process at room temperature for 35 minutes.
4. Rinse and shampoo with **Hair Cleansing Cream**, **Extreme** or **Color Extend Magnetics**. Condition with **Extreme** or **Color Extend Magnetics**.

MODERN VIRGIN APPLICATION

Consists of using a **lighter and warmer formula** in **Zone 2**, applying color to **Zone 1** first, and then to **Zone 2**.

EXAMPLE USING COLOR FUSION:

Zone 1 Formula: 5N **Color Fusion** + 20 vol. **Pro-oxide Cream** Developer

Zone 2 Formula: 6GB **Color Fusion** + 20 vol. **Pro-oxide Cream** Developer

1. Apply selected formula to **Zone 1** (the scalp area).
2. Immediately apply to **Zone 2** (the mid-shaft) the slightly lighter and warmer formula.
3. Begin processing time after the **Zone 2** application is complete.
4. Process at room temperature for 35 minutes.
5. Rinse and shampoo with **Hair Cleansing Cream**, **Extreme** or **Color Extend Magnetics**. Condition with **Extreme** or **Color Extend Magnetics**.

REFRESH

Apply selected formula to **Zone 1**.



REFRESH ZONES 2 AND 3

RECOMMENDED SHADES EQ GLOSS TO REFRESH ALL PERMANENT HAIRCOLOR

While using permanent haircolor on the regrowth (**Zone 1**), apply **Shades EQ Gloss** to **Zone 2** and process at room temperature for 20 minutes. If **Zone 3** is present, dilute formula with **Shades EQ Gloss** or **Shades EQ Bonder Inside Crystal Clear** and strand test for proper deposit.

GLOSS OR CORRECT

1. Apply **Shades EQ Gloss** or **Shades EQ Gloss Bonder Inside** to **Zone 1**, taking ½ inch partings.
2. Apply and fully saturate **Zone 2**, taking ¼ inch partings.
3. Process as directed (refer to Mixing and Processing charts).
4. Rinse, shampoo and condition with **Extreme** or **Color Extend Magnetics**.

ADVANCED BLENDING OR COVERING GRAY

Refer to each brand for specific guidelines.


OFF-SCALP APPLICATION

WEAVE OR HIGHLIGHTS

After wrapping the last foil, process as directed (refer to Mixing and Processing charts). Rinse and shampoo with **Hair Cleansing Cream**, **Extreme** or **Color Extend Magnetics**. Condition with **Extreme** or **Color Extend Magnetics**.

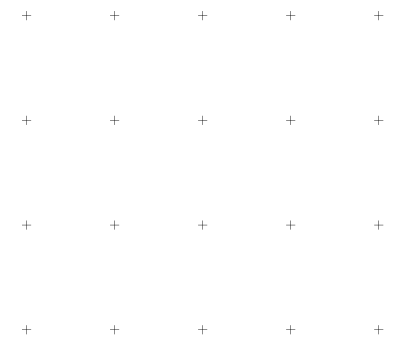
LOWLIGHTS

Isolate strands in a foil or paint freehand. Strand test for proper deposit. Formulas should be slightly lighter than natural level and include some warmth.



GET MORE HAIRCOLOR INFORMATION ONLINE—IT'S FREE!

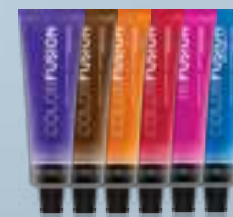
Visit [LorealAccess.com](https://www.lorealaccess.com), your one stop shop for individual tutorials or to advance your career. Learn via video tutorials, course modules, or live webinars... anytime, everywhere!



PERMANENT COLOR AT A GLANCE

	COLOR FUSION		COLOR GELS		
	COLOR FUSION	COVER FUSION	COLOR GELS OILS	COLOR GELS LACQUERS	COLOR GELS 10 MINUTE
CATEGORY FORM	Permanent Alkaline Cream Color		Permanent Alkaline No ammonia, no fragrance, no drip Liquid color	Permanent Alkaline Liquid Color	Permanent Alkaline Liquid Color with a 10 minute processing time
LEVELS OF LIFT	3+ levels & deposit Color Fusion Extra Lift: Up to 5 levels & deposit	Up to 2 levels & deposit	Up to 3+ levels & deposit	Up to 3+ levels & deposit	Up to 1+ levels & deposit
DYE SYSTEM	100% oxidative				
MINUTES	35-45		20-45	20-45	10-15
CHARACTERISTICS	<ul style="list-style-type: none"> Multi-dimensional color results Intense conditioning Radiant shine Includes Hi-Fusion and Extra Lift shades Includes proprietary red dye technology 	<ul style="list-style-type: none"> Up to 100% dimensional gray coverage with natural, modern reflects Pre-blended shades for hair with 50% or more gray 11 tonal families with coverage and tone in one step Low ammonia formula Superior conditioning 	<ul style="list-style-type: none"> Up to 100% gray coverage with monochromatic results, on every single shade No ammonia, no fragrance, no drip Hair rejuvenation for wiry grays: <ul style="list-style-type: none"> - 78% increased shine* - 30% increased condition** - 2% apricot oil for smoother hair 	<ul style="list-style-type: none"> Up to 100% gray coverage with shiny, saturated results Liquid format is best for blended techniques like smudges and melts Includes proprietary red dye technology 	<ul style="list-style-type: none"> Up to 100% coverage in only 10 minutes High kinetic dyes for fast root color saturations Smart Pause Technology helps prevent over-processing (achieve virtually the same results between 10 and 15 minutes) Liquid format for express application

*vs uncolored hair
**vs non-conditioning shampoo



HAIRCOLOR AT A GLANCE

SHADES EQ			
	SHADES EQ GLOSS	SHADES EQ BONDER INSIDE	SHADES EQ COVER PLUS
CATEGORY FORM	Demi-Permanent Acidic Liquid Color		Demi-Permanent Alkaline Cream Color
LEVELS OF LIFT	Deposit only		Up to 1–1½ levels
DYE SYSTEM	Oxidative & Direct	100 oxidative	
MINUTES	20		
CHARACTERISTICS	<ul style="list-style-type: none"> Acidic demi-permanent liquid gloss Ultimate shine and condition No lift—no need to worry about banding or harsh regrowth Zero ammonia Unlimited service & revenue potential in 20 minutes 100+ perfectly pre-mixed shades Gloss, tone, refresh, correct, add dimension and blend gray 	<ul style="list-style-type: none"> Acidic demi-permanent liquid gloss Ultimate shine and condition Tones + Repairs* in 1 step Built-In Bonding Technology helps strengthen hair fiber* No lift—no need to worry about banding or harsh regrowth Pair with Flash Lift Bonder Inside for added protection to leave the hair stronger* Balances porosity for even distribution of color 	<ul style="list-style-type: none"> Demi-permanent cream color Blend 75% gray, brighten, correct and add dimension 100% oxidative dyes for maximum longevity Zero ammonia Up to 1.5 levels of lift

*vs. without Shades EQ Bonder Inside



COLOR CAMO	BLONDE IDOL	
COLOR CAMO	HIGH LIFT	BASE BREAKERS
Demi-Permanent Alkaline Liquid Color	Permanent Alkaline Cream Color	Permanent Alkaline Liquid Color
Deposit only	Up to 5 levels & deposit	1 level
100% oxidative		
5–10	45	10
<ul style="list-style-type: none"> 5-minute custom gray camouflage for men Gel-like viscosity adheres to gray hair Gray is camouflaged, naturally blended and gradually fades without unnatural gold or red tones 	<ul style="list-style-type: none"> Conditioning cream haircolor Up to 5 levels of lift in 1 step 	<ul style="list-style-type: none"> Lets you “break the base” and bump up the natural level slightly Available in Cool and Clear Up to 1 level of lift in 10 minutes





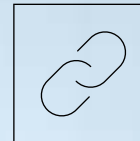
COLOR FUSION

ADVANCED PERFORMANCE COLOR CREAM

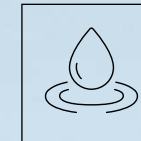
NATURAL-LOOKING, MULTI-DIMENSIONAL RESULTS WITH CONDITION AND SHINE

- **Color Bond Technology** locks in color with intense conditioning and radiant shine
- **INCLUDES: Cover Fusion** Low Ammonia 100% Coverage Color Cream for superior coverage on hair that's over 50% gray

TECHNOLOGY / KEY INGREDIENTS



COLOR BOND TECHNOLOGY
Our haircolor system, with proprietary dyes, that locks in color, repairs hair surface, perfects its shine, and protects vibrancy.



REVITALAGE COLOR BOND TECHNOLOGY
Exclusive to **Cover Fusion**, reflects 100% coverage with higher saturation of color while providing superior hair conditioning.

COLOR FUSION

- 100% oxidative dyes
- Healthy-looking, multi-dimensional results
- Lighten, darken, match natural haircolor, cover gray or create high-fashion techniques
 - **Cool Fashion**
 - **Natural Balance**
 - **Natural Fashion**
 - **Fashion**



vegan formula*

HI-FUSION

- Tonal amplifier and highlighter
- Used as an amplifier to boost intensity



vegan formula*

COVER FUSION

- 100% oxidative dyes
- Pre-blended shades for hair with 50% or more gray
- Up to 100% dimensional gray coverage with natural, modern reflects
- 11 tonal families with coverage and tone in one step
- Low ammonia formula
- Helps address aging hair concerns such as loss of shine and elasticity



vegan formula*

EXTRA LIFT






- 100% oxidative dyes
- For high-end blondes with up to 5 levels of lift



vegan formula*

*no animal derived ingredients

MIXING & PROCESSING

	MIXING RATIO COLOR : DEVELOPER	PRO-OXIDE DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
COLOR FUSION	Mix 1:1	10 volume	Up to 1	Minimal lift	35-45 minutes	<ul style="list-style-type: none"> For modern, multi-dimensional gray coverage, formulate with the N or Gb families For superior gray coverage on 50% or more gray hair, formulate with Cover Fusion Do not use heat 
		20 volume	Up to 2	Standard lift/ gray coverage		
		30 volume	Up to 3	Additional lift		
		40 volume	3+	Maximum lift		
HI-FUSION AS AN AMPLIFIER	Mix 1:1	10 volume	Varies according to formulation	Tonal amplifier for on or off-scalp	35-45 minutes	<ul style="list-style-type: none"> To help maintain the proper balance of Hi-Fusion and Color Fusion dyes: ¼ oz. Hi-Fusion + 1¼ oz. Color Fusion. Color tone and longevity may be compromised otherwise Do not use heat 
		20 volume				
		30 volume				
		40 volume				
HI-FUSION AS A HIGHLIGHTER	Mix 1:1	10 volume	Varies according to formulation	Tonal highlighter for off-scalp only	35-45 minutes	<ul style="list-style-type: none"> Hi-Fusion is not recommended to be used alone for all-over color applications For on-scalp applications, refer to Hi-Fusion Amplifier instructions Do not use heat 
		20 volume				
		30 volume				
		40 volume				
COLOR FUSION EXTRA LIFT	Mix 1:2	Violet, Light Neutral and Blue: 40 volume Titanium: 30 or 40 volume	Up to 5	Extra lift for all levels	35-45 minutes	<ul style="list-style-type: none"> Color Fusion Extra Lift shades are only intermixable with each other Violet is for starting levels 7-10 Light Neutral is for starting levels 6-10 Blue is for starting levels 5-7 Titanium is for starting levels 3-5 Do not use heat 
COVER FUSION	Mix 1:1	20 volume	Up to 2	50-100% gray coverage	35 minutes (up to 45 for resistant hair)	<ul style="list-style-type: none"> Use only with 20 vol. Pro-oxide Cream Developer Do not use heat 

FORMULATION EXAMPLES

FOR LIFTING NATURAL PIGMENT:

- Natural Level:** 5 Lightest Brown/0% Gray
- Target Color:** Level 7 Medium Blonde with natural tones
- Undertone at Level 7:** Orange/Yellow
- Formula:** 7N **Color Fusion** + 20 vol. **Pro-oxide** Cream Developer

FOR COVERING GRAY:
WITH COLOR FUSION

- Natural Level:** 4 Light Brown/25-50% Gray
- Target Color:** Level 6 Dark Blonde with soft golden tones
- Undertone at Level 6:** Orange
- Formula:** 2 oz. 6Gb **Color Fusion** + 2 oz. 20 vol. **Pro-oxide** Cream Developer

WITH COVER FUSION

- Natural Level:** 4 Light Brown/75% Gray
- Target Color:** Level 6 Dark Blonde with natural, cool tones
- Undertone at Level 6:** Orange
- Formula:** 2 oz. 6NA **Cover Fusion** + 2 oz. 20 vol. **Pro-oxide** Cream Developer

GUIDELINES FOR COVERING GRAY

For the best natural tonal results when using **Natural Balance**, **Natural Fashion** or **Fashion** shades, formulate with NEUTRAL (N) or GOLD/beige (Gb) shades in these proportions:

% OF GRAY	COLOR FUSION		COVER FUSION
	N OR GB	PROPORTION OF OTHER SHADES	PURE SHADE
UP TO 25%	½ oz.	1½ oz.	Not recommended
25-50%	1 oz.	1 oz.	
50-75%	1½ oz.	½ oz.	2 oz.
75-100%	1¾ oz.	¼ oz.	2 oz.

DEVELOPER

Pro-oxide Cream Developer (10, 20, 30 and 40 volume) is the appropriate developer to use with **Color Fusion**. It has a smooth consistency for easy mixing and provides predictable performance for all types of applications.

