REDKEN HAIRCARE: WHERE PROTEIN MEETS MOISTURE

PROTEIN

EXTREME
FOR SENSITIZED HAIR

COLOR EXTEND BLONDAGE
FOR BLONDE HAIR

COLOR EXTEND GRAYDIANT
FOR GRAY HAIR

CERAFILL
FOR THIN TO ADVANCED THINNING HAIR

COLOR EXTEND MAGNETICS
FOR COLOR-TREATED HAIR

DIAMOND OIL GLOW DRY
FOR DULL HAIR

BENEFITS:
- Fortifies weakened areas of the hair and leaves hair 15x stronger.
- Contains ultra violet pigment and Triple Acid Protein Complex tones to strengthen and tone blonde hair all in one.
- Contains direct dyes, custom pigments and nourishing formulas to tone, deposit and nourish gray hair.
- Choose between two ranges offering fuller feeling hair and scalp invigoration to deliver immediate and long-term results for thinning hair.
- Forms a seal to keep color captivating and leave hair with 4 weeks of vibrancy and radiance.
- The secret to a lightweight shine enhanced blow dry.

MOISTURE

ONE UNITED
FOR ALL HAIR TYPES

ALL SOFT
FOR DRY HAIR

ALL SOFT MEGA
FOR VERY DRY, PUFFY HAIR

FRIZZ DISMISS
FOR FRIZZY HAIR

CURVACEOUS
FOR WAVES AND CURLS WITHOUT DEFINITION

BENEFITS:
- 25 Benefits in one
  - Manageability
  - Protection
  - Beauty
- Intensely moisturizes the feel of dry hair.
- Intense hydration, replenishment and control.
- Frizz control, humidity protection & smoothing for all hair types.
- Defines waves with lasting memory and quenches thirsty strands with intense moisture.

* Breakage study using Extreme shampoo + Mega Mask Vs non-conditioning shampoo.
** When using system of Shampoo, Conditioner and Mega Mask.
HEATCURE
ULTIMATE HAIR RESTORATION SERVICE FOR DAMAGED HAIR
BENEFITS:
• Using the power of protein and heat, the in-salon service gives restorative results that last up to 10 washes with 100% satisfaction leaving hair softer, healthier and more conditioned†.
• The at-home post salon-service treatment sachets erase up to one year of surface damage††.

CHEMISTRY
AN INTENSE TWO STEP PERSONALIZED TREATMENT SERVICE
BENEFITS:
• Made up of a unique set of formulations that offer intense care through highly concentrated ingredients acting in synergy with a pH re-balancing system.
• Provides personalized hair treatments with serious benefits for every hair need.

VOLUME
FOR FLAT BOOJEESS HAIR
HIGH RISE BENEFITS:
Delivers a volume-boosting blend of filloxane and softening polymers to create supreme root lift and body.
BEACH ENVY BENEFITS:
Delivers a texture-boosting blend of filloxane, mineral and polymer to create amplified, loose waves with amazing body.

HAIR CLEANSING CREAM
BENEFITS:
Clarifies and helps remove mineral deposits and styling product build-up.

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

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

† Consumer study of 50 women.
**EXTREME**

**FOR SENSITIZED HAIR**

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**EXTREME SHAMPOO**

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

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

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**EXTREME CONDITIONER**

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

- **USAGE**
  - Apply on damp hair from root to tip. Leave on 2-5 minutes. Rinse.

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**EXTREME MEGA MASK**

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

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

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**EXTREME STRENGTH BUILDER MASK**

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

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

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**EXTREME CAT**

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

- **USAGE**
  - After shampooing, squeeze excess water from hair. Apply CAT and distribute through hair. Leave on 3-5 minutes and rinse. Follow with the appropriate conditioner.

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**EXTREME ANTI-SNAP**

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

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

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**EXTREME LENGTH SEALER**

- **BENEFITS**
  - Reduces the appearance of split ends.

- **USAGE**
  - Apply on damp or dry hair concentrating on mid to end lengths of hair. Leave-in.

---

**EXTREME LENGTH PRIMER**

- **BENEFITS**
  - Helps increase hair’s length potential past breaking points and primes hair to be stronger and healthy-looking.

- **USAGE**
  - Apply on damp hair from root to tip. Leave on 2-5 minutes. Rinse.

