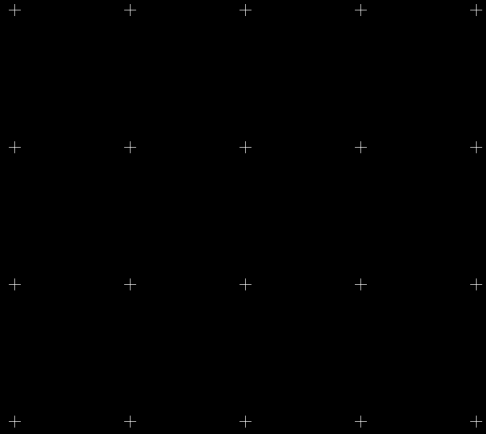


240 140 80 60



# REDKEN

5TH AVENUE NYC





POWERED BY SCIENCE.  
PRESCRIBED BY PROS.



# TABLE OF CONTENTS

## 6 INTRODUCTION

Brand Mission | 6  
Our Story | 8  
Our Expertise | 10  
Our Artists | 12  
Our Brand Ambassadors | 14

## 16 EDUCATION

The Redken Stylist Career Path | 20  
Class Menu | 22  
The Redken Exchange | 24  
Redken Events | 26  
Redken Always On Education | 28

## 38 HAIRCARE

Haircare at a Glance | 44  
Acidic Bonding Concentrate | 46  
**NEW!** Acidic Bonding Curls | 50  
All Soft | 52  
All Soft Mega Curls | 56  
Extreme | 58  
Extreme Length | 62  
Acidic Color Gloss | 66  
Blondage | 70  
Color Extend Magnetics | 72  
Frizz Dismiss | 74  
Volume Injection | 78  
Hair Cleansing Cream | 80  
Scalp Relief | 82  
Professional Strength Concentrates | 84

## 88 HAIRCOLOR

Color Mantra | 92  
Total Bonding | 94  
Technical Information | 96  
Haircolor at a Glance | 100  
Color Fusion | 104  
Color Gels Oils | 112  
Color Gels Lacquers | 118  
Color Gels 10 Minute | 124  
Shades EQ | 128  
Shades EQ Bonder Inside | 130  
Blonde Idol | 140  
Lighteners | 144  
Salon Gear | 152

## 156 HAIR MANAGEABILITY

**NEW HAIR MANAGEABILITY | 158**  
Styling at a Glance | 160  
Dry Shampoo | 162  
Multi-Benefit Stylers | 164  
Smooth & Shine | 166  
Blowout Primers | 168  
Heat Protection Sprays | 170  
Hairsprays | 172  
Volume | 174  
Texture | 176  
Curl Stylers | 178

## 180 MENS

Redken Brews at a Glance | 184  
Care | 186  
Style | 188  
Color | 190

## 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

## 2020'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









# 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/MeetTheAmbassadors)



SCAN THE QR CODE  
TO LEARN MORE  
AND STAY INSPIRED!











# 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!



# 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 >>> CERTIFICATION >>>

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.

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.

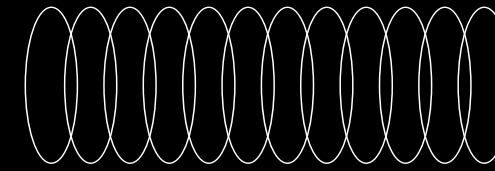


! Log on to v for more information on these programs.

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.

# 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://www.redkenpro.com/education)



REDKEN ARTIST: GEORGE GARCIA

"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

"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



REDKEN ARTIST: SAM VILLA

"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 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](https://redkenpro.com/education) to stay up to date with 2024 shows and events near you.

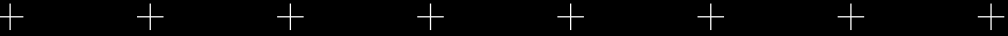
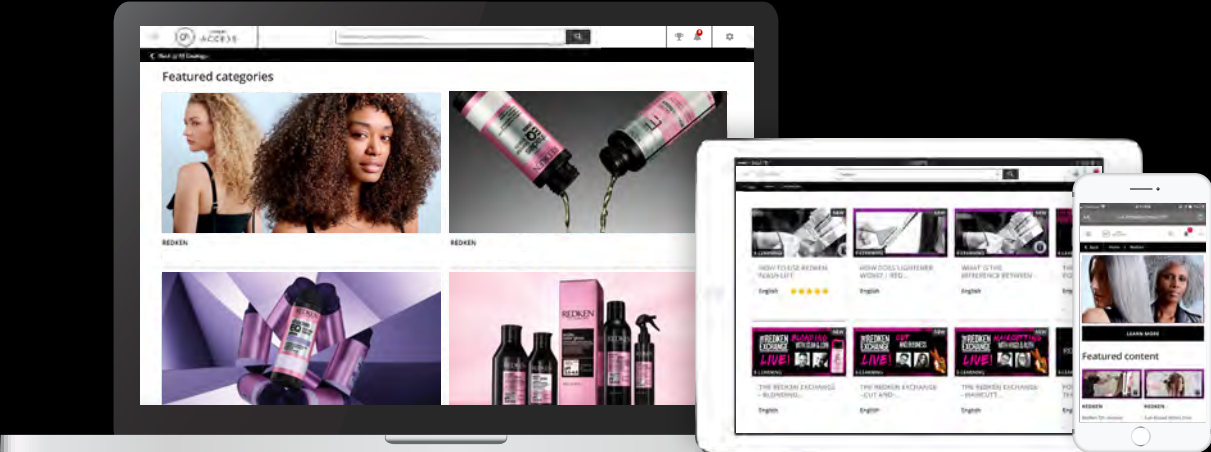




# ALWAYS ON EDUCATION THE INDUSTRY'S BEST EDUCATION

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!**



VEHICOLI DI SCIENCE...  
 PRESCRIBIBILI PIU'S...  
 ...



## 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 over 60 years, Redken has been a leader in hair care, empowering professionals and consumers alike to achieve their hair goals. Powered by science, we're committed to the highest standards of safety and efficacy. Our products are formulated with the highest quality ingredients and undergo rigorous testing to ensure they meet the needs of our customers. Redken is a proud member of the L'Oréal Paris family, and we're committed to the same high standards of safety and efficacy. We're committed to the highest standards of safety and efficacy. We're committed to the highest standards of safety and efficacy.



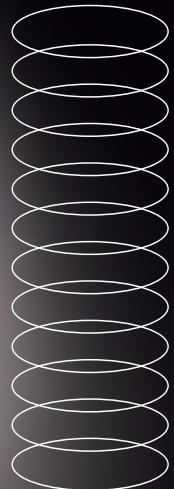


# THIRD-PARTY CERTIFICATION

## 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



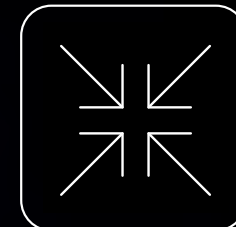
vegan formula\*



at least 90% biodegradable\*\*



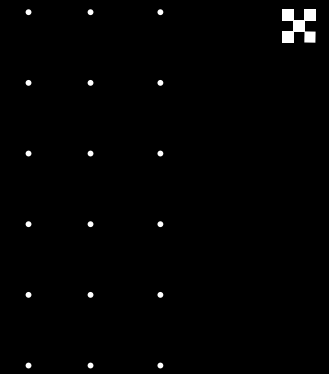
at least 94% recycled plastic\*\*\*



made with less plastic



made in factory using 100% renewable energy



PHOTOGRAPH BY JACQUELINE MARRAS FOR HAIR  
STYLING BY JACQUELINE MARRAS FOR HAIR  
TO BEAT STYLING, WE BRING TO THE TABLE  
THE BEST OF ALL WORLDS. HAIR STYLING  
IS A PROFESSIONAL AND ARTISTIC PRACTICE  
AND LOVED BY STYLISTS AND CUSTOMERS  
ALIKE.



