



PRODUCT GUIDE 2017

REDKEN
5TH AVENUE NYC



2016 HIGHLIGHTS



Our mission at Redken is to help every salon professional **Learn Better, Earn Better and Live Better.** Everything we do from our world-class digitalized education to our in-person inspiration at **The Redken Exchange** in NYC to our innovative products is designed with the salon professional at heart.

As the #1 brand in the USA, we have a significant footprint in the digital beauty space and leverage this position to drive consumers to salons for the best services and retail products in the industry.

Here are a few highlights to look out for in 2016/2017.

Yours in service to the professional,
Shane Wolf, General Manager Worldwide



24/7 RESOURCE FOR EDUCATION

Learn better with our programs in your salon, at trade shows, at The Redken Symposium or at the **NEW Redken Exchange** in NYC. Of course you can learn online anytime on **Redken Education on Demand!**

STYLE KNOW-HOW

Through our continued collaboration with world-renowned stylist Guido, our innovative collection of styling products, and tips and tricks for creating the latest styles on our YouTube channel, Redken Styling gives you the inspiration and tools you need for every look and every client.



GO LIGHTER, SHINE BRIGHTER WITH THE HAIRCOLOR LEADER

Blondes are a big business and Redken is your resource to take every client at every level lighter and brighter. **Blonde Idol Haircolor** introduces four new high-lift shades with a range of techniques and expert tips from celebrity colorist Tracey Cunningham. We've also added a new lightener to our collection—**Blonde Idol Free Hand** is formulated specifically for balayage and free hand hair painting.



SWITCH UP YOUR VOLUME

Now you can help clients go big or go beachy with two new volume ranges. **High Rise Volume** adds polished root lift while **Beach Envy Volume** creates wavy, beachy texture—no sand or salt required. Either way it's style that won't let you down.

NOW EVEN RICHER

Chromatics will introduce five **NEW Ultra Rich** shades that deliver rich monochromatic color with the gray coverage and fortified results you expect from **Chromatics**.



INSPIRATION. FASHION. INNOVATION.



Redken is known for providing inspiring, fashion-forward and innovative products and services to the professional industry for more than 50 years. Everything we do is designed to empower and inspire you with tools to **Learn, Earn and Live Better!**



INSPIRATION

Get inspired by our home, NYC, our muses and our talented network of salon professionals.



FASHION

Discover the latest hairstyles from **Fashion Week** with **Guido**, Redken's Global Creative Director and the fashion world's **most visionary stylist**.



INNOVATION

Experience the latest cutting-edge professional products and salon services.



THE 2016 REDKEN COLLECTIVE



LEA T
Model & Anti-bullying
campaigner



SOO JOO PARK
Model & Style
Trendsetter



SUKI WATERHOUSE
Model, Actress &
Style Trendsetter



AMBER LE BON
Model, DJ &
Trendsetter



CRYSTAL RENN
Model & Author



JETTA
Musician & Model



LIZZY JAGGER
Model, Actress &
Producer



MARIACARLA BOSCONO
Supermodel &
Fashion Icon



GUIDO
Global Creative Director

CREATIVE VISION



AN UNDISPUTABLE
FASHION CONNECTION

GUIDO

RENOWNED HAIRSTYLIST, REDKEN GLOBAL CREATIVE DIRECTOR

Guido styles hair for more than 100 fashion shows every year in New York, London, Milan and Paris. He creates 8 out of 10 top hair trends every season and is the creative force behind fashion's most iconic hairstyles.

BORN IN:
Dorset, England

GOT HIS HAIRDRESSING STARTED AT:
The Sassoon Academy in London

WITH REDKEN SINCE:
2005

BIG BREAK:
Styled hair for George Michael's "Freedom! 90" video featuring **Linda Evangelista** and **Cindy Crawford**

CLIENT LIST:
Marc Jacobs, Prada, Louis Vuitton, Calvin Klein, Versace, Lanvin, Jil Sander, Alexander Wang, Roberto Cavalli and many more



Follow **@RedkenCanada** on Instagram for backstage access to runway hair each season.



EDUCATION



PERSONAL-BASED EDUCATION

WE BELIEVE EDUCATION SHOULD BE INTERACTIVE, ACCESSIBLE AND FUN!
OUR UNIQUE, PERSONAL-BASED APPROACH CREATES THE ULTIMATE EXPERIENCE
TO HELP EVERY SALON PROFESSIONAL **LEARN, EARN AND LIVE BETTER.**

OUR MISSION

Redken strives to instill the principles of wealth and success to the professional salon industry. Our goal is to empower salon professionals with educational tools that will help them increase their income. Through our passion for teaching, we can help the salon community develop its skills in business, design and color, training, personal development and wealth building.

THE PLATFORM

Get acquainted with Redken's personal based approach in any discipline. The platform is a menu of classes available to you; take individual classes based on your experience with Redken:

ESSENTIAL

REDKEN USER FOR 0-2 YEARS

- Introduction to Redken brands
- Core principles behind each discipline
- Simple strategies to increase income and clientele

EXPERIENCED

REDKEN USER FOR 2-4 YEARS

- Dig deeper into principles and the Redken brand
- Techniques and seasonal trends
- Additional client communication and wealth building strategies

MASTER

REDKEN USER FOR 4+ YEARS

- Advanced knowledge in the discipline(s) of your choice
- Focus on trends, techniques and wealth building

Turn the page for a complete listing of our platform classes.



REDKEN EDUCATION PLATFORM AT A GLANCE



HAIRCOLOR

- Principles of Color
- Placement matters
- Mixing it up!
- Creative color trends
- Color Forensics
- Blonde Obsessed
- Balayage / Hairpainting
- Color 911



DESIGN

- Principles of Design
- Creative Design trends



FINISH

- Principles of Finishing



COMBO

- The Full Story
(Color/ Design/ Finish)



STYLING

- Backstage Trends
- The Modern Bride
- NEW! Braids Master



CURL

- Creative Curl Trends



MEN

- Backstage Trends
- The Modern Bride
- NEW! Braids Master



WEALTH

- Salon Summit
Business Center
- **Retention:**
The Perfect Clientele
- **Referral:**
Promoting Referral Business
- **Principles of Merchandising**

THE DIGITAL PLATFORM

Redken's online learning resources are available at your fingertips, 24/7! Use your computer, tablet or smartphone to gain unlimited FREE access.



REDKEN EDUCATION ON DEMAND

Learn on your own terms. Visit **Redken Education on Demand** for 24/7 access to an ever-expanding library of FREE product knowledge, principle-based content and how-to videos.



SALON SUPPORT



SALON SUPPORT

When you decide to be part of the Redken tribe, you not only get access to a complete portfolio of the latest products and services, and our award-winning education, but also to an array of exclusive programs that are custom designed to inspire your creativity and build your business. We encourage you to take advantage of these programs and let Redken help your salon be as successful and profitable as possible!

For more information on any of the programs on the following pages, contact your Salon Sales Consultant.



SOCIAL ENGAGEMENT

Have you logged on, tweeted, liked, pinned or “insta-ed” today? Social media is integrated into everything we do including day-in-the-life video series with our muses, Facebook and Instagram updates and product launches, and of course behind the scenes and front row footage from Fashion Week on all of our channels.

And you and your clients are encouraged to join the conversation and share your own stories, looks and inspiration. Post anytime you are **#Redkenready**



FACEBOOK

Follow **RedkenCanada** on Facebook to:

- See the latest hair trends from the runways of New York, London, Paris and Milan
- Get the most up to date product information, recommendations, tips and news



TWITTER

Follow **@RedkenCanada** on Twitter to:

- Join the real-time conversations about Redken
- Travel with us from runway to runway during Fashion Week
- Enter for a chance to win the latest Redken must-haves



INSTAGRAM

Follow **@RedkenCanada** on Instagram for:

- A daily dose of Redken inspiration from NYC
- The latest product information and news from our muses
- Images from our creators and Redken Tribe around the world, and more



YOUTUBE

Subscribe to **RedkenCanada** on YouTube for all access to:

- How-to videos on recreating the season's hottest hair trends
- Quick styling tips
- Heat tool tutorials



PINTEREST

Follow **RedkenCanada** on Pinterest to:

- Pin your favorite Redken products
- Access endless style inspiration and step-by-step tutorials



SNAPCHAT

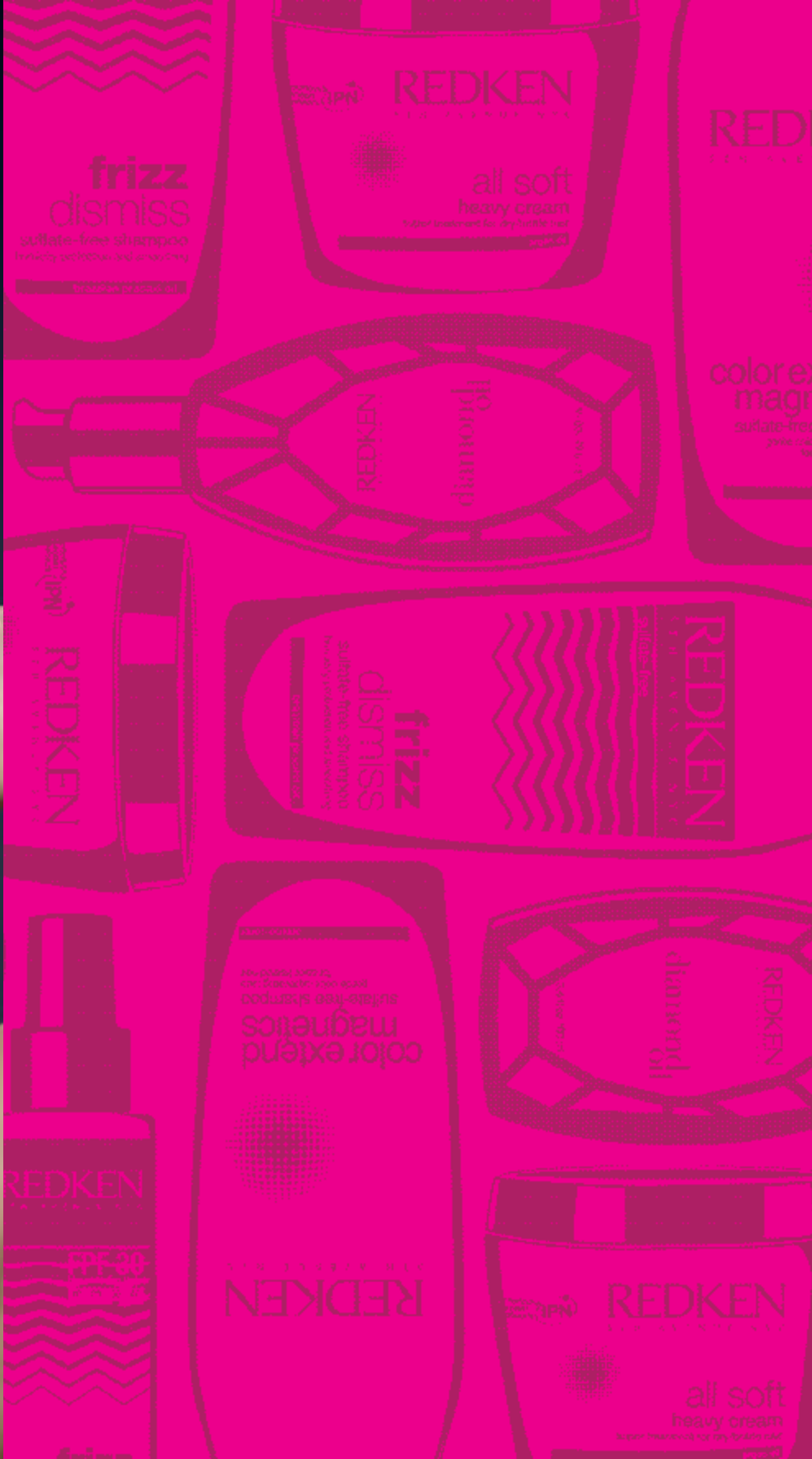
For an insider look at Fashion Week and the all around Redken experience follow **RedkenCanada**



Suki Waterhouse
for Redken 5th Avenue

REDKEN

5TH AVENUE NYC



HAIRCARE

HAIRCARE AT A GLANCE

COLOR CARE
COLOR PROTECTION
COLOR EXTEND



SULFATE-FREE COLOR CARE
COLOR EXTEND MAGNETICS



BLONDE BRILLIANCE
BLONDE IDOL



SHINE
STRENGTH & SHINE
DIAMOND OIL



STYLE ENHANCING
BLOW-DRY OIL
GLOW DRY



VOLUME
POLISHED VOLUME & LIFT
HIGH RISE VOLUME



BEACHY WAVES
BEACH ENVY VOLUME



DRY
SOFTNESS &
NOURISHMENT
ALL SOFT



CURL
CUSTOMIZABLE CURL SYSTEM
CURVAGEOUS



MULTI-BENEFIT
ALL-IN-ONE
MULTI-BENEFIT TREATMENT
ONE UNITED



SPECIALTY
ALL TYPES OF
THINNING HAIR
CERAFILL THINNING
HAIR SOLUTIONS



DAMAGE
STRENGTH, REPAIR &
LENGTH PRESERVATION
EXTREME & EXTREME LENGTH



FRIZZ
LASTING FRIZZ CONTROL
FRIZZ DISMISS



SPECIALTY
CLARIFYING



DANDRUFF CONTROL
SCALP RELIEF



RESTORATIVE TREATMENT
HEATCURE



EXTREME

STRENGTH AND REPAIR FOR DISTRESSED HAIR



BENEFITS:

- **75% reduction in breakage** with system of Shampoo, Conditioner and Anti-Snap

- **5-In-1 Damage Protection Power** against:

1. Chemical Damage
2. Thermal Damage from Styling Tools
3. Mechanical Damage
4. Surface Damage
5. Breakage

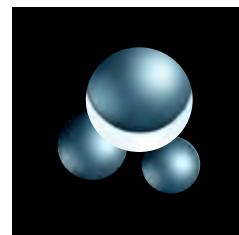
With system of Shampoo, Conditioner and Anti-Snap

- Infuses hair with protein to restore strength

TECHNOLOGY/KEY INGREDIENTS:

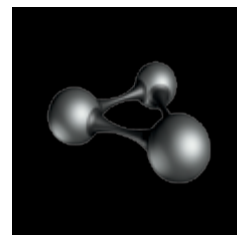
FORTIFYING COMPLEX

Exclusive technology penetrates deep for hair that is healthy-looking and resilient.



18-MEA

- Restore the lipid layer and resurfaces the cuticle for protective shine



CERAMIDE

- Provides targeted structural repair and support



RCT PROTEIN COMPLEX

Smart targeted protein response to meet hair's needs at each level.

- Soy Protein for the root to add structure.
- Arginine for the core to condition.
- Sepicap at the tip to restore look of ends.

SHAMPOO

HAIR TYPE

- All types of distressed hair

BENEFITS

- Cleanses, strengthens and restores shine
- Helps fortify weakened areas

USAGE

- Daily use on damp hair

CONDITIONER

HAIR TYPE

- All types of distressed hair

BENEFITS

- Detangles, smoothes and strengthens
- Helps fortify weakened areas
- Leaves hair supple and shiny

USAGE

- Daily use after shampooing



Rinse-out Treatment



MEGA MASK

fortifying mask

HAIR TYPE

- All types of distressed hair

BENEFITS

- **Hair is 15X stronger**
- Conditions and strengthens to the core

USAGE

- Every 3rd wash instead of conditioner or whenever intense conditioning is needed
- After shampooing, apply to towel-dried hair
- Leave in 3-5 minutes, rinse thoroughly

Rinse-out Treatment

CAT

protein reconstructing treatment

HAIR TYPE

- All types of distressed hair

BENEFITS

- Reconstructs, reconditions and adds immediate strength without added weight
- Helps prep hair before chemical services to prevent future damage

USAGE

- Recommend for at-home use 1-3 times per week based on the hair's condition
- After shampooing, apply to damp hair
- Leave on 5-15 minutes, rinse thoroughly
- Use as a pre-color service treatment. See the Professional Services tab for complete in-salon usage instructions



Leave-in Treatment

ANTI-SNAP

leave-in treatment

HAIR TYPE

- All types of distressed hair

BENEFITS

- **75% reduction in breakage** with system of Shampoo, Conditioner and Anti-Snap

- **5-In-1 Damage Protection Power** against:

1. Chemical Damage
2. Thermal Damage from Styling Tools
3. Mechanical Damage
4. Surface Damage
5. Breakage

With system of Shampoo, Conditioner and Anti-Snap

- Fortifies and smoothes the cuticle to reduce breakage and split ends

USAGE

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



EXTREME LENGTH

LENGTH PRESERVATION FOR DISTRESSED HAIR



BENEFITS:

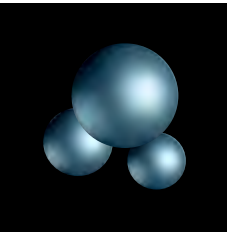
- **Healthy hair can grow 3-6” in a year. Achieve your maximum length. Up to 6” in a year** with system of Extreme Shampoo, Length Primer and Length Sealer
- Biotin enriched formulas
- Builds strength from root to tip and targets split ends



TECHNOLOGY/KEY INGREDIENTS:

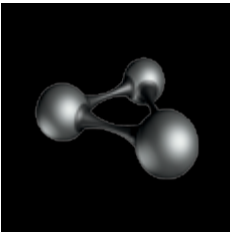
PROTEIN CHAIN COMPLEX

Exclusive technology features biotin to create a vertical binding system for proteins like a chain



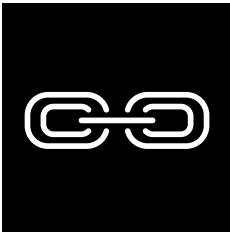
18-MEA

- Restore the lipid layer and resurfaces the cuticle for protective shine



CERAMIDE

- Provides targeted structural repair and support



BIOTIN

- Builds strength from root to tip



IPN

- **Keralink** strengthens hair’s core and provides progressive conditioning
- **Amino acids** and **protein** create a protective coating that rebuilds hair’s surface protection

Rinse-out Treatment

LENGTH PRIMER

rinse-out treatment

- HAIR TYPE**
- All types of distressed hair

- BENEFITS**
- Formulated with biotin
 - Provides weightless conditioning
 - Builds strength from root to tip

- USAGE**
- After using Extreme Shampoo, apply on damp hair from root to ends. Leave on 2-5 minutes. Rinse
 - For best results, follow with **Extreme Length Sealer**

Leave-in Treatment

LENGTH SEALER

split-end treatment

- HAIR TYPE**
- All types of distressed hair
- BENEFITS**
- Formulated with biotin
 - Leave-in treatment helps prevent damage and breakage
 - Helps reduce the appearance of split ends

- USAGE**
- Twist brush to “on” position. Brush on damp or dry ends. Do not rinse. Style as usual
 - Wipe excess product with a dry tissue to clean. Do not wash the brush



ALL SOFT

SOFTNESS FOR DRY, BRITTLE HAIR



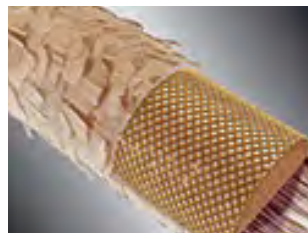
BENEFITS:

- Provides 15x more conditioning*
- Argan oil-enriched formulas deliver softness
- Increases manageability, suppleness and shine

TECHNOLOGY/KEY INGREDIENTS:

KERATIN-ENRICH COMPLEX

Exclusive technology dramatically transforms the texture of dry, brittle hair.



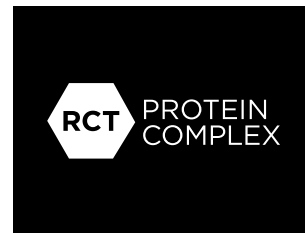
MOISTURIZING FACTOR

- Replenishes and maintains essential moisture balance



ARGAN OIL

- Replenishes lipids for intense softness



RCT PROTEIN COMPLEX

- Smart targeted protein response to meet hair's needs at each level.
- Soy Protein for the root to add structure.
 - Arginine for the core to condition.
 - Sepicap at the tip to restore look of ends.

*All Soft Shampoo, Conditioner and Argan-6 Oil vs. a non-conditioning shampoo

SHAMPOO

HAIR TYPE

- Dry, brittle

BENEFITS

- Gently cleanses and softens

USAGE

- Daily use on damp hair

CONDITIONER

HAIR TYPE

- Dry, brittle

BENEFITS

- Detangles, replenishes and provides intense softness

USAGE

- Daily use after shampooing



Rinse-out Treatment

HEAVY CREAM

super treatment mask

HAIR TYPE

- Extremely Dry, brittle

BENEFITS

- Deep conditioning treatment intensely softens and controls frizz
- Strengthens and provides maximum replenishment
- Increases manageability, movement and shine

USAGE

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

Leave-in Treatment

MEGA MASK

For Ultimate Softness & Shine

HAIR TYPE

- Dry, brittle

BENEFITS

- Dramatically improves hair's condition and manageability
- Provides lasting suppleness and amazing shine

USAGE

- Every 3rd wash instead of conditioner or whenever intense conditioning is needed
- After shampooing, apply to towel-dried hair
- Leave in 3-5 minutes, rinse thoroughly

COMING
APRIL
2017!



Rinse-Out & Leave-in Treatment

ARGAN-6 OIL

multi-care oil

HAIR TYPE

- Dry, brittle

BENEFITS

- Omega-6 enriched argan oil provides concentrated softness, deep conditioning and lasting suppleness
- Intensely nourishes
- Provides 15x more conditioning*

USAGE

- Apply on damp or dry hair concentrating on the mid-lengths and ends
- Re-apply on dry hair as needed
- **Six uses:**
 1. Before you shampoo for added moisture
 2. Before you blow-dry for added moisture
 3. After you blow-dry to smooth frizz
 4. On dry hair to boost shine
 5. Added to treatments for intense softness
 6. Overnight for intense softness



COLOR EXTEND

PROTECTION FOR COLOR-TREATED HAIR



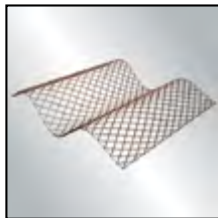
BENEFITS:

- Keeps haircolor radiant and shiny
- Guards hair against color fading
- Repels UVA/UVB rays

TECHNOLOGY/KEY INGREDIENTS:

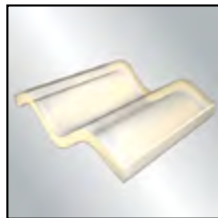
FADE RESIST COMPLEX

Unsurpassed color protection and retention with micro-net and UV filters that lock in color and lock out color-fading aggressors.