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WANT 15X STRONGER HAIR?*

* Breakage study using Extreme shampoo + Mega Mask vs non-conditioning shampoo.
## COLOR EXTEND BLONDAGE

### FOR BLONDE HAIR

**COLOR EXTEND BLONDAGE SHAMPOO**

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

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

**COLOR EXTEND BLONDAGE CONDITIONER**

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

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

## COLOR EXTEND GRAYDIANT

### FOR GRAY HAIR

**COLOR EXTEND GRAYDIANT SHAMPOO**

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

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

**COLOR EXTEND GRAYDIANT CONDITIONER**

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

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

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**BREAK UP WITH BRASSY BLONDE. BE A BRIGHT STRONG BLONDE**

**SHOW THE WORLD YOUR SHADE OF GRAY**
## CERAFILL
FOR THIN TO ADVANCED THINNING HAIR

<table>
<thead>
<tr>
<th>DEFY SHAMPOO</th>
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<td>- Gently cleanses normal to thin hair to remove impurities. Contains ceramide to strengthen hair and SP-94 to nourish the scalp.</td>
<td>- Apply to wet hair, massage into lather. Rinse.</td>
<td>- Gently cleanses normal to thin hair to remove impurities. Contains ceramide to strengthen hair and SP-94 to nourish the scalp.</td>
<td>- Invigorating shampoo with menthol for advanced thinning hair. Gently cleanses to remove impurities such as follicle clogging</td>
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<td>- Gently conditions normal to thinning hair, leaving it looking visibly fuller with added shine</td>
<td>- After shampooing, apply and distribute through hair. Rinse.</td>
<td>- Gently conditions normal to thinning hair, leaving it looking visibly fuller with added shine</td>
<td>- The cream-gel delivers ceramide to strengthen hair and SP-94 to nourish the scalp</td>
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<td>- Contains filloxane to plump up existing hair and instantly create the look and feel of fullness and density</td>
<td>- Apply to hair, beginning at scalp in sections. Massage gently at root and work through to the ends. Do not rinse.</td>
<td>- Expand each strand by up to 9%*</td>
<td>- Daily treatment with stemoxynine proven to create denser looking hair in 3 months**</td>
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<th>RETALIATE HAIR RE-DENSIFYING TREATMENT</th>
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<td>- Divide hair in 8 sections focusing on hairline and the affected areas. Position the pipette directly at the root and scalp to apply 1 full pipette of the serum per identified section. Gently massage to permeate the entire scalp. Do not rinse. Dry and style as usual.</td>
<td>- Divide hair in 8 sections focusing on hairline and the affected areas. Position the pipette directly at the root and scalp to apply 1 full pipette of the serum per identified section. Gently massage to permeate the entire scalp. Do not rinse. Dry and style as usual.</td>
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*Clinical test on 151 subjects vs. placebo  
**Instrumental test. Measurement of hair thickness after 2 applications of product on bleached hair vs non treated bleached hair

WANT THICKER LOOKING HAIR, INSTANTLY?
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<td>After shampooing, distribute through mid to end lengths of hair. Rinse.</td>
<td>Contains NEW RCT protein complex, with 3 proteins to treat hair at the root, core and tip. Provides targeted repair with easy detangling for a softer, smoother, and more conditioned feel.</td>
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<td>Color Extend Magnetiks</td>
<td>After shampooing, apply to wet hair. Massage into lather. Rinse.</td>
<td>Contains NEW RCT protein complex, with 3 proteins to treat hair at the root, core and tip. Provides targeted repair with easy detangling for a softer, smoother, and more conditioned feel.</td>
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<td>Color Extend Magnetiks</td>
<td>After shampooing, apply mask for 3-5 minutes and rinse.</td>
<td>Color captivating treatment to help preserve color richness. Gel-cream consistency for light reflection.</td>
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**ONE UNITED**

**MULTI-BENEFIT TREATMENT**

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

**BENEFITS**

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

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

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

**BEST SELLER**
FOR DULL HAIR

WANT A SHINIER, LIGHTER BLOW DRY?

DIAMOND OIL GLOW DRY GLOSS SCRUB

**Benefits**
- Rids hair of impurities pre shampoo to enhance the hair's natural lustre during blow dry.

**Usage**
- Apply before shampoo to wet hair.
- Rub in from mid-lengths to ends.
- Follow with Gloss Shampoo, Detangling Conditioner and Glow Dry Oil.

DIAMOND OIL GLOW DRY GLOSS SHAMPOO

**Benefits**
- Cleanses for a lightweight, shine enhanced blow dry.

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

DIAMOND OIL GLOW DRY DETANGLING CONDITIONER

**Benefits**
- Detangles and conditions hair for a perfect shine enhanced blow dry.

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

DIAMOND OIL GLOW DRY OIL

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

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

TECHNOLOGY & KEY INGREDIENTS:
FIRST HEAT-RESPONSIVE OIL TECHNOLOGY
- Performance optimized with heat for optimal reflection and maximum shine