# 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.



PHOTOGRAPH BY JACQUELINE MARRAS FOR HAIR  
STYLING BY JACQUELINE MARRAS FOR HAIR  
TO BEAT STYLING, WE BRING TO THE TABLE  
THE BEST OF ALL WORLDS. HAIR STYLING  
IS A PROFESSIONAL AND ARTISTIC PRACTICE  
AND LOVED BY STYLISTS AND CUSTOMERS  
ALIKE.









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  
ompliance 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  
eported by an acidic pH, which remains the alpha and omega of  
e to this very day. All Redken products are made with the highest  
gredients and tested by salon professionals to ensure maximum  
y for every hair type and texture and every hair need. Based in New  
y, Redken supports the expertise of salon professionals with  
e-based education, cutting-edge technologies, rooted in  
vidence, and a portfolio of products including Shades EQ - the #1  
erment haircolor on the market - for maximum versatility and  
y for clients of all hair types and hair textures.

in New York City, Redken is the #1 salon brand in the US. Powerfully  
is. Pioneered by price, Redken was created in 1960 by Hollywood  
a Paul, New York, who recognized the need for gentle, high-performan  
cs and non-damaging hair professionals. She joined forces with her  
eek, Paul Redding, to study the chemistry of healthy hair. Their  
standing research revolutionized the haircare industry. Grounded  
ome scientific basis today, all Redken products are made with the  
d quality ingredients and tested by salon professionals to ensure  
ompliance with confidence. The confidence to change their hair and  
their life. Based in New York City, Redken is the #1 professional  
in the US for every hair type and texture and every hair need.

er 60 years, Redken has been a leader in the professional salon  
y empowering professionals and consumers to achieve healthy hair  
ompliance 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  
eported by an acidic pH, which remains the alpha and omega of  
e to this very day. All Redken products are made with the highest  
gredients and tested by salon professionals to ensure maximum  
y for every hair type and texture and every hair need. Based in New  
y, Redken supports the expertise of salon professionals with  
e-based education, cutting-edge technologies, rooted in  
vidence, and a portfolio of products including Shades EQ - the #1  
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



ACCESS  
L'ORÉAL

## 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

+

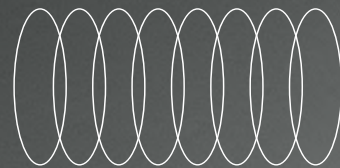


MOISTURE

+



ACIDIC pH



**REDKEN**  
5TH AVENUE NYC



# HAIRCARE AT A GLANCE

## ☐ BONDING CARE



ACIDIC BONDING CONCENTRATE



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

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

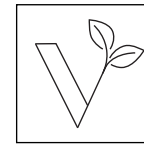
- Up to 48 hours of volume\*\*
- Lightweight bond repair\*\*\*
- 2-days non-oily hair\*\*
- 4x easier detangling\*\*

**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**

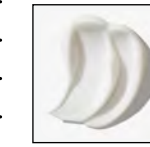
**HAIR TYPE:** Demanding, processed hair

**BENEFITS:**

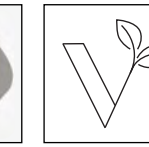
- 16% conditioning care complex for 72hrs of ultra-hydration\*\*\*\*\*
- 2x shine for 3 days\*\*\*\*\*
- 3x stronger inside & out\*\*\*\*\*
- 14x easier detangling\*\*\*\*\*

**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:**

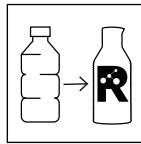
- Apply **Shampoo** on damp hair, lather, rinse.
- Follow with **Conditioner**, rinse.



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).

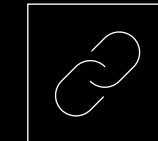
## BENEFITS

**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

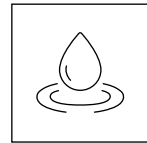
#### BENEFITS:

- **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



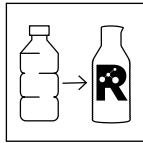
shampoo



conditioner



vegan formula\*



at least 94% recycled plastic\*\*



### HEAVY CREAM RINSE-OUT TREATMENT MASK

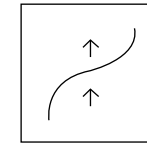
**HAIR TYPE:** Dry, brittle hair

#### 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

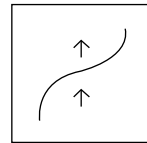
**HAIR TYPE:** Dry, brittle hair

#### 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:

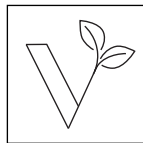
- Apply on towel-dried hair and distribute evenly, style as desired.



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

### 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.



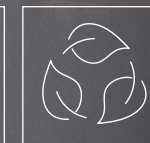
shampoo



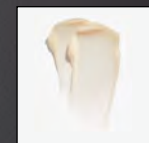
vegan formula\*



at least 94% recycled plastic\*\*



at least 90% biodegradable\*\*\*



conditioner



vegan formula\*



at least 94% recycled plastic\*\*





# 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**

<p><b>75%</b></p> <p>REDUCTION OF DAMAGE</p>		<p>REDUCED BREAKAGE BY 75%</p>	<p><b>70%</b></p> <p>REDUCES THE APPEARANCE OF SPLIT ENDS BY 70%</p>
--	--	--------------------------------	--

**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:

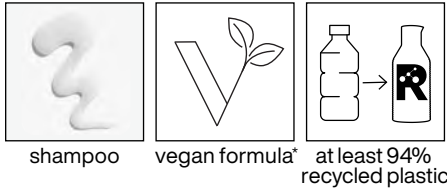
Damaged hair

### 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.



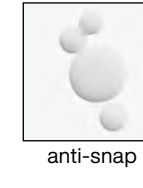
## ANTI-SNAP ANTI-BREAKAGE LEAVE-IN TREATMENT

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

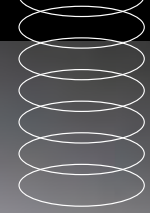
### BENEFITS:

- 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:**

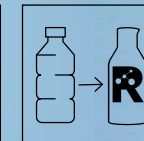
- Formulated with **1% Length Care Complex**
- Gently cleanses
- Helps promote strong hair\*\*

**USAGE:**

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



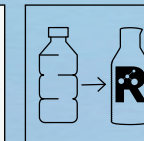
shampoo



at least 94% recycled plastic\*



conditioner



at least 94% recycled plastic\*



**TRIPLE ACTION TREATMENT**

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

**BENEFITS:**

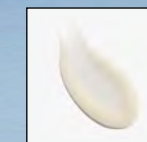
- Formulated with our most potent **Length Care Complex** yet with **Niacinamide, Biotin & Castor Oil**.
- 2X stronger hair in a single use\*\*\*
- Visibly reduces split ends by 68%\*\*\*
- Healthier looking & feeling hair instantly
- Targets the scalp, lengths and ends to reduce breakage