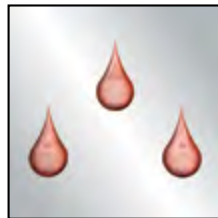
MICRO-NET

- Helps promote color retention



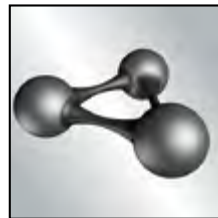
UVA & UVB FILTERS

- Provides anti-fade protection



CRANBERRY OIL

- Maximizes color vibrancy



CERAMIDE

- Strengthens the hair to help secure color



IPN

- **Keralink** strengthens hair's core and provides progressive conditioning
- **Amino acids** and **protein** create a protective coating that rebuilds hair's surface protection

SHAMPOO

HAIR TYPE

- Color-treated

BENEFITS

- Gently cleanses and strengthens
- Provides anti-fade protection and maximizes vibrancy
- Leaves hair strong, shiny and manageable

USAGE

- Daily use on damp hair

CONDITIONER

HAIR TYPE

- Color-treated

BENEFITS

- Detangles and protects against color fading
- Resurfaces the cuticle for a smooth, reflective surface
- Provides a vibrant, shiny finish

USAGE

- Daily use after shampooing



Rinse-out Treatment

RICH RECOVERY

protective treatment mask

HAIR TYPE

- Color-treated

BENEFITS

- Lightweight gel-cream provides intense replenishment and reconditions for improved manageability
- Restores haircolor with radiant, highly reflective shine
- Delivers powerful anti-fade protection

USAGE

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



SULFATE-FREE COLOR EXTEND MAGNETICS

COLOR-CAPTIVATING CARE FOR
COLOR-TREATED HAIR



BENEFITS:

- **Lock In Color. Hair is 3x Fortified.***
- Captures salon-fresh haircolor vibrancy
- Gentle, sulfate-free cleansing system

TECHNOLOGY/KEY INGREDIENTS:

CHARGE-ATTRACT COMPLEX

Forms a protective seal that captures salon-fresh vibrancy.



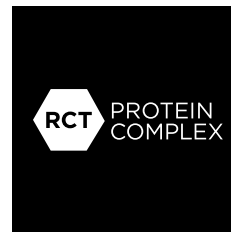
AMINO-IONS

- Attract to the hair fiber and form a seal



AMINO ACIDS

- **Glutamic acid** and **serine** replenish the hair



RCT PROTEIN COMPLEX

Smart targeted protein response to meet hair's needs at each level.

- Soy Protein for the root to add structure.
- Arginine for the core to condition.

*Color Extend Magnetics System of Sulfate-Free Shampoo and Conditioner vs. non-conditioning shampoo

SULFATE-FREE SHAMPOO

HAIR TYPE

- Color-treated

BENEFITS

- Sulfate-Free
- Non-stripping, lightweight, gentle, conditioning cleanser
- Rich lather
- Contains amino-ions to help seal in color
- Strengthens the hair fiber from root to tip with soft, flexible, results

USAGE

- Daily use on damp hair

CONDITIONER

HAIR TYPE

- Color-treated

BENEFITS

- Provides targeted repair with a smooth compact surface
- Easy detangling with softer, smoother and more conditioned feel
- High level of amino-ions

USAGE

- Daily use after shampooing



Rinse-out Treatment

MEGA MASK

color-captivating treatment

COMING
APRIL
2017!

HAIR TYPE

- Color-treated

BENEFITS

- Strengthens strands with intense replenishment
- Contains Zinc Gluconate, known for its color retention properties
- Attracts to color molecules, trapping them into the hair fiber to help preserve color richness

USAGE

- Every 3rd wash instead of conditioner or whenever intense conditioning is needed
- After shampooing, apply to towel-dried hair
- Leave in 3-5 minutes, rinse thoroughly



FRIZZ DISMISS

HUMIDITY PROTECTION & SMOOTHING FOR ALL HAIR TYPES



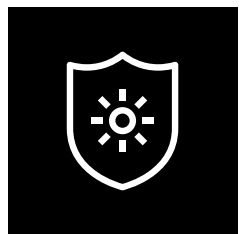
BENEFITS:

- **Up to 82% less frizz after one use** of Sulfate-Free Shampoo, Conditioner and PPF 30
Instant Deflate after 24 hours
- **Non-Stop frizz reduction in extreme humidity***
- 3 out of 4 agree frizz has met its match based on 150 women who tried new Frizz Dismiss
- Heat and humidity protection
- Sulfate-free, sodium chloride-free cleansing system
- Safe for chemically straightened hair

TECHNOLOGY/KEY INGREDIENTS:

HUMIDITY-RESIST COMPLEX

Exclusive technology developed in Brazil to control all levels of frizz.



AQUATORIL

- A skincare ingredient, used now for the first time in haircare, it is both hydrophobic to repel humidity and hydrophilic to lock in moisture



BRAZILIAN PRACAXI OIL

- Smoothes, nourishes and strengthens the fiber
- Provides lasting manageability and control



LIGHTWEIGHT SILICONE

- Provides lightness and softness

*Based on instrumental test: Frizz Dismiss Sulfate-Free Shampoo, Conditioner and leave-in treatment vs. a classical shampoo after 96 hours under 85% relative humidity



FRIZZ PROTECTION FACTOR (FPF)

Frizz Protection Factor (FPF), the first-ever professional scale, allows you to choose the protection you need based on hair type and humidity level.

FRIZZ DISMISS—Continue

SULFATE-FREE SHAMPOO

- HAIR TYPE**
- All hair types
- BENEFITS**
- Sulfate-free, sodium chloride-free
 - Safe for chemically straightened hair
 - Gently cleanses hair
 - Helps provide smoothness and manageability
 - Helps protect hair from humidity for lasting frizz control
- USAGE**
- Daily use on damp hair



CONDITIONER

- HAIR TYPE**
- All hair types
- BENEFITS**
- Moisturizes and detangles
 - Helps provide smoothness, manageability and shine
 - Helps protect hair from humidity for lasting frizz control
- USAGE**
- Daily use after shampooing



Rinse-out Treatment intensive rinse-out treatment

- HAIR TYPE**
- All hair types
- BENEFITS**
- Provides intense nourishment to sensitized, unruly, frizz-prone hair
 - Provides smoothness and manageability
- USAGE**
- After shampooing, apply to damp hair
 - Leave on 5 to 15 minutes. Rinse thoroughly



Treatment Styler

FPF 10 FLY-AWAY FIX finishing sheets (pack of 50)

- HAIR TYPE**
- All hair types
- BENEFITS**
- Dismisses static and eliminates fly-aways
 - Provides a portable way to combat frizz and add shine
 - Lavender oil infused
- USAGE**
- FPF 10 for light frizz control and touchups
 - Gently smooth over the surface of dry hair to calm frizz, static and fly-aways. Repeat as needed.
 - Can be used with other FPF treatments



Leave-in Treatment OR Treatment Styler

FPF 20 SMOOTH FORCE lightweight smoothing lotion spray

- HAIR TYPE**
- Fine to medium hair types in low to high humidity
- BENEFITS**
- Lightweight lotion spray detangles and increases manageability
 - Great for applying at the root area to tame frizz without weighing hair down
 - Provides lasting frizz control, smoothness and humidity protection
 - Protects from heat styling up to 446°
- USAGE**
- FPF 20 for light to moderate frizz control
 - Apply to clean, towel-dried hair. Leave in. Style as usual
 - Can be used with other FPF treatments



Leave-in Treatment OR Treatment Styler

FPF 30 INSTANT DEFLATE leave-in smoothing oil serum

- HAIR TYPE**
- Medium to coarse hair types in low to high humidity
- BENEFITS**
- Leave-in smoothing oil serum protects hair from heat and humidity while dismissing unwanted volume and adding glossy shine
 - Provides lasting frizz control, smoothness and humidity protection
 - Protects from heat styling up to 446°
- USAGE**
- FPF 30 for medium to maximum frizz control
 - Apply evenly to towel-dried hair. Blow-dry for maximum results
 - Reapply to lengths and ends as needed to tame frizzies
 - Can be used with other FPF treatments



Leave-in Treatment OR Treatment Styler

FPF 40 REBEL TAME leave-in smoothing control cream

- HAIR TYPE**
- Coarse hair types in medium to high humidity
- BENEFITS**
- Leave-in smoothing control cream provides intense discipline to knock down frizz with lasting control
 - Provides lasting frizz control, smoothness and humidity protection
 - Protects from heat styling up to 446°
- USAGE**
- FPF 40 for maximum frizz control
 - Apply to clean, towel-dried hair. Leave in. Style as usual
 - Can be used with other FPF treatments



CURVACEOUS

HAIRCARE & STYLING FOR LOOSE WAVES TO SPIRAL CURLS



BENEFITS:

- **Delivers 97% reduction in frizz* and 3-day curl definition****
- Specialized, sulfate-free formulas
- Strengthens, moisturizes and reactivates shape

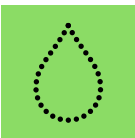
TECHNOLOGY/KEY INGREDIENTS:

CURL MEMORY COMPLEX
SUGAR CRYSTALS = REACTIVE SHAPE
MORINGA OIL = RESTORES MOISTURE
UV FILTER = PROTECTS FROM UV DAMAGE



SUGAR CRYSTALS

Super sweet sugar polyol attracts moisture to waves, curls and spirals to hydrate and reactivate their curl pattern



MORINGA OIL

Drenches dry, dehydrated curls with a refreshing boost of moisture for animated bounce, frizz control and shine



UV FILTER

Shields curls from environmental aggressors and helps protect color-treated waves, curls and spirals from fade-out

*Results achieved with the use of Curvaceous Low Foam Moisturizing Cleanser, Conditioner and Full Swirl vs. a non-conditioning shampoo
**Results achieved with the use of Curvaceous Low Foam Moisturizing Cleanser, Conditioner and Ringlet vs. a non-conditioning shampoo



WAVY HAIR

Open s-shaped waves that are neither curly nor straight, and tend to be more loosely defined.



CURLY HAIR

A mixture of curl patterns, which are tighter than waves, but looser and more open than spirals.



SPIRALS

Medium to springy coils that can interlock or have zigzag patterns. They tend to start closer to the scalp.

CLEANSE

Choose from three **sulfate-free, paraben-free, non-stripping** formulas suitable for every curl type:

CLEANSE

NEW HIGH FOAM LIGHTWEIGHT CLEANSER

- **High cleansing, lightweight moisture**
- Gently removes impurities without stripping vital moisture
- Curls remain defined and bouncy without weight

CLEANSE

- **Medium cleansing, deep moisture**
- Unique creamy formula with gentle cleansing agents that won't dry out curls
- Curls have increased manageability, frizz control and amazing shine



CLEANSE

NEW NO FOAM HIGHLY CONDITIONING CLEANSER

- Low cleansing, intense conditioning
- Delivers intense moisture from root to tip
- Curls are soft, manageable, shiny and deeply hydrated



CONDITION

- Alcohol-free, 2-in-1 formula quenches with intense moisture and weightless conditioning
- Rinse out for a daily dose of moisture
- Leave in for extra control, detangling and manageability



STYLE FOR WAVES

- Boosts lazy waves with shape and shine
- Adds body and structure to define waves without stickiness or frizz



STYLE FOR CURLS

FULL SWIRL SCULPT AND SHINE CREAM-SERUM

- 2-in-1 formula mixes a controlling serum with a lightweight cream
- Seals in moisture and definition, boosts shine
- Locks out humidity for frizz control and shiny curl perfection



PRIME

NEW CURL REFINER ANTI-FRIZZ CURL DEFINING PRIMER

- Defines and primes before styling your curls
- Provides moisture, discipline and frizz control



ACTIVATE

NEW CCC SPRAY GEL

- Climate control, caring curl activator
- Defines, refines and perfects curls in just one step
- Curls are at their best, no matter the weather!
- Can be used throughout the day to give curls a refreshing boost
- Can be layered with any Curvaceous styler



STYLE FOR SPIRALS

RINGLET SHAPE PERFECTING LOTION

- Disciplines spirals with frizz-controlled definition, soft hold and a shiny, touchable finish
- Creates long-lasting spirals with amazing bounce and shine



STYLE FOR SPIRALS

NEW SPIRAL LOCK HIGH-HOLD GEL

- For perfect, kink-free spirals
- Flawlessly defines tight curls with all-day frizz control and bounce



HIGH RISE VOLUME

POLISHED VOLUME & LIFT FOR ALL HAIR TYPES

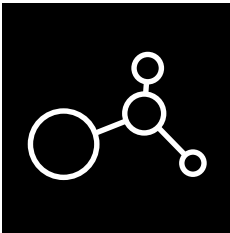


BENEFITS:

- For flawless root lift and body
- Polished finish
- Contains a volume-boosting blend of filloxane, softening and silicone polymers

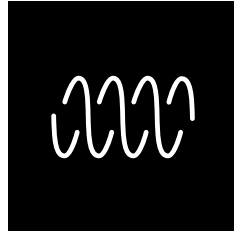
TECHNOLOGY / KEY INGREDIENTS:

FORMULATED WITH POLYMERS AND ACTIVE LEVELS OF FILLOXANE



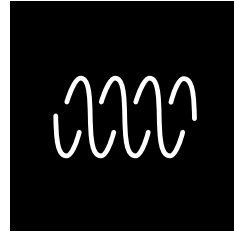
FILLOXANE

- Penetrates the cuticle to the cortex and spreads along the fiber to provide more texture, volume and substance to hair
- At an active, concentrated level



SOFTENING POLYMERS

- Help provide softness, lift and body



SILICONE POLYMERS

- Formulated in **Duo Volumizer** to provide polished lift and volume

LIFTING SHAMPOO

HAIR TYPE

- All hair types

BENEFITS

- Gently cleanses and adds lift and body
- Leaves hair soft, manageable and shiny

USAGE

- Daily use on damp hair

LIFTING CONDITIONER

HAIR TYPE

- All hair types

BENEFITS

- Lightweight detangling conditioner
- Creates lift and body

USAGE

- Daily use after shampooing



Treatment Styler

DUO VOLUMIZER

For High Lift and Control

HAIR TYPE

- All hair types

BENEFITS

- **The power of two:** combines a lightweight volumizing cream with a high lift gel
- Creates voluminous styles

USAGE

- Blend together and apply on damp hair. Comb through from root to tip
- Blow-dry with a round brush for extra lift at the root



BEACH ENVY VOLUME

BIG, BEACHY TEXTURE
FOR ALL HAIR TYPES

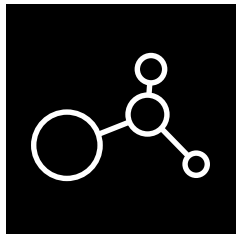


BENEFITS:

- Creates textured, beachy waves with added fullness and movement
- Contains a volume-boosting blend of filloxane, mineral and polymers
- Salt-free formula

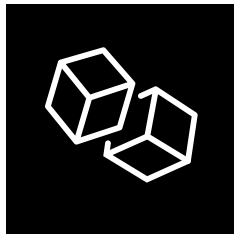
TECHNOLOGY / KEY INGREDIENTS:

FORMULATED WITH FILLOXANE, MINERALS AND LATEX POLYMERS



FILLOXANE

- Penetrates the cuticle to the cortex and spreads along the fiber to provide more texture, volume and substance to hair



MINERALS

- Formulated with Calcium Carbonate
- Helps add texture to the surface of the hair

TEXTURIZING SHAMPOO

HAIR TYPE

- All hair types

BENEFITS

- Gently cleanses and adds texture
- Adds fullness and movement

USAGE

- Daily use on damp hair

TEXTURIZING CONDITIONER

HAIR TYPE

- All hair types

BENEFITS

- Unique gel-lotion formula
- Lightweight detangling conditioner
- Adds texture
- Creates amplified, loose waves with amazing body

USAGE

- Daily use after shampooing



Treatment Styler

WAVE AID

For Big Beachy Style

HAIR TYPE

- All hair types

BENEFITS

- Mineral blend infuses hair with texture
- Creates waves and big beachy style

USAGE

- Mist through damp hair and scrunch in
- Air dry or for optimal results, diffuse for natural movement
- Use with a curling iron for enhanced waves



BLONDE IDOL

CUSTOMIZABLE CARE FOR ALL TYPES OF BLONDE HAIR

I tried the Blonde Idol Custom-Tone Conditioner and my hair looks beautiful. The texture of my hair looks so healthy and shiny. So glad I found this product!

FROM REDKEN.COM



BENEFITS:

- **No Brassiness. Guaranteed.***
- Brightens, balances and beautifies blondes
- Adjustable custom-tone conditioners help maintain tonality
- Sulfate-free, pH-balanced formulas

TECHNOLOGY/KEY INGREDIENTS:

KERA-BRIGHT SYSTEM



BALANCE

- Balanced pH formula
- Maintains hair integrity
- Seals cuticle



TONE

- Custom calibrated dyes
- Cancels out brassiness and enhances warmth
- Preserves tonality until next salon visit



CARE

- **Kerabond and Violet Leaf Extract:** condition
- **Lactic acids** penetrates to optimize condition of the hair

*Blonde Idol Custom-Tone Conditioner for Cool or Platinum Blonde Hair
**When used with system of Sulfate-Free Shampoo and BBB Spray
***When used as a leave-in

SULFATE-FREE SHAMPOO

HAIR TYPE

- All types of blonde hair

BENEFITS

- Sulfate-free, pH balanced formula
- Gently cleanses and softens with lightweight moisture
- Does not compromise haircolor

USAGE

- Daily use on damp hair



MASK

nourishing rinse-out treatment

HAIR TYPE

- All types of blonde hair
- Extremely dry or damaged blonde

BENEFITS

- Lightweight yet nourishing formula targets porous, damaged areas with intense hydration and smoothness
- Gel texture renews softness and amplifies shine

USAGE

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



CUSTOM-TONE

adjustable color-depositing daily treatment

HAIR TYPE

- **Violet:** For cool or platinum blonde hair to help neutralize brassiness
- **Gold:** For warm or golden blonde hair to help maintain warm tones

BENEFITS

- Customizable color-depositing conditioner
- Dual-chamber releases a calibrated blend of color-depositing and conditioning formulas

USAGE

- Before first use, set dial to “Week 6” and pump repeatedly until product begins to flow. Then set dial to “Week 1” and pump repeatedly until product begins to flow
- Apply to damp hair. Leave on 3-5 minutes. Rinse thoroughly
- Following a haircolor service, dial up weekly to increase color deposit
- Can be used daily when dialed at the minimum color deposit or up to twice a week when dialed at the medium or maximum color deposit (refer to the dial)
- Adjust dial as needed, for example, increase after sun exposure, swimming or prolonged mineral-rich water use. Decrease when satisfied with haircolor tone



Rinse-out OR Leave-in Treatment

BBB SPRAY

lightweight multi-benefit conditioner

HAIR TYPE

- All types of blonde hair

BENEFITS

- › **BALANCE**
 - Strengthens root to tip**
 - Uniformly moisturizes
 - Fills porosity
- › **BEAUTIFY**
 - Provides heat protection from styling tools***
 - Lightweight conditioning
 - Instantly detangles
 - Controls frizz
- › **BRIGHTEN**
 - Boosts shine***
 - Feels smooth and silky

USAGE

- Spray evenly on damp or towel-dried hair
- Rinse out after 1-2 minutes for lightweight conditioning
- Leave in for increased conditioning



DIAMOND OIL

OIL SOLUTIONS FOR DULL, DAMAGED, MEDIUM TO COARSE HAIR



BENEFITS:

- Hair is **3X stronger*** with **2X more shine****
- Oil enriched to nourish, strengthen and protect
- Silicone-free oils in two strengths

TECHNOLOGY / KEY INGREDIENTS:

SHINE STRONG COMPLEX

Contains a silicone-free blend of coriander, camelina and apricot oils to strengthen from the inside out.



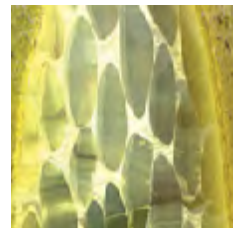
CORIANDER OIL

- Coats and smoothes the cuticle to boost shine



CAMELINA OIL

- Seals and penetrates the peripheral layer for reinforced shine



APRICOT OIL

- Penetrates uniformly through multi-layers to condition and add shine from the inside out



IPN

- **Keralink** strengthens hair's core and provides progressive conditioning
- **Amino acids** and **protein** create a protective coating that rebuilds hair's surface protection

*Diamond Oil Shatterproof Shine or Shatterproof Shine Intense vs. a non-conditioning shampoo
**Diamond Oil Shatterproof Shine or Shatterproof Shine Intense vs. unwashed hair

SHAMPOO

HAIR TYPE

- Dull/damaged

BENEFITS

- Rich, nourishing foam gently cleanses
- Helps strengthen strands to help prevent breakage
- Provides durable shine that lasts until the next shampoo

USAGE

- Daily use on damp hair

CONDITIONER

HAIR TYPE

- Dull/damaged

BENEFITS

- Replenishing oils infuse hair with moisture
- Instantly detangles and improves manageability
- Protects hair from breakage
- Restores sparkling, multi-faceted shine

USAGE

- Daily use after shampooing



Rinse-out Treatment

DEEP FACETS

intensive treatment mask

HAIR TYPE

- Dull/damaged

BENEFITS

- Oil-infused formula provides intensive nourishment, strength and replenishment
- Provides a protective layer of oils to help prevent damage
- Restores smoothness and amazing diamond shine

USAGE

- Oil-infused formula provides intensive nourishment, strength and replenishment
- Provides a protective layer of oils to help prevent damage
- Restores smoothness and amazing diamond shine



Rinse-out, Leave-in Treatment OR Treatment Styler

SHATTERPROOF SHINE

blend of coriander and apricot oils

HAIR TYPE

- Dull/damaged
- For medium to coarse hair types

BENEFITS

- Hair is **3X stronger*** with **2X more shine****
- Silicone-free
- Nourishes, strengthens and reinforces strands from the inside out
- Works on each level of the fiber to provide a durable coating that protects hair from damage and intensifies shine
- Restores the lipid layer and locks in moisture for a smooth, frizz controlled look with shine
- Features a dropper for precise, no-waste dosage

USAGE

- With these concentrated formulas, a little goes a long way

Multiple uses:

- › Pre-treatment
- › Overnight treatment
- › Add-on treatment (to conditioner or mask)
- › Pre blow-dry
- › Post blow-dry
- › Moisturize dry skin

- **On skin:** Apply on clean skin (especially dry elbows, heels and cuticles) and massage in for added moisture

- **On scalp:** Apply on clean scalp to help alleviate dryness. Shampoo thoroughly

- **Pre-color service:** Apply a few drops to overly porous areas of Zones 2 and 3

Rinse-out, Leave-in Treatment OR Treatment Styler

SHATTERPROOF SHINE INTENSE

blend of coriander, camelina and apricot oils

HAIR TYPE

- Dull/damaged
- For coarse hair types



GLOW DRY

STYLE ENHANCING BLOW-DRY OIL FOR ALL HAIR TYPES

Glow Dry is amazing! This product delivers so much shine, silkiness to hair and helps blow dry quicker.