**SHINE SPARKLES**
- Highest refraction to provide maximum shine

**CYCLOPENTACYLOXANE**
- Carrier silicone for style memory

**REFRACTION SCALE**
- Dimethicone
- Dimethicone
- Cyclopentacyloxane
- Phenyltrimethicone

PRODUCT INGREDIENT
**ALL SOFT**
FOR DRY HAIR

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**ALL SOFT SHAMPOO**

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

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

---

**ALL SOFT CONDITIONER**

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

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

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**ALL SOFT HEAVY CREAM MASK**

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

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

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**ALL SOFT MEGA MASK**

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

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

---

**ALL SOFT ARGAN-6 OIL**

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

**USAGE**
- Argan-6 Oil can be used 6 ways to dramatically transform hair:
  - **Moisturize**: Pre-shampoo treatment
  - **Protect**: Pre blow dry shield
  - **Smooth**: Post blow dry perfector
  - **Illuminate**: Styling shine booster
  - **Soften**: Post shampoo treatment
  - **Recondition**: Overnight treatment

  - Apply on dry or damp hair concentrating on the mid lengths and ends. Reapply on dry hair as needed.
ALL SOFT MEGA
FOR VERY DRY, PUFFY HAIR

ALL SOFT MEGA
SHAMPOO

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

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

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

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

ALL SOFT MEGA
Mega Mask

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

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

ALL SOFT MEGA
ARGAN-6 OIL

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

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

ALL SOFT MEGA
CONDITIONER

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

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

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- Provides nourishment for very dry, puffy hair.
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USAGE
- Apply to wet hair, massage into lather. Rinse.

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

BENEFITS
- All day nourishment for very dry, puffy hair
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### Frizz Dismiss Shampoo

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

**Usage:**
- Apply to wet hair, massage into lather. Rinse.

### Frizz Dismiss Rebel Tame

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

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

### Frizz Dismiss Conditioner

**Benefits:**
- Moisturises, detangles and protects the hair from frizz while providing softness and shine.

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

### Frizz Dismiss Anti-Static Oil Mist

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

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

### Frizz Dismiss Mask

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

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

### Frizz Dismiss Instant Deflate

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

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

CLEAN MANIAC
FOR NORMAL TO OILY HAIR

CLEAN MANIAC
CLEAN-TOUCH SHAMPOO

BENEFITS
- A silicone-free and sulfate-free system
- Powered by micellar technology which removes impurities like a magnet
- Formulated with a chelator, anti-oxidant and UV filter
- Gently washes away pollution, daily grit, styling build-up and excess sebum for a clean feeling
- Neutralizing scent delivers long-lasting freshness

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

CLEAN MANIAC
CLEAN-TOUCH CONDITIONER

BENEFITS
- A silicone-free and sulfate-free system
- Lightweight conditioner for an all-day clean feeling
- Formulated with a chelator, anti-oxidant and a UV filter
- Neutralizing scent delivers long-lasting freshness

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

HAIR CLEANSING CREAM

BENEFITS
- Clarifies and helps to remove mineral deposits and styling product build-up on all hair types.
- Formulated to add shine whilst purifying and refreshing hair.

USAGE
- Alternate with your regular shampoo. Apply to wet hair, massage into a lather, rinse. Repeat if necessary. For excessive build-up leave on for 5-10 minutes.
WANT UP TO 72 HOURS OF CURL DEFINITION?

CURVACEOUS
FOR WAVES AND CURLS WITHOUT DEFINITION

CURVACEOUS SHAMPOO

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

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

CURVACEOUS RINGLET

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

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

CURVACEOUS CONDITIONER

BENEFITS
- Creamy formula deposits weightless conditioning and intense moisture

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

CURVACEOUS FULL SWIRL

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

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

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

**OUR LATEST INNOVATION IN SERVICES FOR HAIR**

**HEATCURE PROFESSIONAL FORMULATION**

**BENEFITS**
- Specialized formula with caring agents restores condition of hair with each application.
- 100% immediate satisfaction*

**USAGE**
- After shampooing, apply formula to towel dried hair in 2.5cm sections
- Comb through to evenly distribute
- Clamp Heatcure Professional Tool 5cm from the scalp and glide through hair in 2.5cm sections
- Rinse and style as usual

**HEATCURE PROFESSIONAL TOOL**

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

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

**HEATCURE AT-HOME TREATMENT**

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

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

NOT FOR CONSUMER USE

**HEATCURE AT-HOME TREATMENT**

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

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

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

NOT FOR CONSUMER USE

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

**HEATCURE PROFESSIONAL FORMULATION**

**BENEFITS**
- Specialized formula with caring agents restores condition of hair with each application.
- 100% immediate satisfaction*

**USAGE**
- After shampooing, apply formula to towel dried hair in 2.5cm sections
- Comb through to evenly distribute
- Clamp Heatcure Professional Tool 5cm from the scalp and glide through hair in 2.5cm sections
- Rinse and style as usual

