

ACIDIC BONDING CONCENTRATE

COMBAT 1 YEAR OF
VISIBLE DAMAGE IN 1 USE*



1 TREAT

HIGHEST CONCENTRATION OF BONDING CARE COMPLEX TO REINFORCE WEAKENED BONDS AT HOME

2 CLEANSE

SULFATE-FREE SHAMPOO, PROVIDES STRENGTH REPAIR AND COLOR FADE PROTECTION

3 CONDITION

PH-BALANCED FORMULA DEFENDS AGAINST COLORING, STYLING, AND WATER

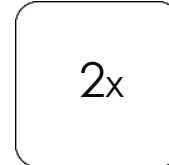
4 FINISH

HEAT PROTECTION, TAMES FRIZZ, ADDS SHINE, AND REDUCES BREAKAGE.

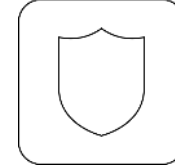
*system of Acidic Bonding Concentrate intensive treatment, shampoo, conditioner, leave-in vs. undamaged hair

C1 - Internal use

WITH *10 POWERFUL BENEFITS* TO COMBAT 1 YEAR OF VISIBLE DAMAGE IN 1 USE*



**STRONGER
HAIR****



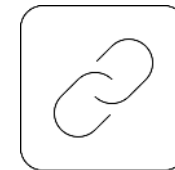
**HELPS PROTECT
FROM COLOR FADE**



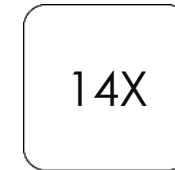
**INTENSE
CONDITIONING**



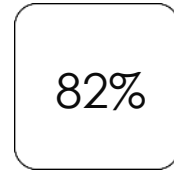
**HEAT
PROTECTION**



**REINFORCES
WEAKENED
BONDS**



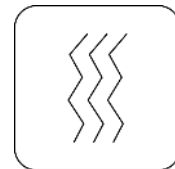
SMOOTHER**



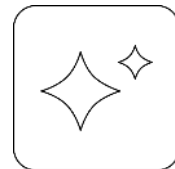
**LESS VISIBLE
SPLIT ENDS****



**TAMES
FRIZZ**



**ADDS
SHINE**



**REPAIRS
STRENGTH**

*when used as a system of Acidic Bonding Concentrate Shampoo and Conditioner

**when used as a system of Acidic Bonding Concentrate Intensive Treatment, Shampoo, Conditioner and Leave-In Treatment

THAT GETS STRONGER WITH **EVERY USE** & CAN NEVER BE OVERUSED



CITRIC ACID

AN ALPHA HYDROXY ACID WORKS TO HELP FORTIFY WEAKENED BONDS AFTER BLEACH OR COLOR SERVICES.

MOST BONDING

REINFORCES BONDS WEAKENED BY CHEMICAL SERVICES. REPAIRS STRENGTH AND REDUCES BREAKAGE BY 63%*.

ONGOING STRENGTHENING

EVERY USE CONTINUALLY STRENGTHENS AND FORTIFYS AGAINST FUTURE DAMAGE.

STEP ONE: TREAT

ACIDIC BONDING CONCENTRATE

INTENSIVE TREATMENT

PRIOR TO SHAMPOO & CONDITIONER

- WORKS IN 5 MINUTES TO PROVIDE INTENSIVE STRENGTH REPAIR IN ONE USE**
- MAXIMUM CONCENTRATION OF OUR BONDING CARE COMPLEX + CITRIC ACID TECHNOLOGY
- STRENGTHENS HAIR TO PREVENT BREAKAGE DURING THE WASH PROCESS
- HAIR WILL LOOK AND FEEL HEALTHIER AND MORE CONDITIONED

REDKEN
5TH AVENUE NYC

acidic bonding
concentrate
intensive treatment
traitement intensif
intense conditioning, fortifying,
optimized for colored
hair/revitalisant intense, fortifiant,
optimisé pour les cheveux colorés
regimen for/gamme pour:
demanding, processed hair
cheveux exigeants, traités en salon
CITRIC ACID+
14%
bonding
care
complex
SALON
EXPERT
CONCENTRATION

5.1 fl oz 150 ml e

BEFORE



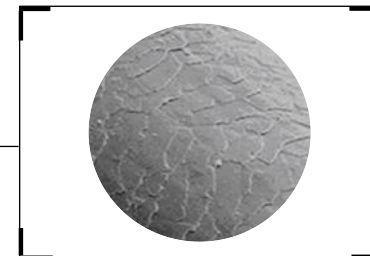
1000X MAGNIFICATION



AFTER



1000X MAGNIFICATION



DID YOU KNOW?

THE INTENSIVE TREATMENT CAN BE ADDED PRIOR TO ANY CLIENT'S EXISTING HAIRCARE.
NOW, EVERY CONSUMER CAN EXPERIENCE THE POWER OF BONDING CARE.

*vs non-conditioning shampoo

C1 - Internal use

STEP TWO & THREE: CLEANSE & CONDITION

ACIDIC BONDING CONCENTRATE SHAMPOO & CONDITIONER

RICH, LUXURIOUS LATHER

- OUR PROFESSIONAL CONCENTRATED FORMULA GIVES YOU MORE OF OUR MOST POWERFUL RANGE
- WHEN USED IN THE 4-STEP SYSTEM:
 - 2x LESS BREAKAGE
 - 14x SMOOTHER
 - 90% MORE CONDITIONED



STEP 4: FINISH

ACIDIC BONDING CONCENTRATE LEAVE- IN TREATMENT

TO PREP THE HAIR FOR ANY STYLE

AS THE FINAL STEP, YOU WILL EXPERIENCE:

- FINAL DEEP CONDITIONING
- HEAT PROTECTION UP TO 450°F
- 88% VISIBLE REDUCTION OF SPLIT ENDS*
- INCREASED SLIP FOR EASIER AND SMOOTHER STYLING OR CUTTING



TREATMENTS ARE THE PERFECT ADDITION FOR ANY HAIRCARE

LEAVE-IN REPAIR. LEAVE OUT DAMAGE.

- INSTANTLY 10x SMOOTHER*
- UP TO 450 DEGREE HEAT PROTECTION*.
- 88% LESS VISIBLE SPLIT ENDS IN ONE USE*
- INSTANT DETANGLING



REPAIR INSIDE THE HAIR

- 1/3 LESS BREAKAGE*
- 11x SMOOTHER*
- STRENGTH REPAIR IN ONE USE*
- USE PRIOR TO YOUR EXISTING HAIRCARE OR ACIDIC BONDING CONCENTRATE SHAMPOO AND CONDITIONER

*vs non-conditioning shampoo

REDKEN
5TH AVENUE NYC