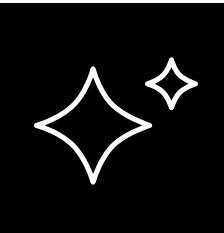
BENEFITS:

- Boosts your blow-dry with heat-responsive silicones
- Ultra lightweight and airy
- Reduces blow-dry time
- Great replacement for Glass 01

TECHNOLOGY / KEY INGREDIENTS:

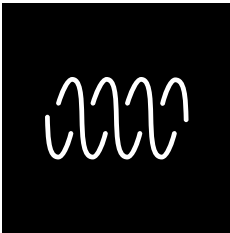
FIRST HEAT-RESPONSIVE OIL TECHNOLOGY

- 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



USAGE:

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

REGIMEN



USE BOTH FOR A FASTER BLOW-DRY WITH MAXIMUM BENEFITS!

ONE UNITED

ALL-IN-ONE
MULTI-BENEFIT TREATMENT



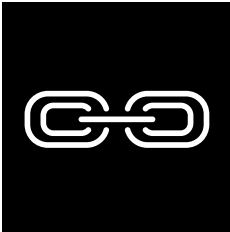
BENEFITS:

- **Sulfate-free, paraben-free, and no heavy waxes for lightweight, instant results**
- For every hair type and texture
- Versatile product with 25 benefits delivered in 3 key categories: Manageability, Protection, Beauty

TECHNOLOGY / KEY INGREDIENTS:

CATIONIC COMPLEX

Positively charged ingredients easily bind to the hair to condition, detangle, smooth and increase manageability



KERACARE

- With **xylose** to provide heat protection and help prevent breakage



COCONUT OIL

- Provides shine, softness and smoothness to enhance hair's beauty

25 CARING BENEFITS FOR:

MANAGEABILITY	PROTECTION	BEAUTY
1. Conditions 2. Nourishes 3. Improves manageability 4. Helps even out porous hair 5. Reduces dryness 6. Detangles 7. Instant results 8. Ideal cutting lotion	9. Primes hair for styling 10. Helps prevent breaking from brushing 11. Safe for color-treated hair 12. Helps prevent heat damage 13. Helps prevent split ends 14. Helps seal hair cuticle 15. Safe for ombre hair 16. Helps shield against external aggressors	17. Gives a silky touch 18. Adds smoothness 19. Adds shine 20. Helps control frizz 21. Anti-static 22. Controls fly-aways 23. Makes blow-dry easier 24. Style refresher 25. Lightweight results

USAGE:

After shampooing, mist evenly on damp or towel-dried hair. Rinse out after 1-2 minutes for lightweight conditioning. Leave in for increased conditioning

USE:

BENEFITS:

ALONE

Apply after cleansing or to refresh hair between washes

Delivers caring benefits for improved:
• **Manageability** • **Protection** • **Beauty**

WITH A RINSE-OUT TREATMENT

Apply after cleansing and before rinse-out treatment

Provides lightweight conditioning

WITH A LEAVE-IN TREATMENT

Layered after cleansing

Enhances the caring benefits of other leave-in treatments

WITH A STYLING PRODUCT

Apply before or after styling

Softens the touch and texture of the styling product

TIP: WHEN LAYERING, ALWAYS APPLY THE LIGHTEST PRODUCT FIRST, WHICH IS TYPICALLY ONE UNITED.

PROFESSIONAL USES:

- Detangling lotion
- Cutting lotion
- Pre-color treatment: Begin with Pre Art or Hair Cleansing Cream Shampoo 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
- Pre-styler

HEATCURE

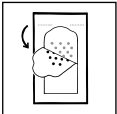
INTENSE SELF-HEATING TREATMENT



BENEFITS:

- Weekly fortifying treatment delivers deep conditioning to restore hair’s healthy look and feel
- Redken’s first self-heating technology
- After just one application:
 - Repairs up to 1 year of surface damage
 - Restores appearance of shine, conditioning, softness and strength
 - 99% user satisfaction
- Recommend to clients after a **Heatcure Professional hair restoration service** and to clients with damaged hair

HOW TO USE:



STEP 1: PEEL
Before showering, peel open front to expose to air and start the self-heating.



STEP 2: HEAT
Wait 3-4 minutes to allow the contents to warm. Massage the pack. While heating, do not place under water.



STEP 3: TREAT
After shampooing, open the pouch by tearing the perforation. Squeeze the pouch to dispense the formula into your hand. Distribute formula through hair. Leave on 5-10 minutes. Rinse.

BREAKTHROUGH DELIVERY SYSTEM

Heat-powered, deep formula penetration up to the cortex



EXCLUSIVE PROFESSIONAL DEVICE

Designed to provide intense restoration



SCALP RELIEF

DANDRUFF CONTROL SHAMPOO

FOR THE RELIEF OF DANDRUFF AND ITS SYMPTOMS



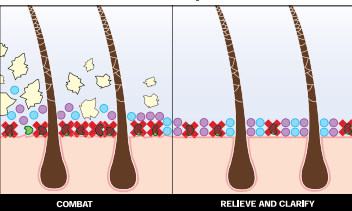
BENEFITS:

- Dermatologist-tested for safety
- Pyrithione zinc helps combat dandruff and its symptoms
- Shampoo gently cleanses hair and soothes the scalp
- Leaves scalp clarified and relieved
- Leaves hair shiny, light and airy

USAGE:

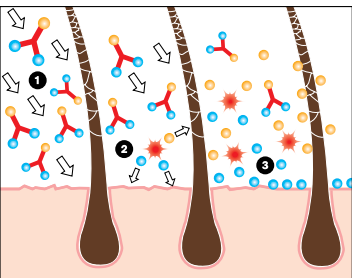
- For best results, use at least twice a week or as directed by a physician. Can be used daily.
- Apply to wet hair, massaging into scalp. Leave on 5 minutes. Lather and rinse. For intensive care, apply to dry hair and massage into scalp. Leave on 5-10 minutes. Wet hair, lather and rinse.

TECHNOLOGY/KEY INGREDIENTS:



- ✖ **Pyrithione Zinc:** Fights and controls dandruff
- **HYDRO-ZONE SYSTEM:** Hydrates, clarifies and rebalances the scalp and maintains its moisture equilibrium
 - **Glycerin:** Hydrates scalp
 - **Lavender Extract:** Soothes & clarifies

INTERBOND SCALP SYSTEM



- Transversal Delivery System** provides high-speed transmittal of key ingredients to target the scalp and hair.
- HOW IT WORKS**
- › **CARRY:**
Specialized ingredients are **carried** to the scalp and hair
 - › **RELEASE:**
Specialized ingredients **release** and break apart
 - › **BIND:**
Specialized ingredients **bind** to the scalp and hair

HAIR CLEANSING CREAM

SHAMPOO & PRE ART TREATMENT

CLARIFYING FOR ALL HAIR TYPES



BENEFITS:

- Hair Cleansing Cream Shampoo**
- Clarifies and works to remove copper, iron, hard water minerals and styling product build-up
 - Purifies, refreshes and leaves hair shiny
- Pre Art Treatment**
- Intense clarifier effectively removes copper, iron minerals and styling product residue which can interfere with chemical services
 - Helps equalize the surface properties of the hair to ensure an even color result

WHY CLARIFY?

- Hair is exposed to copper and minerals from swimming pools, hard water, well water and even regular tap water.
- The build-up of these elements, as well as styling products, can affect the feel and appearance of the hair and the way hair responds to chemical services
 - Pre Art and Hair Cleansing Cream Shampoo are highly effective ways to prepare hair for chemical services
 - Both products help ensure that hair is in the best possible condition to accept chemicals to achieve optimal results

HOW DO THEY WORK?

- Both products contain a high concentration of chelating agents that surround minerals making them more soluble so that they can be washed away
- Pre Art contains an auto-protectant polymer that attracts to damaged, porous areas of the hair and “fills” them in, leveling out the hair’s surface so you can achieve balanced color deposition and smooth condition
- Both products contain fruit acids to help strengthen the cuticle and add shine

	PRE ART	HAIR CLEANSING CREAM
Retail to clients		x
Professional use at the backbar	x	x
Helps remove calcium	x	x
Helps remove magnesium	x	x
Helps remove styling product build-up	x	x
Helps remove iron	x	x
Helps remove copper	x	x
Levels the porosity of hair for even color results	x	

Make sure your client's hair is in the best condition before a chemical service. For pre-service usage instructions for Pre Art and Hair Cleansing Cream, see the Professional Service tab.

cerafill
thinning hair solutions
safe for color-treated hair

dermatologist
endorsed



**Up to 50%
of men and women
experience hair loss***

Cerafill Thinning Hair Solutions is the only thinning line you need with a range of formulas that answer all your clients' thinning hair concerns.

POWERED BY **REDKEN**
SCIENCE

*Dermatologic Clinics, January 2013, and Journal of American Academy of Dermatology, October 2008

dermatologist endorsed



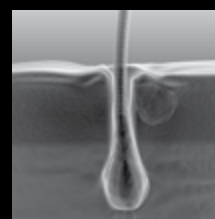
Nicole Rogers, MD

- Accomplished hair transplant surgeon and leading board-certified dermatologist
- Over 15 years experience in education, medical research and private practice consultations

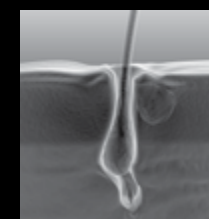
how does hair thin?

Several factors play a role in thinning hair including genetics, lifestyle and aging. The most common cause of long-standing hair thinning is male and female pattern hair loss (also known as androgenetic alopecia, AGA). This is also known as male pattern hair loss (MPHL) and female pattern hair loss (FPHL).

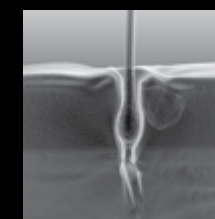
The normal growth cycle of a single hair strand can last anywhere from two to six years. When hair is thinning, the growth cycle shortens and stays in the actively growing phase for a shorter period of time.



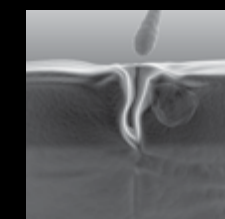
Anagen phase is the growth phase, which lasts 5-7 years and includes 90% of hair.



Catagen phase is an approximately 3-week regression phase in which hair growth stops.



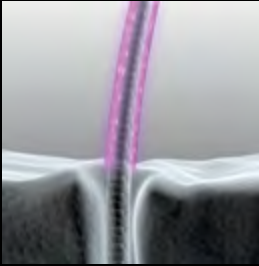
Telogen phase is the 3-5 month rest phase in the hair growth cycle.



Miniturization occurs at the end of the telogen phase when the hair falls out, and instead of being as thick as the previous hairs, they are being replaced by thinner, finer versions of themselves.

It is common to lose some hairs on a daily basis during washing or styling; the normal amount is 50-100 hairs per day. **If a person loses more than 100 hairs every day, this is considered excessive or premature hair loss.**

system technology



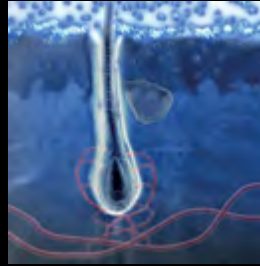
Ceramide

Strengthens hair fiber to prevent breakage



Filloxane

Works on every hair strand to create a visually fuller effect



SP-94 + ZINC PCA

SP-94 nourishes the scalp and Zinc PCA, a known DHT inhibitor, promotes a healthy environment

solutions for all your clients' needs

Defy For normal to thinning hair

Signs & Symptoms:

- Hair loss is mild to moderate
- More hair than usual is collecting in brush and shower drain
- Scalp starts becoming visible at part, yet still can be camouflaged with styling
- Scalp at crown area is starting to show



Retaliate For advanced thinning hair

Signs & Symptoms:

- Hair loss is moderate to heavy
- Scalp/hairline is visible to highly visible
- Hair easily falls out when brushing and more than average hair collecting on pillows and towels
- Hair doesn't retain style or is difficult to maintain volume



instant thickening**

Maximize For all hair types

Dense Fx hair diameter thickening treatment

- It's like gaining up to 9,000 more hairs after one use!**

Texture Effect hair & scalp refresher

- Lightweight texturizer adds fullness, texture and absorbs oils throughout the day to keep hair and scalp looking fresh



TIP: Use together for maximum fullness and density!

DEFY

thickening shampoo

HAIR TYPE

- Normal to thin hair

BENEFITS

- Improves the appearance of thinning hair
- Gently cleanses with **Zinc PCA** to help reduce DHT and remove follicle clogging impurities and excess sebum from the scalp
- **Ceramide** strengthens the hair fiber to help prevent breakage
- **SP-94** nourishes to promote a healthy scalp environment

USAGE

- Daily use on damp hair



DEFY

thickening conditioner

HAIR TYPE

- Normal to thin hair

BENEFITS

- Ceramide strengthens the hair fiber to help prevent breakage
- SP-94 nourishes to promote a healthy scalp environment
- Hair looks visibly fuller with added shine

USAGE

- Daily use after shampooing



RETALIATE

stimulating conditioner

HAIR TYPE

- Advanced thinning hair

BENEFITS

- Unique extra lightweight cream-gel with stimulating menthol
- Ceramide strengthens the hair fiber to help prevent breakage
- SP-94 nourishes to promote a healthy scalp environment
- Helps advanced thinning hair look visibly fuller with added shine

• USAGE

- Daily use after shampooing



Leave-in Treatment

DEFY

scalp energizing treatment

HAIR TYPE

- Normal to thin hair

BENEFITS

- Energizing daily toner
- Arginine stimulates the scalp
- Ceramide strengthens the hair fiber to help prevent breakage
- SP-94 nourishes to promote a healthy scalp environment for naturally growing hair
- Nozzle provides easy, targeted application

USAGE

- Apply to dry or towel-dried hair. Spray directly on clean scalp and massage in. Do not rinse. Style as usual



RETALIATE

stimulating shampoo

HAIR TYPE

- Advanced thinning hair

BENEFITS

- Stimulating menthol formula gently cleanses to remove impurities and follicle-clogging sebum
- Ceramide strengthens the hair fiber to help prevent breakage
- SP-94 nourishes to promote a healthy scalp environment
- Improves the appearance of advanced thinning hair

USAGE

- Daily use on damp hair



Leave-in Treatment

DENSE FX

hair diameter thickening treatment

HAIR TYPE

- All hair types

BENEFITS

- It's like gaining up to 9,000 more hairs after one use!**
- Breakthrough formula with Filloxane plumps up existing hair to increase diameter by 9%
- Instantly creates the look and feel of fullness
- Ceramide strengthens the hair fiber to help prevent breakage
- SP-94 nourishes to promote a healthy scalp environment

USAGE

- Use after Cerafill Defy or Retaliate products including Minoxidil and Defy Scalp Energizing Treatment
- Apply daily to damp hair section by section beginning at scalp area. Massage gently at root and work through to the ends. Do not rinse
- For maximum thickening results allow to dry then reapply
- Layer any additional styling products
- Use with Texture Effect for added texture

**Based on an increase in the diameter of existing hairs.



Leave-in Treatment

TEXTURE EFFECT

hair & scalp refresher

HAIR TYPE

- All hair types

BENEFITS

- Lightweight texturizer adds fullness and texture
- Absorbs oils throughout the day to keep hair and scalp looking fresh

USAGE

- Apply daily to dry hair
- Shake well and spray onto roots and lengths
- Re-apply and layer as needed
- Use with Dense Fx for maximum fullness and volume



INGREDIENT GLOSSARY

Have you ever wondered the benefits certain ingredients add to a product’s formula? This ingredient glossary highlights key Redken haircare ingredients so you can better understand their effect on hair and scalp and share this valuable information with your clients!

INGREDIENT NAME	SCIENTIFIC NAME	WHAT IT DOES
18-MEA	BEHENTRIMONIUM METHOSULFATE	Helps restore the lipid layer of the cuticle for brilliant, reflective shine
ALLANTOIN	ALLANTOIN	Helps soothe irritated scalp skin
ALOE VERA	ALOE BARBADENSIS LEAF JUICE	Helps to nourish and replenish the hair fiber
ALPHA & BETA HYDROXY ACIDS	SALICYLIC ACID, CITRIC ACID	Promotes exfoliation of the hair and scalp
AMINO ACIDS	TAURINE (DERIVATIVE OF CYSTEINE)LYSINE DERIVATIVE(LYSINE HYDROCHLORIDE)	These amino acids help reinforce the hair
AMINO ACID: SILK, WHEAT	ALPHA-AMINO ACID	Helps strengthen and repair damaged strands
AMINO IONS	AMODIMETHICONE	Cationic charged (silicone) ingredients that attract to the hair to condition, smooth and help maintain the vibrancy of haircolor
ANTI-OXIDANT POLYPHENOL	HELIANTHUS ANNUUS SEED EXTRACT/SUNFLOWER SEED EXTRACT	Helps condition hair and protect it from environmental damage
APRICOT OIL	PRUNUS ARMENIACA	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
ARGININE	ARGININE	Energizes by stimulating the scalp with massage
AVOCADO OIL	PERSEA GRATISSIMA	Provides replenishment and intense silky softness
BIOTIN	BIOTIN	A member of the vitamin B complexmember of the vitamin B complex
BRAZILIAN PRACAXI OIL	PENTACLETHRA MACROLOBA SEED OIL	Conditions hair for smoothing properties and helping to combat frizz
CAMELINA OIL	CAMELINA SATIVA/CAMELINA SATIVA SEED OIL	Delivers smoothing, conditioning, and helps fight frizz
CAMELLIA OIL	CAMELLIA KISSI/CAMELLIA KISSI SEED OIL	Provides moisture replenishment and shine while softening the cuticle
CANDELILLA WAX	CANDELILLA CERA	Helps smooth unruly strands, controls frizz and eliminates fly-aways
CARBOHYDRATES	POTATO STARCH MODIFIED	Provide a thickening effect so hair looks and feels denser
CATIONIC REFINERS	CATIONIC COMPOUND	Attracts to and neutralizes anionic charges on hair
CATIONIC UV FILTER	CAMPHOR BENZALKONIUM METHOSULFATE	Provides progressive UV protection with each application. Helps protect the integrity of the hair fiber and helps prevent environmental damage
CERAMIDE	2-OLEAMIDO-1,3-OCTADECANEDIOL	Strengthens hair fiber to help prevent breakage

INGREDIENT NAME	SCIENTIFIC NAME	WHAT IT DOES
CHAMOMILE EXTRACT	CHAMOMILLA RECUTITA / MATRICARIA EXTRACT	Naturally lightens and brightens color while adding shine
COCONUT OIL/BUTTER	COCOS NUCIFERA	Replenishes vital moisture and conditions curls
CORIANDER OIL	CORIANDRUM SATIVUM OIL/ CORIANDER SEED OIL	Seals and smoothes the cuticle to boost shine
CRANBERRY OIL	VACCINIUM MACROCARPON	Provides lightweight conditioning to hair and infuses strands with resilient shine
CRYSTAL MICA	SILICATE MINERALS	Adds shimmering, multi-dimensional shine
ELASTAPOL	OCTYLACRYLAMIDE/ ACRYLATES/ BUTYLAMINOETHYL METHACRYLATE COPOLYMER	Activates curl definition and shields hair from frizz
FILLOXANE	AMINOPROPYL TRIETHOXYSilANE	Works on hair strand to create a visible fuller effect
GLUCOSAMINE	GLUCOSAMINE HCL	Penetrates cuticle to help restore moisture
GLYCERIN	GLYCEROL	Provides a thin seal to lock-in and balance hair’s moisture level
GRAPEFRUIT EXTRACT	CITRUS GRANDIS	Brightens and clarifies to help improve color clarity
GRAPESEED OIL/ GRAPESEED EXTRACT	VITIS VINIFERA	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
KERASEAL	HYDROLIZED VEGETABLE PROTEIN PG-PROPYL SILANETRIOL	Protein co-polymer that creates a protective film on hair and helps reinforce the cuticle
LAVENDER EXTRACT	LAVANDULA	Helps hydrate, relieve and rebalance the scalp while maintaining moisture equilibrium
MACADAMIA OIL	MACADAMIA INTEGRIFOLIA	Instantly detangles, smoothes and nourishes hair while adding sleek, high impact shine
MANGO OIL	MANGIFERA INDICA	Helps prevent dryness and offers intense replenishment and softness
MENTHOL	MENTHOL	Provides a tingling and cooling effect when used in scalp care formulations
MORINGA OIL	MORINGA OLEIFERA SEED OIL	Smoothes hair, providing discipline and nourishment.
NATURAL LIPIDS	LIPOPHIL	Help resurface the hair leaving the cuticles shiny, smooth, and protected
NATURAL MOISTURIZING FACTOR	NAPCA	Helps provide moisturization to hair

INGREDIENT NAME	SCIENTIFIC NAME	WHAT IT DOES
NIACIN-E	TOCOPHERYL NICOTINATE	Provides a gentle, warming sensation on scalp skin
OCEANIC CALONE	METHYLBENZODIOXEPINONE	Provides a refreshing, ocean-inspired fragrance
OLIVE FRUIT OIL	OLEA EUROPAEA	Conditions for inside-out, incredible suppleness
OMEGA 6 DERIVATIVE	SAFFLOWER GLUCOSIDE	Contains essential fatty acid – helps to condition the hair
PEPTIDES	HYDROLYZED SOY PROTEIN	Builds internal strength to help reinforce the weakened cuticle and helps reduce breakage
PROTEIN	HYDROLIZED SOY PROTEIN	Helps strengthen hair
PYRITHIONE ZINC (OTC)	ZINC PYRITHIONE	Controls and helps eliminate scalp scaling, flaking, and irritation
SEA ALGAE	ALGAE EXTRACT	Helps protect the hair fiber
SHEA BUTTER	BUTYROSPERMUM PARKII BUTTER	Replenishes moisture and provides smoothness and frizz-control
SILICONE	SILICONE	Helps to provide conditioning and slip
SOY PROTEIN	HYDROLIZED 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 SULFATE	A class of cleansers widely used in cosmetics for decades
SULFATE-FREE	-----	Alternative class of cleansing agents without sulfates
STYLING POLYMERS	POLYMERS	Provides structure and control for long-lasting hold and style retention
TAURINE	2-AMINOETHANESULFONIC ACID	Helps to fortify hair
THERMO-ACTIVE POLYMER	AMODIMETHICONE	Helps protect hair from heat and styling appliances
VITAMIN E DERIVATIVE	TOCOPHERYL ACETATE	Antioxidant which helps to maintain healthy scalp and hair
WHEAT PROTEIN	HYDROLIZED 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	Gently cleanses and helps reduce excess follicle clogging sebum



STYLING

Lizzy Jagger
for Redken 5th Avenue

STYLING

REDKEN

5TH AVENUE NYC



Suki Waterhouse
for Redken 5th Avenue

REDKEN
5TH AVENUE NYC

STYLE YOUR STORY WITH REDKEN STYLING

Redken Styling has the inspiration and product innovations to create any look—from lasting volume to flexible texture.