**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

**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.







# ACIDIC COLOR GLOSS

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

### BENEFITS



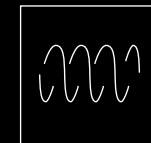
GLASS-LIKE SHINE FOR 3 DAYS\*



**+76%** SHINIER HAIR\*\*



INTENSE, MOLECULAR-LEVEL SHINE



ACIDIC pH FORMULAS SEAL THE CUTICLE AND LOCK IN SHINE

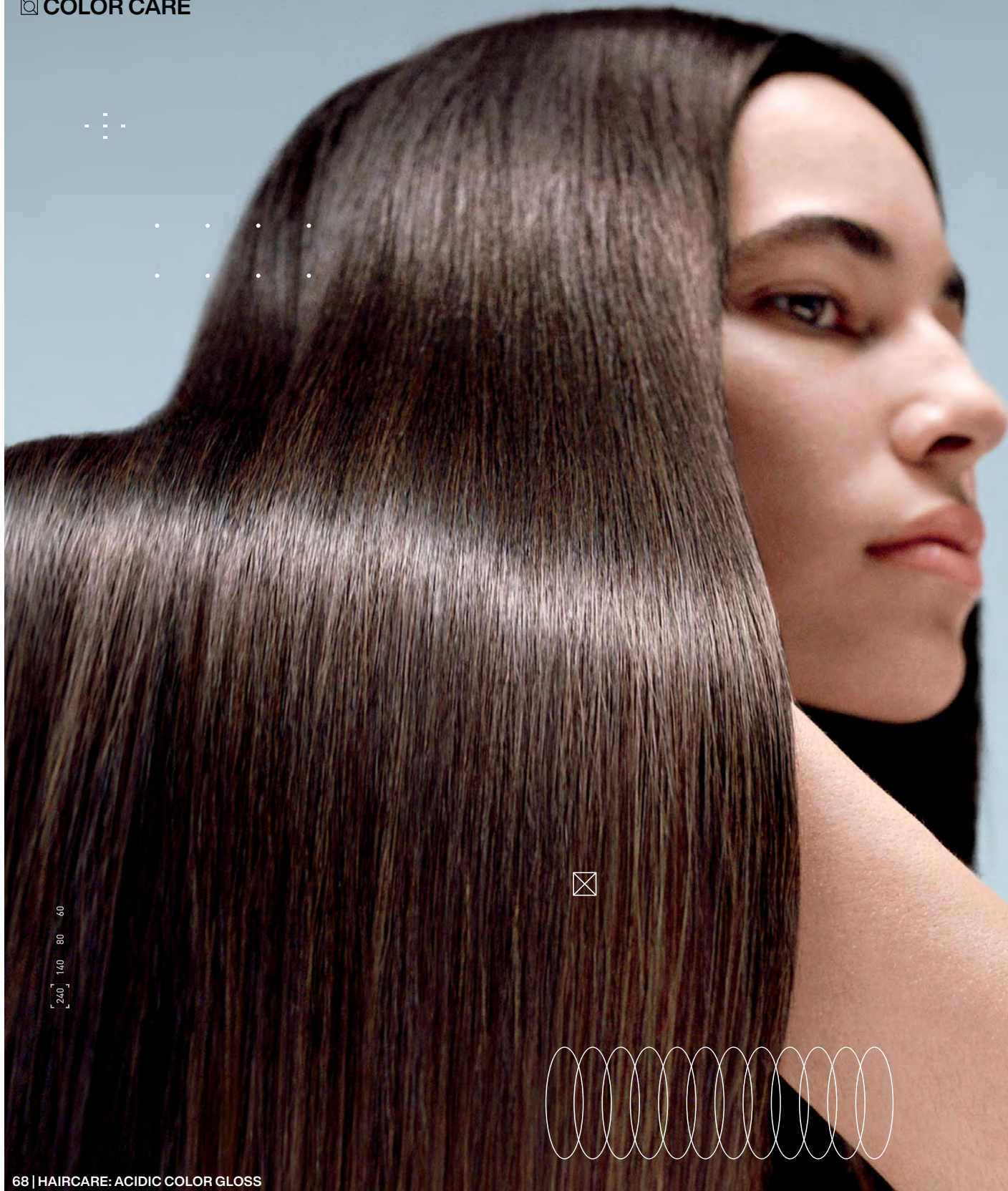
### TECHNOLOGY / KEY INGREDIENTS

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.



\*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:**

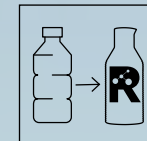
- Formulated with **1% Smoothing Complex**
- Gently cleanses, smooths hair and controls frizz\*
- Suitable for color-treated hair

**USAGE:**

- Apply to wet hair.
- Lather. Rinse.



shampoo



at least 94% recycled plastic\*



**ACG ACTIVATED GLASS GLOSS TREATMENT**

**HAIR TYPE:** Frizz-prone hair

**BENEFITS:**

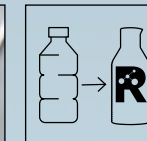
- Formulated with **2% Smoothing Complex**
- Moisturizes and detangles
- Protects hair from frizz while increasing softness\*
- Suitable for color-treated hair

**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:**

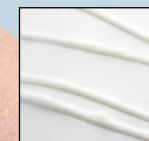
- Frizz-prone hair
- Ideal for moderate frizz

**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**

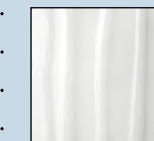
**HAIR TYPE:** Frizz-prone hair

**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



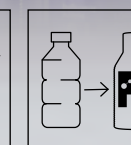
shampoo



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

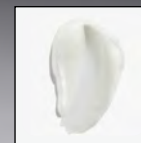
### BENEFITS:

- 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

+ + + + + +

+ + + + + +

+ + + + + +



# FRIZZ DISMISS

## PROFESSIONAL SOLUTION TO SMOOTH FRIZZY HAIR

### BENEFITS

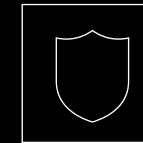
- Smooths frizz and helps to protect hair from humidity
- Formulas enriched with Babassu Oil from Brazil
- **Instant Deflate** provides 24-hour frizz and humidity protection
- Suitable for color-treated hair\*

### TECHNOLOGY/KEY INGREDIENTS

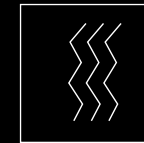
**Smoothing Complex** contains **Babassu Oil**, an oil extracted from nuts grown on the Babassu palm.\*



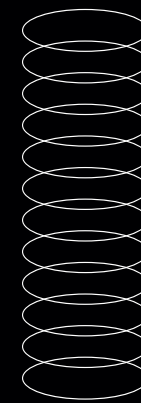
CONTAINS  
BABASSU OIL



HELPS FIGHT FRIZZ,  
ENHANCE SMOOTHNESS,  
AND PROVIDE  
HUMIDITY PROTECTION



FIGHTS  
FRIZZ





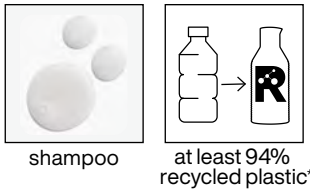
SHAMPOO

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**.