AMERICAN LEVEL SYSTEM COLOR FUSION			
LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE
10	Lightest Blonde	Pale Yellow	Violet
9	Very Light Blonde	Yellow	Violet
8	Light Blonde	Yellow/Orange	Violet/Blue
7	Medium Blonde	Orange/Yellow	Blue/Violet
6	Dark Blonde	Orange	Blue
5	Lightest Brown	Red/Orange	Blue/Green
4	Light Brown	Red	Green
3	Medium Brown	Red/Violet	Yellow/Green
2	Dark Brown	Violet	
1	Black	Blue	



Get inspired with more formulas and techniques at your fingertips! Download our **Style Station App**.

COLOR FUSION

ADVANCED PERFORMANCE COLOR CREAM

PERMANENT COLOR



LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND COLOR						BROWN TO TAN BACKGROUND COLOR						BROWN TO TAN BACKGROUND COLOR						NO BACKGROUND COLOR				
	COOL FASHION			NATURAL BALANCE			NATURAL FASHION			NATURAL FASHION			FASHION										
	ASH ash	ASH violet	VIOLET ash	ASH green	ASH blue	ASH violet	NEUTRAL	GOLD beige	GOLD gold	GOLD orange	GOLD copper	GOLD red	BROWN copper	BROWN red	MOCHA red	MAHOGANY violet	COPPER	COPPER red	COPPER copper	RED	RED red	RED violet	VIOLET red
12** HIGH LIFT																							
10 LIGHTEST BLONDE																							
9 VERY LIGHT BLONDE																							
8 LIGHT BLONDE																							
7 MEDIUM BLONDE																							
6 DARK BLONDE																							
5 LIGHTEST BROWN																							
4 LIGHT BROWN																							
3 MEDIUM BROWN																							
2 DARK BROWN																							
1 BLACK																							
HI-FUSION																							

TECHNOLOGY KEY

- Shade contains C-LOCK Technology
- Shade contains R5 red dye
- Shade contains Rubilane® copper dye
- Shade contains Carmin'R red dye



COLOR FUSION EXTRA LIFT

NO BACKGROUND COLOR			
COLOR FUSION EXTRA LIFT			
VIOLET	LIGHT NEUTRAL	BLUE	TITANIUM
EL-V Bases 7-10 Shown on Level 7	EL-LN Bases 6-10 Shown on Level 6	EL-B Bases 5-7 Shown on Level 6	EL-T Bases 3-5 Shown on Level 5

COLOR FUSION COVER FUSION

BROWN TO TAN BACKGROUND COLOR										
COVER FUSION										
NATURAL ASH BROWN	NATURAL CHOCOLATE	NATURAL ASH	NATURAL NATURAL	NATURAL GOLD BEIGE	NATURAL GOLD IRIDESCENT	NATURAL GOLD	NATURAL GOLD COPPER	NATURAL BROWN COPPER	NATURAL COPPER RED	NATURAL BROWN RED

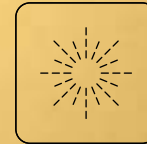


New look!
Same great formula

COLOR GELS OILS

DON'T JUST COVER GRAYS, REJUVENATE THEM

TECHNOLOGY / KEY INGREDIENTS



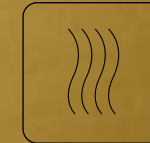
HAIR REJUVENATION:
+78% SHINE**
+30% CONDITION***



2% APRICOT OIL
FOR SMOOTHER HAIR



UP TO 100%
GRAY COVERAGE
ON EVERY SHADE



DEEP, SATURATED
RESULTS FOR ALL HAIR
TYPES & TEXTURES



AMMONIA FREE &
FRAGRANCE FREE



HAIR ADHESION
FOR NO DRIP



vegan formula*



LIQUID TEXTURE DESIGNED
FOR EASY & FAST SATURATION
Especially on textured hair

COLOR GELS OILS + SHADES EQ PARTNERS IN HAIR LOVE

Both Color Gels Oils & Shades EQ increase shine and condition of the hair and have tonal match

LIQUID TEXTURE

Makes it easy to saturate the hair, fast to apply, and gives the flexibility of using it with either a brush or a bottle-applicator


SHARED DEVELOPER

Color Gels Oils is used with Pro-oxide Cream Developer 10, 20, 30, or 40 volumes, just like all Redken permanent color lines.



MIXING AND PROCESSING

Mix **Color Gels Oils** in a 1:1 ratio with 10, 20, 30 or 40 volume **Pro-oxide** Cream Developer.

	MIXING RATIO (COLOR:DEVELOPER)	PRO-OXIDE DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	OFF-SCALP/ HEAT OPTION
COLOR GELS	Mix 1:1	10 volume	Up to 1	Minimal Lift	20 minutes	Do not use heat 
		20 volume	Up to 2	Standard Lift/ Gray Coverage	30 minutes	
		30 volume	Up to 3	Additional Lift	40 minutes	
		40 volume	3+	Maximum Lift	45 minutes	

Color Gels Oils Clear is a non-pigmented shade that can be used to lift natural hair. It can be mixed with other **Color Gels Oils** shades to dilute their tonal deposit and customize your results.

FORMULATION GUIDELINES

- Determine your client's natural hair color level using the **Color Gels Oils Natural (NN)** family swatches found in the swatch book. Remember to consider percentage of gray, hair texture, condition, and hair density.
- Determine the target color (final level and tone) desired by your client.
- Determine the undertone found at the target level (see Color Wheel).
- Select the **Color Gels Oils** shade to enhance, balance or counteract undertones and volume of developer needed to achieve the target color.

FORMULATION EXAMPLE FOR LIFTING NATURAL PIGMENT

- Natural Level: 5 Light Brown/0% gray
- Target Color: Level 7 Medium Blonde with cool mahogany tones
- Undertone at Level 7: Orange
- Formula: 7NCh **Color Gels Oils** + 20 Volume **Pro-oxide** Cream Developer

FORMULATION EXAMPLE FOR COVERING GRAY WHILE LIGHTENING NATURAL PIGMENT

- Natural Level: 5 Light Brown/50% gray
- Target Color: Level 7 Medium Blonde with cool natural tones
- Undertone at Level 7: Orange
- Formula: 6NA + 8NA **Color Gels Oils** + 20 Volume **Pro-oxide** Cream Developer

GUIDELINES FOR COVERING GRAY

To cover gray means to minimize the contrast between natural hair and gray hair. To maintain the most control when covering gray, select a formula no more than two levels lighter than the natural hair. All **Color Gels Oils** shades have a brown to tan background and will cover up to 100% gray, except Clear. It is not necessary to mix shades with NN for coverage. Shades are named (level and tone) for their performance on white hair.

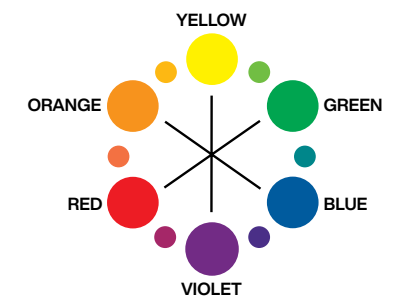
MONOCHROMATIC AND SATURATED

Monochrome colors are all the varieties of a single hue - the tints, shades, and tones. A monochromatic color scheme will range between lighter and darker versions of the base color or hue. Each **Color Gels Oils** family will follow a monochromatic color scheme, meaning there will be lighter or darker versions of the primary and/or secondary tone without tertiary or additional reflects in the background.

Color Gels Oils shades provide saturated, opaque gray coverage results. **Color Gels Oils** shades will appear saturated and full-bodied even on various percentages of gray.

TRADITIONAL LEVEL SYSTEM

LEVEL	STONE	UNDERTONE	CORRECTIVE
10	Ultra Pale Blonde	Pale Yellow	Violet
9	Very Light Blonde	Yellow	Violet
8	Light Blonde	Yellow/Orange	Blue/Violet
7	Medium Blonde	Orange	Blue
6	Dark Blonde	Red/Orange	Blue Green
5	Light Brown	Red	Green
4	Medium Brown	Red/Violet	Yellow Green
3	Dark Brown	Violet	
2	Darkest Brown	Blue/Violet	
1	Black	Blue	



RED SHADES FROM COLOR GELS OILS

Featuring exclusive Red Dye Technologies



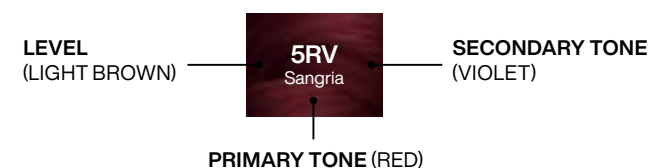
Offers the truest, chromatic coppery-red reflect that remains bright and saturated.



Provides pure red tones with outstanding longevity and highly visible results. Use R5 shades alone or with Clear.

UNDERSTANDING THE LABEL

Example:



COLOR GELS OILS

DON'T JUST COVER GRAYS, REJUVENATE THEM

EJ 01 5798 0782-23

PERMANENT COLOR



		BROWN TO TAN BACKGROUND																
TONE		BLUE/PEARL	PEARL	BLUE/VIOLET	BLUE/MAHOAGANY	NEUTRAL/NEUTRAL	NEUTRAL	GOLD	RED	RED/ORANGE		VIOLET/GOLD	GOLD/ASH	YELLOW	ORANGE/ORANGE	RED/RED	RED/VIOLET	
FAMILY NAME		ASH BROWN	PEARL	NATURAL ASH	NATURAL CHOCOLATE	NATURAL NATURAL	NATURAL	NATURAL WARM	BROWN RED	BROWN COPPER		IRIDESCENT GOLD	GOLD BEIGE	GOLD	COPPER COPPER	RED RED	RED VIOLET	
LEVELS	10 ULTRA PALE BLONDE		10P Ivory Pearl	10NA Marble		10NN Affogato												
	9 VERY LIGHT BLONDE				NEW 9NCh Chocolate Milk	9NN Cortado												
	8 LIGHT BLONDE		8P Misty Pearl	8NA Volcanic	NEW 8NCh Chocolate Soufflé	8NN Creme Brulee	8N Mojave	8NW Safari				8IG Gold Faithful		8G Almond Sugar				
	7 MEDIUM BLONDE				7NCh Fondue	7NN Cocoa Powder						NEW 7GB Butterscotch		7CC Urban Fever				
	6 DARK BLONDE	6ABn Brown Smoke		6NA Granite	6NCh Ganache	6NN Chocolate Mousse	6N Moroccan Sand	6NW Brandy	6BR Rusted Ruby	NEW 6BC Sumac		6IG Vintage Gold		6G St Tropez		6RR Blaze		
	5 LIGHT BROWN					5NN Cafe Mocha			5BR Brownstone					5CC Electric Shock			5RV Sangria	
	4 MEDIUM BROWN	4ABn Dark Roast		4NA Storm Cloud	4NCh Dark Chocolate	4NN Coffee Ground	4N Chicory	4NW Maple		NEW 4BC Allspice								
	3 DARK BROWN																	3NN Black Coffee
	2 DARKEST BROWN	2ABn Cool Ebony																
1 BLACK																	1NN French Roast	
CLEAR		CLEAR																

Key Technology Shade contains R5 red dye Shade contains Rubilane® copper dye

Swatches illustrate Color Gels Oils applied on 100% gray

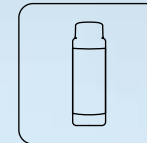
For over 60 years, Redken has been a leader in the professional hair care industry. Our commitment to innovation and quality is reflected in our award-winning products, which are designed to meet the needs of today's most demanding hair professionals. Our Color Gels Oils line is no exception, offering a wide range of vibrant, long-lasting color options that are easy to apply and maintain. Each shade is carefully formulated to provide maximum coverage and shine, while also nourishing the hair with essential oils and conditioning agents. Whether you're looking for a subtle refresh or a bold new look, our Color Gels Oils have you covered. Visit us online at redken.com for more information and to find a retailer near you.



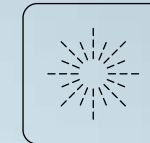
COLOR GELS LACQUERS

THE SHINE OF A GLOSS, THE SATURATION AND COVERAGE OF A LACQUER

TECHNOLOGY / KEY INGREDIENTS



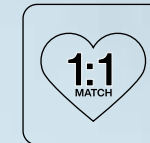
LIQUID BASE
WITH UP TO 100%
GRAY COVERAGE



INTENSE SATURATION
AND SHINE



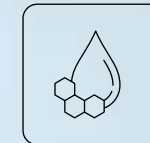
VERSATILE FORMAT
For blended techniques
like smudges & melts



THE PERFECT
LIQUID PAIR WITH
SHADES EQ GLOSS




vegan formula*



ADVANCED RED DYE
TECHNOLOGY
For the most vibrant, long-lasting reds



MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	PRO-OXIDE DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	OFF-SCALP/ HEAT OPTION
COLOR GELS LACQUERS	Mix 1:1	10 volume	up to 1	minimal lift	20 minutes	Do not use heat 
		20 volume	up to 2	standard lift/ gray coverage	30 minutes	
		30 volume	up to 3	additional lift	40 minutes	
		40 volume	3+	maximum lift	45 minutes	

FORMULATION EXAMPLES

FOR COVERING GRAY:

- Natural Level:** 4 Medium Brown/50% Gray
- Target Color:** Level 6 Dark Blonde with natural warm tones
- Undertone at Level 6:** Red/Orange
- Formula:** 1 oz. 6N Moroccan Sand Color Gels Lacquers + 1 oz. 6NW Brandy Color Gels Lacquers + 2 oz. 20 volume Pro-oxide Cream Developer

FOR LIFTING NATURAL PIGMENT:

- Natural Level:** 5 Light Brown/0% Gray
- Target Color:** Level 7 Medium Blonde with natural tones
- Undertone at Level 7:** Orange
- Formula:** 2 oz. 7NA Pewter Color Gels Lacquers + 2 oz. 20 vol. Pro-oxide Cream Developer

SUPERIOR GRAY COVERAGE FAMILIES

7 families can be used alone to provide superior gray coverage in a variety of tonal reflects.