INCLUDES 8 COLLECTIONS ORGANIZED BY END RESULT TO MEET EVERY STYLING NEED:

- Pillow Proof Blow Dry
- Volumize
- Texturize
- Smooth
- Shine
- Heat Style
- Hairspray
- Flex

Within the collections, each product has a number that represents the amount of control it provides. The higher the number, the greater the control.

THERE ARE THREE LEVELS OF CONTROL:

- MILD CONTROL 01-05
- MEDIUM CONTROL 06-15
- MAXIMUM CONTROL 16-32



GET MORE STYLING INFORMATION ONLINE—IT'S FREE!

Go to **Education on Demand** to access FREE product knowledge and how-to videos with the latest styling techniques from your favorite Redken artists!

REDKEN'S EXCLUSIVE STYLING TECHNOLOGIES

ANTI-FRIZZ TECHNOLOGY

- Protection from heat
- Frizz control with a smooth, shiny finish

Align 12



BONDING SYSTEM

- Long-lasting control
- Humidity resistance
- No flaking, stickiness or build-up
- Allows products to wash out easily

Aerate 08



FLEX COLLECTION TECHNOLOGY

- Flexible, moveable result
- Spreads easily
- New polyols to create softness

Mess Around 10
Shape Factor 22



NEW HEAT RESTYLING TECHNOLOGY

- Apply once and restyle endlessly
- Formulas are reactivated whenever you apply heat
- Protection up to 450°

Satinwear 04
Heat Design 09
Iron Shape 11
Hot Sets 22



MICRO-FLEX STYLANE

- Quick drying
- Provides a "thermal blanket" to protect hair
- Lasting style memory

Pillow Proof Blow Dry
Express Primer Spray

New Pillow Proof Blow Dry
Express Treatment
Primer Cream



MICRO-WAX COMPLEX

- Targeted body and texture
- Sustained control
- The finish of a wax with the convenience and lightness of a spray

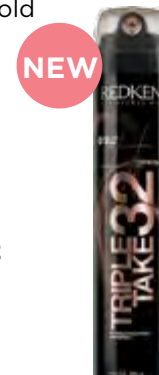
Wax Blast 10



PROSENSE TECHNOLOGY

- Amphoteric and anionic polymers link together
- Creates extreme hold with a modern sensorial feel
- No crunch
- 24-hour control and humidity protection

New Triple Take 32



SHINE-ON COMPLEX

- Fine-mist aerosol spray won't weigh down hair
- Conditioned shine with camelina oil and nourishing vitamin B5

Shine Flash 02



SPRAY-STRONG COMPLEX

- 24-hour humidity resistance
- 8-hour control or 24-hour control
- Vitamin E to help prevent color fade

Fashion Work 12
Forceful 23
Control Addict 28



STYLING AT A GLANCE

BLOW DRY

- Express Primer Spray
- **New** Express Treatment Primer Cream
- Two Day Extender Dry Shampoo



FLEX

- Mess Around 10
- Shape Factor 22



HAIRSPRAY

- **New** Wind Blown 05
- Wax Blast 10
- Fashion Work 12
- Quick Tease 15
- Quick Dry 18
- Forceful 23
- Control Addict 28
- **New** Triple Take 32



HEAT STYLE

- Fabricate 03
- Satinwear 04
- Heat Design 09
- Iron Shape 11
- Hot Sets 22



SHINE

- Outshine 01
- Shine Flash 02



SMOOTH

- Two smooth 03
- Velvet Gelatine 07
- Align 12



TEXTURIZE

- Powder Grip 03
- Rewind 06
- Fashion Waves 07
- Rough Paste 12
- Hardwear 16



VOLUMIZE

- Thickening Lotion 06
- Full Frame 07
- Aerate 08
- Guts 10
- Stay High 18



BLOW DRY

GET IT FAST. MAKE IT LAST.



GLOW DRY

Style Enhancing Blow-Dry Oil

HAIR TYPE

- All hair types

BENEFITS

- Boosts your blow-dry with heat-responsive silicones for instant shine
- Ultra lightweight and airy
- Reduces blow-dry time
- Great replacement for **Glass 01**

USAGE

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



PILLOW PROOF BLOW DRY

Express Primer Spray

HAIR TYPE

- All hair types

BENEFITS

- Lightweight bi-phase spray
- Won't weigh down fine hair
- Protects from heat up to 450°
- Reduces blow-dry time
- Helps prevent breakage
- 3X stronger and healthier hair
- 24-hour lasting volume
- Boosts the benefits of styling products

USAGE

- The first step when styling
- Shake to activate
- Mist all-over damp hair
- Layer underneath any Redken Styling products



NEW PILLOW PROOF BLOW DRY

Express Treatment Primer Cream

HAIR TYPE

- All hair types that need extra care and manageability
- Ideal for dry, thick or coarse hair

BENEFITS

- Hydrating and nourishing cream
- Protects from heat up to 450°
- Reduces blow-dry time
- Helps prevent breakage
- 3X stronger and healthier hair
- Boosts the benefits of styling products

USAGE

- The first step when styling dry or unmanageable hair
- Apply to damp hair from roots to end and comb through
- Layer underneath any Redken Styling products



PILLOW PROOF BLOW DRY

Two Day Extender Oil Absorbing Dry Shampoo

HAIR TYPE

- All hair types

BENEFITS

- Extends the life of any style
- Eliminates oil to instantly refresh hair
- Matte finish
- No visible residue

USAGE

- Shake well and mist evenly onto hair. Brush through to remove any excess
- Blast dry using fingers for tousled texture or a round brush for volume
- To refresh a blow-dry: Mist on roots. Brush through to distribute evenly—this will absorb oils and refresh hair. If needed, touch-up sections with a blow dryer or flat iron



BEFORE YOU BLOW DRY

CLEANSE & CONDITION

with the appropriate Redken Shampoo and Conditioner

PREP

with Glow Dry style enhancing blow-dry oil



3 STEPS TO A PILLOW PROOF BLOW DRY

Now it's easier than ever for clients to get salon style at home—recommend the right regimen for every client and watch your retail sales grow.

1 PRIME

with **Pillow Proof Blow Dry Express Primer Spray** or **NEW Pillow Proof Blow Dry Express Treatment Primer Cream**

2 STYLE

with **ANY Redken Styling** products to create the end result you're looking for

3 EXTEND

with **Pillow Proof Blow Dry Two Day Extender Dry Shampoo**



GET IT FAST, MAKE IT LAST

MAKE YOUR SALON A BLOW DRY DESTINATION!

Set up products in your retail styling area by merchandising **Pillow Proof Blow Dry Primer Spray** and **Cream** followed by styling products and ending with **Pillow Proof Blow Dry Two Day Extender Dry Shampoo**.



FLEX

MAKE YOUR MOVE



MESS AROUND 10

Disrupting Cream-Paste

HAIR TYPE

- For all hair types
- Ideal for short to medium lengths

BENEFITS

- Medium control cream-paste
- Creates tousled separation and a lightweight, natural shine finish
- Builds volume

USAGE

- Rub a medium amount in hands, apply to damp hair and blow-dry
- For added texture and definition, apply to dry hair



SHAPE FACTOR 22

Sculpting Cream-Paste

HAIR TYPE

- For all hair types
- Ideal for short hair and updos

BENEFITS

- Maximum control cream-paste
- Allows for serious sculpting and a flexible, matte finish
- Creates detail and definition

USAGE

- Rub a medium amount in hands, apply to damp hair and blow-dry
- For added texture and sculpting, apply to dry hair



HAIRSPRAY

SHOW YOUR STYLE WHO'S IN CONTROL



NEW WIND BLOWN 05

Dry Finishing Spray
To Hold a Full, Windswept Effect

HAIR TYPE

- Mild control
- All hair types

BENEFITS

- Airy, windswept texture
- Weightless volume and fullness
- Flexible soft-matte finish

USAGE

- Shake well
- Mist on dry, styled hair to hold an airy, windswept effect

PERFECT FOR

Sexy, tousled styles with airy volume

NEW



WAX BLAST 10

High Impact Finishing Spray-Wax

HAIR TYPE

- All hair types

BENEFITS

- Instant undone texture
- Tousled look
- Body and dimension with a satin-matte finish
- Micro-Wax Complex

USAGE

- Shake well. Mist on dry hair
- Shape desired style with hands



FASHION WORK 12

Versatile Working Spray

HAIR TYPE

- Medium control
- All hair types

BENEFITS

- Work, shape and finish flawlessly
- Fast drying, fine mist
- 24-hour humidity resistance and 8-hour control
- Vitamins C and E protect hair and help prevent color fade
- Spray-Strong Complex

USAGE

- Mist 8-12 inches from hair
- For use during and after styling
- Layer for increased control

PERFECT FOR

Layering and building styles that look natural, never too “done”

QUICK TEASE 15

Backcombing Finishing Spray

HAIR TYPE

- Medium control
- All hair types

BENEFITS

- 3 benefits in 1 bottle: volume, texture and control
- Full-bodied matte finish
- Horizontal mist for an easy backcombed effect

USAGE

- Mist on roots and backcomb for extreme lift
- Mist on dry hair to add texture and medium control

PERFECT FOR

Adding a full-bodied, teased finish—without teasing!



HAIRSPRAY

QUICK DRY 18

Instant Finishing Spray

HAIR TYPE

- Maximum Control
- All hair types

BENEFITS

- Firm hold and high shine
- Fast-drying formula controls and completes any style
- Healthy shine and long-lasting control
- Irresistible new fragrance with orange blossom, jasmine and sandalwood

USAGE

- Shake well. Hold can 8-12 inches from hair and mist lightly on dry hair
- Reapply for added style control

PERFECT FOR

Chignons, sleek bobs and other styles that need resilient hold & shine



FORCEFUL 23

Super Strength Finishing Spray

HAIR TYPE

- Maximum control
- All hair types

BENEFITS

- Lasting lift, shape memory and frizz-free shine
- Strong hold with a touchable feel
- 24-hour humidity resistance and 8-hour control
- Irresistible new fragrance with orange blossom, jasmine and sandalwood
- Spray-Strong Complex

USAGE

- Mist 8-12 inches from dry, styled hair
- Layer for increased control

PERFECT FOR

Blowouts, updos and any style that needs strong, invisible control



CONTROL ADDICT 28

Extra-High Hold Hairspray

HAIR TYPE

- Maximum control
- All hair types

BENEFITS

- High hold
- Long-lasting, traditional results
- 24-hour humidity resistance and hold
- Irresistible new fragrance with orange blossom, jasmine and sandalwood
- Spray-Strong Complex

USAGE

- Mist 8-12 inches from dry, styled hair

PERFECT FOR

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



NEW TRIPLE TAKE 32

Extreme High-Hold Hairspray

HAIR TYPE

- Maximum control
- All hair types

BENEFITS

- Highest hold. No crunch
- Long-lasting lift and body
- Super-fine fast-drying mist
- 24-hour control and humidity protection
- Irresistible fragrance with orange blossom, jasmine and sandalwood
- Prosense Technology

USAGE

- Mist 8-12 inches from dry, styled hair

PERFECT FOR

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

NEW



REDKEN

5TH AVENUE NYC

HEAT STYLE

HEAT UP YOUR LOOK



FABRICATE 03

Heat-Active Texturizer

HAIR TYPE

- All hair types
- Ideal for fine hair

BENEFITS

- Lightweight heat-activated aerosol spray
- Adds texture and dimension
- Boosts body
- Protects hair from damage

USAGE

- Apply to damp hair and blow-dry
- Reapply to dry hair for added texture and body



SATINWEAR 04

Thermal Smoothing Blow Dry Lotion

HAIR TYPE

- All hair types
- Ideal for distressed hair

BENEFITS

- Mild control lotion for a frizz-free silky smooth finish
- Protection up to 450°
- Reduces friction and breakage
- Contains UV filters and antioxidants to help protect haircolor from fading
- Heat Restyling Technology

USAGE

- Apply to damp hair and blow-dry



NEW HEAT DESIGN 09

Thermal Shaping Blow-Dry Gelée

HAIR TYPE

- All hair types

BENEFITS

- Luxe gelée creates plush, perfectly shaped blow-dries
- Protection up to 450°
- Adds lasting hold and fullness
- Controls frizz
- Heat Restyling Technology

USAGE

- Apply to damp hair and blow-dry



IRON SHAPE 11

Thermal Holding Spray

HAIR TYPE

- All hair types
- Ideal for sensitized hair

BENEFITS

- Medium control spray locks in looks with flat irons or curling irons
- Protects up to 450°
- Adds a smooth, shiny finish
- Clean, lightweight formula won't leave hair stiff or sticky
- Heat Restyling Technology

USAGE

- Mist on damp or dry hair
- Use before any heat tool

HOT SETS 22

Thermal Setting Mist

HAIR TYPE

- All hair types

BENEFITS

- Maximum control spray for heat styles
- Protection up to 450°
- Adds shine with crisp hold
- Lasting control for iron work
- Heat Restyling Technology

USAGE

- For curling or flat irons, mist on dry hair section by section
- For a roller set, mist on damp hair
- Depending on hair length, 2-4 pumps per section will deliver the right amount
- For damp hair application, slightly more is recommended



SHINE

GET GLOSSY



OUTSHINE 01

Anti-Frizz Polishing Milk

HAIR TYPE

- All hair types

BENEFITS

- Mild control, light cream repels humidity with a high shine finish
- Shea butter smoothes and controls frizz
- Creates light, clean definition

USAGE

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

SHINE FLASH 02

Glistening Mist

HAIR TYPE

- All hair types

BENEFITS

- Mild control high-gloss aerosol shine spray
- Illuminates hair with lightweight sheen and a silky feel
- Shine-On Complex

USAGE

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



SMOOTH

SMOOTH OUT YOUR STRANDS



TWO SMOOTH 03

Smooth and Strengthening Serum Duo

HAIR TYPE

- All hair types

BENEFITS

- Control frizz
- Give hair a satiny soft finish
- Help to strengthen and repair hairs

USAGE

- Pump once to dispense the two serums together and blend in palm of hand. Apply to damp or dry hair.



VELVET GELATINE 07

Cushioning Blow-Dry Gel

HAIR TYPE

- All hair types

BENEFITS

- Medium control gel for smooth, frizz free finish
- Light airy gel adds volume, shine and texture
- Protects against humidity and frizz

USAGE

- Apply a medium amount through damp hair and blow-dry for a velvety cushioned finish



ALIGN 12

Protective Smoothing Lotion

HAIR TYPE

- Medium to coarse

BENEFITS

- Medium control lotion strengthens and straightens with control
- Provides heat protection and shine
- Anti-Frizz Technology for smooth results

USAGE

- Apply to damp hair and blow-dry for sleek, natural looking straight results
- Flat iron for extra smoothness



TEXTURIZE

TRANSFORM YOUR TEXTURE



POWDER GRIP 03

Mattifying Hair Powder

HAIR TYPE

- All hair types

BENEFITS

- Mild control versatile powder for added body and texture
- Adds extra grip for easy updos
- Gives hair a denser, second day matte look and feel
- Boosts volume at roots and lengths

USAGE

- Shake a small amount directly onto roots for targeted volume
- To add body and texture to the mid-lengths and ends, shake onto hands and work through hair

REWIND 06

Pliable Styling Paste

HAIR TYPE

- All hair types

BENEFITS

- Medium control paste
- Creates twists, shapes and texturizes
- Flexible, reworkable fibers provides a “web of support” with control
- Molds and controls curls and waves
- Stays moist and flexible so you can rearrange the style
- Won't weigh hair down

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”



FASHION WAVES 07

Sea-Salt Spray

HAIR TYPE

- All hair types

BENEFITS

- Medium control sea salt spray
- Creates beachy waves and bombshell style
- For tousled texture with a matte finish

USAGE

- Mist on damp or dry hair and scrunch with hands or diffuse to enhance waves and add beachy texture
- Can be reapplied throughout the day to refresh texture

ROUGH PASTE 12

Working Material

HAIR TYPE

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

BENEFITS

- Medium control paste for lasting definition and texture
- Creates ragged, deconstructed texture with flexibility
- Layer for stronger customized texture
- Doesn't get hard or tacky

USAGE

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



TEXTURIZE

HARDWEAR 16

Super-Strong Sculpting Gel

HAIR TYPE

- All hair types
- Ideal for short, groomed styles or sleek, sculpted styles

BENEFITS

- Maximum control gel for firm flake-free control all-day long
- Provides long-lasting discipline, shape memory and added thickness with high shine

USAGE

- For a lacquered finish, apply to damp hair and air-dry
- Blow-dry for controlled volume
- Use to slick back longer hair—it dries to a long-lasting, wet-looking finish



Nichole Martinez
for Redken 5th Avenue



VOLUMIZE

GIVE YOUR STYLE A LIFT



THICKENING LOTION 06

All-Over Body Builder

HAIR TYPE

- Fine to medium
- All hair types that need extra fullness

BENEFITS

- Medium control lotion; plumps hair with body and fullness
- Protein to repair the hair

USAGE

- Apply throughout towel-dried hair
- Blow-dry for maximum volume



FULL FRAME 07

Protective volumizing mousse

HAIR TYPE

- All hair types

BENEFITS

- Exaggerate fullness
- Protect hair from heat styling, humidity and color fade
- Long-lasting volume, manageability and shine

USAGE

- Apply to damp hair and blow-dry



AERATE 08

All-Over Bodifying Cream-Mousse

HAIR TYPE

- All hair types

BENEFITS

- Medium control aerated cream for lightweight volume and fullness
- The lightness of a mousse with the moisturizing properties of a cream
- Featherweight body
- UV filters help protect color-treated hair
- Bonding System

USAGE

- Smooth on damp hair and blow-dry for airy volume and fullness



GUTS 10

Volume Spray Foam

HAIR TYPE

- All hair types

BENEFITS

- Medium control foam gives root volume like no other
- Adds fullness and thickness
- Controls frizz and fly-aways
- Targeted application for customized volume

USAGE

- Shake well
- For maximum volume, apply to towel-dried hair targeting the roots and blow-dry with a round brush



STAY HIGH 18

High-Hold Gel to Mousse

HAIR TYPE

- For all hair types

BENEFITS

- Maximum control gel-mousse
- For long-lasting runway-ready volume
- High-hold gel transforms to a body-boosting mousse
- Long-lasting lift
- High-fashion fullness

USAGE

- Dispense a small amount into hands and emulsify. Apply evenly to damp hair from roots to ends, style as desired



REDKEN FOR MEN



REDKEN FOR MEN HAIRCARE COLLECTION

CLEANS AND CONDITION

CLEAN SPICE 2-IN-1

Conditioning Shampoo

HAIR TYPE

- All hair types

BENEFITS

- Leaves hair stronger, smoother and easier to manage
- Nourishing essential wood oils moisturize and control hair
- Revitalizes the senses and stimulates the scalp with an aromatic blend of cedar wood, spice and sparkling ginger
- Features **Spice-Fused Technology** with:
 - › Protein to strengthen
 - › Essential wood oils to nourish and control
 - › Aromatic spices to stimulate the senses



DEEPLY CLEANS

CLEAN BREW

Extra Cleansing Shampoo

HAIR TYPE

- Normal to oily hair and scalp

BENEFITS

- Intensely cleanses to eliminate grit, dirt and oil from oily hair and scalp
- Features **Anti-Grit Technology** with:
 - › Malt to nourish and condition
 - › Brewer's yeast to strengthen and boost body
 - › Orange zest to help purify



MOISTURIZE

GO CLEAN

Daily Care Shampoo

HAIR TYPE

- Normal to dry hair

BENEFITS

- Lightweight, moisturizing and strengthening formula hydrates the scalp
- Helps keep hair smooth, shiny and manageable
- Features protein for strength and glycerin for moisture and hydration



FINISH UP

Daily Weightless Conditioner

HAIR TYPE

- Normal to dry hair

BENEFITS

- Moisturizing and strengthening formula detangles hair and hydrates the scalp
- Helps keep hair smooth, shiny and manageable
- Features protein for strength and glycerin for moisture and hydration



MINT CLEAN

invigorating shampoo

HAIR TYPE

- All hair types

BENEFITS

- Strengthens hair, and helps respect its natural balance
- Refreshing and energizing mint scent stimulates the scalp
- Features Mint-Fused Technology
- Protein/pro-vitamin for strength
- Peppermint for scalp stimulation and energizing scent
- Macro soother for scalp balance and relief



ENHANCE GRAY

SILVER CHARGE

Silver Shampoo

HAIR TYPE

- For gray and white hair

BENEFITS

- Fortifying shampoo neutralizes brassy/yellow tones
- **Steel Lock Technology** for cool, silver charged results
- Leaves hair strong, smooth and manageable
- Adds natural shine



REDKEN FOR MEN STYLING COLLECTION

GET GROOMED

Finishing Cream

Mild Control

BENEFITS

- Weightless styling cream
- Provides light control and soft texture
- Smoothes hair for a clean-cut, well groomed style

USAGE

- Squeeze into palm and work through dry or damp hair



GRIP TIGHT

Holding Gel

Medium Control

BENEFITS

- Holding gel for clean separation with light shine
- Increases grip while providing control and flake-free style
- Built-in moisturizers keep hair from drying out with medium control

USAGE

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



MANEUVER

Working Wax

Medium Control

BENEFITS

- Working wax for moldable texture and natural looking finish
- Water-based formula provides pliable feel and low shine
- Delivers a smooth, matte finish with medium control

USAGE

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



DISHEVEL

Fiber Cream

Medium Control

BENEFITS

- Undone texturizing fiber cream
- Provides a relaxed, casual, natural (matte) finish
- Effortlessly shapes and easily manages hair with medium hold

USAGE

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



OUTPLAY

Texture Putty

Maximum Control

BENEFITS

- Texture putty creates chunky separation with a natural (matte) finish
- Crunch-free formula contains mineral salts for immediate grab and texture
- Lasting memory with humidity resistance

USAGE

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



WORK HARD

Molding Paste

Maximum Control

BENEFITS

- Molding paste adds texture and flexible shape without the shine
- Firm yet moldable to work easily through hair
- Polystretch fibers keep style elastic

USAGE

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



STAND TOUGH

Extreme Gel

Maximum Control

BENEFITS

- Long-lasting, ultra firm extreme gel
- Creates sharp shape, definition and high shine
- Ionic bonds solidify hold for maximum staying power

USAGE

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



REDKEN FOR MEN STYLING AT A GLANCE

STYLE



MAXIMUM HOLD



work hard



stand tough



outplay

MEDIUM HOLD



maneuver



grip tight



dishevel

MILD HOLD



get groomed

REDKEN FOR MEN SKIN CARE & COLOR

CLEANSE

Acid Balanced Cleansing Bar

BENEFITS

- pH-balanced cleansing bar for face/body
- Leaves skin smooth and refreshed with allantoin

USAGE

- Apply to wet face and skin; lather and rinse



COLOR CAMO

5 Minute Custom Gray Camouflage

BENEFITS

- Ammonia-free liquid haircolor
- Demi-permanent results
- Use to camouflage and blend gray
- Contains protein and quinoa oil for strength and shine
- 6 natural-looking shades in 2 families (ash and natural)
- 5 minute processing for gray blending
- 10 minutes processing for deeper, darker results or when using darker shades
- See the haircolor section for more information

USAGE

- See the haircolor section for usage instructions





PROFESSIONAL SERVICES

Lizzy Jagger
for Redken 5th Avenue

REDKEN
5TH AVENUE NYC

REDKEN'S PROFESSIONAL SERVICES

Prep and post services not only increase your revenue, but are also an integral part of achieving the best results from your technical services. During your consultation, use the Lifestyle and Physical Analysis step (see the Principles of Consultation on page 216 for more information) to determine the appropriate services you need to perform.