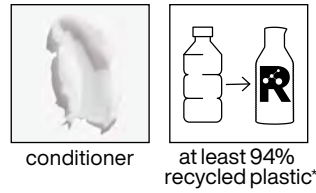
CONDITIONER

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

2.40 1.40 80 60



# VOLUME INJECTION

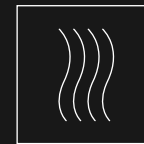
## PROFESSIONAL SOLUTION FOR FINE, FLAT OR PROCESSED HAIR

### BENEFITS

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

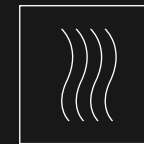
### TECHNOLOGY/KEY INGREDIENTS

**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\*\*

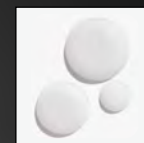
### SHAMPOO & CONDITIONER

**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**.



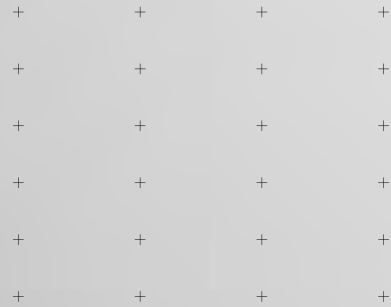
shampoo



conditioner







# HAIR CLEANSING CREAM

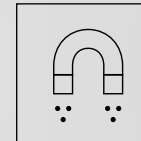
PROFESSIONAL SOLUTION FOR INSTANT DEEP CLEANSING

### BENEFITS

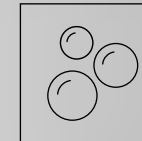
- Formulated with **4% Cleansing Complex**
- Removes product build up, excess oil, and pollution particles in one use
- Leaves hair feeling thoroughly cleansed

### 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

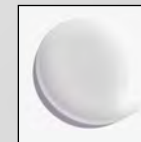


CLEANSSES HAIR

### 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

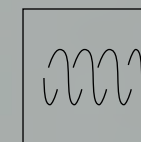
- Dermatologist-tested for safety
- **Piroctone Olamine** helps combat the symptoms of dandruff
- Shampoo gently cleanses hair and soothes the scalp
- Leaves scalp clarified and relieved
- Leaves hair shiny, light and airy

### TECHNOLOGY / KEY INGREDIENTS

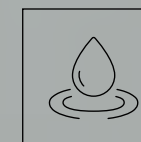
**Scalp Relief** Anti-Dandruff shampoo with **Piroctone Olamine**, an anti-dandruff active, helps to soothe, relieve and clarify the scalp in only one use.



**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:

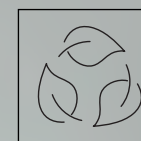
1. **Carry:** Specialized ingredients are **carried** to the scalp and hair
2. **Release:** Specialized ingredients **release** and break apart
3. **Bind:** Specialized ingredients **bind** to the scalp and hair

### 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

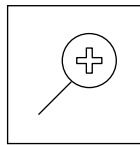
+ + + +



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

## HOW DO I APPLY?

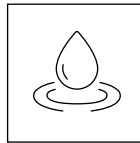
### STEP 1



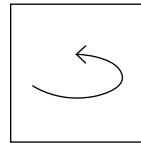
**DIAGNOSE**  
Your client's need for protein and/or moisture



### STEP 2: CUSTOMIZE

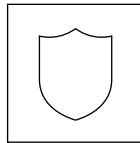


**AS A STANDALONE**  
Apply up to 15ml of **Acidic Moisture Concentrate** to replenish moisture  
**-OR-**  
Up to 15ml of **Acidic Protein Amino Concentrate** to balance protein levels in hair



**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





240 140 80 60

# TOTAL BONDING

## 1 LIGHTEN

WITH BONDER BUILT-IN FOR BETTER CONDITION

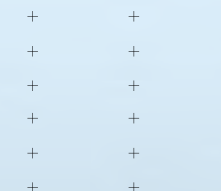
Protect disulfide bonds during the lightening process while lifting through red, orange and yellow undertones.



## 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**

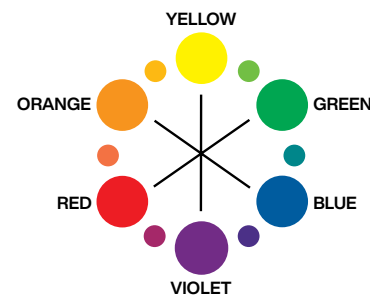
1. Apply mixture to the test area with a cotton swab or ball
2. Let test spot dry. Instruct client not to wash, cover or disturb for 48 hours
3. Instruct client to examine test area periodically over the next 48 hours. If he/she experiences any reactions such as redness, burning, itching, swelling, skin 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**.

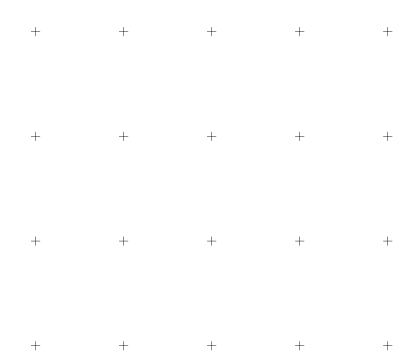
### LOWLIGHTS

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 <b>Color Fusion Extra Lift:</b> 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"> <li>Multi-dimensional color results</li> <li>Intense conditioning</li> <li>Radiant shine</li> <li>Includes <b>Hi-Fusion</b> and <b>Extra Lift</b> shades</li> <li>Includes proprietary red dye technology</li> </ul>	<ul style="list-style-type: none"> <li>Up to 100% dimensional gray coverage with natural, modern reflects</li> <li>Pre-blended shades for hair with 50% or more gray</li> <li>11 tonal families with coverage and tone in one step</li> <li>Low ammonia formula</li> <li>Superior conditioning</li> </ul>	<ul style="list-style-type: none"> <li>Up to 100% gray coverage with monochromatic results, on every single shade</li> <li>No ammonia, no fragrance, no drip</li> <li>Hair rejuvenation for wiry grays:                             <ul style="list-style-type: none"> <li>- 78% increased shine*</li> <li>- 30% increased condition**</li> <li>- 2% apricot oil for smoother hair</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Up to 100% gray coverage with shiny, saturated results</li> <li>Liquid format is best for blended techniques like smudges and melts</li> <li>Includes proprietary red dye technology</li> </ul>	<ul style="list-style-type: none"> <li>Up to 100% coverage in only 10 minutes</li> <li>High kinetic dyes for fast root color saturations</li> <li>Smart Pause Technology helps prevent over-processing (achieve virtually the same results between 10 and 15 minutes)</li> <li>Liquid format for express application</li> </ul>

\*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"> <li>Acidic demi-permanent liquid gloss</li> <li>Ultimate shine and condition</li> <li>No lift—no need to worry about banding or harsh regrowth</li> <li>Zero ammonia</li> <li>Unlimited service &amp; revenue potential in 20 minutes</li> <li>100+ perfectly pre-mixed shades</li> <li>Gloss, tone, refresh, correct, add dimension and blend gray</li> </ul>	<ul style="list-style-type: none"> <li>Acidic demi-permanent liquid gloss</li> <li>Ultimate shine and condition</li> <li>Tones + Repairs* in 1 step</li> <li>Built-In Bonding Technology helps strengthen hair fiber*</li> <li>No lift—no need to worry about banding or harsh regrowth</li> <li>Pair with <b>Flash Lift Bonder Inside</b> for added protection to leave the hair stronger*</li> <li>Balances porosity for even distribution of color</li> </ul>	<ul style="list-style-type: none"> <li>Demi-permanent cream color</li> <li>Blend 75% gray, brighten, correct and add dimension</li> <li>100% oxidative dyes for maximum longevity</li> <li>Zero ammonia</li> <li>Up to 1.5 levels of lift</li> </ul>