% OF GRAY	ASH BROWN	NATURAL NATURAL	NATURAL	NATURAL WARM	WARM GOLD	COPPER BROWN	RUBY BROWN
UP TO 100%	ABn only	NN only	N only	NW only	WG only	CB only	RB only

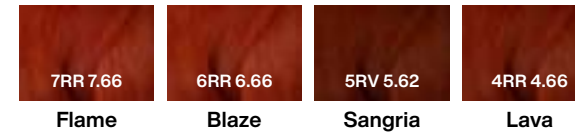
PROVIDING COVERAGE IN A VARIETY OF REFLECTS

For the most effective gray coverage when using the cooling and correcting or warming and enhancing tonal families, follow the chart below.

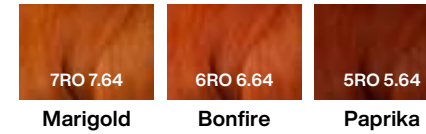
% OF GRAY	COOLING FAMILIES: GN, AB, NA		WARMING FAMILIES: GB, NG, RO	
	ABN, N OR NN	PROPORTION OF OTHER SHADES	NW, WG, CB OR RB	PROPORTION OF OTHER SHADES
UP TO 25%	-	2 oz. (60 ml)	½ oz. (15 ml)	1½ oz. (45 ml)
25-50%	½ oz. (15 ml)	1½ oz. (45 ml)	¾ oz. (22.5 ml)	1¼ oz. (37.5 ml)
50-75%	1 oz. (30 ml)	1 oz. (30 ml)	1 oz. (30 ml)	1 oz. (30 ml)
75-100%	1½ oz. (45 ml)	½ oz. (15 ml)	1½ oz. (45 ml)	½ oz. (15 ml)

FASHION SHADES: RED DYE TECHNOLOGIES

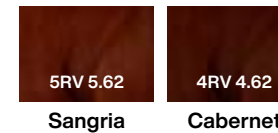
R5 creates pure red tones for long-lasting color that's vivid and bright.
RR = RED/RED



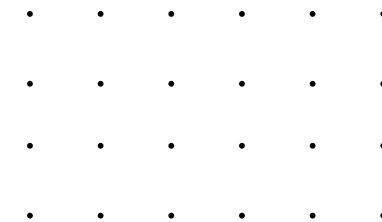
RO offers the truest, chromatic coppery-red reflect that remains bright and saturated.
RO = RED/ORANGE



RV provides excellent coverage and deep color for unique garnet reds that bring basic shades and highlights together.
RV = RED/VIOLET



EJ 01 5790 8782+33



COLOR GELS LACQUERS

THE SHINE OF A GLOSS, THE SATURATION & COVERAGE OF A LACQUER

LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND COLOR				BROWN TO TAN BACKGROUND COLOR				BROWN TO TAN BACKGROUND COLOR				NO BACKGROUND COLOR		
	YELLOW/GREEN	BLUE	BLUE/PEARL	CORRECTIVE TONE	BLUE/VIOLET	BLUE/VIOLET	GOLD/BEIGE	NATURAL LEVEL	GOLD	YELLOW/ORANGE	ORANGE	RED/VIOLET	RED/ORANGE	RED/RED	RED/VIOLET
	NATURAL GREEN	ASH BLUE	ASH BROWN*	NATURAL ASH	NATURAL NATURAL*	NATURAL*	GOLD BEIGE	NATURAL WARM*	NATURAL GOLD	WARM GOLD*	COPPER BROWN*	RUBY BROWN*	RED/ORANGE	RED/RED	RED/VIOLET
	COOL				NATURAL		WARM NATURAL		WARM NATURAL				FASHION		
10 ULTRA PALE BLONDE				10NA 10.01 Snow Queen		10N 10.0 Crème Latté		10NW 10.03 Macadamia Nut		10NG 10.3 Honey					
9 VERY LIGHT BLONDE				9NA 9.01 Mist		9N 9.0 Café au Lait	9GB 9.31 Butter Cream	9NW 9.03 Cream Soda							
8 LIGHT BLONDE	8AB 8.1 Stardust			8NA 8.01 Volcanic	8NN 8.00 Crème Brulee	8N 8.0 Mojave		8NW 8.03 Safari	8NG 8.3 Sunflower	8WG 8.33 Golden Apricot					
7 MEDIUM BLONDE	7AB 7.1 Moonstone			7NA 7.01 Pewter	7NN 7.00 Cocoa Powder	7N 7.0 Mirage	7GB 7.31 Butterscotch	7NW 7.03 Milk Tea	7NG 7.3 Saffron				7RO 7.64 Marigold	7RR 7.66 Flame**	
6 DARK BLONDE	6GN 6.07 Moss		6ABn 6.19 Brown Smoke	6NA 6.01 Granite	6NN 6.00 Chocolate Mousse	6N 6.0 Moroccan Sand		6NW 6.03 Brandy	6NG 6.3 St. Tropez	6WG 6.33 Mango	6CB 6.45 Amber Glaze		6RO 6.64 Bonfire	6RR 6.66 Blaze**	
5 LIGHT BROWN		5AB 5.1 Twilight		5NA 5.01 Smoke	5NN 5.00 Café Mocha	5N 5.0 Walnut	5GB 5.31 Truffle	5NW 5.03 Macchiato	5NG 5.3 Caramel		5CB 5.45 Brownstone	5RB 5.65 Manzanita	5RO 5.64 Paprika		5RV 5.62 Sangria**
4 MEDIUM BROWN			4ABn 4.19 Dark Roast	4NA 4.01 Storm Cloud	4NN 4.00 Coffee Grounds	4N 4.0 Chicory		4NW 4.03 Maple	4NG 4.3 Pecan	4WG 4.33 Sun Tea	4CB 4.45 Clove			4RR 4.66 Lava**	4RV 4.62 Cabernet**
3 DARK BROWN					3NN 3.00 Black Coffee	3N 3.0 Espresso		3NW 3.03 Cocoa Bean				3RB 3.65 Mahogany			
2 DARKEST BROWN			2ABn 2.19 Cool Ebony					2NW 2.03 Chocolate							
1 BLACK								1NW 1.03 Midnight							
0 CLEAR	CLEAR														

TECHNOLOGY KEY

- Shade contains R5 red dye**
- Shade contains Rubilane® copper dye
- Shade contains Carmin'R red dye**
- Indicates Superior Gray Coverage Family

*SUPERIOR GRAY COVERAGE FAMILY
 **ALL CARMIN'R® AND R5 SHADES SHOULD BE USED ALONE OR INTERMIXED WITH ANY OTHER R5 OR CARMIN'R SHADE.
 MIXING CARMIN'R OR R5 SHADES OUTSIDE THE RANGE CAN CAUSE UNPREDICTABLE RESULTS.

COLOR GELS 10 MIN

COVER GRAY ON YOUR SCHEDULE

TECHNOLOGY/KEY INGREDIENTS



LIQUID PERMANENT COLOR WITH A 10 MINUTE PROCESSING TIME



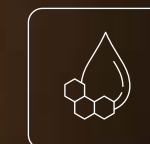
PERFECT FOR DIMENSION CLIENTS



vegan formula*



UP TO 100% GRAY COVERAGE ON EVERY SHADE



SMART PAUSE TECHNOLOGY**

MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	PRO-OXIDE DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	OFF-SCALP/ HEAT OPTION
COLOR GELS 10 MIN	Mix 1:1	20 volume	up to 1	minimal lift/ gray coverage	10-15 minutes	Do not use heat
		30 volume	1+	minimal lift/ gray blending	10-15 minutes	

Use with Pro-oxide Cream Developer

FORMULATION EXAMPLES

FOR COVERING GRAY:

1. **Natural Level:** 4 Medium Brown/50% Gray
2. **Target Color:** Level 5 Light Brown with natural warm tones
3. **Undertone at Level 5:** Orange
4. **Formula:** 2 oz. 5NW Macchiato Color Gels Lacquers 10 Min + 2 oz. 20 vol Redken Pro-oxide Cream Developer

UP TO 100% GRAY COVERAGE WITH ALL SHADE FAMILIES

Get inspired with more formulas and techniques at your fingertips! Download our **Style Station App**.

New look!
Same great formula

COLOR GELS 10 MIN

COVER GRAY ON YOUR SCHEDULE



LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND				BROWN TO TAN BACKGROUND				
	BLUE/ PEARL	PEARL/ BLUE/VIOLET	BLUE/ MAHOGANY	BLUE/ VIOLET	BLUE/ VIOLET	NATURAL LEVEL	BROWN/ COPPER	COPPER/ RED	RED/ VIOLET
	ASH BROWN	NATURAL ASH	NATURAL CHOCOLATE	NATURAL NATURAL	NATURAL	NATURAL WARM	BROWN COPPER	COPPER RED	RUBY BROWN
	COOL			NATURAL					
10 ULTRA PALE BLONDE				 10NN 10.00 Affogato 10 Minute		 10NW 10.03 Macadamia Nut 10 Minute			
9 VERY LIGHT BLONDE				 9NN 9.00 Cortado 10 Minute		 9N 9.0 Café au Lait 10 Minute			
8 LIGHT BLONDE	 8ABn 8.19 Hazy 10 Minute	 8NA 8.01 Volcanic 10 Minute	 8NCh 8.15 Chocolate Souffle 10 Minute	 8NN 8.00 Crème Brûlée 10 Minute		 8NW 8.03 Safari 10 Minute			
7 MEDIUM BLONDE			 7NCh 7.15 Fondue 10 Minute	 7NN 7.00 Cocoa Powder 10 Minute	 7N 7.0 Mirage 10 Minute			 7CR 7.46 Blood Moon 10 Minute	
6 DARK BLONDE	 6ABn 6.19 Brown Smoke 10 Minute	 6NA 6.01 Granite 10 Minute	 6NCh 6.15 Ganache 10 Minute	 6NN 6.00 Chocolate Mousse 10 Minute		 6NW 6.03 Brandy 10 Minute	 6BC 6.54 Rich Amber 10 Minute	 6RB 6.62 Cherry Cola 10 Minute	
5 LIGHT BROWN					 5N 5.0 Walnut 10 Minute				
4 MEDIUM BROWN	 4ABn 4.19 Dark Roast 10 Minute			 4NN 4.00 Coffee Grounds 10 Minute		 4NW 4.03 Maple 10 Minute			
1 BLACK						 1NW 1.03 Midnight 10 Minute			

SHADES EQ

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

SHADES EQ GLOSS

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

- Acidic demi-permanent liquid color
- Shine & condition
- No lift, No Ammonia - no need to worry about banding or harsh regrowth
- 100+ perfectly premixed shades
- Refreshes all permanent color lines
- Blend of direct and oxidative dyes for custom tones



vegan formula*

SHADES EQ PROCESSING SOLUTION

- Dedicated developer for all **Shades EQ Gloss & Bonder Inside** shades
- 2% hydrogen peroxide
- Specifically formulated to maintain an acidic pH and stabilize viscosity



vegan formula*

SHADES EQ BONDER INSIDE

HELPS TO REPAIR** WEAK BONDS DURING A COLOR SERVICE

- Acidic demi-permanent liquid color
- Tones + Repairs** in 1 step
- Built-in bonding strengthens and protects more than the leading bonding additive*** for a stronger hair fiber**
- Intense shine, ultra-conditioning, long-lasting color results and healthy-looking & feeling hair
- Formulated with Triple Acid Complex: Citric Acid, Taurine, and Erythorbic Acid
- For all hair types & textures - improves curl definition



vegan formula*

SHADES EQ GLOSS TO GEL PROCESSING SOLUTION FOR PRECISION APPLICATION

- Transforms any **Shades EQ** liquid gloss formula into a versatile gel for greater control and precise application
- Perfect for lowlights, contouring and defining for customized control



vegan formula*

SHADES EQ COVER PLUS RICH COVERAGE WITHOUT THE WAIT

- Demi-permanent cream color
- Blend 75% gray, brighten, correct & add dimension
- 20 minute processing time
- 100% oxidative dyes for maximum longevity
- Zero ammonia
- Up to 1.5 Levels of lift



DON'T JUST COLOR, REPAIR* SHADES EQ BONDER INSIDE

HELPS REPAIR WEAK BONDS DURING A COLOR SERVICE

BENEFITS

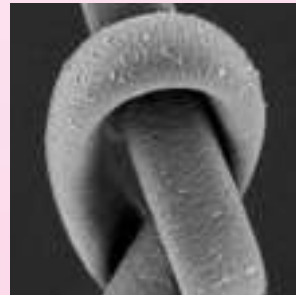
- Acidic demi-permanent with built in bonder
- Intense shine and ultra-conditioning
- Tones and repairs* hair in 1 step
- No additive needed, no compromise to color results

TECHNOLOGY / KEY INGREDIENTS

TONE + REPAIR* IN 1 STEP



- Built-in bonding helps strengthen & protect more than the leading bonding additive** for a stronger hair fiber*
- No additive needed, no compromise



PRE-LIGHTENED HAIR***

FORMULATED WITH TRIPLE ACID COMPLEX



1. Citric Acid: Bonding active
2. Taurine: Bonding active
3. Erythorbic Acid: Antioxidant

Acidic pH + bonding actives helps reduce residual alkalinity that occurs during an alkaline lightening service and helps repair* weak bonds