PREP SERVICES INCLUDE:

- Pre Art Treatment
- Hair Cleansing Cream Shampoo
- Extreme CAT Treatment
- Redken Chemistry treatments

POST SERVICES INCLUDE:

- Redken Chemistry treatments
- Extreme Length Preservation Service

FINISHING SERVICES INCLUDE:

- Frizz Dismiss Professional Leave-In Smoothing Service
- New Heatcure Professional Restoration Service
- Pillow Proof Blow Dry Service

In this section you will find information and how-tos on each of these services.



GET MORE SERVICE INFORMATION ONLINE—IT'S FREE!

Click on **Education on Demand** to access videos with product information and quick tips from your favorite Redken artists!

PROFESSIONAL SERVICES

PREP SERVICES

PRE ART TREATMENT

Removes build-up and equalizes porosity



HAIR CLEANSING CREAM SHAMPOO

Removes build-up



EXTREME CAT TREATMENT

Reconstructs and strengthens hair



REDKEN CHEMISTRY CUSTOMIZABLE SERVICE

Restores what hair needs most



POST SERVICES

REDKEN CHEMISTRY CUSTOMIZABLE SERVICE

Restores what hair needs most



EXTREME LENGTH PRESERVATION SERVICE

Helps hair achieve its maximum length



AT A GLANCE

FINISHING SERVICES

FRIZZ DISMISS PROFESSIONAL SMOOTHING SERVICE

For ultimate smoothness and frizz control



PILLOW PROOF BLOW DRY SERVICES

Get it fast. Make it last.



HEATCURE PROFESSIONAL

Restoration Service for Hair



PRE ART TREATMENT



- Intense clarifier effectively removes copper, iron, minerals and styling product residue which can interfere with chemical services
- Helps equalize porosity to ensure an even color result
- Can be used before or after a chemical service

STEP 1:

- Apply **Pre Art** to damp hair, leave on for 5-10 minutes. Do not rinse

STEP 2:

- Apply **Hair Cleansing Cream Shampoo**; lather and rinse

IF EXCESSIVE BUILD-UP EXISTS:

STEP 1:

- Apply **Pre Art** and cover with a plastic cap and process 5-10 minutes at room temperature OR under a pre-heated warm dryer
- Do not rinse

STEP 2:

- Apply **Hair Cleansing Cream Shampoo**; lather (may be processed for 5 minutes.), rinse

HAIR CLEANSING CREAM SHAMPOO



- Clarifies and works to remove copper, iron, hard water minerals and styling product build-up
- Purifies, refreshes and leaves hair shiny
- Can also be retailed to clients for at-home use

STEP 1:

- Apply **Hair Cleansing Cream Shampoo** to wet hair and lather

STEP 2:

- Repeat if necessary. Rinse

IF EXCESSIVE BUILD-UP EXISTS:

STEP 1:

- Apply **Hair Cleansing Cream Shampoo** and cover with a plastic cap

STEP 2:

- Process 5-10 minutes with heat. Lather, rinse

EXTREME CAT

ANTI-DAMAGE PROTEIN RECONSTRUCTING TREATMENT



- Reconstructs, reconditions and adds immediate strength without added weight
- Helps prep hair before chemical services to prevent future damage
- Ideal for before a haircolor service or during a texture service

FOR EXTRA STRENGTHENING BEFORE A HAIRCOLOR SERVICE:

STEP 1:

- Apply **Extreme CAT** to clean, damp hair and process for 5 minutes at room temperature, rinse

STEP 2:

- Apply the appropriate conditioner, leave in 2-5 minutes and rinse

STEP 3:

- Dry the hair and begin the haircolor application

TO STRENGTHEN AND RECONDITION HAIR DURING A TEXTURE SERVICE:

STEP 1:

- Prep hair as needed

STEP 2:

- While wrapping, lightly mist **Extreme CAT** on each section. Do not over-apply product to the hair

STEP 3:

- Process as normal

REDKEN CHEMISTRY



- Built on a strong foundation of protein and moisture to restore whatever the hair needs most
- 2-step customizable services treat and transform every client's hair
- Provides intense results through highly concentrated ingredients found in Step 1 **Shot Phase**
- Step 2 **Shot Phix**, a pH rebalancing lotion, seals the ingredients in **Shot Phase** to the hair and leaves the cuticle strong
- Offers your salon a valuable new service and **retail revenue opportunity** when you offer clients the coordinating take home regimen

STEP 1: SHOT PHASE

- After cleansing with the appropriate Redken shampoo, apply 15 ml of the appropriate **Shot Phase** formula(s). For hair that has multiple needs you can blend up to 3 **Shot Phase** formulas*. There are 4 **Shot Phase** formulas to choose from:

- › **Extreme** to strengthen distressed hair
- › **Color Extend** to protect color-treated hair
- › **All Soft** to soften dry, brittle hair
- › **Volume** to boost fine or flat hair (Coming March 2016)

Use the shot shaker to create truly customized formulas for each client.

***Volume Shot Phase** cannot be mixed with other shots.

- Leave on 5 minutes. Do not rinse

STEP 2: SHOT PHIX

- Spray 10-15 pumps of **Shot Phix** over the shot. There are 2 **Shot Phix** formulas to choose from
 - › **3.5 pHix pHase for chemically distressed hair**
 - › **5.5 pHix pHase for mechanically distressed hair**

- Work in. Rinse

OPTIONAL:

Apply corresponding deep conditioning treatment if additional conditioning is required.

CONTINUED CARE:

Each **Redken Chemistry Shot Phase** has a corresponding take-home haircare regimen. Be sure to recommend the appropriate products to help clients maintain the service benefits after they leave the salon.

EXTREME

For Distressed Hair

WHEN TO USE:

- Whenever strength is needed
- Before, between or after a chemical/ color service

BENEFITS

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

COLOR EXTEND

For Color-Treated Hair

WHEN TO USE:

- Whenever color protection is needed
- After a color service

BENEFITS

- Concentration of ceramide, mineral ion blockers and UV filter help defend haircolor from fading

ALL SOFT

For Dry/Brittle Hair

WHEN TO USE:

- Whenever softness is needed

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

VOLUME

For All Hair Types

WHEN TO USE:

- Whenever volume is needed/wanted

BENEFITS

- Concentrated dose of 10% filloxane plumps up strands with lasting support and fullness
- Cannot be mixed with other Shot Phase formulas



3.5 pHix pHase sealer

WHEN TO USE:

- Whenever hair is chemically distressed

BENEFITS

- Rebalances the pH level
- Leaves the cuticle strong
- Seals in active ingredients



5.5 pHix pHase sealer

WHEN TO USE:

- Whenever hair is mechanically distressed

BENEFITS

- Rebalances the pH level
- Leaves the cuticle strong
- Seals in active ingredients



PLAN YOUR RAISE

With **Redken Chemistry**, how much more money you make is really up to you! This chart shows how adding on **Redken Chemistry** treatments to your existing appointments can increase the daily ticket for the stylist and boost the salon's revenue. Using the industry average of \$15 as the price for one **Redken Chemistry** treatment and a 5-day workweek:

# OF ADD-ONS	\$ PER DAY	\$ PER WEEK	\$ PER MONTH	\$ PER YEAR*
1	\$15	\$75	\$300	\$3,600
2	\$30	\$150	\$600	\$7,200
3	\$45	\$225	\$900	\$10,800
4	\$60	\$300	\$1,200	\$14,400

*Gross revenue before commission

Set a daily goal for your stylists and the salon and you will quickly see the financial rewards and increased client satisfaction!



EXTREME LENGTH PRESERVATION SERVICE



- Healthy hair can grow up to 6 inches per year—this service helps clients achieve their maximum length by preventing breakage with the system of Extreme Shampoo, Extreme Length Primer and Sealer
- Blends our signature proteins with biotin to bring back hair’s potential to grow longer

STEP 1: CLEANSE

- Apply **Extreme Shampoo**, lather and rinse

STEP 2: PRIME LENGTH

- Blend or layer equal parts **Redken Chemistry Extreme Shot Phase** and **Extreme Length Primer**
- Apply evenly from root to tip, leave in for 2-5 minutes
- Spray 10-15 pumps of **Redken Chemistry Shot pHix 3.5** or **Shot pHix 5.5**, rinse
- Option for extra conditioning: Apply **Extreme Conditioner** or **Extreme Strength Builder Plus**, rinse

STEP 3: SEAL LENGTH

- Apply **Extreme Length Sealer** from mid-lengths to ends on towel-dried hair, leave in.
- **Optional:** Follow with your favorite Redken styling products
- Blow-dry and style. Reapply **Extreme Length Sealer** on dry hair if needed

RECOMMENDED AT-HOME REGIMEN



Extreme Shampoo



+ **Extreme Length Primer**



+ **Extreme Length Sealer**

FRIZZ DISMISS PROFESSIONAL LEAVE-IN SMOOTHING SERVICE



- Unique smoothing service that helps control frizz for days
- New heat-activated, formula deeply nourishes the hair fiber to provide smoothness until the next shampoo
- Higher level of durability and smoothness
- Contains olive, coconut and almond oils for shine and conditioning
- Heat-activated polymer for sleeker results

STEP 1: CLEANSE AND CONDITION

- Use **Frizz Dismiss Shampoo** and **Conditioner** or **Mask**, rinse. Towel-dry hair

STEP 2: TREAT

- Apply **Frizz Dismiss Professional Smoothing Treatment Service** to hair in sections
- **OPTIONAL:** Layer a **Frizz Dismiss FPF treatment** (20, 30 or 40) for longer lasting frizz control

STEP 3: HEAT STYLE

- Heat style with **Redken Steam Infusion** or blow dryer and flat iron
- Finish with the appropriate **Frizz Dismiss FPF treatment** (10 or 30) on dry hair

RECOMMENDED AT-HOME REGIMEN



Frizz Dismiss Sulfate-Free Shampoo



+ **Frizz Dismiss Conditioner or Mask**



+ **Appropriate FPF treatments**

BREAKTHROUGH DELIVERY SYSTEM

Heat-powered, deep
formula penetration
up to the cortex



PROFESSIONAL
HEATCURE

EXCLUSIVE PROFESSIONAL DEVICE

Designed to provide
intense restoration



HEATCURE

RESTORATION SERVICE FOR HAIR



- **Total hair restoration. Even 10 washes later**
- Breakthrough, heat-activated salon service instantly **restores hair's healthy look and feel for up to 10 washes**
- Includes the Heatcure Professional hair restoration tool, developed in collaboration with T3 Micro, Inc, and our exclusive **specialized restoration formula**
- The tool's single heat setting allows the specialized formula to penetrate deep through the hair's cuticle up to the cortex, giving hair lasting restorative results
- Coordinating take-home **Heatcure self-heating treatment** deeply conditions to help maintain hair's healthy look and feel until the next appointment

HERE'S WHAT CLIENTS ARE SAYING AFTER THEIR HEATCURE SERVICE:

100% CLIENT SATISFACTION*

- 96% said their hair **feels more conditioned***
- 94% said their hair **looks healthier***
- 94% said their hair **feels nourished***

Even after 10 washes, 70% agree that their hair felt less damaged!*

*Based on a consumer test conducted with 50 women with dry/damaged/color-treated hair

PILLOW PROOF BLOW DRY

PROFESSIONAL BLOW DRY SERVICES



- 3-step styling: Prime, style, extend after haircare service to create a long-lasting blowout
- Grow your retail sales when you recommend the products your clients need to recreate their **pillow proof blow dry** at home. 10 out of 10 clients are more likely to purchase retail products after a consultation and tutorial with their stylist
- Gain new high-spending clients—when she loves her blowout, she will be back for additional high-profit services such as haircolor and will send in referrals
- Grow your junior stylists' finishing skills and they will be able to book more clients

HAIRCARE

1. CLEANSE



2. CONDITION



3. PREP

Glow Dry



- Shine
- Softness
- Nourishment
- Manageability

STYLING

1. PRIME

Pillow Proof Blow Dry
Express Primer Spray
or Primer Cream



- Heat protection
- Reduces blow-dry time
- 3x stronger hair
- Shape memory

2. STYLE



3. EXTEND

Pillow Proof Blow Dry
Two Day Extender



REAPPLY

Glow Dry



**Use after styling
or anytime to
finish and
enhance shine!**

USE BOTH FOR A FASTER BLOW-DRY WITH MAXIMUM BENEFITS!

Suki Waterhouse
for Redken 5th Avenue



HAIRCOLOR

Amber Le Bon
for Redken 5th Avenue

REDKEN
5TH AVENUE NYC

HAIRCOLOR

The Redken Haircolor portfolio allows you, the professional stylist, to give your clients exceptional haircolor with every salon appointment. What sets us apart from all other brands? The **Redken Color Mantra**: Permanent haircolor should only touch virgin hair. Use any of our permanent haircolor formulas on Zone 1, and refresh with **Shades EQ** on Zones 2-3 to preserve hair's integrity, balance pH and create perfectly consistent results from root to tip. This Redken exclusive technology gives you tools you need to meet every client's haircolor needs, from flawless gray coverage to on-trend fashion looks.

TECHNICAL INFORMATION

HAIRCOLOR AT A GLANCE

COLOR BRANDS:

- ▮ **COLOR FUSION** Advanced Performance Color Cream
- ▮ **COVER FUSION** Low Ammonia 100% Coverage Color Cream
- ▮ **CHROMATICS** Prismatic Permanent Color ODS*
- ▮ **CHROMATICS BEYOND COVER** Age-Defying Permanent Color ODS*
- ▮ **CHROMATICS ULTRA RICH** Dramatic Depth Monochromatic Permanent Color ODS*
- ▮ **COLOR GELS** Permanent Conditioning Haircolor
- ▮ **SHADES EQ GLOSS** Equalizing Conditioning Color
- ▮ **SHADES EQ CREAM** Equalizing Conditioning Color
- ▮ **BLONDE IDOL** High Lift Conditioning Color & Lighteners
- ▮ **NEW pH-BONDER** Protects Bonds. Balances pH. Preserves Fiber Integrity

*Oil Delivery System



Charlotte Di Calypso
for Redken 5th Avenue

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 48 HOURS 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** and ½ oz. **Shades EQ** Processing Solution

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

- Apply mixture to the test area with a cotton swab or ball
- Let test spot dry. Instruct client not to wash, cover or disturb for 48 hours
- 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 HE OR SHE HAS 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

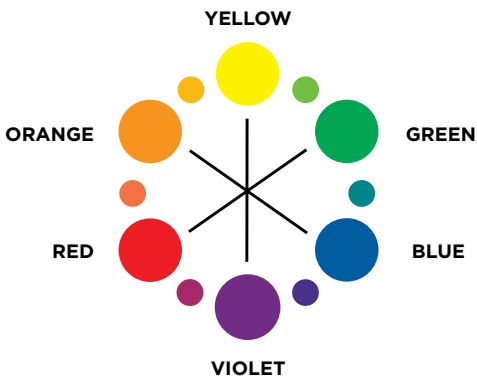
Every tone and color relationship is defined within the Color Wheel. Colors that are opposite of one another counteract warmth and result in neutralization.

LEVEL SYSTEMS

The **Traditional Level System** offers more increments of color at darker levels, providing more options for gray coverage while maintaining reflect.

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.

Keep in mind that no level system is universal. The principles, however, are universal.



TRADITIONAL LEVEL SYSTEM (CHROMATICS, COLOR GELS & SHADES EQ)			
LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE TONE
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.

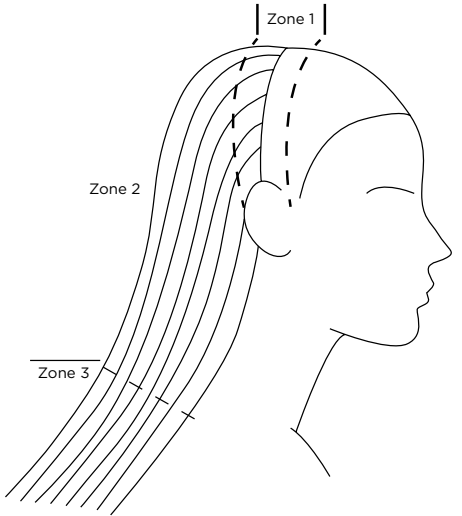
FORMULATION GUIDELINES

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** and **Shades EQ Cream**.
4. Select the shade to enhance, balance or counteract undertones and achieve the target color.

APPLICATION

PERMANENT HAIRCOLOR SHOULD ONLY TOUCH VIRGIN HAIR. REFRESHING WITH SHADES EQ WILL SET YOU APART!

Redken uses the term “Zones” to refer to specific areas of the hair strand. The hair is divided into 3 Zones. Each Zone will accept color differently based on the condition of the hair. Understanding Zones will help you achieve even color results.



Zone 1 is approximately the first 1” of the hair—also referred to as the scalp area or regrowth

Zone 2 is the mid-shaft area of the hair strand and begins where Zone 1 ends

Zone 3 is either overly porous hair (ends) or hair that extends past the shoulders in length (not all hair has a Zone 3)

BEST PRACTICES

1. Pre-treat the hair with **Redken Pre Art** and **Hair Cleansing Cream**. Follow with **Extreme CAT** or **Redken Chemistry** 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.



GET MORE HAIRCOLOR INFORMATION ONLINE—IT'S FREE!

Go to **Education on Demand** to access FREE product knowledge and how-to videos from your favorite Redken artists!

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:

The **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 CHROMATICS: TRADITIONAL VIRGIN APPLICATION

Zone 1 Formula: 5N (5) **CHROMATICS** + 20 vol. **CHROMATICS Oil in Cream Developer**
Zone 2 Formula: 5N (5) **CHROMATICS** + 30 vol. **CHROMATICS Oil in 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
3. Begin processing time after the **Zone 1** 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**.

The **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 CHROMATICS: MODERN VIRGIN APPLICATION

Zone 1 Formula: 5N (5) **CHROMATICS** + 20 vol. **CHROMATICS Oil in Cream Developer**
Zone 2 Formula: 5NW (5.03) **CHROMATICS** + 20 vol. **CHROMATICS Oil in 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**.

RETOUCH

Apply selected formula to Zone 1.

REFRESH ZONES 2 AND 3

RECOMMENDED SHADES EQ REFRESH FOR ALL PERMANENT HAIRCOLOR

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

GLAZE OR CORRECT

1. Apply **Shades EQ Gloss** or **Cream** 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**.

GLAZE RETOUCH

Follow GLAZE Steps 1 and 2. Bring through mid-shaft and ends for up to 20 minutes as needed.

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**.

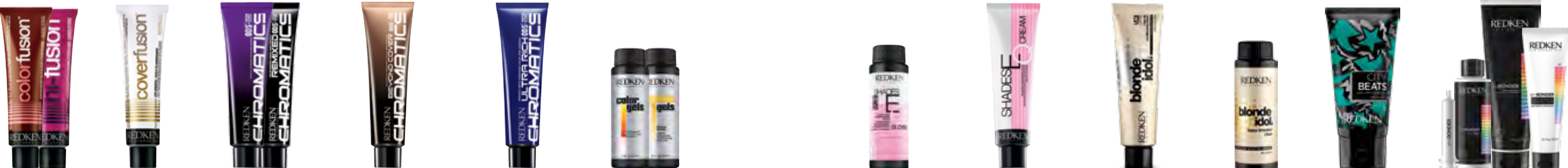
LOWLIGHTS

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.

HAIRCOLOR AT A GLANCE

	COLOR FUSION INCLUDES: HI FUSION	COVER FUSION	CHROMATICS INCLUDES: REMIXED	CHROMATICS BEYOND COVER	CHROMATICS ULTRA RICH	COLOR GELS INCLUDES: FASHION GELS
CATEGORY FORM	· Permanent Cream					· Permanent Liquid
LEVELS OF LIFT	· Up to 4 levels & deposit	· Up to 2 levels & deposit	· Up to 3 levels & deposit	· Up to 2 levels & deposit	· Up to 3 levels & deposit	· Up to 4 levels & deposit
DYE SYSTEM	· 100% oxidative					
MINUTES	35-45		35	35	35	20-45
CHARACTERISTICS	· Multi-dimensional color results · Intense conditioning · Radiant shine	· Low ammonia, low odor · 100% coverage for hair with more than 50% gray · Natural modern reflects · Superior conditioning	· 2X fortified hair* · Zero ammonia, zero odor · Up to 100% gray coverage · Multi-dimensional, 4D color results · Radiant reflection · Lasting vibrancy · Oil Delivery System (ODS)	· 2X fortified,* 2X smoother hair** · Zero ammonia, zero odor · 100% gray coverage · Pre-blended shades for hair with 75% or more gray · Multi-dimensional, 4D color results · Radiant reflection · Oil Delivery System (ODS)	· 2X fortified hair* · Zero ammonia, zero odor · Up to 100% gray coverage · Monochromatic color with shiny, uniform results · Oil Delivery System (ODS)	· Classic, traditional results · Reliable and dynamic haircolor · Long-lasting dyes for holding power

*Haircolor System with 20 Volume Oil in Cream Developer and Redken Hair Cleansing Cream Shampoo vs. uncolored hair treated with a non-conditioning shampoo
**Leaves hair 2X smoother than before coloring
***100% more shine than before coloring. Shine is shade dependent





GET MORE HAIRCARE INFORMATION ONLINE—IT'S FREE!

Go to **Education on Demand** to access FREE product knowledge and how-to videos with the latest haircolor techniques from your favorite Redken artists!