**HEATCURE PROFESSIONAL TOOL**

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

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

**HEATCURE AT-HOME TREATMENT**

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- Weekly fortifying treatment delivers deep conditioning to restore hair’s healthy look and feel
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**CHEMISTRY INTENSE TWO STEP PERSONALISED TREATMENT**

### STEP 1

**CHEMISTRY EXTREME SHOT PHASE**

**Benefits**
- Concentrated dose of protein fortifies chemically distressed hair and helps reinforce the internal fiber.

**CHEMISTRY COLOR EXTEND MAGNETIC SHOT PHASE**

**Benefits**
- Concentration of Ceramide, Mineral Ion Blockers and UV filter help defend hair color from fading.

**CHEMISTRY VOLUME SHOT PHASE**

**Benefits**
- Delivers specialized ingredients to the cortex and the hair’s surface, fortifying and improving the hair’s structure.
- Formulated with a professional strength of Filloxane to give hair instant body and volume.

**CHEMISTRY ALL SOFT SHOT PHASE**

**Benefits**
- Gold Camelina, Avocado Oil, and Olive Oil provide intense softness, replenishment and strength to restore silkiness and shine.
- Targets the most dry and damaged areas to deliver lasting softness where it’s needed most.

### STEP 2

**CHEMISTRY SHOT PHIX 3.5**

**Benefits**
- For chemically distressed hair
- Rebalances the pH level
- Leaves the cuticle strong
- Seals in active ingredients

**CHEMISTRY SHOT PHIX 5.5**

**Benefits**
- For mechanically distressed hair
- Rebalances the pH level
- Leaves the cuticle strong
- Seals in active ingredients

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For hair that has multiple needs you can blend up to 3 Shot Phase formulas to create a truly customized treatment for every hair need*.

*Includes all Chemistry Shots except for Volume Shot.

**WANT A HAIR TREATMENT MADE JUST FOR YOU?**
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### HIGH RISE VOLUME LIFTING SHAMPOO
**BENEFITS**
- Gently cleanses and adds lift and body.
- Leaves hair soft, manageable and shiny

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

### HIGH RISE VOLUME LIFTING CONDITIONER
**BENEFITS**
- A lightweight detangling conditioner that creates body and lift

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

### HIGH RISE DUO VOLUMIZER
**BENEFITS**
- Combines: a lightweight volumizing cream with a high lift gel to create voluminous styles giving control and movement

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

### BEACH ENVY VOLUME TEXTURIZING SHAMPOO
**BENEFITS**
- Gently cleanses and adds texture, fullness and movement

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

### BEACH ENVY VOLUME TEXTURIZING CONDITIONER
**BENEFITS**
- Unique gel-lotion volumizing and texturizing conditioner that detangles and adds texture to create amplified, loose waves with amazing body

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

### BEACH ENVY TEXTURIZING WAVE AID
**BENEFITS**
- A salt-free mineral blend formula infuses hair with texture to create waves and big beachy style

**USAGE**
- Mist on damp hair and scrunch in.
- Dry with diffuser for natural movement or use with a curling iron for enhanced waves.
SCALP RELIEF

TARGETED SCALP SOLUTIONS TO HELP SOOTHE AND PROTECT

OIL DETOX SHAMPOO

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

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

DANDRUFF CONTROL SHAMPOO

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

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

SOOTHING BALANCE SHAMPOO

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

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

**PILLOW PROOF BLOW-DRY EXPRESS PRIMER**

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

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

**BENEFITS**
- A must before any blow dry service!
- Reduces blow dry time
- 3x stronger and healthier hair
- Protects from heat up to 230°C
- Anti-breakage formula
- Cream formula nourishes dry hair

**PILLOW PROOF BLOW-DRY TWO DAY EXTENDER**

**BENEFITS**
- A time saver that instantly refreshes the hair
- Extends style for 2 day pillow proof results
- Absorbs oils for a matte finish
- Gives hair slight grip

**USAGE**
- To refresh a blow dry: Mist on roots. Brush through to distribute evenly. If needed, touch-up sections with a blow-dryer.

**PILLOW PROOF PRIMER CREAM**

**BENEFITS**
- A must before any blow dry service!
- Reduces blow dry time
- 3x stronger and healthier hair
- Protects from heat up to 230°C
- Anti-breakage formula
- Cream formula nourishes dry hair

**USAGE**
- Rub 1-2 pumps through hands and apply evenly through damp hair. Apply your other favourite Redken styling products and blow dry as usual.
- Suitable for all hair types.
**BENEFITS**
- Ultra-light mist for an effortless natural look
- Adds weightless texture
- Gives hair an instantly airy, windswept effect
- Flexible soft-matte finish