PRE-LIGHTENED HAIR + SHADES EQ BONDER INSIDE***

HAIR LOVES SHADES EQ



- Intense shine
- Ultra conditioning
- Long-lasting color results
- Healthy-looking & feeling hair
- For all hair types & textures—improves curl definition



SHADES EQ SERVICE OPPORTUNITIES

	SHADES EQ GLOSS	SHADES EQ BONDER INSIDE	SHADES EQ COVER PLUS
GLOSS	<ul style="list-style-type: none"> • Adds shine and condition on all hair types • CALLING ALL CURLY CLIENTS! Offer your curly clients a Clear Service for added condition and shine 		
STONE	<ul style="list-style-type: none"> • Tone down or intensify natural or color-treated hair • Tone pre-lightened or highlighted hair 		Enhance, enrich, change, match, tone down or intensify natural or color-treated hair while harmonizing contrast
REFRESH	<ul style="list-style-type: none"> • Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth (Zone 1) • Restore color to highlights • Add color immediately following a Redken texture service to restore any color loss that may have occurred 	<ul style="list-style-type: none"> • Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color on the regrowth (Zone 1) • Restore color to highlights • Suitable for sensitized hair 	Not recommended
CORRECT	<ul style="list-style-type: none"> • Fill over-lightened hair before a tintback service • Correct uneven, brassy or overly vibrant tones 	Correct uneven, brassy or overly vibrant tones on sensitized hair	<ul style="list-style-type: none"> • Correct uneven, brassy or overly vibrant tones • Harmonize tone from scalp to ends • Lessen banding
DIMENSION	<ul style="list-style-type: none"> • Use Gloss to Gel Processing Solution to add dimension with lowlights, root smudge • Color block and add contour with precise placement 		<ul style="list-style-type: none"> • Add dimension with lowlights • Color block & add contour with precision placement
COVER GRAY	Blend gray without lifting the hair's natural pigment		Blends up to 75% gray with demi-permanent results* <small>*N and G are superior gray coverage families</small>
CLEAR	<ul style="list-style-type: none"> • Deposit shine only. Suitable for sensitized clients. • Dilute color intensity • Dilute level intensity 		<ul style="list-style-type: none"> • Soften the natural base • Dilute color intensity • Dilute level density • Brightening effect
BRIGHTEN	N/A		<ul style="list-style-type: none"> • Soften the natural base prior to a highlight service • Add reflect & shine to dull or faded color

*vs. without Shades EQ Bonder Inside. **Flash Lift + competitor additive & Shades EQ Gloss + competitor additive vs. Flash Lift Bonder Inside & Shades EQ Bonder Inside. ***Hair fiber pre-lightened with Flash Lift, 400x magnification

DILUTION SOLUTION

Shades EQ shades can be diluted with a clear shade to lessen intensity or lighten the tone of any Shades EQ or Shades EQ Bonder Inside formula.




- **Shades EQ Gloss** Crystal Clear mixes with **Shades EQ** Processing Solution and **Shades EQ** Gloss to Gel Processing Solution for Precision Application and offers no lift
- **Shades EQ Bonder Inside** Crystal Clear adds enhanced shine and strength. **Shades EQ Bonder Inside** Crystal Clear should be mixed with **Shades EQ Bonder Inside** shades only, as mixing **Shades EQ Bonder Inside** clear with Shades EQ Crystal Clear or another toner will diminish the bonding effect.

USE THE FOLLOWING PROPORTIONS TO CUSTOMIZE YOUR FORMULA:

FORMULA LEVEL	01-03	04-06	07-010	SHADE	CLEAR	DEVELOPER
MAXIMUM DILUTION	●	●	●	½ oz.	1½ oz.	2 oz.
MODERATE DILUTION	●	●	●	1 oz.	1 oz.	2 oz.
MINIMAL DILUTION	●	●	●	1½ oz.	½ oz.	2 oz.
FULL STRENGTH	●	●	●	2 oz.	-	2 oz.

NOTE: For optimum penetration and durability of color results, Redken recommends processing for the standard time of 20 minutes. To achieve lighter results, use diluted formulas, not reduced processing time.

MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	DEVELOPER	LEVELS OF LIFT	MINUTES
SHADES EQ GLOSS	Mix 1:1	Shades EQ Processing Solution or Shades EQ Gloss to Gel Processing Solution	None	20 minutes 
SHADES EQ BONDER INSIDE	Mix 1:1	Shades EQ Processing Solution or Shades EQ Gloss to Gel Processing Solution	None	20 minutes 
SHADES EQ COVER PLUS	Mix 1:1	10 or 20 volume Pro-oxide Cream Developer	1-1½	20 minutes 

FORMULATION EXAMPLES

FOR SHADES EQ GLOSS:

1. **Natural Level:** 5 Light Brown/0% Gray
2. **Target Color:** Light Golden Brunette
3. **Formula:** 2 oz. 05G Caramel **Shades EQ Gloss** + 2 oz. **Shades EQ** Processing Solution

FOR SHADES EQ BONDER INSIDE:

1. **Natural Level:** 5 Light Brown/0% Gray/Level 10 Highlights
2. **Target Color:** Platinum Natural Blonde
3. **Formula:** 2 oz. 010N Delicate Natural **Shades EQ Bonder Inside** + 2 oz. **Shades EQ** Processing Solution

GUIDELINES FOR GRAY HAIR

Using an **NB** shade in your formula creates a balance of dyes for optimum results on gray hair. The percentage of gray hair equals the percentage of **NB** in the formulation.

	SHADES EQ GLOSS	
% OF GRAY	NB	SHADE
UP TO 25%	½ oz.	1½ oz.
25-50%	1 oz.	1 oz.
50-75%	1½ oz.	½ oz.
75-100%	1¾ oz.	¼ oz.

OTHER SHADES EQ PRODUCTS

Color Kickers are vibrant, high-purity shades. They do not contain brown, which makes them excellent for enhancing **Shades EQ Gloss** formulas.

000 Crystal Clear is an unpigmented shade shades are unpigmented shades you can use alone to add incredible shine or mix with any other shade to dilute color intensity (refer to the "Dilution Solution" chart).

Shades EQ Processing Solution and **Shades EQ** Gloss to Gel Processing for Precision Application are the dedicated developers for **Shades EQ Gloss** and **Shades EQ Bonder Inside**, formulated to maintain an acidic pH and stabilize viscosity.

SHADES EQ

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER



		BLACK TO GRAY BACKGROUND COLOR						BROWN TO TAN BACKGROUND COLOR										
TONE		SILVER/BLUE	GREEN/YELLOW	BLUE	BLUE/PEARL	BLUE/VIOLET	BLUE/VIOLET	BLUE/GREEN	BLUE/MAHOGANY	BLUE/VIOLET	BLUE/GOLD	RED/VIOLET	VIOLET/GOLD	GOLD	GOLD/VIOLET			
LEVEL OF DEPOSIT	<p>07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.</p> <p>04, 05 and 06 shades are described as medium in their level of deposit.</p> <p>01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.</p>	<p>07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.</p> <p>04, 05 and 06 shades are described as medium in their level of deposit.</p> <p>01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.</p>	LIGHT SHADES		MEDIUM SHADES													
			DARK SHADES		PASTELS/KICKERS/CLEAR													
			10 ULTRA PALE BLONDE	TITANIUM	GREEN NATURAL	BLUE	ASH BROWN	VIOLET BLUE	NATURAL ASH	PEARL	MATTE	NATURAL CHOCOLATE	NATURAL	ASH GOLD	NEUTRAL BROWN BLONDE	VIOLET GOLD	NATURAL WARM	GOLD IRIDESCENT
			9 VERY LIGHT BLONDE	010T Platinum & Bonder Inside		09B Sterling		010NA Marble Bonder Inside	010P Ivory Pearl & Bonder Inside		09M Sand Dunes		010N Delicate Natural & Bonder Inside	010AG Misty Beige Bonder Inside	010NB Caramel Cloud Bonder Inside	010VG Baby & Bonder Inside	010NW Iced Pina Bonder Inside	010GI Tahitian Sand & Bonder Inside
			8 LIGHT BLONDE	09T Chrome & Bonder Inside	08GN Ivy			09NA Mist	09P Opal Glow & Bonder Inside		09N Cafe au Lait & Bonder Inside	09AG Glossy Greige Bonder Inside	09NB Irish Crème	09VG Indescence	09NW Cream Soda	09GI Hamptons		
			7 MEDIUM BLONDE	08T Silver				08VB Violet Frost	08NA Volcanic		08N Mojave		08VG Gilded Taupe		08GI St. Barths			
			6 DARK BLONDE	07T Steel				07VB Violet Star	07NA Pewter	07P Mother of Pearl	07M Driftwood	07NCh Fondue Bonder Inside	07N Mirage	07AG Smokey Beige Bonder Inside	07NB Chestnut	07NW Milk Tea		
			5 LIGHT BROWN	06T Iron	06GN Moss		06ABn Brown Smoke	06VB Violet Lagoon	06NA Granite		06NCh Galactica Bonder Inside	06N Moroccan Sand	06NB Brandy		06NW Macchiato			
			4 MEDIUM BROWN				04ABn Dark Roast		04NA Smoke		04M Walnut	04N Moroccan Sand	04NB Brandy		04NW Macchiato			
			3 DARK BROWN				04ABn Dark Roast		04NA Storm Cloud		04M Smoked Cedar	04NCh Dark Chocolate Bonder Inside	04N Chicory	04NB Maple		04WG Sun Tea	04CB Clove	
2 DARKEST BROWN				02ABn Cool Ebony				03N Espresso	03NB Mocha Java		03NW Cocoa Bean							
1 BLACK	01B Onyx								02M Midnight Ash									
Pastels have different end results depending on hair's starting level. For optimal results, use on the following levels or above:		000 Crystal Clear & Bonder Inside																
Color Kickers are vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other Shades EQ Gloss formulas.																		
Clear adds more shine and can be used alone or to dilute the intensity of any shade.																		

BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR							
GOLD/MAUVE	GOLD	YELLOW/YELLOW	YELLOW/ORANGE	ORANGE	ORANGE/RED	RED/ORANGE	RED	GOLD/ROSE	ORANGE/ORANGE	COPPER/RED	RED	RED/RED	RED/VIOLET	VIOLET/ROSE	VIOLET	VIOLET/VIOLET	
09GB Butter Cream	09G Vanilla Crème							09QRo Sparkling Wine Bonder Inside		09CR Summer Sunshine Bonder Inside				09V Rose	09V Platinum Ice & Bonder Inside	09V Lilac Ice Bonder Inside	
		08GG Gold Dip	08WG Golden Apricot	08C Cayenne					08CR Sunrise					08VRo Rose Quartz	08V Iridescent Quartz		
07GB Butterscotch	07G Saffron			07C Curry	07AA Turmeric Bonder Inside	07CB Spicestone		07GRo Golden Fliz Bonder Inside	07CC Urban Fever		07RR Flame			07V Crushed Amethyst			
06GB Toffee	06G St. Tropez	06GG Midas Touch	06WG Mango		06AA Bontire	06CB Amber Glaze	06RB Cherry Cola			06CR Sunset	06R Rocket Fire	06RR Blaze		06VRo Mauve Rose	06V Cosmic Violet		
	05G Caramel			05C Chili			05RE Manzanita		05CC Electric Shock				05RV Sangria	05V Violet			
														04RV Cabernet	04V Violet Rose		
	03G Cinnamon				03A Terra Cotta		03RB Mahogany				03R Roxy Red		03RV Merlot		03V Orchid		
	Yellow Kicker				Orange Kicker								Pastel Pink				
													Red Kicker			Violet Kicker	

KEY:

- Shades available in both Shades EQ Gloss & Shades EQ Bonder Inside outlined in [red box]
- Shades available only in Shades EQ [black box]

KEY TECHNOLOGY:

- Shade contains R5 red dye
- Shade contains Rubilane



New look!
Same great
formula



SHADES EQ BONDER INSIDE

PATENT PENDING ACIDIC LIQUID TECHNOLOGY,
INFUSED WITH BONDER INSIDE FOR ADDED STRENGTH

LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND COLOR			BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR			
	SILVER/BLUE	BLUE/VIOLET	BLUE/VIOLET	BLUE/MAHOAGANY	BLUE/VIOLET	BLUE/GOLD	RED/VIOLET	VIOLET/GOLD	GOLD	GOLD/VIOLET	YELLOW	YELLOW/ORANGE	ORANGE/RED	GOLD/ROSE	COPPER/RED	VIOLET	VIOLET/VIOLET
10 ULTRA PALE BLONDE	010T Titanium Bonder Inside	010NA Natural Ash Bonder Inside	010P Pearl Bonder Inside	NATURAL CHOCOLATE	NATURAL	ASH GOLD	NEUTRAL BROWN BLONDE	VIOLET GOLD	NATURAL WARM	GOLD IRIDESCENT	GOLD	WARM GOLD	AUBURN/AUBURN ACCENT	GOLD/ROSE	COPPER/RED	VIOLET	VIOLET/VIOLET
9 VERY LIGHT BLONDE	09T Chrome Bonder Inside	09P Opal Glow Bonder Inside		09N Café au Lait Bonder Inside	09AG Glossy Greige Bonder Inside									09GR Blush Spritz Bonder Inside	09CR Summer Sunshine Bonder Inside	09V Platinum Ice Bonder Inside	09VV Lilac Ice Bonder Inside
8 LIGHT BLONDE																	
7 MEDIUM BLONDE				07NCh Fondue Bonder Inside		07AG Smoky Beige Bonder Inside							07AA Turmeric Bonder Inside	07GR Golden Fizz Bonder Inside			
6 DARK BLONDE				06NCh Gansche Bonder Inside													
5 LIGHT BROWN																	
4 MEDIUM BROWN																	
CLEAR	000 Crystal Clear Bonder Inside																

KEY TECHNOLOGY:
● Shade contains Rubilane

TYPES OF SHADES EQ BACKGROUNDS

Shades EQ Gloss has three distinct backgrounds for every salon need.