SHADES EQ GLOSS	SHADES EQ CREAM	BLONDE IDOL HIGH LIFT CONDITIONING CREAM	BLONDE IDOL BASE BREAKERS	NEW CITY BEATS	NEW pH-BONDER
· Demi-Permanent Liquid	· Demi-Permanent Cream	· Permanent Cream	· Permanent Liquid	· Semi-Permanent Cream	<ul style="list-style-type: none">· pH-Bonder #1: Additive solution· pH-Bonder #2: Cream· Post-Service Perfector: Cream <p>A complete synergistic system:</p> <ul style="list-style-type: none">· pH-Bonder #1 is mixed with your lightener/ color· pH-Bonder is #2 is applied and left on the hair for 10 minutes after your service· Post-Service Perfector is used once a week at home before the normal Redken haircare regimen <ul style="list-style-type: none">· Works from the inside out to promote bond integrity· Helps reduce breakage for increased strength· Improves elasticity· Provides touchable smoothness and visible shine
· Deposit only		· Up to 5 levels and deposit	· 1 level	· Direct	
· Oxidative & direct	· 100% oxidative			· Deposit only	
20		45	10	20	
· Zero ammonia · Most versatile haircolor · Healthy, results with up to 100% more shine*** · Incredible conditioning	· Zero ammonia · Rich, deep, long-lasting color results · Precise color placement · Now with up to 100% more shine*** · Acidic pH	· Conditioning cream haircolor · 12 shades · Up to 5 levels of lift in 1 step	· Lets you “break the base” and bump up the natural level slightly · Available in Cool and Clear · Up to 1 level of lift in 10 minutes	· Vibrant, stay-true hues · Color lasts up to 12 shampoos · Semi-permanent results · Smooth gel-cream consistency · Precise and easy application	

Soo Joo Park
for Redken 5th Avenue

REDKEN
5TH AVENUE NYC

NEW pH-BONDER

PROTECTS BONDS. BALANCES PH.
PRESERVES FIBER INTEGRITY.

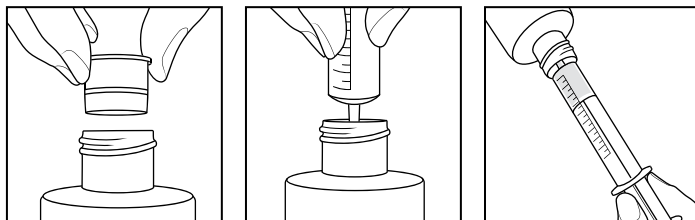
- Complete solution works from the inside out to promote bond integrity during and after a professional haircolor or lightening service
- Features the power of pH science to:
 - Help reduce breakage for increased strength
 - Improve elasticity
 - Provide touchable smoothness and visible shine
- **2-Step Backbar System**
 - **#1: Bond Protecting Additive** helps protect bonds during technical services to keep fibers strong from within
 - **#2: Fiber Restorative Pre-Wash Concentrate** helps restore the hair fiber and smoothes hair's cuticle for improved strength, shine and softness during/after technical services
- **Retail:** Recommend **Post-Service Perfector** weekly treatments to help your clients maintain hair's natural pH at home
- No change in your formula consistency, developer volume or processing time
- Includes an easy to use dosing syringe for mess-free, precise measurement

SUITABLE FOR ALL HAIR TYPES.
FREE OF SILICONE, PHTHALATES, DEA, ALDEHYDES.
OPTIMIZED FOR USE WITH REDKEN LIGHTENERS AND COLOR.



APPLICATION

UNIQUE DOSING SYRINGE



1. Remove cap from the **#1 Bond Protecting Additive**.
2. Snap the orifice securely into the bottle neck with the ridged end facing into the bottle.
3. Push air out of syringe. Firmly push syringe into bottle opening.
4. Turn the bottle upside down and pull syringe to the correct dose.
5. Dispense liquid slowly into lightener/color mixture. Rinse syringe thoroughly after every use.



#1 BOND PROTECTING ADDITIVE

DIRECTIONS:

1. Wearing suitable gloves, mix your lightener or color as usual. Important: Always mix developer and lightener/color before adding **pH-Bonder #1**.
2. For lightener, add 4 ml of **pH-Bonder #1** for every 15–30 grams (1/2–1 oz.) of powder or 8 ml of **pH-Bonder #1** for every 30–60 grams (1–2 oz.) of powder used in mixture. For color, add 4 ml of **pH-Bonder #1** for every 60 grams (2 oz.) of colorant used in mixture.
3. Apply lightener or color as usual.
4. Rinse color from hair—do not shampoo.
5. Dry thoroughly with a towel. Rinse syringe thoroughly after every use. Always store the bottle in the upright position.
6. Follow with **pH-Bonder #2 Fiber Restorative Pre-Wash Concentrate**.

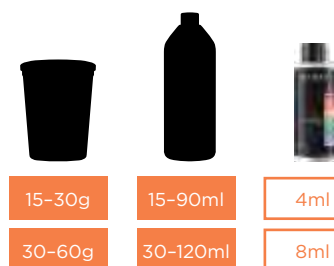
#2 FIBER RESTORATIVE PRE-WASH CONCENTRATE

DIRECTIONS:

1. After using **pH-Bonder #1 Bond Protecting Additive**, rinse highlights or color from hair. Do not shampoo.
2. Towel blot hair well to remove excess moisture.
1. Depending on hair length and density, apply 15–30 g of **pH-Bonder #2** into hair from roots to ends. Gently comb through once. Leave on for 10 minutes at room temperature.
2. Rinse thoroughly from hair. Follow with shampoo and conditioner as usual. Read the instructions for use carefully. In case of contact with eyes, rinse them immediately.

#1 MIXING TABLE

POWDER LIGHTENER



HI LIFT COLOR



PERMANENT AND DEMI-PERMANENT COLOR



FOIL HIGHLIGHTS

Follow directions as usual paying careful attention to the scoop size of your lightener and the accuracy of your measurements.

CREAM BLEACH

Use 8ml of **pH-Bonder #1** for every 1.5–2 oz. (45–60g) of cream bleach used.
Use 4ml of **pH-Bonder #1** for any quantity of cream bleach under 1.5 oz. (45g).

BALAYAGE

Use 4ml of **pH-Bonder #1** per 1–2 oz. scoop of lightener.

COLOR AND GLOSS

Use 4ml (at most) of **pH-Bonder #1** per 2 oz. (60g) to your base or gloss color.





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
- Also includes:
 - **Cover Fusion Low Ammonia 100% Coverage Color Cream** for superior coverage on hair that's over 50% gray



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



- Tonal Amplifier and Highlighter
- Used as an amplifier to boost intensity or alone to create vibrant highlights

COLOR FUSION

HI-FUSION

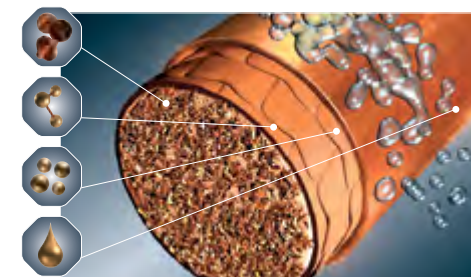


- 100% oxidative dyes
- For superior, naturally reflective, uniform coverage on hair that's over 50% gray
- Breakthrough low-ammonia formula for high client and stylist comfort
- No mixing required
- Helps to address aging hair issues such as loss of shine and elasticity

COVER FUSION

COLOR FUSION TECHNOLOGY

COLOR BOND TECHNOLOGY
HIGH TENACITY DYES = LOCK THE COLOR
CERAMIDE = REPAIRS THE SURFACE
CATIONIC CONDITIONERS = PERFECT THE SHINE
COCONUT OIL = PROTECTS VIBRANCY



COVER FUSION TECHNOLOGY

REVITALAGE COLORBOND TECHNOLOGY™
HIGH COVERAGE DYES = NATURALLY REFLECT 100% COVERAGE
CATIONIC CONDITIONING POLYMERS & RICE PROTEIN = SUPERIOR CONDITIONING
ARGON OIL ANTIOXIDANT = OPTIMAL DEFENSE



BEFORE: GRAY HAIR







AFTER: HAIR COLORED WITH COVER FUSION

OTHER COLOR FUSION PRODUCTS

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.

MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	PRO-OXIDE DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
 <div>COLOR FUSION</div>	Mix 1:1	10 volume	Up to 1	Minimal Lift	35 – 45	· For modern, multi-dimensional gray coverage, formulate with the N or Gb families · For superior gray coverage on 50% or more gray hair, formulate with Cover Fusion
		20 volume	Up to 2	Standard Lift/Gray Coverage		
		30 volume	Up to 3	Additional Lift		
		40 volume	3+	Maximum Lift		
 <div>COVER FUSION</div>	Mix 1:1	20 volume	Up to 2	50–100% Gray Coverage	35 (up to 45 for resistant hair)	· Use only with 20 volume Pro-oxide Cream Developer
 <div>HI-FUSION AS AN AMPLIFIER</div>	Mix 1:1	10 volume	Varies according to formulation	Tonal amplifier for on or off-scalp	35 – 45	· To help maintain the proper balance of HI-FUSION and COLOR FUSION dyes: ¼ oz. HI-FUSION + 1 ¾ oz. COLOR FUSION . Color tone and longevity may be compromised otherwise
		20 volume				
		30 volume				
		40 volume				
 <div>HI-FUSION AS A HIGHLIGHTER</div>	Mix 1:1	10 volume	Varies according to formulation	Tonal highlighter for off-scalp only	35 – 45	· HI-FUSION is not recommended to be used alone for all-over color applications · For on-scalp applications, refer to HI-FUSION Amplifier instruction
		20 volume				
		30 volume				
		40 volume				

FORMULATION EXAMPLES

FOR LIFTING NATURAL PIGMENT:

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

FOR COVERING GRAY:

USING COLOR FUSION

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

USING COVER FUSION

1. **Natural Level:** 4 Light Brown/75% Gray
2. **Target Color:** Level 6 Dark Blonde with natural, cool tones
3. **Undertone at Level 6:** Orange
4. **Formula:** 2 oz. 6NA **Color 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 the NEUTRAL (N) or GOLD/beige (Gb) shades in these proportions:

	COLOR FUSION		COVER FUSION	
% OF GRAY	N or Gb	Proportion of other shades	Pure Shade	
UP TO 25%	½ oz.	1 ½ oz.	Not recommended	
25–50%	1 oz.	1 oz.		
50–75%	1 ½ oz.	½ oz.	2 oz.	
75–100%	1 ¾ oz.	¼ oz.	2 oz.	



COLOR FUSION

ADVANCED PERFORMANCE COLOR CREAM



cover fusion

NATURAL/ASH

NATURAL/NATURAL

NATURAL/GOLD/beige

NATURAL/GOLD/iridescent

NATURAL/GOLD

NATURAL/GOLD/copper

NATURAL/BROWN/copper

NATURAL/COPPER/red

NATURAL/BROWN/red

BROWN TO TAN BACKGROUND COLOR

natural balance

ASH/green

ASH/blue

ASH/violet

NEUTRAL

GOLD/beige

BLACK TO GRAY BACKGROUND COLOR

12

HIGH LIFT

CONTAINS NO

BACKGROUND

COLOR

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

+ clear

Clear*

12Ab

12Av

12N

10Ab

10N

10Gb

9NN

9NGb

9NGi

9NG

9Av

9N

9Gb

8NA

8NN

8NGc

8Ag

8Ab

8N

8Gb

7NN

7NGb

7NGi

7NG

7NCr

7Ag

7Av

7N

7Gb

6NA

6NN

6NGc

6NBc

6NBr

6Ag

6Ab

6N

6Gb

5NN

5NGb

5NGi

5NCr

5N

5Gb

4NA

4NN

4NBc

4NBr

4Ag

4Ab

4N

4Gb

3NN

3N

3Gb

2NA

2N

1Ab

B

V

Swatches in cover fusion, natural balance, natural fashion, fashion and hi-fusion categories shown on white hair.

*Coming soon

natural fashion

GOLD/gold

GOLD/orange

GOLD/copper

GOLD/red

BROWN/copper

BROWN/red

MOCHA/red

MAHOGANY/violet

COPPER

COPPER/red

BROWN TO TAN BACKGROUND COLOR

fashion

COPPER/copper

RED

RED/red

RED/violet

VIOLET/red

TITANIUM

NO BACKGROUND COLOR

12Go

8Gr

7Gg

7Go

7Gc

7Bc

6Gg

6Go

6Gc

6Gr

6Bc

6Mr

6Mv

6C

6Cr

6R

6Rr

6Rv

5Gg

5Go

5Gc

5Gr

5Bc

5Br

5Cr

5CC

5R

5Rv

5vr

5T

4Gr

4Bc

4Br

4Mr

4Mv

4C

4R

4Rr

3Br

3Rv

3vr

7Cr

7CC

7R

8Rv

8T

O

R

Shade contains Rubilane® copper dye

Shade contains R5 red dye

Shade contains Carmin'R red dye

UNDERSTANDING THE LABEL

Primary Tone (RED)

Level (6 DARK Blonde)

Secondary Tone (Red)

6Rr

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.

CHROMATICS

PRISMATIC PERMANENT COLOR

OIL POWERED. CARE OBSESSED. ZERO AMMONIA PERMANENT HAIRCOLOR.

- Breakthrough **ODS² (Oil Delivery System) + Protein Extract Technology** delivers multi-dimensional 4D color results deep into every hair strand
- 2X fortified* hair
- Up to 100% gray coverage
- Also includes:
 - **Chromatics Remixed** for color control and special effects
 - **Chromatics Beyond Cover** for 100% coverage on hair that's 75-100% gray
 - **Chromatics Ultra Rich** for rich, monochromatic results from roots to ends



- **2x fortified hair***
- Zero ammonia, zero odor
- Up to 100% gray coverage
- Multi-dimensional, 4D color results

OIL POWERED, CARE OBSESSED. | **ODS²+** PROTEIN EXTRACT TECHNOLOGY



- **2x fortified*, 2x smoother hair****
- Zero ammonia, zero odor
- 100% gray coverage for hair with 75% or more gray
- Pre-blended shades for easy application
- Multi-dimensional, 4D color results
- Includes Argan Oil, Protein Extracts and Ceramides, plus antioxidants, Acai and Vitamin E

OIL POWERED, CARE OBSESSED. | **ODS²+** PROTEIN EXTRACT & ARGAN TECHNOLOGY

CHROMATICS & CHROMATICS REMIXED

CHROMATICS BEYOND COVER



- Monochromatic color results
- Cool fundamentals
- Luminous shine
- Up to 100% gray coverage
- **2x fortified results***

OIL POWERED, CARE OBSESSED. | **ODS²+** PROTEIN EXTRACT TECHNOLOGY

Monochromatic
Rich, solid,
saturated color



**CHROMATICS
ULTRA RICH**

vs.

Multi-dimensional
Prismatic color
with high reflect



CHROMATICS

CHROMATICS ULTRA RICH

*Haircolor System with 20 Volume Oil in Cream Developer and Redken Hair Cleansing Cream Shampoo vs. uncolored hair treated with a non-conditioning shampoo

**Leaves hair 2X smoother than before coloring

I. SURROUND



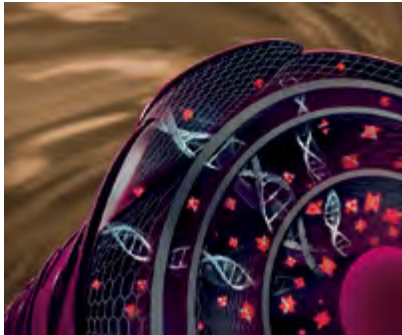
A mixture of **DYES**, **OIL** and **PROTEIN EXTRACTS** surrounds hair's cuticle

2. PROPEL



ODS² propels **DYES** and **PROTEIN EXTRACTS** into the cortex

3. 2X FORTIFIED*



The hair strand is **2X FORTIFIED*** and infused with **COLOR**

OTHER CHROMATICS PRODUCTS

Chromatics Clear is the non-pigmented version of **Chromatics** that lets you create a variety of creative, corrective and customizable effects.

Chromatics Oil in Cream Developer (10, 20 and 30 volumes) is the dedicated developer for **Chromatics**. Depending on hair texture and density, you may see from 1-3 levels of lift depending on the developer selected and how it is used.

FORMULATION EXAMPLES

FOR LIFTING NATURAL PIGMENT:

- 1. **Natural Level:** 5 Light Brown/0% Gray
- 2. **Target Color:** Level 7 Medium Blonde with natural tones
- 3. **Undertone at Level 7:** Orange
- 4. **Formula:** 2 oz. 7N (7) **Chromatics** + 2 oz. 20 vol. **Chromatics Oil in Cream Developer**

FOR COVERING GRAY
USING CHROMATICS:

- 1. **Natural Level:** 4 Medium Brown/50-75% Gray
- 2. **Target Color:** Level 6 Dark Blonde with soft golden tones
- 3. **Undertone at Level 6:** Red/Orange
- 4. **Formula:** Mix ½ oz. 6NW (6.03) and 1½ oz. 6G (6.3) **Chromatics** + 2 oz. 20 vol. **Chromatics Oil in Cream Developer**

FOR COVERING GRAY





USING CHROMATICS BEYOND COVER:

- 1. **Natural Level:** 4 Medium Brown/75-100% Gray
- 2. **Target Color:** Level 6 Dark Blonde with soft golden tones
- 3. **Undertone at Level 6:** Red/Orange
- 4. **Formula:** Mix 2 oz. 6Gi (6.32) **Chromatics Beyond Cover** + 2 oz. 20 vol. **Chromatics Oil in Cream Developer**

FOR LIFTING NATURAL PIGMENT
USING CHROMATICS ULTRA RICH:

- 1. **Natural Level:** 4 Medium Brown/50-75% Gray
- 2. **Target Color:** Level 6 Dark Blonde with soft golden tones
- 3. **Undertone at Level 6:** Red/Orange
- 4. **Formula:** Mix ½ oz. 6NN (6.0) **Ultra Rich** and 1½ oz. 6G (6.3) **Ultra Rich** + 2 oz. 20 volume **Chromatics Oil in Cream Developer**


MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	OIL IN CREAM DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
 CHROMATICS	Mix 1:1	10 volume	Up to 1	Minimal Lift	35	For modern, prismatic gray coverage, formulate with the N or NW families.
		20 volume	Up to 2	Standard Lift/ Gray Coverage		
		30 volume	Up to 3	Additional Lift		
 CHROMATICS BEYOND COVER	Mix 1:1	20 volume	Up to 2	75-100% Gray Coverage	35	For best results, use 20 vol. Chromatics Oil in Cream Developer (No heat).
 CHROMATICS REMIXED	Mix 1:1*	10 volume	Varies according to formulation	Tonal modifier for on/off scalp	35	*Use this ratio to help maintain the proper balance of Chromatics Remixed and Chromatics dyes: ¼ Chromatics Remixed and ¾ Chromatics . Color tone and longevity may be compromised otherwise.
		20 volume				
		30 volume				
 CHROMATICS ULTRA RICH	Mix 1:1	10 volume	Up to 1	Minimal Lift	35	For traditional, monochromatic gray coverage, formulate with NN or G families.
		20 volume	Up to 2	Standard Lift/ Gray Coverage		
		30 volume	Up to 3	Additional Lift		

GUIDELINES FOR COVERING GRAY FOR CHROMATICS

% OF GRAY	CHROMATICS		CHROMATICS BEYOND COVER	
	N or NW	Proportion of other shades	Pre-blended shade	
UP TO 50%	-	2 oz.	Not Recommended	
50-75%	½ oz.	1 ½ oz.		
75-100%	1 oz.	1 oz.	2 oz.	

% OF GRAY	NN or G	
	Proportion of other shades	
UP TO 25%	½ oz.	1 ½ oz.
25-50%	1 oz.	1 oz.
50-75%	1 ½ oz.	½ oz.
75-100%	1 ¾ oz.	¼ oz.



DESCRIPTION & LEVEL OF DEPOSIT

10
ULTRA
PALLE
BLONDE

9
VERY LIGHT
BLONDE

8
LIGHT
BLONDE

7
MEDIUM
BLONDE

6
DARK
BLONDE

5
LIGHT
BROWN

4
MEDIUM
BROWN

3
DARK
BROWN

2
DARKEST
BROWN

1
BLACK

NATURAL	NATURAL	ADJUSTING COOLS			COOL BROWNS & BEIGES			REDS & VIOLETS					COPPERS				GOLDS		WARM BROWNS & BEIGES				NATURAL WARM
NATURAL	NATURAL	ASH/ ash	ASH/ blue	ASH/ violet	ASH/ green	IRIDESCENT/ gold	BROWN/ red	VIOLET/ violet	VIOLET/ red	RED/ violet	RED/ red	RED	COPPER	COPPER/ copper	COPPER/ gold	COPPER/ red	GOLD	GOLD/ red	GOLD/ beige	GOLD/ mocha	BROWN/ copper	MOCHA	NATURAL WARM
	10N 10			10Av 10.12		10Ig 10.23											10G 10.3	10Gr 10.36	10Gb 10.31				10NW 10.03
	9N 9		9Ab 9.1										9C 9.4				9G 9.3						9NW 9.03
	8N 8	8Aa 8.11			8Av 8.12	8Ag 8.17	8Ig 8.23							8Cc 8.44	8Cg 8.43		8G 8.3	8Gr 8.36	8Gb 8.31				8NW 8.03
	7N 7		7Ab 7.1										7C 7.4		7Cr 7.46								7NW 7.03
	6N 6	6Aa 6.11			6Ag 6.17	6Ig 6.23		6Vr 6.26	6Rv 6.62	6Rr 6.66	6R 6.6			6Cc 6.44	6Cg 6.43		6G 6.3	6Gr 6.36	6Gb 6.31	6Gm 6.35	6Bc 6.54	6M 6.8 NEW	6NW 6.03
	5NN 5	5N 5	5Ab 5.1			5Ig 5.23	5Br 5.56	5Vv 5.22						5C 5.4		5Cr 5.46							5NW 5.03
	4NN 4	4N 4			4Ag 4.17			4Vr 4.26	4Rv 4.62	4Rr 4.66	4R 4.6						4G 4.3		4Gb 4.31	4Gm 4.35	4Bc 4.54	4M 4.8 NEW	4NW 4.03
	3NN 3	3N 3					3Br 3.56	3Vv 3.22															3NW 3.03
	2NN 2	2N 2																					
			1Ab 1.1																				

CLEAR

CHROMATICS CLEAR

Clear is the colorless version of **Chromatics**. It may be used alone to lift without deposit or to dilute or customize a shade.

🌀

Shade contains Rubilane® copper dye

Ⓜ

Shade contains R5 red dye

🍷

Shade contains Carmin'R red dye

UNDERSTANDING THE LABEL

Primary Tone
(COPPER)

Level
(Medium
Blonde)

7Cr
7.46

Secondary
Tone
(red)

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.

COOL BROWNS & BEIGES		COPPERS		WARM BROWNS & BEIGES			NATURAL WARM
ASH/ gold	IRIDESCENT/ gold	BROWN/ red	COPPER/ red	GOLD/ beige	GOLD/ iridescent	BROWN/ copper	NATURAL WARM
10Ago 10.13					10Gi 10.32		
			9Gb 9.31				9NW 9.03
8Ago 8.13					8Gi 8.32		
	7Ig 7.23		7Cr 7.46	7Gb 7.31			7NW 7.03
		6Br 6.56			6Gi 6.32		
	5Ig 5.23		5Cr 5.46	5Gb 5.31		5Bc 5.54	5NW 5.03
		4Br 4.56					

REMIXED

CHROMATICS

COLOR CONTROL SERIES. ZERO AMMONIA.