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

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

**POWDER GRIP 03**
**BENEFITS**
- Mild control
- Creates instant texture and grip
- Cool matte texture

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

**ROUGH PASTE 12**
**BENEFITS**
- Medium control
- Deconstructs with rough, ragged texture and moveable, lasting separation
- Provides definition and manageability with workable control
- Molds and shapes strong, directional styles
- Easy and unique dispensing system allows for controlled dosage

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

**REWIND 06**
**BENEFITS**
- Medium control
- Twists, shapes and texturizes hair into changeable styles
- Pliable fiber network provides a “web of support” with control
- Creates versatile styles with strong shapes
- Won’t weigh hair down
- Won’t build up on hair
- Stays moist and pliable so you can “replay” or rearrange the style

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

**ROUGH CLAY 20**
**BENEFITS**
- Maximum control
- Matte finish
- Moldable texture
- Stays in place

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

**WAX BLAST 10**
**BENEFITS**
- Medium control
- Adds weightless texture with moveable, lasting separation
- Provides definition and manageability with workable control
- Molds and shapes strong, directional styles
- Easy and unique dispensing system allows for controlled dosage

**USAGE**
- Shake well, mist over dry hair and shape with fingers.
DRY TEXTURE

**DRY SHAMPOO PASTE 05**

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

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

**DRY SHAMPOO POWDER 02**

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

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

WIND BLOWN 05
BENEFITS
- Ultra-light mist for an effortless natural look
- Adds weightless texture
- Give hair an instantly airy, windswept effect
- Flexible soft-matte finish

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

FASHION WORK 12
BENEFITS
- Medium control aerosol spray
- Versatile formula for working, shaping and finishing styles flawlessly
- Fast-drying, fine mist
- Long lasting humidity resistance and frizz control
- Vitamins C and E protect hair

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

QUICK TEASE 15
BENEFITS
- Instant back-combing/teasing effect on hair
- Create volume at the root
- Use as a finishing spray for all-over control

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

QUICK DRY 18
BENEFITS
- Medium control fine, dry mist
- Fast-drying spray instantly controls and completes any style
- Provides healthy shine and a firm, no-fuss finish
- Dispenses in a wide spray pattern to ensure even application
- Sets quickly for lasting hold

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

PURE FORCE 20
BENEFITS
- Maximum control non-aerosol spray
- Offers lightweight and quick-drying benefits
- Perfects styles with all day drying
- Brushes clean and adds amazing shine
- Long lasting humidity resistance and frizz control

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

CONTROL ADDICT 28
BENEFITS
- No visible flaking and no residue
- Contains Spray-Strong Complex to lock out humidity
- Long lasting humidity resistance and frizz control
- Light to touch
- Long lasting style memory, even after brushing
- Can be layered for increased control

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

TRIPLE TAKE 32
BENEFITS
- Extreme hold without the crunch
- Tri-mist diffusion system gives an even coverage with no residue
- Dries fast to give long lasting lift and body
- 24-hour hold and humidity resistance

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

**FULL EFFECT 04**
**Benefits**
- Mild control
- Meringue-like mousse
- Boosts volume from root to tip
- Ultra-light on hair
- Improved conditioning and detangling
- No crunch or stickiness

**Usage**
- Apply a small amount all-over damp hair and blow dry for volume without stickiness or crunch

**THICKENING LOTION 06**
**Benefits**
- Medium control
- Builds extra body, texture, volume and shine
- Bodifying proteins help reconstruct and strengthen hair
- Hair looks and feels thicker

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

**AERATE 08**
**Benefits**
- Medium control
- Innovative aerated cream formula gives the lightness of a mousse with the moisturizing properties of a cream
- Adds featherweight body
- Provides long-lasting humidity protection and a frizz-controlled finish

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

**ROOTFUL 06**
**Benefits**
- Precision applicator targets roots
- Long lasting non-sticky fullness
- Clean feel technology
- Lightweight and brushable

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

**GUTS 10**
**Benefits**
- Medium control
- Boosts hair with flexible fullness and bold, gutsy style
- Lifts up the roots and provides all-over volume
- Directional spray for precise application

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

**STAY HIGH 18**
**Benefits**
- Combines the strength and hold of a gel with the airiness of a mousse
- Styling polymers provide long lasting volume and fullness

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

**VELVET GELATINE 07**
- **BENEFITS**
  - Medium control
  - Light, airy gel melts into hair for soft and velour-like finish
  - Smooths while providing volume
- **USAGE**
  - Apply a medium amount through damp hair and blow dry for a velvety cushioned finish

**ALIGN 12**
- **BENEFITS**
  - Medium control
  - Strengthens and straightens medium hair
  - Adds discipline and control for straight results
  - Provides heat protection with fortifying xylose and glucose sugar
- **USAGE**
  - Apply to damp hair and blow dry for sleek, straight results