- BLACK TO GRAY**
Provides the cool foundation needed to diminish warmth
- BROWN TO TAN**
Provides the foundation needed for balanced, natural results
- NO BACKGROUND**
Pure reflect shades that provide vibrant, true-to-tone results

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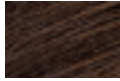






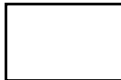
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SHADES EQ COVER PLUS

BRIGHTENING CONDITIONING COLOR CREAM

LEVEL OF DEPOSIT	BROWN TO TAN BACKGROUND COLOR					NO BACKGROUND COLOR	
	VIOLET/ GOLD	NATURAL	GOLD/ VIOLET	GOLD/ MAUVE	GOLD	ORANGE	RED
	MOCHA	NATURAL	WARM MOCHA	GOLD BEIGE	GOLD	COPPER COPPER	RED RED
9 VERY LIGHT BLONDE							
8 LIGHT BLONDE	 8M Frosted Latte	 8N Almond Cream	 8WM Caramel Latte				
7 MEDIUM BLONDE				 7GB Golden Dune	 7G Honeycomb		
6 DARK BLONDE	 6M Iced Coffee	 6N Tosted Almond	 6WM Rich Coffee			 6CC Firelight	 6RR Lipstick Red
5 LIGHT BROWN				 5GB Soft Russet	 5G Maple Syrup		
4 MEDIUM BROWN	 4M Cool Mocha	 4N Chocolate Mousse	 4WM Dark Mocha				 4RR Crimson
3 DARK BROWN					 3G Golden Mocha		
2 DARKEST BROWN		 2N Double Espresso					
1 BLACK							
0 CLEAR	 CLEAR						

TECHNOLOGY KEY
 Shade contains R5 red dye 
 Shade contains Rubilane® copper dye 

BLONDE IDOL

YOUR ULTIMATE TOOLKIT FOR LIGHTENING AT EVERY LEVEL

Create the coolest blondes for every client, from balanced beige to icy platinum. **Blonde Idol High Lift** offers 12 shades in a cream base. **Up to 5 levels of lift in 1 step**—perfect for balayage, highlights and more!

HIGH LIFT CONDITIONING CREAM



- Cream haircolor
- Shades, from icy platinum to balanced beige
- Up to 5 levels of lift in 1 step
- Use with 20, 30 or 40 volume **Pro-oxide** Cream Developer

BASE BREAKERS

- Ideal solution when the contrast between the natural color and highlights presents a challenge
- Lets you “break the base” and bump up the natural level slightly
- Use **Cool** to control warmth and **Clear** when warmth is desired or not a concern
- Up to 1 level of lift in 10 minutes



MIXING & PROCESSING

	MIXING RATIO (COLOR:DEVELOPER)	PRO-OXIDE CREAM DEVELOPER	LEVELS OF LIFT	MINUTES	SPECIAL INSTRUCTIONS
HIGH LIFT	mix 1:2	20–40 volume (maximum)	up to 5	45 minutes	For on/off-scalp applications, process at room temperature for up to 45 minutes. Do not use heat 
BASE BREAKERS	mix 1:1	10 volume	up to 1 level	10 minutes	Use 20 vol. Pro-oxide for coarse or resistant hair. Do not use heat 

FORMULATION EXAMPLES

FOR BLONDE IDOL HIGH LIFT:

1. **Natural Level:** 7, Medium Brown, 0% Gray
2. **Target Color:** 10, Ultra Pale Neutral Blonde
3. **Undertone at Level:** Pale Yellow
4. **Formula:** Violet (.2) **Blonde Idol High Lift** Conditioning Cream + 40 vol. **Pro-oxide** Cream Developer

FOR BLONDE IDOL BASE BREAKERS:

1. **Natural Level:** 6, Dark Blonde, 0% Gray
2. **Target Color:** 7, Medium Blonde
3. **Undertone at Level:** Orange
4. **Formula:** Cool **Blonde Idol Base Breaker** + 10 vol. **Pro-oxide** Cream Developer

BLONDE IDOL HIGH LIFT

CREAM HAIRCOLOR

☑ PERMANENT COLOR

SHADE	DESCRIPTION	IDEAL FOR NATURAL LEVELS	DESIRED REFLECT (WARM OR COOL)	SHADES EQ GLOSS REFRESH FORMULAS
 TITANIUM .12T	Provides more cooling than neutralization. Best for deep orange/gold undertones	3-5	COOL	<ul style="list-style-type: none"> • ½ oz. 09T Chrome Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
 NATURAL .0N	Produces natural results with little refinement	5-7	NEUTRAL	<ul style="list-style-type: none"> • ½ oz. 09N Café Au Lait Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
 BEIGE .13B	Creates soft, beige results. Best used on pale yellow undertones	5-7	WARM	<ul style="list-style-type: none"> • ½ oz. 09GB Butter Cream Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
 NATURAL ASH .01NA	Soft blue tones to refine orange/gold undertones	5-7	COOL	<ul style="list-style-type: none"> • ¼ oz. 09B Sterling Shades EQ Gloss • 1¾ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
 BLUE .1BL	Blue tones provide maximum refinement of orange undertones	5-7	COOL	<ul style="list-style-type: none"> • ½ oz. 09B Sterling Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
 ASH PEARL .19AP	Additional blue tones to create a cooler pearl look on medium bases	5-7	COOL	<ul style="list-style-type: none"> • ¾ oz. 09T Chrome Shades EQ Gloss • ½ oz. 09P Opal Glow Shades EQ Gloss • 1 oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
 PEARL .9P	Violet-blue tones neutralize strong gold undertones	7-10	COOL	<ul style="list-style-type: none"> • ½ oz. 09P Opal Glow Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
 VIOLET .2V	Violet tones control yellow and pale yellow undertones	7-10	COOL	<ul style="list-style-type: none"> • ½ oz. 09V Platinum Ice Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
 VIOLET VIOLET .22VV	A double dose of violet for maximum refinement of gold undertones	7-10	COOL	<ul style="list-style-type: none"> • 1 oz. 09V Platinum Ice Shades EQ Gloss • 1 oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution

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LIGHTENERS AT A GLANCE

☐ POWDER LIGHTENERS



- FLASH LIFT POWER 9 BONDOR INSIDE**
2-IN-1 LIGHTENER + BONDOR POWDER
- On and off-scalp
 - Up to 9 levels of lift
 - Protects strong bond
 - Process up to 50 minutes



- FLASH LIFT BONDOR INSIDE**
2-IN-1 LIGHTENER + BONDOR POWDER
- On and off-scalp
 - Up to 8 levels of lift
 - Protects strong bonds
 - Process up to 50 minutes



- FLASH LIFT**
MAXIMUM POWER LIGHTENING POWDER
- On and off-scalp
 - Up to 8 levels of lift
 - Process up to 50 minutes



- UP TO 7**
DE-DUSTED POWDER LIGHTENER
- On and off-scalp
 - Up to 7 levels of lift
 - Process up to 50 minutes

☐ CREAM LIGHTENER



- BLONDE ICING**
CONDITIONING CREAM LIGHTENER
- On and off-scalp
 - Up to 7 levels of lift
 - Process up to 50 minutes

FLASH LIFT POWER 9 BONDER INSIDE

UP TO 9 LEVELS OF LIFT WITH BONDER INSIDE

BENEFITS

- Up to 9 levels of lift
- Protects strong bonds
- Breaks through red, orange, and yellow undertones
- Dust-free formula

MIXING & PROCESSING

- Wear suitable disposable gloves
- **Power 9 Bonder Inside** has a variable mixing ratio, which ranges from 1:1 to 1:1.5 for off-scalp and 1:2 for on-scalp applications.
- Mix **Power 9 Bonder Inside** and Redken **Pro-oxide** Cream Developer in a non-metallic bowl.

MIXING RATIOS

APPLICATION	BALAYAGE OR FREE HAND	HIGHLIGHTS IN FOILS	ON-SCALP
RATIO	1:1	1:1.5	1:2
FLASH LIFT POWER 9 BONDER INSIDE	1 scoop (15 g)	1 scoop (15 g)	1 scoop (15 g)
PRO-OXIDE CREAM DEVELOPER	15 ml. (0.5 oz.) 10, 20, 30 or 40 volume	22.5 ml. (0.76 oz.) 10, 20, 30 or 40 volume	30 ml. (1.0 oz.) 10, 20 or 30 volume
ALUMINUM FOIL	Up to 50 minutes depending on desired result. Do not use heat.		Up to 50 minutes depending on desired result. Do not use heat. Do not cover the hair. Leave hair free.

FOILS

To be used exclusively with aluminum foil ref soft alloy 1235, 18µm (i.e Product Club shf500-sj)(Norms EN573-3)



FLASH LIFT BONDER INSIDE

2-IN-1 LIGHTENER + BONDER POWDER

BENEFITS

- Up to 8 levels of lift
- Protects strong bonds
- All-in-one, no additive needed

MIXING & PROCESSING

- Wear suitable disposable gloves
- Put the recommended amount of **Flash Lift Bonder Inside** and Redken **Pro-oxide** Cream Developer in a non-metallic bowl. For 15 grams of lightener powder, use either:

½ OZ. OF DEVELOPER FOR A PERFECT 1:1 RATIO, ALLOWS FOR:

- Ideal consistency for open air and freehand techniques
- Strong adherence and maximum lightening power

0.8 OZ. OF DEVELOPER FOR A 1:1.5 RATIO, ALLOWS FOR:

- Creamier consistency for open air techniques and a full head of foils

1 OZ. OF DEVELOPER FOR A 1:2 RATIO, ALLOWS FOR:

- Ideal consistency for on-scalp techniques
- Ease of spreadability for full head foils and ombré techniques

MIXING RATIOS

PLEASE NOTE THE MEASURING CAP IS THE MEASURING DEVICE FOR THE LIGHTENER POWDER.

- To measure 15 g you need to fill the cap to 15 g measure line inside cap
- To measure 30 g fill the cap to top measure line inside the cap

APPLICATION	OFF-SCALP			ON-SCALP		
RATIO	1:1	1:1.5	1:2	1:1	1:1.5	1:2
FLASH LIFT BONDER INSIDE	1 scoop (15 g)			1 scoop (15 g)		
PRO-OXIDE CREAM DEVELOPER	½ oz. (15 ml) 10, 20, 30 or 40 volume	.8 oz. (22.5 ml) 10, 20, 30 or 40 volume	1 oz. (30 ml) 10, 20 or 30 volume	½ oz. (15 ml) 10, 20 or 30 volume	.8 oz. (22.5 ml) 10, 20 or 30 volume	1 oz. (30 ml) 10, 20 or 30 volume
ALUMINUM FOILS	When performing highlights with foil application, exclusively use foils red Soft Alloy 8079, 20µm, or Soft Alloy 1200, 18µm (Norms EN 573-3)					

TIMING

OFF-SCALP APPLICATION:

Up to 50 minutes determined according to the desired results. **DO NOT USE HEAT.** When processing is complete, rinse, shampoo and condition with **Extreme**.

ON-SCALP APPLICATION:

Up to 50 minutes determined according to the desired results. **DO NOT USE HEAT. DO NOT COVER THE HAIR.** When processing is complete, rinse, shampoo & condition with **Extreme**.

DEVELOPER

Pro-oxide Cream Developer (available in 10, 20, 30 and 40 volume) has a super smooth consistency for easy mixing and application, and provides predictable performance for all types of applications.



FLASH LIFT

MAXIMUM POWER LIGHTENING POWDER

BENEFITS

- Redken's first powder lightener to achieve up to 8 levels of lift
- Customizable for every client's needs—from extreme platinum blonde results to edgy, dramatic highlights
- 2-component system mixes with all volumes of **Pro-oxide** Cream Developer (10, 20, 30 or 40 volume)

MIXING & PROCESSING

- Wear suitable, disposable gloves
- **Flash Lift** has a variable mixing ratio, which ranges from 1:1 to 1:2
- In a non-metallic bowl, use the calibrated **Flash Lift** scoop to measure 15 g (1 scoop = 15 g) of lightener with either:

½ OZ. OF DEVELOPER FOR A PERFECT 1:1 RATIO, ALLOWS FOR:

- Ideal consistency for open air and freehand techniques
- Strong adherence and maximum lightening power

0.8 OZ. OF DEVELOPER FOR A 1:1.5 RATIO, ALLOWS FOR:

- Creamier consistency for open air techniques and a full head of foils

1 OZ. OF DEVELOPER FOR A 1:2 RATIO, ALLOWS FOR:

- Ideal consistency for on-scalp techniques
- Ease of spreadability for full head foils and ombré techniques

MIXING RATIOS

APPLICATION	OFF-SCALP			ON-SCALP		
	1:1	1:1.5	1:2	1:1	1:1.5	1:2
FLASH LIFT	1 scoop (15 g)			1 scoop (15 g)		
PRO-OXIDE CREAM DEVELOPER	½ oz. (15 ml) 10, 20, 30 or 40 volume	.8 oz. (22.5 ml) 10, 20, 30 or 40 volume	1 oz. (30 ml) 10, 20 or 30 volume	½ oz. (15 ml) 10, 20 or 30 volume	.8 oz. (22.5 ml) 10, 20 or 30 volume	1 oz. (30 ml) 10, 20 or 30 volume
ALUMINUM FOIL	When performing highlights with foil application, exclusively use foils red Soft Alloy 8079, 20um, or Soft Alloy 1200, 18um (Norms EN 573-3)					

TIMING

OFF-SCALP APPLICATION:

Up to 50 minutes at room temperature determined according to the desired results. **DO NOT USE HEAT.** When processing is complete, rinse, shampoo and condition with **Extreme**.