\*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"> <li><b>5-minute custom gray camouflage for men</b></li> <li>Gel-like viscosity adheres to gray hair</li> <li>Gray is camouflaged, naturally blended and gradually fades without unnatural gold or red tones</li> </ul>	<ul style="list-style-type: none"> <li>Conditioning cream haircolor</li> <li>Up to 5 levels of lift in 1 step</li> </ul>	<ul style="list-style-type: none"> <li>Lets you “break the base” and bump up the natural level slightly</li> <li>Available in Cool and Clear</li> <li>Up to 1 level of lift in 10 minutes</li> </ul>





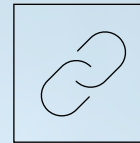
# COLOR FUSION

## ADVANCED PERFORMANCE COLOR CREAM

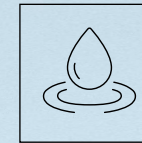
### NATURAL-LOOKING, MULTI-DIMENSIONAL RESULTS WITH CONDITION AND SHINE

- **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"> <li>For modern, multi-dimensional gray coverage, formulate with the N or Gb families</li> <li>For superior gray coverage on 50% or more gray hair, formulate with <b>Cover Fusion</b></li> <li>Do not use heat</li> </ul> 
		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"> <li>To help maintain the proper balance of <b>Hi-Fusion</b> and <b>Color Fusion</b> dyes: ¼ oz. <b>Hi-Fusion</b> + 1 ¼ oz. <b>Color Fusion</b>.</li> <li>Color tone and longevity may be compromised otherwise</li> <li>Do not use heat</li> </ul> 
		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"> <li><b>Hi-Fusion</b> is not recommended to be used alone for all-over color applications</li> <li>For on-scalp applications, refer to <b>Hi-Fusion</b> Amplifier instructions</li> <li>Do not use heat</li> </ul> 
		20 volume				
		30 volume				
		40 volume				
COLOR FUSION EXTRA LIFT	Mix 1:2	<b>Violet, Light Neutral and Blue:</b> 40 volume  <b>Titanium:</b> 30 or 40 volume	Up to 5	Extra lift for all levels	35–45 minutes	<ul style="list-style-type: none"> <li><b>Color Fusion Extra Lift</b> shades are only intermixable with each other</li> <li><b>Violet</b> is for starting levels 7–10</li> <li><b>Light Neutral</b> is for starting levels 6–10</li> <li><b>Blue</b> is for starting levels 5–7</li> <li><b>Titanium</b> is for starting levels 3–5</li> <li>Do not use heat</li> </ul> 
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"> <li>Use only with 20 vol. <b>Pro-oxide</b> Cream Developer</li> <li>Do not use heat</li> </ul> 

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	



**R** 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	TITANIUM		
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			
<b>VIOLET</b>	<b>LIGHT NEUTRAL</b>	<b>BLUE</b>	<b>TITANIUM</b>
			
<b>EL-V</b> Bases 7-10 Shown on Level 7	<b>EL-LN</b> Bases 6-10 Shown on Level 6	<b>EL-B</b> Bases 5-7 Shown on Level 6	<b>EL-T</b> Bases 3-5 Shown on Level 5

# COLOR FUSION COVER FUSION

BROWN TO TAN BACKGROUND COLOR										
COVER FUSION										
<b>NATURAL ASH BROWN</b>	<b>NATURAL CHOCOLATE</b>	<b>NATURAL ASH</b>	<b>NATURAL NATURAL</b>	<b>NATURAL GOLD BEIGE</b>	<b>NATURAL GOLD IRIDESCENT</b>	<b>NATURAL GOLD</b>	<b>NATURAL GOLD COPPER</b>	<b>NATURAL BROWN COPPER</b>	<b>NATURAL COPPER RED</b>	<b>NATURAL BROWN RED</b>
										
										
										
										
										
										
										



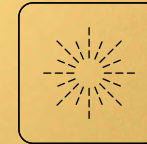


New look!  
Same great formula

# COLOR GELS OILS

## DON'T JUST COVER GRAYS, REJUVENATE THEM

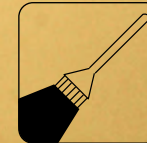
### TECHNOLOGY / KEY INGREDIENTS



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



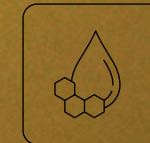
AMMONIA FREE &  
FRAGRANCE FREE



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.

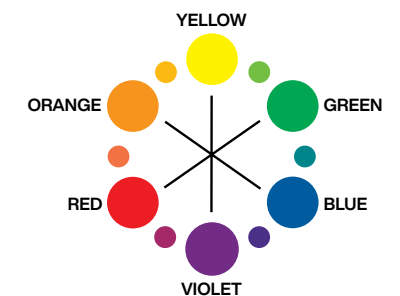
## MONOCHROMATIC AND SATURATED

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



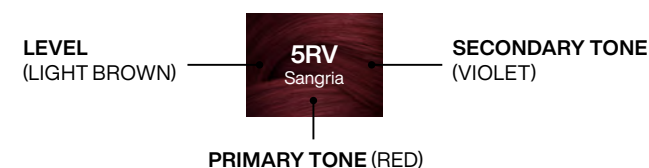
**Rubilane®**  
Offers the truest, chromatic coppery-red reflect that remains bright and saturated.



**R5**  
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				9NCh Chocolate Milk	9NN Cortado												
	8 LIGHT BLONDE	8P Misty Pearl		8NA Volcanic	8NCh Chocolate Souffle	8NN Creme Brulee	8N Mojave	8NW Safari				8IG Gold Faithful		8G Almond Sugar				
	7 MEDIUM BLONDE				7NCh Fondue	7NN Cocoa Powder							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	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			4BC Allspice							
	3 DARK BROWN																	
	2 DARKEST BROWN	2ABn Cool Ebony					3NN Black Coffee											
	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

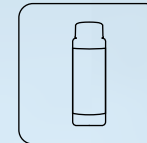




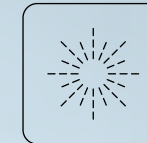
# COLOR GELS LACQUERS

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

## TECHNOLOGY / KEY INGREDIENTS



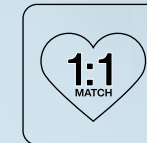
LIQUID BASE  
WITH UP TO 100%  
GRAY COVERAGE



INTENSE SATURATION  
AND SHINE



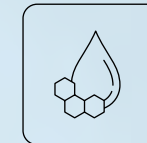
VERSATILE FORMAT  
For blended techniques  
like smudges & melts



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

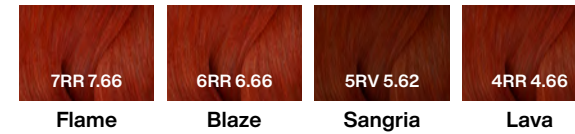
PROVIDING COVERAGE IN A VARIETY OF REFLECTS

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

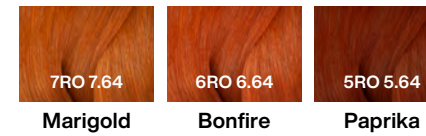
% OF GRAY	COOLING FAMILIES: GN, AB, NA		WARMING FAMILIES: GB, NG, RO	
	ABN, N OR NN	PROPORTION OF OTHER SHADES	NW, WG, CB OR RB	PROPORTION OF OTHER SHADES
UP TO 25%	-	2 oz. (60 ml)	½ oz. (15 ml)	1½ oz. (45 ml)
25-50%	½ oz. (15 ml)	1½ oz. (45 ml)	¾ oz. (22.5 ml)	1¼ oz. (37.5 ml)
50-75%	1 oz. (30 ml)	1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