**MESS AROUND 10**
- **BENEFITS**
  - Smooth fiber cream-paste, with medium control
  - Texturizes to build body and density
  - Natural finish
- **USAGE**
  - Apply to damp hair - great for blow-drying in tousled texture
  - Apply on dry hair to create separation
  - Ideal for short-medium lengths

**SHAPE FACTOR 22**
- **BENEFITS**
  - Cream putty with maximum control
  - Ultimate sculpting and reshaping power like a hairspray
  - Matte finish
  - Feels like a paste, holds like a hairspray
- **USAGE**
  - Apply to damp hair - great for shaping short styles
  - Apply on dry hair to sculpt, create detail and definition
  - Ideal for short lengths and updos

**FLEX**

**BEST SELLER**
HEAT STYLING

SATINWEAR 04

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

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

IRON SHAPE II

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

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

HEAT DESIGN 09

**BENEFITS**
- Medium control
- Contains NEW Heat Re-styling Technology - just add heat to reshape your style over and over again
- Lightweight blow dry gelee provides heat protection up to 232°C
- Holds volume and hair shape as you blow dry
- Controls frizz

**USAGE**
- Work a small amount through palms and apply through damp hair
- Blow-dry with a round brush to create body and shape

HOT SETS 22

**BENEFITS**
- Maximum control spray
- Contains NEW Heat Re-styling Technology - just add heat to reshape your style over and over again
- Helps create styles that have shine and staying power
- Provides perfect hold when using a curling wand or tongs

**USAGE**
- Spray on dry hair before styling with a curling wand or tongs
**SHINE**

**OUTSHINE 01**

**BENEFITS**
- Mild control
- Adds incredible shine and sleek smoothness
- Light cream styler contains shea butter to smooth and control frizz
- Leaves hair feeling light with clean definition and mild control
- Controlled dispensing system

**USAGE**
- Apply a small amount evenly through damp hair; style as desired
- Can also be used on dry hair to add shine and ban frizz

**SHINE FLASH 02**

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

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

**METAL FIX 08**

**BENEFITS**
- Liquid pomade provides runway ready shimmer
- Metallic highlight effects provide the perfect finishing touch to party styles
- Ideal for sleek styles and braids

**USAGE**
- Smooth through a finished look for a flash of gold or silver
- Reapply for more intense metallic effects, allowing each layer to dry before reapplying

**BEST SELLER**

**SHINE BEST SELLER**
NO BLOW DRY

AIRY CREAM

**BENEFITS**
- Quick and soft air-dry that adds texture
- Adds body to hair without a blow-dryer
- Natural style
- No product feel