ON-SCALP APPLICATION:

Up to 50 minutes determined according to the desired results.

DO NOT USE HEAT. DO NOT COVER THE HAIR.

When processing is complete, rinse, shampoo and condition with **Extreme**.

DEVELOPER

Pro-Oxide Cream Developer (available in 10, 20, 30 and 40 volume) has a super smooth consistency for easy mixing and application, and provides predictable performance for all types of applications.



UP TO 7

DE-DUSTED LIGHTENER

BENEFITS

- Protects as it lightens with an exclusive conditioning agent and no added fragrance
- Offers predictable, extra light results and can lift hair up to 7 levels; ideal for on/off-scalp applications
- Mixes easily for fast application and stays moist with minimal swelling
- Mixes with all volumes of **Pro-oxide** Cream Developer (10, 20, 30 or 40 volume) and can be used to detail, highlight or go all-over blonde

MIXING & PROCESSING

- Wear suitable disposable gloves
- Mix product in a well-ventilated area
- Before first use, shake internal bag
- In a non-metallic bowl, combine the recommended amount of **Up to 7** with **Pro-oxide** Cream Developer (10, 20, 30 or 40 volume) and mix well until a creamy consistency is achieved
- Mixes in a 1:3 ratio to a rich, cream consistency for even results from roots to ends

MIXING RATIOS

APPLICATION	OFF-SCALP	ON-SCALP
UP TO 7	1 scoop (11 g)	1 scoop (11 g)
PRO-OXIDE CREAM DEVELOPER	1 oz. 10, 20, 30 or 40 volume	1 oz. 10 or 20 volume

TIMING

ON/OFF-SCALP APPLICATION:

Process at room temperature until desired lightness is achieved, for up to a maximum of 50 minutes.

DO NOT USE HEAT. When processing is complete, rinse, shampoo and condition with **Extreme**.

DEVELOPER

Pro-oxide Cream Developer (available in 10, 20, 30 and 40 volume) has a super smooth consistency for easy mixing and application, and provides predictable performance for all types of applications.



BLONDE ICING

CONDITIONING CREAM LIGHTENER

BENEFITS

- Redken's most luxurious conditioning lightener featuring **Lumisilk Technology** preserves the lipidic rate of natural hair and provides luminous shine and extreme silky condition, with a gentle fragrance
- Soft, rich consistency offers a smooth application with maximum control and can lift hair up to 7 levels
- Mixes with **Blonde Icing** Conditioning Cream Developer (20, 30 and 40 volume)

MIXING & PROCESSING

- Wear suitable disposable gloves
- **Blonde Icing** has a variable mixing ratio, which ranges from 1:1 to 1:3
- In a non-metallic bowl, use the calibrated **Blonde Icing** scoop to measure 30 g of lightener with either:
 - 1 oz. of developer for a perfect 1:1 ratio
 - 2 oz. of developer for a 1:2 ratio
 - 3 oz. of developer for a 1:3 ratio, ideal consistency for on-scalp techniques

NOTE: If the mixture thickens slightly in the bowl, simply re-stir it. There is no need to add more developer.

MIXING RATIOS

APPLICATION	OFF-SCALP	ON-SCALP	FREEHAND
BLONDE ICING	30 g	30 g	30 g
BLONDE ICING CONDITIONING CREAM DEVELOPER	1–3 oz. 20 or 30 volume	1–3 oz. 20 or 30 volume	1–3 oz. 20, 30 or 40 volume

TIMING

OFF-SCALP APPLICATION:

Process at room temperature until desired lightness is achieved for up to a maximum of 50 minutes. **DO NOT USE HEAT. DO NOT COVER HAIR.** When processing is complete, rinse, shampoo and condition with **Extreme**.

ON-SCALP APPLICATION:

Process at room temperature until desired lightness is achieved for up to a maximum of 50 minutes (30 volume maximum). **DO NOT USE HEAT. DO NOT COVER HAIR.** When processing is complete, rinse, shampoo and condition with **Extreme**.

DEVELOPER







Blonde Icing Conditioning Cream Developer (available in 20, 30 and 40 volume) contains conditioning palm oil derivative, which combines with the white beeswax in the lightener to form Cire-Gloss for luminous shine on lightened hair.

















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REDKEN SALON GEAR

FORM, FUNCTION & FASHION

WIDE LONG BRISTLE BRUSH		Use for quick global applications. Great for refreshing ends after a retouch.
WIDE SHORT BRISTLE BRUSH		Great for retouch applications. Allows for precise color placement to avoid overlapping and banding.
NARROW LONG BRISTLE BRUSH		Provides more control in your application. Great when doing smaller detail areas in color blocking techniques.
NARROW SHORT BRISTLE BRUSH		Amazing for lightener retouch applications. The narrow width provides control and the short bristles allow for precise color placement.
ANGLED FREEHAND BRUSH		Perfect for hand-painted effects. The angle helps produce a soft diffused result, feathering towards the scalp without leaving hard lines.
BLUR BRUSH		Great for diffusing lines and creating soft transitions, especially when using creative coloring techniques.




BALAYAGE BRUSH		Rounded edges help create seamless transitions and avoid hard lines, making it the perfect brush for balayage. It also features raised edges on its handle, allowing for more control.
EDGE BRUSH		Beveled edges allow you to easily create and soften edgy vertical lines, adding depth, dimension and drama to your looks.
SILVER TINT BOWL		Ideal for mixing cream haircolor formulas. The perfect companion to our brushes.
APPLICATOR BOTTLE		Ideal for mixing and applying liquid haircolor.
REDKEN TUBE KEY		Helps you easily dispense every drop from your color tubes.
MEASURING CUP		Ensures precise measuring for formula predictability.
MINI WHISK		Use for easy, uniform mixing of any color formulation.

ETCHING WAND		Great when hand-painting shorter hair or lightening hairlines free hand with ultra-fine babylights.
MINI SPATULA		Helps maintain the ideal consistency when you need to remix your lightener.
BLONDE IDOL PADDLE		Use with balayage and hand-painted techniques. Place under strands to be highlighted for a supportive surface that ensures thorough saturation and even lightening results.
WIDE BALAYAGE PADDLE		Wider surface gives more control when working with wider sections. Place under strands to be highlighted for a supportive surface that ensures thorough saturation and even lightening results.
CREATIVE COLOR MÉCHES		Strips have a lightweight construction that provide a great way to isolate the hair when performing highlights, balayage, and other creative coloring techniques.
TECHNIQUE BOARD		Great supportive surface when performing creative haircolor techniques.
REDKEN SPRAY BOTTLE		Sleek design elevates every spritz of water!

SALON ESSENTIALS

DURASILK APRON		Protect your clothing when you're working behind the chair.
DURASILK CAPE AND WRAP		Protect clients' clothing during cut and color services.
HAIR CLIPS PACK		Keep hair sectioned and secure during services.
LIQUID COLOR ORGANIZER TRAY		Holds 30 bottles.
CREAM COLOR ORGANIZER TRAY		Holds 42 tubes.

STYLIST ACCESSORIES & APPAREL

WRISTLET		Keeps clips and pins handy while behind the chair.
CROSSBODY BAG		Have easy access to your tools while behind the chair—or anywhere!
TOOLBELT		Holds your combs, shears and other essentials.

STYLING

THE REDKEN STYLING COLLECTION

CATEGORIES:

- Salon Favorites
- Heat Styling
- Hairsprays
- Volume
- Textures
- Curls

3 LEVELS OF CONTROL

Some products have a level of hold indicated on the back label or as a number on the front. The higher the number, the greater the control.

Mild Control: 01-05

Medium Control: 06-15

Maximum Control: 16-32



HAIR MANAGEABILITY

STYLING PRODUCTS THAT BOTH ENHANCE & CONTROL

ESSENTIALS TO PREP, FINISH, AND MAINTAIN
STRONG ENOUGH FOR A PRO, ON-TREND FOR YOUR CLIENTS

- Salon Favorites
- Heat Styling
- Hairsprays
- Volume
- Texture
- Curls

STYLING AT A GLANCE



SALON FAVORITES

- Deep Clean Dry Shampoo
- Invisible Dry Shampoo
- Shine Flash
- Spray Smooth
- One United



HAIRSPRAYS

- Brushable Hairspray
- Control Hairspray
- Max Hold Hairspray
- Max Hold Hairspray Neutral Fragrance



TEXTURE

- Beach Spray
- Spray Wax
- Dry Texture
- Pliable Paste
- Texture Paste
- Max Sculpting Gel



HEAT PROTECTION

- Quick Blowout
- Big Blowout
- Thermal Spray Low Hold
- Thermal Spray High Hold



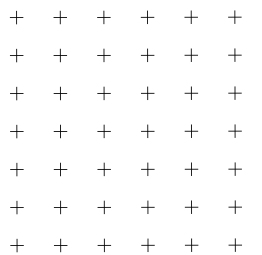
VOLUME

- Volume Maximizer
- Root Tease
- Full Volume Mousse
- Root Lifter
- Stay High Mousse



CURLS & COILS

- Hydrating Curl Cream
- Sculpting Curl Gel
- Refreshing Curl Mist



AWARD-WINNING DRY SHAMPOOS



DEEP CLEAN DRY SHAMPOO MAXIMUM OIL ABSORPTION

HAIR TYPE: All hair types

BENEFITS:

- Maximum oil absorption
- Refreshes up to 4th day hair
- Formulated with Vitamin B5 & Vitamin C
- Vegan*

USAGE:

- Shake well before use
- For use on dry hair
- Hold can 10 inches away from hair
- Spray on roots to ends
- Massage into scalp with fingers & brush hair thoroughly until powder is fully removed

INVISIBLE DRY SHAMPOO FRAGRANCE & RESIDUE-FREE

HAIR TYPE: All hair types

BENEFITS:

- Fragrance and visible residue free
- Great for dark hair
- Perfect for 1–2 day hair
- Formulated with Vitamin B5 & Vitamin E
- Vegan*

USAGE:

- Shake well before use
- For use on dry hair
- Hold can 10 inches away from hair
- Spray on roots to ends
- Massage into scalp with fingers and brush hair thoroughly until powder is fully removed



vegan formula*



at least 90% biodegradable**



MULTI-BENEFIT STYLERS



ONE UNITED ALL-IN-ONE MULTI-BENEFIT TREATMENT

HAIR TYPE: All hair types

BENEFITS:

- Sulfate-free, paraben-free, and no heavy waxes for lightweight, instant results
- For every hair type and texture
- Instantly preps, protects and perfects

25 CARING BENEFITS:

MANAGEABILITY	PROTECTION	BEAUTY
1. Conditions	9. Primes Hair For Styling	17. Gives A Silky Touch
2. Nourishes	10. Prevent Breakage	18. Provides Smoothness
3. Improves Manageability	11. Helps Preserves Color Vibrancy	19. Enhances Shine
4. Reduces Porosity	12. Heat protection up to 450°F (230°C)	20. Controls Frizz
5. Instantly Hydrates	13. Helps Prevents Split Ends	21. Anti-Static
6. Detangles	14. Helps Seal In Hair Cuticle	22. Controls Fly-Aways
7. Improves Definition	15. Strength Repair	23. Makes Blow Drying Easier
8. Ideal Cutting lotion	16. Enhances Natural Movement	24. Style Refresher
		25. Lightweight Results

GENERAL USAGE:

- After shampooing, spray evenly on damp or towel-dried hair. Rinse out after 1–2 minutes for lightweight conditioning. Leave in for nourishment
- Use on towel-dried hair to ease detangling
- When layering, always apply the lightest product first, which is typically **One United**

PROFESSIONAL USAGE:

- Detangling lotion
- Cutting lotion
- Pre-color treatment:
 - Begin with **Pre Art** or **Hair Cleansing Cream** to clarify hair.
 - Apply color to Zone 1. **If color is not being pulled through**, apply **One United** to the mid-lengths and ends to condition while color processes



vegan formula*



at least 94% recycled plastic**



SMOOTH & SHINE



SPRAY SMOOTH ANTI-HUMIDITY SMOOTHING SPRAY

HAIR TYPE: All hair types

BENEFITS:

- Smooths hair for 48-hours
- All day frizz protection
- Protects hair up to 450°F (230°C)
- Lightweight aerosol application
- Hair looks & feels healthy

USAGE:

- Lightly mist on wet hair and blowout
- Use a flat iron or curling iron, if desired

SHINE FLASH GLASS-LIKE SHINE SPRAY

HAIR TYPE: All hair types

BENEFITS:

- Lightweight mist
- Provides a silky finish with no greasy feel
- Weightless and instant shine
- Smooths frizz and flyaways
- Revives dry, dull ends of hair

USAGE:

- Lightly mist on dry hair for an instant shine boost
- Use after flat ironing for an on-trend glass-like finish
- To tame fly-aways, mist on a brush and gently brush through hair

PRO TIP:

Use after dry shampoo or texture sprays to add shine to dull hair



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BLOWOUT PRIMERS

QUICK BLOWOUT FLASH DRYING HEAT PROTECTANT

HAIR TYPE: All hair types

BENEFITS:

- Flash-drying formula
- Lightweight formula for fresh, weightless hair
- Heat protection up to 450°F (230°C)
- Smooths and adds shine