VIOLET

BLUE

GREEN

Mix with any **Chromactics** shade in a 1:7 ratio for best results.

ULTRA RICH

CHROMATICS

MONOCHROMATIC COLOR. ZERO AMMONIA.

DESCRIPTION & LEVEL OF DEPOSIT	NATURALS		ADJUSTING COOLS			COOL BROWNS & BEIGES		REDS AND VIOLETS		COPPERS	GOLDS	WARM BROWNS & BEIGES			
	NATURAL Natural	NATURAL Ash	PEARL	ASH blue	ASH violet	Brown Red		RED Violet	RED Red	COPPER red	GOLD	GOLD beige	GOLD iridescent	BROWN copper	
10 ULTRA PALE BLONDE	<div><div>10NN</div><div>10.0</div><div><div>½ oz. 09N</div><div>1½ oz. 000</div><div>¼ oz. 09NA</div><div>¼ oz. 09WN</div><div>1½ oz. 000</div></div></div>	<div><div>10NA</div><div>10.01</div><div><div>½ oz. 09N</div><div>¼ oz. 09B</div><div>1½ oz. 000</div><div>¼ oz. 09NA</div><div>1½ oz. 000</div></div></div>	<div><div>10P</div><div>10.9</div><div><div>¼ oz. 09T</div><div>¼ oz. 09V</div><div>1½ oz. 000</div><div>¼ oz. 09NA</div><div>¼ oz. 09V</div><div>1½ oz. 000</div></div></div>		<div><div>10Av</div><div>10.12</div><div><div>½ oz. 09V</div><div>1½ oz. 000</div><div>½ oz. 09V</div><div>1½ oz. 000</div></div></div>							<div><div>10G</div><div>10.3</div><div><div>½ oz. 09G</div><div>1½ oz. 000</div><div>¼ oz. 07G</div><div>1½ oz. 000</div></div></div>	<div><div>NEW</div><div><div>10Gb</div><div>10.31</div><div><div>¼ oz. 09GB</div><div>1½ oz. 000</div><div>¼ oz. 09WB</div><div>1½ oz. 000</div></div></div></div>		
9 VERY LIGHT BLONDE	<div><div>9NN</div><div>9.0</div><div><div>1 oz. 09N</div><div>1 oz. 000</div><div>½ oz. 09NA</div><div>½ oz. 09WN</div><div>1 oz. 000</div></div></div>	<div><div>9NA</div><div>9.01</div><div><div>¼ oz. 09N</div><div>¼ oz. 09B</div><div>1 oz. 000</div><div>½ oz. 09NA</div><div>1½ oz. 000</div></div></div>			<div><div>9Av</div><div>9.12</div><div><div>1 oz. 09V</div><div>1 oz. 000</div><div>1 oz. 09V</div><div>1 oz. 000</div></div></div>								<div><div>9Gi</div><div>9.32</div><div><div>1 oz. 09Gi</div><div>1 oz. 000</div><div>½ oz. 08Gi</div><div>1½ oz. 000</div></div></div>		
8 LIGHT BLONDE	<div><div>8NN</div><div>8.0</div><div><div>2 oz. 09N</div><div>¼ oz. 09NA</div><div>¼ oz. 07WN</div><div>1½ oz. 000</div></div></div>	<div><div>8NA</div><div>8.01</div><div><div>1½ oz. 09N</div><div>½ oz. 09B</div><div>¼ oz. 09NA</div><div>¼ oz. 06NA</div><div>1½ oz. 000</div></div></div>	<div><div>8P</div><div>8.9</div><div><div>½ oz. 09T</div><div>½ oz. 09V</div><div>1 oz. 000</div><div>½ oz. 09NA</div><div>½ oz. 09V</div><div>1 oz. 000</div></div></div>	<div><div>8Ab</div><div>8.1</div><div><div>1 oz. 09B</div><div>1 oz. 000</div><div>1 oz. 09NA</div><div>1 oz. 000</div></div></div>							<div><div>8G</div><div>8.3</div><div><div>1 oz. 09G</div><div>1 oz. 000</div><div>½ oz. 07G</div><div>1½ oz. 000</div></div></div>				
7 MEDIUM BLONDE	<div><div>7NN</div><div>7.0</div><div><div>1½ oz. 08N</div><div>½ oz. 000</div><div>½ oz. 09NA</div><div>¼ oz. 07WN</div><div>1¼ oz. 000</div></div></div>	<div><div>7NA</div><div>7.01</div><div><div>1 oz. 08N</div><div>½ oz. 09B</div><div>½ oz. 000</div><div>½ oz. 09NA</div><div>¼ oz. 06NA</div><div>1¼ oz. 000</div></div></div>								<div><div>7Cr</div><div>7.46</div><div><div>1 oz. 09AA</div><div>1 oz. 08C</div><div>1 oz. 08CR</div><div>1 oz. 000</div></div></div>		<div><div>NEW</div><div><div>7Gb</div><div>7.31</div><div><div>1 oz. 07GB</div><div>1 oz. 000</div><div>1 oz. 08Gi</div><div>½ oz. 09V</div></div></div></div>	<div><div>7Gi</div><div>7.32</div><div><div>1 oz. 08Gi</div><div>1 oz. 000</div><div>1 oz. 08Gi</div><div>1 oz. 000</div></div></div>		
6 DARK BLONDE	<div><div>6NN</div><div>6.0</div><div><div>1¼ oz. 08N</div><div>¼ oz. 06N</div><div>¼ oz. 06NA</div><div>¼ oz. 05WN</div><div>1½ oz. 000</div></div></div>	<div><div>6NA</div><div>6.01</div><div><div>1½ oz. 08N</div><div>¼ oz. 09B</div><div>¼ oz. 06N</div><div>½ oz. 06NA</div><div>1½ oz. 000</div></div></div>		<div><div>6Ab</div><div>6.1</div><div><div>2 oz. 09B</div><div>½ oz. 09NA</div><div>½ oz. 06NA</div><div>1 oz. 000</div></div></div>				<div><div>NEW</div><div><div>6Rr</div><div>6.66</div><div><div>1 oz. 06R</div><div>¾ oz. 000</div><div>¼ oz. Red Kicker</div><div>2 oz. 07RR</div></div></div></div>			<div><div>6G</div><div>6.3</div><div><div>1 oz. 07G</div><div>1 oz. 000</div><div>1 oz. 07G</div><div>1 oz. 000</div></div></div>			<div><div>6Bc</div><div>6.54</div><div><div>½ oz. 07CB</div><div>1½ oz. 000</div><div>½ oz. 06BC</div><div>1½ oz. 000</div></div></div>	
5 LIGHT BROWN	<div><div>5NN</div><div>5.0</div><div><div>1 oz. 06N</div><div>1 oz. 000</div><div>½ oz. 06NA</div><div>¼ oz. 05WN</div><div>1¼ oz. 000</div></div></div>	<div><div>5NA</div><div>5.01</div><div><div>1 oz. 06N</div><div>½ oz. 09B</div><div>1 oz. 000</div><div>1 oz. 06NA</div><div>1 oz. 000</div></div></div>				<div><div>5Br</div><div>5.56</div><div><div>1 oz. 05RB</div><div>1 oz. 000</div><div>½ oz. 05BR</div><div>1½ oz. 000</div></div></div>		<div><div>NEW</div><div><div>5Rv</div><div>5.62</div><div><div>1½ oz. 05RV</div><div>½ oz. 000</div><div>2 oz. 07RV</div></div></div></div>		<div><div>5Cr</div><div>5.46</div><div><div>1½ oz. 09AA</div><div>½ oz. 06R</div><div>1 oz. 06CR</div><div>1 oz. 000</div></div></div>		<div><div>NEW</div><div><div>5Gb</div><div>5.31</div><div><div>2 oz. 06GB</div><div>2 oz. 06Gi</div></div></div></div>	<div><div>5Gi</div><div>5.32</div><div><div>1 oz. 06Gi</div><div>1 oz. 000</div><div>1 oz. 06Gi</div><div>1 oz. 000</div></div></div>		
4 MEDIUM BROWN	<div><div>4NN</div><div>4.0</div><div><div>1½ oz. 06N</div><div>½ oz. 03N</div><div>½ oz. 06NA</div><div>½ oz. 05WN</div><div>1 oz. 000</div></div></div>	<div><div>4NA</div><div>4.01</div><div><div>1 oz. 06N</div><div>1 oz. 09B</div><div>2 oz. 06NA</div></div></div>									<div><div>4G</div><div>4.3</div><div><div>2 oz. 06G</div><div>1 oz. 05G</div><div>1 oz. 000</div></div></div>			<div><div>4Bc</div><div>4.54</div><div><div>1 oz. 06CB</div><div>1 oz. 000</div><div>1 oz. 06BC</div><div>1 oz. 000</div></div></div>	
3 DARK BROWN	<div><div>3NN</div><div>3.0</div><div><div>1 oz. 03N</div><div>1 oz. 000</div><div>1½ oz. 03NA</div><div>½ oz. 000</div></div></div>					<div><div>3Br</div><div>3.56</div><div><div>1 oz. 03RB</div><div>1 oz. 000</div><div>1 oz. 05BR</div><div>1 oz. 000</div></div></div>									
2 DARKEST BROWN															
1 BLACK	<div><div>1NN</div><div>1.0</div><div><div>2 oz. 03N</div><div>2 oz. 03NA</div></div></div>														
<div><div>CLEAR</div><div>Ultra Rich can be used with Chromatics Clear</div></div>															
<div><div>KEY</div><div><div>Shade contains Carmin'R red dye</div></div></div>															
<div><div>REFRESH KEY</div><div><div>SHADE</div><div><div>Shades EQ Gloss</div><div>Shades EQ Cream</div></div></div></div>															

UNDERSTANDING THE LABEL

Primary Tone (COPPER)

Level (Medium Blonde)

7Cr

7.46

Secondary Tone (red)

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

PERMANENT CONDITIONING HAIRCOLOR

RICH, SATURATED RESULTS WITH EXCEPTIONAL GRAY COVERAGE

- **Select Dye System** contains 100% oxidative, UV-stable, long-lasting dyes
- Formulated with traditional 10 level system
- Also includes:
 - **Fashion Gels** for high lift with tonal control



- Use to brighten, darken, change or correct, or for highlighting or creative color effects
- Provides exceptional gray coverage, from a few strands to high percentages
- Wheat proteins and avocado oil for strength and condition



- Ultra-high lift with superior tonal control
- 2 shades: B (blue) and V (violet) to lighten believably and brighten brilliantly
- Mixed 1:2 with 40 volume **Color Gels** Developer

COLOR GELS



FASHION GELS BLONDE SERIES

OTHER COLOR GELS PRODUCTS

COLOR GELS Developer (10, 20, 30 and 40 volumes) is the dedicated developer for **COLOR GELS**. It mixes to an ideal consistency for controlled and precise applications.



MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	COLOR GELS DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
 COLOR GELS	Mix 1:1	10 volume	Up to 1	Gray Coverage	20 – 45	· Refer to the “Guidelines for Covering Gray Hair” section for superior gray coverage
		20 volume	Up to 2			
		30 volume	Up to 3			
		40 volume	3+			
 FASHION GELS	Mix 1:2	40 volume	Up to 4	High Lift for Levels 5 + Up	45	· Fashion Gels are only intermixable with each other not with Color Gels

FORMULATION EXAMPLES

FOR LIFTING NATURAL PIGMENT:

- 1. **Natural Level:** 5 Light Brown/0% Gray
- 2. **Target Color:** Level 7 Medium Blonde with natural tones
- 3. **Undertone at Level 7:** Orange
- 4. **Formula:** 7NA Mirage **Color Gels** + 20 vol. **Color Gels** Cream Developer

FOR COVERING GRAY:

- 1. **Natural Level:** 4 Medium Brown/75-100% Gray
- 2. **Target Color:** Level 6 Dark Blonde with natural golden tones
- 3. **Undertone at Level 6:** Red/Orange
- 4. **Formula:** 1 ½ oz. 6NW Brandy **Color Gels** + ½ oz. 6NG St. Tropez **Color Gels** + 20 vol. **Color Gels** 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

SUPERIOR GRAY COVERAGE FAMILIES

5 **Color Gels** families can be used alone to provide superior gray coverage in a variety of tonal reflects:

% OF GRAY	NATURAL	NATURAL WARM	WARM GOLD	COPPER BROWN	RUBY BROWN
UP TO 100%	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, R, RV	
	N	Proportion of other shades	NW, WG, CB or RB	Proportion of other shades
UP TO 25%	-	2 oz.	½ oz.	1 ½ oz.
25-50%	½ oz.	1 ½ oz.	¾ oz.	1 ¼ oz.
50-75%	1 oz.	1 oz.	1 oz.	1 oz.
75-100%	1 ½ oz.	½ oz.	1 ½ oz.	½ oz.



FASHION GELS

NO BACKGROUND COLOR

FASHION GELS
BLONDE SERIES

B

Blue

V

Violet

LEVEL & DESCRIPTION

GREEN NATURAL
TONE: Yellow/Green

NATURAL ASH
TONE: Corrective Tone

NATURAL*
TONE: Blue/Violet

GOLD BEIGE
TONE: Gold/Beige

NATURAL WARM*
TONE: Natural-Level Tone

NATURAL GOLD
TONE: Gold

BLACK TO GRAY
BACKGROUND COLOR

BROWN TO TAN BACKGROUND COLOR

10
ULTRA PALE
BLONDE

10NA
Silk

10N
Crème Latté

10NW
Macadamia Nut

9
VERY LIGHT
BLONDE

9NA
Platinum Ice

9N
Café au Lait

9GB
Champagne

9NW
Irish Creme

8
LIGHT
BLONDE

8NA
Mojave

8N
Sesame

8NW
Safari

8NG
Sunflower

7
MEDIUM
BLONDE

7NA
Mirage

7N
Bamboo

7GB
Praline Cream

7NW
Chestnut

7NG
Saffron

6
DARK
BLONDE

6GN
Moss

6NA
Moroccan Sand

6N
Suede

6NW
Brandy

6NG
St. Tropez

5
LIGHT
BROWN

5NA
Walnut

5N
Coffee Bean

5GB
Truffle

5NW
Cappuccino

5NG
Caramel

4
MEDIUM
BROWN

4N
Hazelnut

4NW
Maple

4NG
Pecan

3
DARK
BROWN

3N
Espresso

3NW
Mocha Java

2
DARKEST
BROWN

2NW
Chocolate

1
BLACK

1NW
Midnight

WARM GOLD*
TONE: Yellow/Orange

COPPER BROWN*
TONE: Orange

RUBY BROWN*
TONE: Red/Violet

RED/ORANGE
TONE: Red/Orange

RED
TONE: Red

RED/VIOLET
TONE: Red/Violet

NO BACKGROUND COLOR

8WG
Golden Apricot

7RO
Marigold

7R
Flame

6WG
Mango

6CB
Cognac

6RO
Bonfire

6R
Rocket Fire

5WG
Sun Tea

5RB
Manzanita

5RO
Paprika

5RV
Scarlett

4WG
Sun Tea

4CB
Clove

4R
Lava

4RV
Cabernet

3RB
Mahogany

CLEAR

* Superior Gray Coverage Family

UNDERSTANDING THE LABEL

Level
(Very Light
Blonde)

9GB

Shade Name
Champagne

Secondary
Tone
(Gold Beige)

164 | HAIRCOLOR: COLOR GELS SHADE CHART

HAIRCOLOR: COLOR GELS SHADE CHART | 165



SHADES EQ GLOSS

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER!



2014 Launchpad
Best Demi-Permanent
Color: Shades EQ



2014 American Salon
Best Demi-Permanent
Color: Shades EQ

- Award-winning, zero ammonia, acidic demi-permanent color
- 100% more shine than before coloring*
- Glaze, correct, refresh and blend gray
- Also includes:
 - **Shades EQ Cream** for long-lasting color results



- No-ammonia formula
- Acidic pH
- Up to 100% more shine than before coloring*

- Liquid consistency for traditional uses: glaze, refresh and correct
- Mix of direct and oxidative dyes
- Refresh all Redken permanent haircolor
- Blend 50% gray with a sheer result

SHADES EQ GLOSS

- No-ammonia formula
- Acidic pH
- 100% oxidative dyes provide maximum longevity
- Rich cream consistency for more precise techniques, including lowlighting and color blocking
- Correct and add condition to overly-lightened or damaged hair
- Refresh all Redken permanent haircolor
- Blend 50% gray with a deeper result
- Up to 100% more shine than before coloring*



SHADES EQ CREAM

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.

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

SHADES EQ Processing Solution is the dedicated developer for **SHADES EQ GLOSS**. It's a 2% hydrogen peroxide specifically formulated to maintain an acidic pH and stabilize viscosity. **PRO-OXIDE** Cream Developer is the appropriate developer for **SHADES EQ CREAM**.

*Improvement is shade dependent. Applies to Shades EQ Gloss and Shades EQ Cream.

SERVICE OPPORTUNITY

SHADES EQ GLOSS		SHADES EQ CREAM
GLAZE	<ul style="list-style-type: none">Enhance, enrich, change, match, tone down or intensify natural or color-treated hair while harmonizing contrastTone pre-lightened or highlighted hair	<ul style="list-style-type: none">Enhance, enrich, change, match, tone down or intensify natural or color-treated hair while harmonizing contrast
REFRESH	<ul style="list-style-type: none">Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth (Zone 1)Restore color to highlightsAdd color immediately following a Redken texture service, to restore any color loss that may have occurred	
CORRECT	<ul style="list-style-type: none">Fill over-lightened hair before a tintback serviceCorrect uneven, brassy or overly vibrant tones	<ul style="list-style-type: none">Correct uneven, brassy or overly vibrant tonesHarmonize tone from scalp to ends
DEFINE	<ul style="list-style-type: none">N/A	<ul style="list-style-type: none">Add dimension with lowlightsColor block and add contour with precise placement
COVER GRAY	<ul style="list-style-type: none">Blend gray without lifting the hair's natural pigment	<ul style="list-style-type: none">Blend gray with richer color and without lifting the hair's natural pigment
BRIGHTENING	<ul style="list-style-type: none">N/A	
CLEAR	<ul style="list-style-type: none">Deposit shine onlyDilute color intensityDilute level density	

DILUTION SOLUTION

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



- Shades EQ Gloss** Crystal Clear mixes with **Shades EQ** Processing Solution and offers no lift.
- Shades EQ Cream** Clear mixes with 10 volume **Pro-oxide** Cream Developer and offers no lift.

Use the following proportions to customize your formula:

FORMULA LEVEL	01-03	04-06	07-09	SHADE	CRYSTAL CLEAR	DEVELOPER
MAXIMUM DILUTION	<div></div>	<div></div>	<div></div>	½ oz.	1 ½ oz.	2 oz.
MODERATE DILUTION	<div></div>	<div></div>	<div></div>	1 oz.	1 oz.	2 oz.
MINIMAL DILUTION	<div></div>	<div></div>	<div></div>	1 ½ oz.	½ oz.	2 oz.
FULL STRENGTH	<div></div>	<div></div>	<div></div>	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	None	20 (up to 40 for gray hair)
	SHADES EQ CREAM	Mix 1:1	10 volume Pro-oxide Cream Developer	None	20 (up to 30 for optimal gray blending)

FORMULATION EXAMPLES

FOR SHADES EQ GLOSS:

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

FOR SHADES EQ CREAM:

- Natural Level:** 8 Light Blonde/0% Gray
- Target Color:** Medium, Warm Neutral Blonde
- Formula:** 2 oz. 07WN Chai Tea **Shades EQ Cream** + 2 oz. 10 vol. **Pro-oxide** Cream Developer

GUIDELINES FOR GRAY HAIR

Using an **NB** or **WN** 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 or WN in the formulation.

% OF GRAY	SHADES EQ GLOSS		SHADES EQ CREAM	
	NB	Shade	WN	Shade
UP TO 25%	½ oz.	1 ½ oz.	½ oz.	1 ½ oz.
25–50%	1 oz.	1 oz.	1 oz.	1 oz.
50–75%	1 ½ oz.	½ oz.	1 ½ oz.	½ oz.
75–100%	1 ¾ oz.	¼ oz.	1 ¾ oz.	¼ oz.

* The percentage of gray hair equals the percentage of NB or WN in the formulation



SHADES EQ GLOSS

EQUALIZING CONDITIONING COLOR

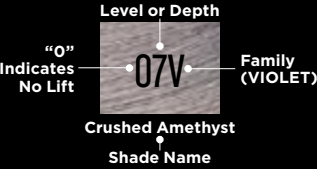
GLOSS SHADES

DESCRIPTION & LEVEL OF DEPOSIT		TITANIUM TONE: Silver/Blue	GREEN NATURAL TONE: Green/Yellow	BLUE TONE: Blue	PEARL TONE: Blue/Violet	NATURAL TONE: Blue/Violet	NEUTRAL BROWN BLONDE TONE: Red/Violet	NATURAL WARM TONE: Gold	GOLD
		BLACK TO GRAY BACKGROUND COLOR							
9 VERY LIGHT BLONDE	07, 08 and 09 shades have the least amount of pigment to provide the lightest levels of deposit.	LIGHT SHADES	09T Chrome	09B Sterling	NEW 09P Opal Glow	09N Café au Lait	09NB Irish Creme	NEW 09NW Cream Soda	09GI Hamptons
8 LIGHT BLONDE			08GN Ivy			08N Mojave			08GI St. Barths
7 MEDIUM BLONDE					NEW 07P Mother of Pearl	NEW 07N Mirage	07NB Chestnut	NEW 07NW Milk Tea	
6 DARK BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.	MEDIUM SHADES	06T Iron	06GN Moss		06N Moroccan Sand	06NB Brandy		06GI Tenerife
5 LIGHT BROWN						05N Walnut		NEW 05NW Macchiato	
4 MEDIUM BROWN						NEW 04N Chicory	04NB Maple		
3 DARK BROWN	01 and 03 shades contain the greatest amount of pigment and deepest deposit.	DARK SHADES				03N Espresso	03NB Mocha Java	NEW 03NW Cocoa Bean	
1 BLACK									
		KICKERS/CLEAR	Crystal Clear			01B Onyx			

NOTE: The level of deposit and intensity in any **Shades EQ** formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with 000 Crystal Clear or 09 light level shades.