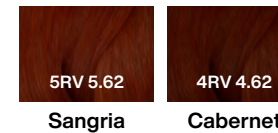
**R5** creates pure red tones for long-lasting color that's vivid and bright.  
RR = RED/RED



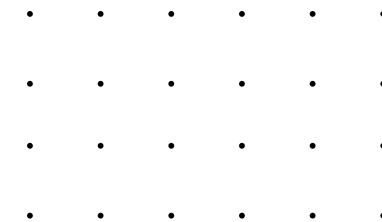
**RO** offers the truest, chromatic coppery-red reflect that remains bright and saturated.  
RO = RED/ORANGE



**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



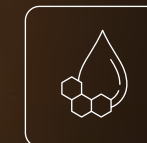
PERFECT FOR DIMENSION CLIENTS



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

**R** 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 Brulee 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

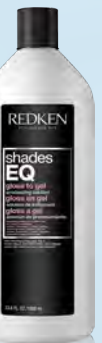
- Transforms any **Shades EQ** liquid gloss formula into a versatile gel for greater control and precise application
- Perfect for lowlights, contouring and defining for customized control



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

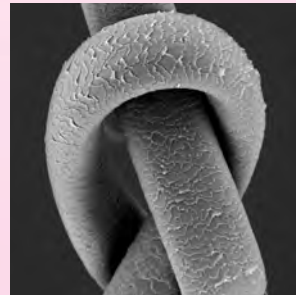
- Acidic demi-permanent with built in bonder
- Intense shine and ultra-conditioning
- Tones and repairs\* hair in 1 step
- No additive needed, no compromise to color results

## 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



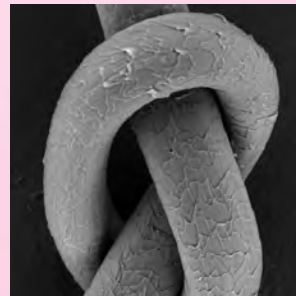
PRE-LIGHTENED HAIR\*\*\*

### 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"> <li>• Adds shine and condition on all hair types</li> <li>• <b>CALLING ALL CURLY CLIENTS!</b> Offer your curly clients a Clear Service for added condition and shine</li> </ul>		
tone	<ul style="list-style-type: none"> <li>• Tone down or intensify natural or color-treated hair</li> <li>• Tone pre-lightened or highlighted hair</li> </ul>		Enhance, enrich, change, match, tone down or intensify natural or color-treated hair while harmonizing contrast
REFRESH	<ul style="list-style-type: none"> <li>• Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth (Zone 1)</li> <li>• Restore color to highlights</li> <li>• Add color immediately following a Redken texture service to restore any color loss that may have occurred</li> </ul>	<ul style="list-style-type: none"> <li>• Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color on the regrowth (Zone 1)</li> <li>• Restore color to highlights</li> <li>• Suitable for sensitized hair</li> </ul>	Not recommended
CORRECT	<ul style="list-style-type: none"> <li>• Fill over-lightened hair before a tintback service</li> <li>• Correct uneven, brassy or overly vibrant tones</li> </ul>	Correct uneven, brassy or overly vibrant tones on sensitized hair	<ul style="list-style-type: none"> <li>• Correct uneven, brassy or overly vibrant tones</li> <li>• Harmonize tone from scalp to ends</li> <li>• Lessen banding</li> </ul>
DIMENSION	<ul style="list-style-type: none"> <li>• Use <b>Gloss to Gel</b> Processing Solution to add dimension with lowlights, root smudge</li> <li>• Color block and add contour with precise placement</li> </ul>		<ul style="list-style-type: none"> <li>• Add dimension with lowlights</li> <li>• Color block &amp; add contour with precision placement</li> </ul>
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"> <li>• Deposit shine only. Suitable for sensitized clients.</li> <li>• Dilute color intensity</li> <li>• Dilute level intensity</li> </ul>		<ul style="list-style-type: none"> <li>• Soften the natural base</li> <li>• Dilute color intensity</li> <li>• Dilute level density</li> <li>• Brightening effect</li> </ul>
BRIGHTEN	N/A		<ul style="list-style-type: none"> <li>• Soften the natural base prior to a highlight service</li> <li>• Add reflect &amp; shine to dull or faded color</li> </ul>

\*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



LEVEL OF DEPOSIT	TONE	BLACK TO GRAY BACKGROUND COLOR							BROWN TO TAN BACKGROUND COLOR																																																														
		SILVER/BLUE	GREEN/YELLOW	BLUE	BLUE/PEARL	BLUE/VIOLET	BLUE/VIOLET	BLUE/VIOLET	BLUE/GREEN	BLUE/MAHOGANY	BLUE/VIOLET	BLUE/GOLD	RED/VIOLET	VIOLET/GOLD	GOLD	GOLD/VIOLET																																																							
10 ULTRA PALE BLONDE	07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.	LIGHT SHADES							MEDIUM SHADES							DARK SHADES																																																							
		010T Platinum & Bondor Inside							010NA Marble Bondor Inside							010P Ivory Pearl & Bondor Inside							010N Delicate Natural & Bondor Inside							010AG Misty Beige Bondor Inside							010NB Caramel Cloud Bondor Inside							010VG Baby & Bondor Inside							010NW Iced Pina Bondor Inside							010GI Tahitian Sand & Bondor Inside													
		09T Chrome & Bondor Inside							09NA Mist							09P Opal Glow & Bondor Inside							09M Sand Dunes							09N Cafe au Lait & Bondor Inside							09AG Glossy Greige Bondor Inside							09NB Irish Crème							09VG Indescence							09NW Cream Soda							09GI Hamptons						
9 VERY LIGHT BLONDE	8 LIGHT BLONDE	08T Silver							08GN Ivy							08VB Violet Frost							08NA Volcanic							08N Mojave							08VG Gilded Taupe							08GI St. Barths																											
		07T Steel							07VB Violet Star							07NA Pewter							07P Mother of Pearl							07M Driftwood							07NCh Fondue Bondor Inside							07N Mirage							07AG Smokey Beige Bondor Inside							07NB Chestnut							07NW Milk Tea						
		06T Iron							06GN Moss							06ABn Brown Smoke							06VB Violet Lagoon							06NA Granite							06NCh Galachic Bondor Inside							06N Moroccan Sand							06NB Brandy							06GI Tenerife													
6 DARK BLONDE	5 LIGHT BROWN	05NA Smoke							04ABn Dark Roast							04NA Storm Cloud							04M Smoked Cedar							04NCh Dark Chocolate Bondor Inside							04N Chicory							04NB Maple							03NW Cocoa Bean																				
		03NB Espresso							02ABn Cool Ebony							02M Midnight Ash							01B Onyx							000 Crystal Clear & Bondor Inside																																									

BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR									
GOLD/MAUVE	YELLOW	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			
010G Lemon Icing Bondor Inside										010AA Butternut Bondor Inside									
09GB Butter Cream										09AA Papaya									
09G Vanilla Crème										09RB Blush									
08GG Gold Dip										08CR Sunrise									
08WG Golden Apricot										08VRo Rose									
08C Cayenne										08V Indescent Quartz									
07B Butterscotch										07RR Flame									
07G Saffron										07V Crushed Amethyst									
07C Curry										06GRo Golden Fliz Bondor Inside									
07AA Turmeric Bondor Inside										06CR Sunset									
07CB Spicestone										06R Rocket Fire									
06G Toffee										06RR Blaze									
06G St. Tropez										06V Mauve Rose									
06GG Midas Touch										06V Cosmic Violet									
06WG Mango										05RV Sangria									
06AA Bontire										05V Violet									
06CB Amber Glaze										04RV Cabernet									
06R Cherry Cola										04V Violet Rose									
06CC Electric Shock										03RV Merlot									
05G Caramel										03V Orchid									
05C Chili																			
04WG Sun Tea																			
04CB Clove																			
03G Cinnamon																			
03A Terra Cotta																			
03RB Mahogany																			
03R Roxy Red																			
Yellow Kicker										Orange Kicker									
Red Kicker										Violet Kicker									