USAGE:

- Mist all over damp hair and blow-dry as usual

BIG BLOWOUT HEAT PROTECTING BLOWOUT JELLY

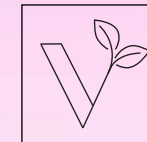
HAIR TYPE: All hair types

BENEFITS:

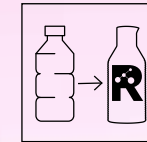
- Instant volume
- Silky, soft finish with a natural bounce
- Heat protection up to 450°F (230°C)
- Frizz protection without the crunch

USAGE:

- Apply to damp hair
- Blow dry or cocktail with other styling products as desired



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at least 94% recycled plastic**



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HEAT PROTECTION SPRAYS

ALL FORMULATED WITH HEAT PROTECTION AND HEAT RESTYLING TECHNOLOGY

THERMAL SPRAY - LOW HOLD

Flexible Heat Protection

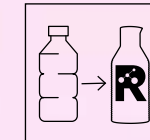
HAIR TYPE: All hair types

BENEFITS:

- Medium control
- Heat protection up to 450°F (230°C)
- Boosts shine
- Adds touchable hold
- Formulated with Ceramides and Cranberry Oil
- Frizz control

USAGE:

- Shake well before use for even application results
- Mist on damp or dry hair
- **Reapply heat to reactivate formula and restyle**



at least 94% recycled plastic**



PERFECT FOR

Touchable shape with flat irons and curling irons

THERMAL SPRAY - HIGH HOLD

Heat Protection With Hold

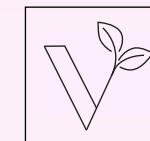
HAIR TYPE: All hair types

BENEFITS:

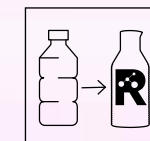
- Maximum control
- Heat protection up to 450°F (230°C)
- Sets styles with lasting hold
- Formulated with Ceramides and Cranberry Oil
- Frizz control

USAGE:

- Shake well before use for even application results
- For curling or flat irons, spray on dry hair section by section
- For a roller set, spray on damp hair
- **Reapply heat to reactivate formula and restyle**



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at least 94% recycled plastic**



PERFECT FOR

Strong definition with flat irons and curling irons



HAIRSPRAYS

BRUSHABLE HAIRSPRAY FLEXIBLE WORKING SPRAY

HAIR TYPE: All hair types

BENEFITS:

- Flexible all day control
- 24-Hour humidity resistance
- Satin-matte sheen
- Fast drying

USAGE:

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

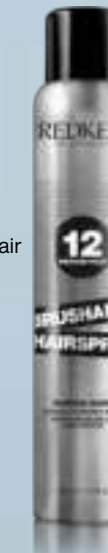
PERFECT FOR: Layering and building styles that look natural



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Low Hold



CONTROL HAIRSPRAY EXTRA HIGH-HOLD HAIRSPRAY

HAIR TYPE: All hair types

BENEFITS:

- 24-hour control
- Humidity resistance
- Long-lasting style memory
- No flaking or residue

USAGE: Mist 6–12 inches from dry, styled hair

PERFECT FOR: Locking in looks with a traditional touch—think messy buns or high-fashion short cuts



vegan formula*



Extreme High Hold



MAX HOLD HAIRSPRAY EXTREME HIGH-HOLD HAIRSPRAY

HAIR TYPE: All hair types

BENEFITS:

- Long-lasting lift and body
- Super-fine, fast-drying mist
- 24-hour frizz control
- Tri-actuator provides a super-fine, fast drying mist and zero crunch

USAGE: Mist 6–12 inches from dry, styled hair

PERFECT FOR: Styles that need extreme staying power plus flexibility. Great for French twists or long, loose waves



vegan formula*



Maximum Hold



MAX HOLD HAIRSPRAY NEUTRAL FRAGRANCE EXTREME HIGH-HOLD HAIRSPRAY

HAIR TYPE: All hair types

BENEFITS:

- Neutral fragrance for stylists & clients who prefer low odor products
- Long-lasting lift and body
- Super-fine, fast-drying mist
- 24-hour humidity resistance and control
- Tri-actuator provides a fine-mist

USAGE: Mist 6–12 inches from dry, styled hair

PERFECT FOR: Anyone who wants max hold without the strong hairspray fragrance and wants a light, neutral fragrance



vegan formula*



at least 90% biodegradable**



Maximum Hold



*no animal derived ingredients **equal to ISO 16000 test or equivalent



VOLUME

VOLUME MAXIMIZER VOLUME & THICKENING SPRAY

HAIR TYPE: Fine to medium hair types

BENEFITS:

- Lightweight formula with no greasy feel
- Creates volume and body
- Provides root lift
- Lightly scented

USAGE:

- Spray on damp hair and style
- Blow dry
- For targeted volume spray in hands and apply to damp hair



vegan formula*

ROOT TEASE BACKCOMBING FINISHING SPRAY

HAIR TYPE: All hair types

BENEFITS:

- Matte finish
- Horizontal mist targets roots for an easy, teased volume effect
- Creates an instant backcombed effect

USAGE:

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



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ROOT LIFTER VOLUME SPRAY FOAM

HAIR TYPE: All hair types

BENEFITS:

- Medium control
- Targeted root lift
- Adds volume and thickness

USAGE:

- Shake well
- Spray on damp



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FULL VOLUME MOUSSE ALL-OVER VOLUMIZING MOUSSE

HAIR TYPE: Fine hair types

BENEFITS:

- Medium control
- Adds volume and movement
- **Clean-Feel Technology** for touchable volume

USAGE:

- Shake well
- Spray on damp hair and style



vegan formula*

STAY HIGH MOUSSE

HAIR TYPE: Fine hair types

BENEFITS:

- Medium control
- Adds volume and movement
- **Clean-Feel Technology** for touchable volume

USAGE:

- Shake well
- Spray on damp hair and style



vegan formula*

*no animal derived ingredients **excluding the cap

TEXTURE

BEACH SPRAY BEACHY TEXTURE SPRAY

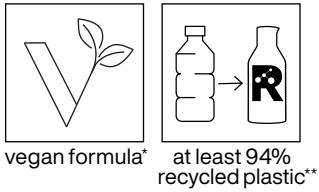
HAIR TYPE: All hair types

BENEFITS:

- Instant texture & volume
- Sea-salt free
- Enhances natural hair texture
- Tousled matte finish

USAGE:

- Spray on damp hair
- Comb through and blow dry



SPRAY WAX WAX SPRAY

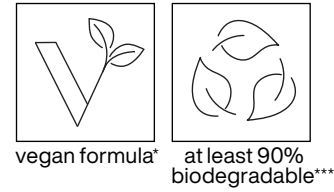
HAIR TYPE: All hair types

BENEFITS:

- Medium control
- Body and dimension with a satin-matte finish

USAGE:

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



DRY TEXTURE OIL-ABSORBING TEXTURIZING SPRAY

HAIR TYPE: All hair types

BENEFITS:

- Medium control finishing spray
- Instant spray on texture & body
- Dry finish, no residue

USAGE:

- Hold 6-12 inches from hair
- Spray onto dry styled hair



+	+	+
+	+	+
+	+	+
+	+	+
+	+	+
+	+	+

PLIABLE PASTE FLEXIBLE STYLING PASTE

HAIR TYPE: All hair types

BENEFITS:

- Medium control
- Flexible, reworkable fibers
- Creates twists, shapes and texturizes

USAGE:

- Rub a small amount between hands and apply into damp hair to shape, mold or twist the style you want
- To layer: Rub product between palms and pull hands apart over hair so fibers create a “web of support”



TEXTURE PASTE MOLDABLE TEXTURIZER

HAIR TYPE:

- All hair types
- Ideal for short to medium length styles

BENEFITS:

- Medium control
- Piecey, undone texture
- Creates a matte finish that stays flexible so you can rework and shape

USAGE:

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



MAX SCULPTING GEL HIGH SHINE GEL

HAIR TYPE:

- All hair types

BENEFITS:

- Maximum control
- Sleek, long-lasting finish
- Provides flake-free shape memory and added thickness

USAGE:

- For a lacquered finish, apply to damp hair and air-dry
- Blow-dry for controlled volume



*no animal derived ingredients **excluding the cap ***as per OECD 301 test or equivalent



CURL STYLERS

FORMULATED WITH SQUALANE + JOJOBA OIL,
INSPIRED BY YOUR HAIR'S NATURAL MOISTURIZERS

HYDRATING CURL CREAM 72-HOUR CURL DEFINING CREAM

HAIR TYPE: Curls & Coils

BENEFITS:

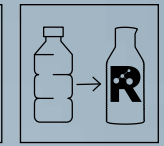
- Up To 72-hour curl definition
- Hydrates curls for up-to 72-hours
- 81% Frizz reduction

USAGE:

- Apply on damp hair and work through ends
- Air dry to diffuse
- Can be reapplied on dry hair to further tame frizz & moisturize



vegan formula*



at least 94% recycled plastic**

SCULPTING CURL GEL 72-HOUR CURL SCULPTING GEL

HAIR TYPE: Curls & Coils

BENEFITS:

- Strong 72-hour hold
- Non-sticky, non-flaking, non crunch
- 76% Frizz reduction

USAGE:

- Apply on damp hair and work through ends
- Diffuse or Air Dry



vegan formula*

REFRESHING CURL MIST REFRESHES UP TO 7TH DAY CURLS

HAIR TYPE: Curls & Coils

BENEFITS:

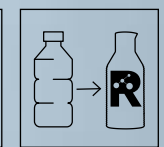
- Refreshes 7th day curls without washing
- Hydrates & defines up to 7th day curls
- 76% Frizz reduction

USAGE:

- Spray in dry hair
- Scrunch or recoil curls with fingers



vegan formula*



at least 94% recycled plastic**

ALL CURL STYLERS FORMULATED WITHOUT
SILICONES, SULFATES, PARABENS & MINERAL OILS.

+ +
MEN
+ +



REDKEN BREWS





REDKEN BREWS

PRESCRIBED BY SCIENCE. CRAFTED BY BARBERS.
Redken Brews blends barber expertise with NYC edge to deliver a complete grooming experience for every man

- Stylers to create and maintain any look
- Haircare formulations that address men's top concerns
- Express gray coverage for men in the salon and at home

THE REDKEN BREWS COLLECTION INCLUDES:

CARE

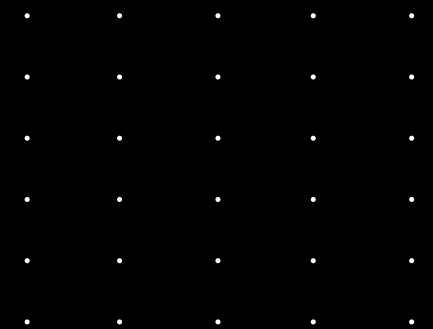
- Daily Shampoo
- Daily Conditioner
- Mint Shampoo
- Thickening Shampoo
- 3-In-1

STYLE

- Cream Pomade
- Clay Pomade
- Texture Pomade
- Grip Tight Holding Gel
- Molding Paste
- Dishevel Fiber Cream

COLOR

- Color Camo:
 - 8N Light Natural
 - 7NA Light Ash
 - 5N Med Natural
 - 4NA Med Ash
 - 2N Dark Natural
 - 1NA Dark Ash



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REDKEN BREWS AT A GLANCE

CARE

SKIN



DAILY SHAMPOO



MINT SHAMPOO



THICKENING SHAMPOO



DAILY CONDITIONER



3-IN-1



CLEANSING BAR

CREAM



CREAM POMADE



CLAY POMADE



TEXTURE POMADE



MOLDING PASTE



GRIP TIGHT HOLDING GEL

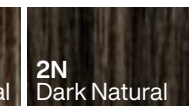
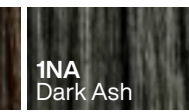
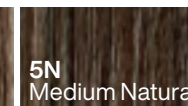
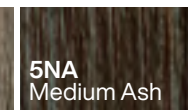
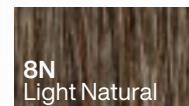
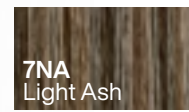


DISHEVEL FIBER CREAM

COLOR



COLOR CAMO 6 SHADES





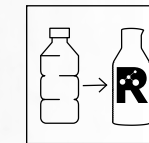
HAIRCARE COLLECTION

DAILY SHAMPOO & CONDITIONER

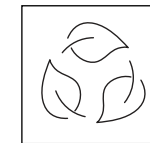
HAIR TYPE: All hair types

BENEFITS:

- Gently cleanses without stripping natural oils
- Lightweight formula helps keep hair manageable



at least 94% recycled plastic*



at least 90% biodegradable**

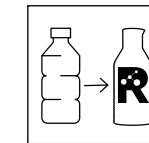


3-IN-1 SHAMPOO, CONDITIONER & BODY WASH

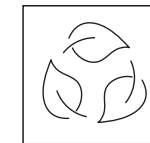
HAIR & SKIN TYPE: All hair and skin types

BENEFITS:

- Cleanses and conditions hair and washes body for freshness from head to toe
- Provides hydration and softens skin
- Convenient all-in-one product is great for the gym or travel



at least 94% recycled plastic*



at least 90% biodegradable**

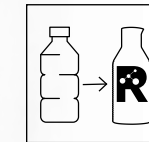


MINT SHAMPOO

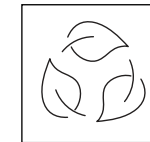
HAIR TYPE: All hair types

BENEFITS:

- Cleanses hair & delivers a cooling sensation on the scalp
- Refreshing & energizing mint scent



at least 94% recycled plastic*



at least 90% biodegradable**

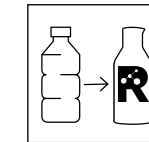


THICKENING SHAMPOO

HAIR TYPE: Thinning or fine hair

BENEFITS:

- Helps improve the appearance of thin or thinning hair
- Gently cleanses & strengthens the hair
- Nourishes and invigorates the scalp
- Invigorating ginger mint fragrance



at least 94% recycled plastic*



at least 90% biodegradable**



STYLING COLLECTION

MEDIUM CONTROL

DISHEVEL FIBER CREAM

BENEFITS:

- Medium control, undone finish
- Shapes and texturizes hair

GREAT FOR: Loose styles, long hair or buns

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



60	+	+	+
80	+	+	+
140	+	+	+
240	+	+	+
	+	+	+
	+	+	+

MAXIMUM CONTROL

CLAY POMADE

BENEFITS:

- Maximum control, gritty finish
- Creates roughed-up texture

GREAT FOR: Fine hair and effortless-looking styles

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



+	+	+	+	+	+	+
+	+	+	+	+	+	+
+	+	+	+	+	+	+

GRIP TIGHT HOLDING GEL

BENEFITS:

- Medium control, medium shine
- Defines with clean separation and grip

GREAT FOR: Curly hair and styles that need movement

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



CREAM POMADE

BENEFITS:

- Medium control, smooth finish
- Water-based formula creates texture with low shine

GREAT FOR: Pompadours and smooth, flexible styles

USAGE: Rub small amount into hands and work through dry or damp hair



MOLDING PASTE

BENEFITS:

- Maximum control, natural finish
- Firm yet moldable to work easily through hair

GREAT FOR: Styles that need texture and hold

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



TEXTURE POMADE

BENEFITS:

- Maximum control, matte finish
- Separates and texturizes with lasting memory
- Contains mineral salts to provide immediate grip

GREAT FOR: Textured styles or grungy looks

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



COLOR CAMO

5-MINUTE CUSTOM GRAY CAMOUFLAGE

- Ammonia-free, permanent dye technology with demi-permanent results
- 6 shades in natural and ash families
- Use with Redken's 10 volume **Pro-oxide** Cream Developer

BENEFITS

- Ensures subtle, low maintenance results with no visible lift in hair that's 50% gray or less
- Gel-like viscosity adheres to coarse gray hair without dripping
- Fragrance is discrete for more pleasant application

PROCESSING TIME

- 5-minute processing time for gray blending*
- 10-minute processing time with dark shades**

DEVELOPER

Pro-oxide Cream Developer has a super smooth consistency for easy mixing and application, and provides predictable performance for all types of applications. Use **ONLY** the 10 volume with **Color Camo**.

SHADE SELECTION




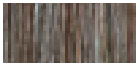





- Select a shade in the same range as his natural (pigmented) color
- Pick the tone you want to see: **Ash** = gray + blue/violet, which provides a smoky result; **Natural** = gray + green/gold, which provides a cool gold result

HOT TIP: To help ensure proper **Color Camo** shade selection, take the client's eyebrows into consideration. Men's brows are typically lighter than their hair, so this will help prevent you from selecting a color that is too dark.



SHADE COLLECTION COLLECTION

Color Camo shades are formulated with customized dyes for natural results.

	BEFORE COLOR CAMO	AFTER COLOR CAMO	
	STARTING RANGE (LEVEL)***	ASH TONE (GRAY + BLUE/VIOLET)	NATURAL TONE (GRAY + GREEN/GOLD)
		5 MINUTES	
LIGHT	 light (levels 7 and higher) (50% gray)	 light ash	 light natural
MEDIUM	 medium (levels 4-6) (50% gray)	 medium ash	 medium natural
		10 MINUTES	
DEFINE	 dark (level 4) (50% gray)	 dark ash	 dark natural

MIXING & PROCESSING

1. Mix **Color Camo** with 10 volume **Pro-oxide** Cream Developer in a 1:1 ratio. **Once mixed, apply immediately to hair.**
2. Apply to towel-dried hair using a bowl & brush or applicator bottle in ¼ inch partings.
3. Start in the area where hair is the most gray—for most men it's the temple area or hairline. **Do not overlap with hair that has been previously colored.**
4. Process 5 minutes (dark shades, process 10 minutes) at room temperature. Processing time begins immediately upon finishing the application or after the first 3 minutes from beginning the application.
5. Rinse, shampoo and condition with the appropriate **Redken Brews** shampoo and conditioner.

NOTE: **Color Camo** is formulated to remain natural looking between services if used as directed. If darker ends result from repeated applications, you may only want to pull through the ends as needed for the last minute of processing.

RETOUCH APPLICATION

1. Repeat steps 1-5, applying to the re-growth area.
2. Rinse, shampoo and condition with the appropriate **Redken Brews** shampoo and conditioner.

*Process for 10 minutes if you want a deeper, darker result **Due to concentration of dyes ***Always use Color Camo with 10 volume Pro-oxide Cream Developer. Color Camo is designed to minimize the contrast between pigmented and non-pigmented (gray) hair

INGREDIENT GLOSSARY

Have you ever wondered why certain ingredients are used in a product formula? This ingredient glossary highlights key Redken haircare ingredients!

INGREDIENT NAME	SCIENTIFIC NAME	BENEFITS
18-MEA	BEHENTRIMONIUM METHOSULFATE	Helps restore the lipid layer of the cuticle for brilliant, reflective shine
ALLANTOIN	ALLANTOIN	Helps soothe scalp
ALOE VERA	ALOE BARBADENSIS LEAF JUICE POWDER	Helps to nourish the hair fiber
ALPHA & BETA HYDROXY ACIDS	SALICYLIC ACID, CITRIC ACID	Promotes exfoliation of the scalp
AMINO ACIDS	TAURINE (DERIVATIVE OF THE AMINO ACID, CYSTEINE) LYSINE DERIVATIVE (LYSINE HYDROCHLORIDE)	These amino acids help reinforce the hair
AMINO ACID: SILK, WHEAT	SILK AMINO ACIDS; WHEAT AMINO ACIDS	Helps strengthen and repair damaged strands
AMINO IONS	AMODIMETHICONE	Cationic-charged (silicone) ingredients that attract to the hair to help condition, smooth and help maintain the vibrancy of haircolor
HELIOGENOL	HELIANTHUS ANNUUS (SUNFLOWER) SEED EXTRACT	Helps condition hair and protect it from environmental damage
APRICOT OIL	PRUNUS ARMENIACA (APRICOT) KERNEL OIL	Penetrates and conditions hair for smoothness and shine from the inside out
AQUATORIL	PEG/PPG/POLYBUTYLENE GLYCOL-8/5/3 GLYCERIN	Emollient with hydrating properties
ARGAN OIL	ARGANIA SPINOSA KERNEL OIL	Rich in Omega-6, it provides internal replenishment of lipids for smoothness
AVOCADO OIL	PERSEA GRATISSIMA (AVOCADO) OIL	Provides replenishment and intense silky softness
BABASSU OIL	ORBIGNYA OLEIFERA SEED OIL	Moisturizes and enhances smoothness, frizz control, manageability and shine
BIOTIN	BIOTIN	A member of the Vitamin B complex that is important to the health of hair
PRACAXI OIL	BRAZILIAN PRACAXI OIL	Conditions hair with smoothing properties, helping to combat frizz

INGREDIENT NAME	SCIENTIFIC NAME	BENEFITS
CAMELINA OIL	CAMELINA SATIVA SEED OIL	Delivers smoothing, conditioning, and helps fight frizz
CAMELINA OIL	CAMELLIA OLEIFERA SEED OIL/ CAMELLIA JAPONICA SEED OIL	Provides moisture replenishment and shine while softening the cuticle
CANDELILLA WAX	EUPHORBIA CERIFERA (CANDELILLA) WAX	Helps smooth unruly strands, controls frizz and eliminates fly-aways
CARBOHYDRATE DERIVATIVE	MODIFIED POTATO STARCH	Provides a thickening effect so hair looks and feels denser
CASTOR OIL	RICINUS COMMUNIS (CASTOR) SEED OIL	Helps to nourish hair which is important for healthy and long hair
CATIONIC REFINERS	CATIONIC COMPOUND	Attracts to and neutralizes anionic charges on hair
CERAMIDE	2-OLEAMIDO-1,3-OCTADECANEDIOL	Strengthens hair fiber to help prevent breakage
CHAMOMILE EXTRACT	CHAMOMILLA RECUTITA (MATRICARIA) FLOWER EXTRACT	Naturally lightens and brightens color while adding shine
CICA	CENTELLA ASIATICA EXTRACT	Repairs, hydrates and restores fluidity on compromised hair
COCONUT OIL	COCOS NUCIFERA OIL	Replenishes vital moisture and conditions curls
CORIANDER OIL	CORIANDRUM SATIVUM (CORIANDER) SEED OIL	Seals and smooths the cuticle to boost shine
CRANBERRY OIL	VACCINIUM MACROCARPON (CRANBERRY) SEED OIL	Provides lightweight conditioning to hair and infuses strands with resilient shine
MICA	SILICATE MINERALS	Adds shimmering, multi-dimensional shine
ELASTAPOL	OCTYLACRYLAMIDE/ACRYLATES/ BUTYLAMINOETHYL METHACRYLATE COPOLYMER	Activates curl definition and shields hair from frizz

INGREDIENT NAME	SCIENTIFIC NAME	BENEFITS
FILLOXANE	AMINOPROPYL TRIETHOXSILANE	A L’Oreal patented molecule is used in hair care products and routines for thin, dull, damaged, low density hair
GLYCERIN	GLYCERIN	Provides a thin seal to lock in and balance hair’s moisture level
GRAPEFRUIT EXTRACT	CITRUS PARADISI (GRAPEFRUIT) FRUIT EXTRACT	Brightens and clarifies to help improve color clarity
GRAPSEED OIL/GRAPSEED EXTRACT	VITIS VINIFERA SEED OIL/EXTRACT	Provides antioxidant protection
GREEN TEA EXTRACT	CAMELLIA SINESIS EXTRACT/ CAMELLIA SINESIS LEAF EXTRACT	Helps defend against environmental damage
INTRA-CYLANE	AMINOPROPYL TRIETHOXSILANE	Penetrates the fiber, creating a fibrous network that reinforces internal structure and provides a thickening effect to the strand. Has an affinity to damaged sites of the cuticle
LAMELLAR WATER	LAMELLAR WATER	Acts as a liquid bandaid to fill porosity and add shine
LAVENDER EXTRACT	LAVANDULA ANGUSTIFOLIA (LAVENDER) FLOWER EXTRACT	Helps hydrate, relieve and rebalance the scalp while maintaining moisture equilibrium
MACADAMIA OIL	MACADAMIA TERNIFOLIA SEED OIL/ MACADAMIA INTEGRIFOLIA SEED OIL	Instantly detangles, smooths and nourishes hair while adding sleek, high impact shine
MANGO OIL	MANGIFERA INDICA (MANGO) SEED OIL	Helps prevent dryness and offers intense replenishment and softness
MENTHOL	MENTHOL	Provides a tingling and cooling effect when used in scalp care formulations
MINOXIDIL	MINOXIDIL TOPICAL SOLUTION, USP	Hair regrowth treatment. Revitalizes hair follicles
MORINGA OIL	MORINGA OLEIFERA SEED OIL	Smooths hair, providing discipline and nourishment
OLIVE FRUIT OIL	OLEA EUROPAEA (OLIVE) FRUIT OIL	Conditions for inside-out, incredible suppleness
OMEGA 6 DERIVATIVE	SAFFLOWER GLUCOSIDE	Contains essential fatty acid—helps to condition the hair
PIROCTONE OLAMINE	PIROCTONE OLAMINE	Controls and helps eliminate scalp scaling, flaking, and irritation

INGREDIENT NAME	SCIENTIFIC NAME	BENEFITS
SEA ALGAE	ALGAE EXTRACT	Helps protect the hair fiber
SEPICAP	SODIUM COCOYL AMINO ACIDS/ POTASSIUM DIMETHICONE PEG-7 PANTHENYL PHOSPHATE/ SODIUM SARCOSINATE	Helps restore the look of hair ends
SHEA BUTTER	BUTYROSPERMUM PARKII BUTTER	Replenishes moisture and provides smoothness and frizz-control
SILICONE	SILICONE	Helps to provide conditioning and slip
SOY PROTEIN	HYDROLYZED SOY PROTEIN	Helps reinforce the hair
SUGAR CRYSTALS	SORBITOL	Moisturizes hair
SP-94	SAFFLOWER GLUCOSIDE	Nourishes to promote a healthy scalp environment
SULFATE	SODIUM LAURETH/ LAURYL SULFATE	A class of cleansers widely used in cosmetics for decades
SULFATE-FREE	N/A	Alternative class of cleansing agents without sulfates
STYLING POLYMERS	POLYMERS	Provides structure and control for long-lasting hold and style retention
TAURINE	TAURINE	Helps to fortify hair
TOURMALINE	TOURMALINE	Works to reduce damage and strengthen hair
VITAMIN E DERIVATIVE	TOCOPHERYL ACETATE	Antioxidant which helps to maintain healthy scalp and hair
WHEAT PROTEIN	HYDROLYZED WHEAT PROTEIN	Helps reinforce the hair
ZINC GLUCONATE	ZINC GLUCONATE	Attracts to color molecules making them larger in size to help trap them and reduce color leaching
ZINC PCA	ZINC PCA	Mainly used in skin-care products as it is known to help the skin retain water and therefore hydrate it. It is used in both skin-care and hair-care products

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