**USAGE**
- Work a small amount evenly into damp hair
- Scrunch in and air-dry

BOSSY CREAM

**BENEFITS**
- Quick and soft air-dry with effortless frizz control and manageability
- Natural style
- No product feel

**USAGE**
- Work a small amount evenly into damp hair
- Scrunch in and air-dry

JUST RIGHT CREAM

**BENEFITS**
- Easy and soft air-dry with effortless control and movement
- Natural style
- No product feel

**USAGE**
- Work a small amount evenly into damp hair
- Scrunch in and air-dry

LOVED BY BEAUTY EXPERTS

BEST SELLER
REDKEN BREWS
HAIRCARE

DAILY SHAMPOO
FOR ALL HAIR TYPES

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

USAGE
- Apply to wet hair, lather and rinse

3-IN-1 SHAMPOO
SHAMPOO, CONDITIONER AND BODYWASH

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

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

MINT SHAMPOO
INVIGORATING FOR HAIR AND SCALP

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

USAGE
- Apply to wet hair, lather and rinse

SILVER SHAMPOO
FOR GRAY AND WHITE HAIR

BENEFITS
- Gradually reduces unwanted yellow tones in gray and white hair

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

ANTI-DANDRUFF SHAMPOO
FOR DRY, FLAKING SCALP

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

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

ActionPerformed: Generate Plain Text
REDKEN BREWS

STYLING

**WORK HARD MOLDING PASTE**
FOR TEXTURE & HOLD

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

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

**BEST SELLER**

**HAIRSPRAY**
FOR MAXIMUM CONTROL ON ALL LOOKS

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

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

**BEST SELLER**

**STAND TOUGH EXTREME GEL**
FOR SLICKED BACK STYLES

**BENEFITS**
- For maximum control and high shine
- Creates definition and sculptures styles

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

**NEW**

**EXTRA CLEAN GEL**
NO FLAKING/NO CRUNCH/NON-STICKY

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

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

**THICKENING POMADE**
MILD CONTROL. MAXIMUM DENSIFYING.

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

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

**NEW**

**CLAY POMADE**
FOR ROUGHED-UP TEXTURE & TO THICKEN FINE HAIR

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

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

**BEST SELLER**

**WAX POMADE**
FOR POLISHED STYLES, QUIFFS & UNDERCUTS

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

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

**STAND TOUGH EXTREME GEL**
FOR SLICKED BACK STYLES

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

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

**BEST SELLER**

**OUTPLAY TEXTURE POMADE**
FOR TEXTURED & LONG STYLES

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

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

**BEST SELLER**

**MANEUVER CREAM POMADE**
FOR SMOOTH & FLEXIBLE STYLES

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

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

**NEW**

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

**NEW**
**BEARD AND SKIN OIL**

**FOR SOFTER FACIAL HAIR & SKIN**

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

**USAGE**
- Apply and massage a few drops into your dry beard

---

**AFTER SHAVE BALM**

**SOOTHING FORMULA WITH ALOE VERA**

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

**USAGE**
- Massage into skin after shaving

---

**SHAVE CREAM**

**FOR AN EXTRA CLOSE & COMFORTABLE SHAVE**

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

**USAGE**
- Apply to wet skin and face. Lather. Shave. Rinse thoroughly. Pat dry
**REDKEN BREWS**

**COLOR CAMO**

**LEVELS OF LIFT**
- None

**DYE SYSTEMS**
- 100% oxidative

**DEVELOPMENT TIME**
- 5 minutes

**USE WITH:**
- Levels of Lift
- 100% oxidative dye systems
- Development time 5 minutes

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

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

**BEFORE COLOR CAMO**

<table>
<thead>
<tr>
<th>Natural Level (50% Gray)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light (levels 7 and higher)</td>
</tr>
<tr>
<td>Medium (levels 4-6)</td>
</tr>
<tr>
<td>Dark (levels 1-3)</td>
</tr>
</tbody>
</table>

**AFTER COLOR CAMO**

<table>
<thead>
<tr>
<th>Ash Tone (Gray + Blue/Violet)</th>
<th>Natural Tone (Gray + Green/Gold)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light ash</td>
<td>Light natural</td>
</tr>
<tr>
<td>Medium ash</td>
<td>Medium natural</td>
</tr>
<tr>
<td>Dark ash</td>
<td>Dark natural</td>
</tr>
<tr>
<td>5 mins development time</td>
<td>5 mins development time</td>
</tr>
<tr>
<td>10 mins development time</td>
<td>10 mins development time</td>
</tr>
</tbody>
</table>

**BEFORE**

**AFTER**

Using color camo, 5 min only.
pH BONDER

pH BONDER - PROFESSIONAL FORMULA

Usage:
Add Step 1 Bond Protecting Additive to lightener or color with pH Bonder syringe. Process color as normal.

After color has been processed, rinse highlights or color and apply Step 2 Fiber Restorative Pre-Wash Concentrate to hair. Leave for 10 minutes. Shampoo as normal.

pH BONDER AT-HOME TREATMENT

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

COLOR BY REDKEN

COLOR CAMO
The no fuss, 5 minute gray blending service for men

CITY BEATS
Vivid and Vibrant - Rock your boldest hair colour with Citybeats

HD RESOLUTION
Full colour saturation with vibrant reflectivity

SHADES EQ
High shine liquid gloss to tone and refresh

BLONDE IDOL
Blonde, Bronde and Beyond. A Blonde for everyone!

LIGHTENERS

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

NEW COLOR GELS
High saturation permanent liquid lacquer

PERMANENT

CHROMATICS
Multi-dimensional color with radiant reflection

CHROMATICS ULTRA RICH
Deep, intense color saturation with total coverage

CHROMATICS BEYOND COVER
Age defying color enriched with nourishing argan oil
COLOR

COLOR GELS

PERMANENT COLOR

LEVELS OF LIFT
Up to 4 levels
DYE SYSTEMS
Select Dye System for incredible pigment deposit
100% oxidative dye
DEVELOPMENT TIME
20-45 minutes
CHARACTERISTICS
• High saturation permanent liquid lacquer
• Alkaline gel color
• Up to 100% gray coverage
• Low ammonia formula with liquid shine

SHADES EQ

DEMI PERMANENT LIQUID COLOR

LEVELS OF LIFT
Deposit only
DYE SYSTEMS
Oxidative & direct
DEVELOPMENT TIME
20 minutes
CHARACTERISTICS
• No ammonia
• Most versatile haircolor
• Healthy, shiny results
• Incredible conditioning

USE WITH:

PERMANENT COLOR

PERMANENT COLOR DEMI PERMANENT LIQUID COLOR

DEMI PERMANENT

SEMI PERMANENT

USE WITH:

CHROMATICS ULTRA RICH

LEVELS OF LIFT
Up to 3 levels & deposit
DYE SYSTEMS
100% oxidative
DEVELOPMENT TIME
35 minutes
CHARACTERISTICS
• Up to 2x stronger hair
• No ammonia
• Rich, true-to-tone color from root to ends
• High saturation permanent liquid lacquer
• Monochromatic color results
• Enriched with Argan-Oil