**KEY:**   Shades available in both Shades EQ Gloss & Shades EQ Bondor Inside outlined in

  Shades available only in Shades EQ

**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	NATURAL 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 Fondle 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					04NCh Dark Chocolate Bonder Inside												
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

EJ 01 5790 8782+33

240 140 80 60



EJ 01 5790 8782+33

240 140 80 60

# 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. <b>Pro-oxide</b> 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
 <b>TITANIUM</b> .12T	Provides more cooling than neutralization. Best for deep orange/gold undertones	3-5	COOL	<ul style="list-style-type: none"> <li>• ½ oz. 09T Chrome <b>Shades EQ Gloss</b></li> <li>• 1½ oz. Crystal Clear <b>Shades EQ Gloss</b></li> <li>• 2 oz. <b>Shades EQ</b> Processing Solution</li> </ul>
 <b>NATURAL</b> .0N	Produces natural results with little refinement	5-7	NEUTRAL	<ul style="list-style-type: none"> <li>• ½ oz. 09N Café Au Lait <b>Shades EQ Gloss</b></li> <li>• 1½ oz. Crystal Clear <b>Shades EQ Gloss</b></li> <li>• 2 oz. <b>Shades EQ</b> Processing Solution</li> </ul>
 <b>BEIGE</b> .13B	Creates soft, beige results. Best used on pale yellow undertones	5-7	WARM	<ul style="list-style-type: none"> <li>• ½ oz. 09GB Butter Cream <b>Shades EQ Gloss</b></li> <li>• 1½ oz. Crystal Clear <b>Shades EQ Gloss</b></li> <li>• 2 oz. <b>Shades EQ</b> Processing Solution</li> </ul>
 <b>NATURAL ASH</b> .01NA	Soft blue tones to refine orange/gold undertones	5-7	COOL	<ul style="list-style-type: none"> <li>• ¼ oz. 09B Sterling <b>Shades EQ Gloss</b></li> <li>• 1¼ oz. Crystal Clear <b>Shades EQ Gloss</b></li> <li>• 2 oz. <b>Shades EQ</b> Processing Solution</li> </ul>
 <b>BLUE</b> .1BL	Blue tones provide maximum refinement of orange undertones	5-7	COOL	<ul style="list-style-type: none"> <li>• ½ oz. 09B Sterling <b>Shades EQ Gloss</b></li> <li>• 1½ oz. Crystal Clear <b>Shades EQ Gloss</b></li> <li>• 2 oz. <b>Shades EQ</b> Processing Solution</li> </ul>
 <b>ASH PEARL</b> .19AP	Additional blue tones to create a cooler pearl look on medium bases	5-7	COOL	<ul style="list-style-type: none"> <li>• ¾ oz. 09T Chrome <b>Shades EQ Gloss</b></li> <li>• ½ oz. 09P Opal Glow <b>Shades EQ Gloss</b></li> <li>• 1 oz. Crystal Clear <b>Shades EQ Gloss</b></li> <li>• 2 oz. <b>Shades EQ</b> Processing Solution</li> </ul>
 <b>PEARL</b> .9P	Violet-blue tones neutralize strong gold undertones	7-10	COOL	<ul style="list-style-type: none"> <li>• ½ oz. 09P Opal Glow <b>Shades EQ Gloss</b></li> <li>• 1½ oz. Crystal Clear <b>Shades EQ Gloss</b></li> <li>• 2 oz. <b>Shades EQ</b> Processing Solution</li> </ul>
 <b>VIOLET</b> .2V	Violet tones control yellow and pale yellow undertones	7-10	COOL	<ul style="list-style-type: none"> <li>• ½ oz. 09V Platinum Ice <b>Shades EQ Gloss</b></li> <li>• 1½ oz. Crystal Clear <b>Shades EQ Gloss</b></li> <li>• 2 oz. <b>Shades EQ</b> Processing Solution</li> </ul>
 <b>VIOLET VIOLET</b> .22VV	A double dose of violet for maximum refinement of gold undertones	7-10	COOL	<ul style="list-style-type: none"> <li>• 1 oz. 09V Platinum Ice <b>Shades EQ Gloss</b></li> <li>• 1 oz. Crystal Clear <b>Shades EQ Gloss</b></li> <li>• 2 oz. <b>Shades EQ</b> Processing Solution</li> </ul>

EJ 01 5790 8782+33





# LIGHTENERS AT A GLANCE

## ☐ POWDER LIGHTENERS



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



- FLASH LIFT BONDER INSIDE**  
2-IN-1 LIGHTENER + BONDER 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.
















EJ 01 5790 8782+33










# REDKEN SALON GEAR

FORM, FUNCTION & FASHION

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

<b>BALAYAGE BRUSH</b>		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.
<b>EDGE BRUSH</b>		Beveled edges allow you to easily create and soften edgy vertical lines, adding depth, dimension and drama to your looks.
<b>SILVER TINT BOWL</b>		Ideal for mixing cream haircolor formulas. The perfect companion to our brushes.
<b>APPLICATOR BOTTLE</b>		Ideal for mixing and applying liquid haircolor.
<b>REDKEN TUBE KEY</b>		Helps you easily dispense every drop from your color tubes.
<b>MEASURING CUP</b>		Ensures precise measuring for formula predictability.
<b>MINI WHISK</b>		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



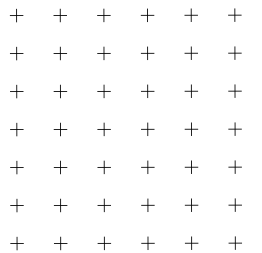
## VOLUME

- 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



vegan formula\*





EJ 01 5790 8782+33



# 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:**

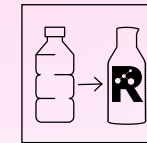
- Instant volume
- Silky, soft finish with a natural bounce
- Heat protection up to 450°F (230°C)
- Frizz protection without the crunch

**USAGE:**

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



vegan formula\*



at least 94% recycled plastic\*\*





EJ 01 5720 0722-23



# HEAT PROTECTION SPRAYS

ALL FORMULATED WITH HEAT PROTECTION AND HEAT RESTYLING TECHNOLOGY

## THERMAL SPRAY - LOW HOLD

Flexible Heat Protection

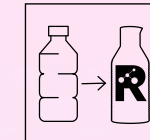
HAIR TYPE: All hair types

### 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

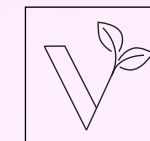
HAIR TYPE: All hair types

### BENEFITS:

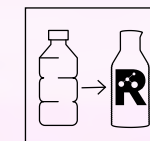
- Maximum control
- Heat protection up to 450°F (230°C)
- Sets styles with lasting hold
- Formulated with Ceramides and Cranberry Oil
- Frizz control

### 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



vegan formula\*



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:**

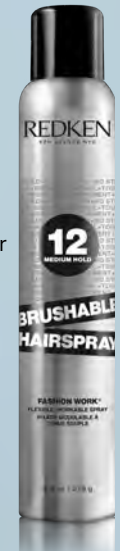
- Flexible all day control
- 24-Hour humidity resistance
- Satin-matte sheen
- Fast drying

**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

A square icon with a 'V' and a leaf, labeled 'vegan formula\*'. To its right is a horizontal scale from 0 to 100% with a dot at approximately 10%, labeled '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

A square icon with a 'V' and a leaf, labeled 'vegan formula\*'. To its right is a horizontal scale from 0 to 100% with a dot at approximately 90%, labeled '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

A square icon with a 'V' and a leaf, labeled 'vegan formula\*'. To its right is a horizontal scale from 0 to 100% with a dot at 100%, labeled '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

A square icon with a 'V' and a leaf, labeled 'vegan formula\*'. Next to it is a circular icon with three leaves, labeled 'at least 90% biodegradable\*\*'. To the right is a horizontal scale from 0 to 100% with a dot at 100%, labeled 'Maximum Hold'.