GOLD BEIGE TONE: Gold/Mauve	GOLD TONE: Yellow	GOLD GOLD TONE: Yellow/Yellow	WARM GOLD TONE: Yellow/Orange	COPPER TONE: Orange	AUBURN/AUBURN ACCENT TONE: Orange/Red	COPPER BROWN TONE: Red/Orange	RED BROWN TONE: Red	COPPER COPPER TONE: Orange/Orange	COPPER RED TONE: Copper/Red	RED TONE: Red	RED VIOLET TONE: Red/Violet	VIOLET TONE: Violet
BROWN TO TAN BACKGROUND COLOR								NO BACKGROUND COLOR				
09GB Butter Cream	09G Vanilla Creme					09AA Papaya	09RB Blush					09V Platinum Ice
		08GG Gold Dip	08WG Golden Apricot	08C Cayenne					NEW 08CR Sunrise			08V Iridescent Quartz
07GB Butterscotch	07G Saffron			07C Curry		07CB Spicestone		07CC Urban Fever				07V Crushed Amethyst
06GB Toffee	06G St. Tropez	06GG Midas Touch	06WG Mango		06AA Bonfire	06CB Amber Glaze	06RB Cherry Cola		NEW 06CR Sunset	06R Rocket Fire		
	05G Caramel			05C Chili		05CB Brownstone		05CC Electric Shock			05RV Sangria	
			04WG Sun Tea									
	03G Cinnamon				03AA Terra Cotta	03RB Mahogany				03R Roxy Red	03RV Merlot	03V Orchid
Yellow Kicker										Red Kicker		Violet Kicker
					Orange Kicker							

UNDERSTANDING THE LABEL




































SHADES EQ CREAM

EQUALIZING CONDITIONING COLOR

CREAM SHADES

NATURAL GREEN TONE: Green	NATURAL ASH TONE: Blue/Violet	WARM NATURAL TONE: Gold	WARM BEIGE TONE: Gold/Violet	GOLD IRIDESCENT TONE: Gold/Iridescent	GOLD TONE: Gold	GOLD COPPER TONE: Gold/Orange	BROWN COPPER TONE: Copper/Gold	BROWN RED TONE: Mahogany/Red	COPPER TONE: Orange	COPPER RED TONE: Orange/Red	RED RED TONE: Red	RED VIOLET TONE: Red/Violet	VIOLET TONE: Violet
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BROWN TO TAN BACKGROUND COLOR	NO BACKGROUND COLOR
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 09NA Slate Blonde	 09WN Summer Wheat	 09WB Golden Vanilla	 09Gc Golden Sienna	 09V Soft Lilac		
		 08GI Iced Gold				
			 08C Persimmon	 08CR Candle Flame		
 07NGr Moon Sparkle	 07WN Chai Tea	 07G Sequin Chic	 07Gc Burnished Copper	 07RR Strawberry Lemonade	 07RV Malbec	
 06NA Cool Cocoa		 06GI Antiqued Gold	 06BC Rich Amber	 06C Shiny Penny	 06CR Firecracker	 06V Fresh Lavender
 05NGr Starlight	 05WN Sandy Sable	 05WB Golden Hazel	 05G Gilded Age	 06BC Gamet sand	 05RR Polished Ruby	 05RV Polished Ruby
 03NA Dark Chocolate			 03BR Burgundy Wine		 03RR Chocolate Cherry	 04V Rich Iris

CLEAR

Shade contains Carmin'R red dye
Shade contains Rubilane® copper dye
Shade contains R5 red dye

NOTE: The level of deposit and intensity in any Shades EQ Cream formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with Shades EQ Cream Clear or 09 light level shade.

UNDERSTANDING THE LABEL



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.

*US SHADE CHART—PLEASE CUSTOMIZE TO YOUR ASSORTMENT

NEW CITY BEATS

MARCH TO THE BEAT OF YOUR OWN DRUM

Rock your boldest haircolor with new **City Beats** acidic conditioning color cream. Now you can create the **edgiest vibrant shades** inspired by the **streets of NYC**. Feel the energy, hear the beat and discover 12 stay-true hues that let you unleash your boldest look. **No-mess cream formula** for easy application and **long-lasting semi-permanent** results.

THE CITY BEATS DIFFERENCE

**ACIDIC FORMULA CONDITIONS & SEALS THE CUTICLE
FOR LASTING VIBRANT COLOR AND HEALTHY-LOOKING HAIR**

INSPIRATION

Feel the beat of NYC with **12 vibrant shades** inspired by the city streets

FASHION

Model, social media influencer and color chameleon **Chloe Nørgaard** and famed NYC street artist **Eric Haze**

INNOVATION

Acidic formula conditions and seals the cuticle for lasting vibrant color

CITY BEATS AT-A-GLANCE

- Vibrant, stay-true hues
- Color lasts up to 12 shampoos
- Semi-permanent results
- Smooth gel-cream consistency
- Precise and easy application



APPLICATION & PROCESSING

City Beats can be applied to both natural and previously colored hair. The lighter your starting level, the brighter your end result will be. As with any “top coat” color, if the canvas is uneven, the end result will be uneven. If your client has unevenly lightened hair, always make sure to even out the starting color with **Pre-Art Treatment** or **Shades EQ Gloss** before applying **City Beats**. Do not use over-compound henna or progressive color.

PRO TIP:

- Apply City Beats directly to clean, towel-dried hair.
- No mixing with a developer is required. Ⓢ
- The gel-cream consistency is best when used with a bowl and brush.
- Avoid direct application to the scalp as staining may occur.
- Allow to process at room temperature for 20 minutes and do not use heat. If you want more vibrancy, increase the processing time to 30 minutes.



USING CITY BEATS COLOR REMOVER

IF YOU NEED TO REMOVE...	USE THIS MIXTURE	PROCESS FOR
A light tint, dark spots or unwanted tones	1 packette City Beats Color Remover + 2 oz. deionized water	5-20 minutes
Light shades from Levels 7-9	1 packette City Beats Color Remover + 2 oz. deionized water	10-20 minutes
Medium shades from Levels 4-6	1 packette City Beats Color Remover + 2½ oz. 20 vol. Pro-oxide Cream Developer	20-30 minutes OR 30-35 minutes
Dark shades from Levels 4-6	1 packette City Beats Color Remover + 2½ oz. 20 vol. Pro-oxide Cream Developer	50-60 minutes

CITY BEATS

NYC INSPIRED SHADES

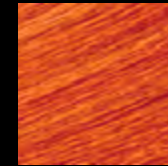
**YELLOW
CAB**



**CHELSEA
CORAL**



**WEST VILLAGE
SUNSET**



**BROADWAY
BLUE**



**HIGH LINE
GREEN**



**BROOKLYN
BLUE**



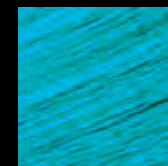
**EAST VILLAGE
VIOLET**



**MIDTOWN
MAGENTA**



**TIMES SQUARE
TEAL**



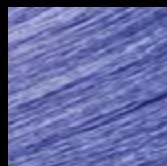
**BIG APPLE
RED**



**CITY BALLET
PINK**



**INDIGO
SKYLINE**



**PLUS:
CITY BEATS
CLEAR**

to create
endless color
possibilities





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 never-brassy shades in a conditioning cream base. **Up to 5 levels of lift in 1 step**—perfect for balayage, highlights and more!

3 REASONS TO LOVE BLONDE IDOL

HIGH LIFT CONDITIONING CREAM COLOR

Cool blondes without toning in 1 step

BASE BREAKERS

Controlled 1 level lift at the base, without the fear of lifting too fast or too much

RANGE OF LIGHTENERS INCLUDING NEW BLONDE IDOL FREE HAND

A versatile collection for every need and amazing results every time



HIGH LIFT CONDITIONING CREAM

- Conditioning cream haircolor
- 12 shades, from icy platinum to balanced beige
- Up to 5 levels of lift in 1 step
- Use with 10, 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

BLOGGERS ARE RAVING ABOUT BLONDE IDOL

“The color was beautifully golden and natural-looking.”

-**Cassandra Dimicco, Dressed4Dreams.com**



“I loved going blonde without having to dye my entire head. It is so pretty and flattering. I love it!”

- **Joo Kim, LoveJooKim.com**

“[My Babylights] look natural. I’ve gotten tons of compliments. The result is so subtle. It’s just a better, enhanced version of me.”

-**Stefanie Schoen, TheStyleSafari.com**

MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	PRO-OXIDE CREAM DEVELOPER	LEVELS OF LIFT	PROCESSING TIME	SPECIAL INSTRUCTIONS
 HIGH LIFT CONDITIONING CREAM	Mix 1:2	20–40 vol. (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 vol.	Approx. 1 level	10 minutes No heat	Use 20 vol. Pro-oxide for coarse or resistant hair.

FORMULATION EXAMPLES













HIGH LIFT EXAMPLE:

- 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

BASE BREAKER EXAMPLE:

- 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
CONDITIONING CREAM HAIRCOLOR

SHADE	DESCRIPTION	IDEAL FOR NATURAL LEVELS	WARM VS. COOL REFLECT	SHADES EQ GLOSS REFRESH FORMULA*
 Natural .0	Produces natural results with little refinement	5–7	Neutral	1 ½ oz. Crystal Clear ½ oz. 09N Café Au Lait
 Biege .13	Creates soft, beige results. Best used on pale yellow undertones.	5–7	Warm	1 ½ oz. Crystal Clear ½ oz. 09GB Butter Cream
 Pearl .9	Violet-blue tones neutralize strong gold undertones	7–10	Cool	1 ½ oz. Crystal Clear ½ oz. 09P Opal Glow
 Titanium .12	Provides more cooling than neutral-ization. Best for deep orange/gold undertones	3–5	Cool	1 ½ oz. Crystal Clear ½ oz. 09T Chrome
 Violet .2	Violet tones control yellow and pale yellow undertones	7–10	Cool	1 ½ oz. Crystal Clear ½ oz. 09V Platinum Ice
 Violet Violet .22	A double dose of violet for maximum refinement of gold undertones	7–10	Cool	1 oz. Crystal Clear 1 oz. 09V Platinum Ice
 Natural Ash .01	Soft blue tones to refine orange/gold undertones	5–7	Cool	1 ¾ oz. Crystal Clear ¼ oz. 09B Sterling
 Blue .1	Blue tones provide maximum refine-ment of orange undertone	5–7	Cool	1 ½ oz. Crystal Clear ½ oz. 09B Sterling
 New! Ash Matte .17	Blue-green tones provide ultimate neutralization on dark bases	3–5	Cool	1½ oz. Crystal Clear ½ oz. 08GN Ivy
 New! Ash Pearl .19	Additional blue tones to create a cooler pearl look on medium bases	5–7	Cool	1 oz. Crystal Clear ¾ oz. 09T Chrome ¼ oz. 09P Opal Glow
 New! Mocha Pearl .89	Rich, warm mocha tones softened with hints of violet	5–7	Warm	1 ¾ oz. Crystal Clear ¼ oz. 09RB Blush
 New! Pearl Ash .91	Violet with extra blue tones for pearl results on light brown to medium blonde bases	5–7	Cool	1 ½ oz. Crystal Clear ¼ oz. 09T Chrome ¼ oz. 09P Opal Glow

*All refresh formula are mixed with 2 oz. **Shades EQ** Processing Solution



LIGHTENERS

Redken is your Blonde Authority with a versatile collection of high-performance lighteners for amazing results every time. Whether you want to balayage just a few strands or take a client from brunette to blonde, modern lightening requires more than good technical skills—the right product is what makes the difference. Redken has the right lightener for every need!

NEW BLONDE IDOL FREE HAND

BLONDE IDOL FLASH LIFT | MAXIMUM POWER LIGHTENING POWDER

BLONDE IDOL BLONDE DIMENSIONS | DUST-FREE CONDITIONING LIGHTENER

BLONDE IDOL BLONDE ICING | CONDITIONING CREAM LIGHTENER

BLONDE IDOL | BLUE OIL LIGHTENING SYSTEM

LIGHTENER COLLECTION

Redken is your Blonde Authority with a versatile collection of high-performance lighteners for amazing results every time. Whether you want to balayage just a few strands or take a client from brunette to blonde, modern lightening requires more than good technical skills—the right product is what makes the difference. Redken has the right lightener for every need!

CHOOSE THE BEST FORMULA FOR YOUR NEEDS

OIL LIGHTENER

- For on-scalp applications when a mild lightening action is desired
- Lifting ability can be controlled through the addition of the powder activator
- Dispenses easily from a bottle or adheres to an applicator brush



CREAM LIGHTENER

- Formulated to stay moist during processing
- No-drip consistency
- Versatile application techniques—applicator bottle or bowl/brush
- For both on- and off-scalp applications



POWDER LIGHTENER

- Fastest acting
- For achieving lighter blonde results on darker natural hair colors
- For off-scalp applications such as foil highlighting



LIGHTENERS AT A GLANCE

Our lighteners have fresh new packaging and are now under the **Blonde Idol** brand—but no worries—each has the same amazing formula you love and trust!

	NEW BLONDE IDOL FREE HAND CREAMY LIGHTENER FOR OPEN AIR TECHNIQUES	BLONDE IDOL FLASH LIFT MAXIMUM POWER LIGHTENING POWDER	BLONDE IDOL BLONDE DIMENSIONS DUST-FREE CONDITIONING LIGHTENER
OIL			
POWDER	.	.	.
CREAM			
ON SCALP		.	.
OFF SCALP	.	.	.
LEVELS OF LIFT	Up to 6	Up to 8	Up to 6
MINUTES	Up to 50 minutes determined by the desired result	Up to 50	Up to 50



GET MORE HAIRCOLOR INFORMATION ONLINE—IT’S FREE!
Go to **Education on Demand** to access FREE product knowledge and how-to videos with the latest haircolor techniques from your favorite Redken artists!

BLONDE IDOL BLONDE ICING/BLONDE GLAM CONDITIONING CREAM LIGHTENER	BLONDE IDOL BLUE OIL LIGHTENING SYSTEM
	.
.	
.	.
.	.
Up to 7	Up to 7
Up to 50	Up to 50



NEW BLONDE IDOL
FREE HAND
CREAMY LIGHTENER FOR OPEN AIR TECHNIQUES

- Specifically formulated for open air, Balayage and free hand techniques
- Up to 6 levels of lift
- Formulated with ceramides
- Perfect consistency—ideal balance of dry outer shell with moist interior
- Smooth texture and working consistency
- Stays put after application
- Use for off-scalp Balayage, Ombre and Sombre techniques

MIXING & PROCESSING

- Wear suitable disposable gloves
- Mix product in a well-ventilated area
- Place the recommended amount of lightener and developer in a non-metallic bowl and mix thoroughly until a smooth consistency is achieved

MIXING RATIOS

APPLICATION	BALAYAGE OR FREE HAND
FREE HAND	1 scoop (40 grams)
PRO-OXIDE CREAM DEVELOPER	1.5 parts (60 mL)

*For off scalp only

TIMING

Off-Scalp Application:
Process until desired lightness is achieved, for a maximum of up to 50 minutes. **DO NOT USE HEAT.**

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

DEVELOPER

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



BLONDE IDOL
FLASH LIFT
MAXIMUM POWER LIGHTENING POWDER

- Redken’s first powder lightener to achieve up to 8 levels of lift
- Conditioning pro-vitamin B5 for high lift without sacrificing hair quality
- Customizable for every client’s needs—from extreme platinum blonde results or edgy, dramatic highlights
- 2-component system mixes with all volumes of **Pro-oxide** Cream Developer (10, 20, 30 or 40 volume)

MIXING & PROCESSING

- 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 1 oz. (15 grams) of lightener with either:
 - 1 oz. of developer for a perfect 1:1 ratio, ideal consistency for open air, freehand techniques, allows for strong adherence and maximum lightening power
 - 2 oz. of developer for a 1:2 ratio, ideal consistency for on-scalp techniques, allows ease of spreadability for full head foils and ombré techniques

MIXING RATIOS

APPLICATION	ON-SCALP	OFF-SCALP
FLASH LIFT	1 oz. (15 grams)	1 oz. (15 grams)
PRO-OXIDE CREAM DEVELOPER	1 oz. 10, 20 or 30 volume	½ oz. 10, 20, 30 or 40 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. DO NOT COVER HAIR.**

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

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 IDOL

BLONDE DIMENSIONS

DUST-FREE CONDITIONING LIGHTENER

- Gentle, buffered alkali formula features a cationic conditioning system for superior combability and shine
- Produces balanced and consistent lift for on or off-scalp applications, and can lift hair up to 6 levels
- Encapsulated fragrance releases upon mixing for a pleasant scent during processing, and the dust-free formula eliminates dust when mixing or scooping
- 2-component system; mixes with all volumes of **Pro-oxide** Cream Developer (10, 20, 30 or 40 volume)

MIXING & PROCESSING

- Mix product in a well-ventilated area
- Before first use, shake internal bag
- In a non-metallic bowl, combine the recommended amount of **Blonde Dimensions** with **Pro-oxide** Cream Developer and mix well until a creamy consistency is achieved
- Due to the dust-free formula and conditioning agents, it is normal for the mixture to appear slightly loose or thin when first mixed. You do not need to add more powder
- Lightly whipping will cause the powders to quickly dissolve; a rich creamy consistency will be obtained

MIXING RATIOS

APPLICATION	ON-SCALP	OFF-SCALP
BLONDE DIMENSIONS	1 scoop (11 grams)	1 scoop (11 grams)
PRO-OXIDE CREAM DEVELOPER	1 oz. 10 or 20 volume	1 oz. 10, 20, 30 or 40 volume

TIMING

On-Scalp Application:

Process at room temperature until desired lightness is achieved.
Recommended timing: 20-40 minutes. **DO NOT USE HEAT.**

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** or **Blonde Idol**.

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 IDOL

BLONDE ICING

CONDITIONING CREAM LIGHTENER

- 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
- 2-component system; mixes with **Blonde Icing** Conditioning Cream Developer (20, 30 and 40 volume)

MIXING & PROCESSING

- **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 1 oz. (20 grams) of lightener with either:
 - 1 scoop of developer for a perfect 1:1 ratio , ideal consistency for open air, freehand techniques
 - 2 scoops of developer for a 1:2 ratio
 - 3 scoops 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	ON-SCALP	OFF-SCALP	FREEHAND
BLONDE ICING	1 scoop (20 grams)	1 scoop (20 grams)	1 scoop (20 grams)
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

On-Scalp Application:

Process at room temperature until desired lightness is achieved for up to a maximum of 50 minutes.
DO NOT USE HEAT.

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** or **Blonde Idol**.

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.



BLONDE IDOL
BLUE OIL LIGHTENING SYSTEM
CUSTOMIZABLE BLUE POWDER ACTIVATOR + OIL BOOSTER

- Specially formulated for on-scalp lightening
- Customizable application with 1 or 2 powder packettes for every blinding service–your choice based on your clients’ needs
- Up to 7 levels of lift
- Smooth consistency for easy application with a bottle or bowl and brush
- Remains moist during processing

MIXING & PROCESSING

- Wear suitable disposable gloves
- Mix product in a well-ventilated area
- Place the recommended amount of powder and oil in a non-metallic bowl or applicator bottle and mix thoroughly
- Add the specified amount of developer and mix/shake until a smooth consistency is achieved

Note: The number of **Blonde Idol** Powder packettes used will determine lifting action of product. Use 1 packette for medium lift or on lighter bases, and 2 packettes for maximum lift or for use on darker bases.

MIXING RATIOS

APPLICATION	ON-SCALP	OFF-SCALP
BLONDE IDOL POWDER	1-2 packettes	1-2 packettes
BLONDE IDOL OIL	1 oz. (30 ml)	1 oz. (30 ml)
PRO-OXIDE CREAM DEVELOPER	2 oz. (60 ml) of 10 or 20 volume)	2 oz. (60 ml) of 10 or 20 volume

TIMING

On-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** or **Blonde Idol**.

DEVELOPER

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





TEXTURE

Give every client the curls and waves she's always wanted. Redken has a versatile collection of permanent texturizing products to make these looks happen quickly and flawlessly.

ALKALINE PERMANENT WAVES

ACID PERMANENT WAVES

TEXTURE AT A GLANCE

VECTOR PLUS TAURINE-FORTIFIED WAVE	
	ALKALINE
FORMULA	<ul style="list-style-type: none">• Original• Extra Body
WRAPPING MATERIAL	Wrap without tension.
PROCESSING	Room temperature with plastic cap.
TIMING	Test curl required starting at 15 min.
PRODUCT INFORMATION	<ul style="list-style-type: none">• Unique Taurine Technology evens porosity• Creates manageable body and volume from scalp to ends• For all hair types, up to 50% highlighted• Available in Original and Extra Body formulas



CREATIVE CURL CUSTOMIZED ACID WAVE		INNER SECRET CONDITIONER ACTIVATED WAVE	
		ACID	
<ul style="list-style-type: none">• Normal/Resistant• Fine/Limp		<ul style="list-style-type: none">• For all hair types	
Wrap with tension.		<ul style="list-style-type: none">• Wrap with tension• No tension on double processed (bleached) hair	
Process under warm dryer with plastic cap.		<ul style="list-style-type: none">• Process under warm dryer with plastic cap• Double processed (bleached) hair at room temperature	
Test curl required starting at 10 min.		<ul style="list-style-type: none">• No test curl required• Average processing time:<ul style="list-style-type: none">• Normal—10 min.• Resistant Fine/Limp—15 min.• Double processed—5 min.	
<ul style="list-style-type: none">• Extra gentle waving system• Creates soft, natural-feeling, bouncy curls• True-to-rod size• Available in Normal/Resistant and Fine/Limp formulas		<ul style="list-style-type: none">• Patented process utilizes conditioner to help develop curl patterns• Provides soft, conditioned, natural-looking curls• For all hair types	





REDKEN SALON GEAR







REDKEN SALON GEAR

FORM, FUNCTION & FASHION



Equip your salon in style! **Redken's Salon Gear** accessories collection makes it easy to bring a stylish, cohesive look to your salon.

REDKEN TUBE KEY		Helps you easily dispense every drop from your color tubes.
MEASURING CUP		Ensures precise measuring for formula predictability.
BLUR BRUSH		Great for diffusing lines and creating soft transitions with ombre techniques.
MINI WHISK		Use for easy, uniform mixing of any color formulation.
ANGLED FREEHAND BRUSH		Perfect for hand painted effects. The angle helps produce a soft diffused result feathering towards the scalp without leaving hard lines.
MINI SPATULA		Helps keep the ideal consistency when you need to remix your lightener.

WIDE SHORT BRISTLE BRUSH		Great for retouch applications. Allows for precise color placement to avoid overlapping and banding.
WIDE LONG BRISTLE BRUSH		Use for quick global applications. Great for refreshing ends after a retouch.
NARROW SHORT BRISTLE BRUSH		Amazing for lightener retouch applications. The narrow width gives control and the short bristles allow for precise color placement.
NARROW LONG BRISTLE BRUSH		Provides more control in your application. Great when doing smaller detail areas in color blocking techniques or balayage applications.
CHROMATICS BRUSH		Allows for easy global applications. The double row of bristles loads the right amount of Chromatics onto the hair for better saturation with its thick consistency.
TECHNIQUE BOARD		Great supportive surface when performing creative haircolor techniques.