USE WITH:

CHROMATICS BEYOND COVER

LEVELS OF LIFT
Up to 2 levels & deposit
DYE SYSTEMS
100% oxidative
DEVELOPMENT TIME
35 minutes
CHARACTERISTICS
• Multi dimensional, 4D color results
• Radiant reflection
• Lasting vibrancy
• Up to 100% gray coverage
• Pre-blended shades for hair with 75% or more gray
• No ammonia

USE WITH:

CHROMATICS

LEVELS OF LIFT
Up to 3 levels and deposit
DYE SYSTEMS
100% oxidative
DEVELOPMENT TIME
35 minutes
CHARACTERISTICS
• Multi dimensional, 4D color results
• Radiant reflection
• Lasting vibrancy
• Up to 100% gray coverage
• Low ammonia formula with liquid shine

USE WITH:

HDRESOLUTION

DEMI PERMANENT

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

LEVELS OF LIFT
Deposit only
DYE SYSTEMS
Oxidative & direct
DEVELOPMENT TIME
20 minutes
CHARACTERISTICS
• Deep dye saturation
• Intense clarity and shine
• High reflectivity
• Incredible conditioning
• No ammonia

CITY BEATS

SEMI PERMANENT

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

LEVELS OF LIFT
Direct deposit
DYE SYSTEMS
Covers up to 70% gray
DEVELOPMENT TIME
20-30 minutes dependent on desired outcome
CHARACTERISTICS
• Direct dye
• Acidic conditioning color cream
• 7 vibrant colors plus clear
• No-mess cream formula
• Semi-permanent results

USE WITH:

HDRESOLUTION GLOSS

LEVELS OF LIFT
Up to 1 level and deposit
DYE SYSTEMS
Covers up to 70% gray
DEVELOPMENT TIME
20 minutes
CHARACTERISTICS
• No ammonia
• Most versatile haircolor
• Healthy, shiny results
• Incredible conditioning

USE WITH:

CITY BEATS

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USE WITH:
WHAT'S COOL?

• Up to 1 level of lift
• Ideal solution for when there is too much contrast between a client’s natural base color and highlights
• Liquid formula for easy mixing, fast application and full saturation
• Ceramides repair and seal hair to help protect color
• Violet leaf extracts condition to optimize the state of the hair
• Use Cool to control warmth and Clear when warmth is desired or not a concern

WHAT'S COOL?

• Up to 7 levels of lift
• Specifically formulated for on-scalp lightening
• Customizable application based on your client’s needs
• Smooth consistency for easy application with bottle or bowl and brush
• Ceramides repair and seal hair to help protect color
• Violet leaf extracts condition to optimize the hair

WHAT'S COOL?

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

WHAT'S COOL?

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

WHAT'S COOL?

• All in-one bonder in lightener powder
• Up to 8 levels of lift. No additive needed.
• Mixes in a variable ratio of 1:1 to 1:2 for optimal consistency for a variety of applications.
• Stays moist with no puffing and no foil slipping
• For natural or color-treated hair

WHAT'S COOL?

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

WHAT'S COOL?

• Up to 5 levels of lift

WHAT'S COOL?

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

WHAT'S COOL?

• Up to 7 levels of lift
• Smooth consistency for easy application with bottle or bowl and brush
• Ceramides repair and seal hair to help protect color
• Violet leaf extracts condition to optimize the state of the hair
• Use Cool to control warmth and Clear when warmth is desired or not a concern

WHAT'S COOL?

• Up to 5 levels of lift
• Conditioning cream base
• Cationic polymers nourish and smooth the hair fiber for condition and shine

WHAT'S COOL?

• Up to 6 levels of lift
• Smooth texture and working consistency

WHAT'S COOL?

• Instant color results - Offers up to 6 levels of lift in just 20 minutes for up to 16 meches, ideal for partial lightening techniques
• Use with the Haircare Professional Tool and Redken Aluminum Foil for accelerated lightening
• Boost business - A unique service to increase client frequency and recruit new clients
• Unleash your techniques - Express Blonde is specifically designed for creating on-trend looks that only require partial highlighting techniques, such as contouring, balayage refresh, babylights, face framing and lots more

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WHAT'S COOL?

• Redken, a pioneer of pH science introduces new pH bonder, a complete solution to protect and restore hair fiber from the inside out during and after lightening and color services. For use on all hair types.
• Why is pH so important?
Hair is exposed to many damaging agents. As a result, the pH of the hair can change, affecting the hair fiber integrity. A pH between 4.5 and 5.5 is a must for maintaining healthy hair. This is particularly important for color-treated hair to look shiny, smooth and soft.

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