\*no animal derived ingredients \*\*equivalent to 30% 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



vegan formula\*

## 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



vegan formula\*

## 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

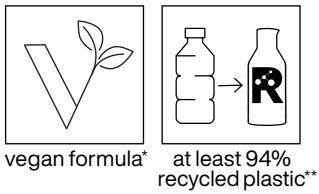
**HAIR TYPE:** All hair types

**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

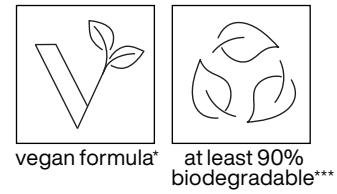
**HAIR TYPE:** All hair types

**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”



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

## 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







# 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:**

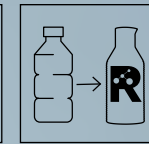
- Up To 72-hour curl definition
- Hydrates curls for up-to 72-hours
- 81% Frizz reduction

**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:**

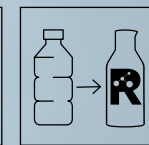
- Refreshes 7th day curls without washing
- Hydrates & defines up to 7th day curls
- 76% Frizz reduction

**USAGE:**

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



vegan formula\*



at least 94% recycled plastic\*\*

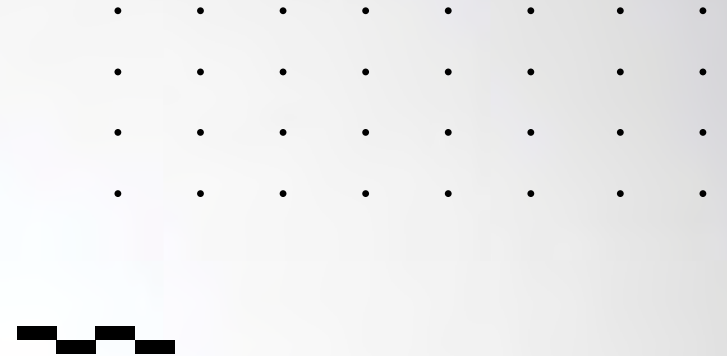
ALL CURL STYLERS FORMULATED WITHOUT  
SILICONES, SULFATES, PARABENS & MINERAL OILS.



+ +  
**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

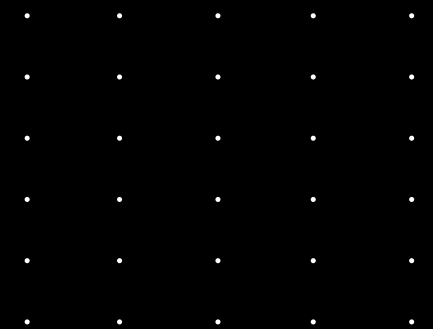
- Daily Shampoo
- Daily Conditioner
- Mint Shampoo
- Thickening Shampoo
- 3-In-1

### 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



© 2014 Redken Inc. All rights reserved. Redken, Brews, and the Redken Brews logo are trademarks of Redken Inc. in the United States and other countries. All other trademarks are the property of their respective owners. For more information, visit us online at redken.com. Redken Brews is a collection of hair care products for men. The collection includes shampoo, conditioner, styling products, and color. Redken Brews is designed to provide a complete grooming experience for every man. Redken Brews is available in 1.5 liter and 3 liter sizes. Redken Brews is available at Redken salons and online at redken.com. Redken Brews is a collection of hair care products for men. The collection includes shampoo, conditioner, styling products, and color. Redken Brews is designed to provide a complete grooming experience for every man. Redken Brews is available in 1.5 liter and 3 liter sizes. Redken Brews is available at Redken salons and online at redken.com.



# 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

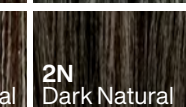
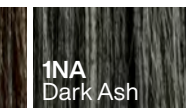
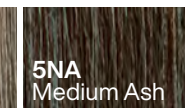
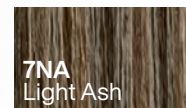


DISHEVEL FIBER CREAM

## COLOR



COLOR CAMO  
6 SHADES







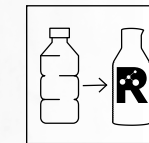
# HAIRCARE COLLECTION

## DAILY SHAMPOO & CONDITIONER

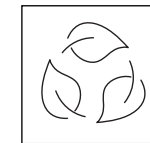
HAIR TYPE: All hair types

### BENEFITS:

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



at least 94% recycled plastic\*



at least 90% biodegradable\*\*

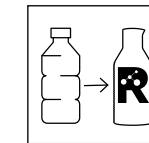


## 3-IN-1 SHAMPOO, CONDITIONER & BODY WASH

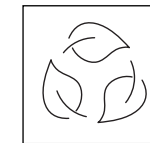
HAIR & SKIN TYPE: All hair and skin types

### 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\*\*

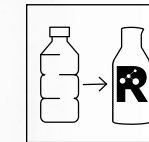


## MINT SHAMPOO

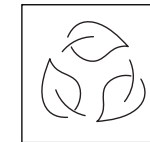
HAIR TYPE: All hair types

### BENEFITS:

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



at least 94% recycled plastic\*



at least 90% biodegradable\*\*

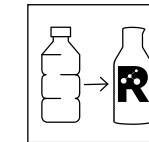


## THICKENING SHAMPOO

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



[240]	60	+	+	+
	80	+	+	+
	140	+	+	+
		+	+	+
		+	+	+
		+	+	+

## 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


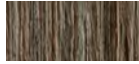


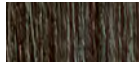

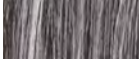
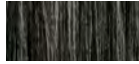
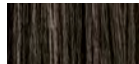
- Select a shade in the same range as his natural (pigmented) color
- Pick the tone you want to see: **Ash** = gray + blue/violet, which provides a smoky result; **Natural** = gray + green/gold, which provides a cool gold result

**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	 <b>light</b> (levels 7 and higher) (50% gray)	 <b>light ash</b>	 <b>light natural</b>
MEDIUM	 <b>medium</b> (levels 4-6) (50% gray)	 <b>medium ash</b>	 <b>medium natural</b>
		10 MINUTES	
DEFINE	 <b>dark</b> (level 4) (50% gray)	 <b>dark ash</b>	 <b>dark natural</b>

### 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 TRIETHOXYSILANE	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 TRIETHOXYSILANE	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



Small vertical text on the right edge of the page, likely a page number or reference code.

