

REDKEN

5TH AVENUE NYC

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REDKEN LABS

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REDKEN LABS

2026 PRODUCT
GUIDE

POWERED
BY SCIENCE.
PRESCRIBED
BY PROS.

REDKEN LABS 400



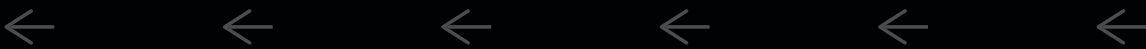
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POWERED BY SCIENCE
PRESCRIBED BY PROS

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REDKEN IS THE LEADING PROFESSIONAL BRAND



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

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

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

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

OUR STORY

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

1960

PAULA KENT & JHERI REDDING START REDKEN

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

REDKEN
laboratories, inc.



REDKEN PIONEERS EDUCATION IN THE INDUSTRY

The first Redken Symposium hosts 500 salon professionals in 1974

1970's

1980's

REDKEN LAUNCHES BREAKTHROUGH INNOVATION

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



REDKEN ADDS "5TH AVENUE NYC" TO ITS NAME

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

1990's

2000's

REDKEN BECOMES THE RUNWAY AUTHORITY

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



REDKEN DOMINATES HAIRCOLOR

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

2010's



2020's

REDKEN REINVENTS HAIRCARE

- Acidic Bonding Concentrate brings the acidic power of **Shades EQ** to haircare
- Redken launches the first color care specifically designed to preserve **Shades EQ: Acidic Color Gloss**
- Redken Haircare gets a packaging makeover, going back to its heritage of **PROTEIN + MOISTURE + ACIDIC pH**
- **Shades EQ Gloss** gets upgraded with bonding technology
- Redken launches the first 10 minute, liquid permanent color: **Color Gels Lacquers 10**
- Redken launches the first no ammonia liquid color: **Color Gels Oils**
- All Redken shampoo and conditioner bottles are made of at least **94% Recycled Plastic*** *excluding the cap

OUR EXPERTISE

HAIRCARE



GIVES HAIR WHAT IT NEEDS MOST: POWERED BY SCIENCE

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

HAIRCOLOR



UNIQUELY PROFESSIONAL pH BALANCED, ZONE-BASED APPROACH TO COLOR

- Innovative formulas at the forefront of haircolor technology
- Latest trends and innovative techniques co-created with the best pros in the world
- Vegan* color formulas

STYLING



PROFESSIONAL STYLING SOLUTIONS

- Style without limits with Redken Styling; trusted formulas for every trend & transformation

MENS



REDKEN BREWS

- The complete destination for men's styling, haircare, and Color Camo - the haircolor champion for 5-minute, gray blending services without the foils or fuss



REDKEN
EDUCATION

OUR MISSION IS CLEAR

TO EMPOWER EVERY HAIR PROFESSIONAL
TO LEARN BETTER, EARN BETTER, LIVE BEST.

LEARN BETTER

Our unique principle-based education, balanced with artistry, ensures you gain the core skills to thrive and stay inspired throughout your career.

Whatever your stage or need, Redken helps you **LEARN BETTER.**

EARN BETTER

Every Redken education connects directly to business growth and wealth building.

By elevating your skills in color, design, finishing, business, and personal development, we empower you to **EARN BETTER.**

LIVE BEST

With an unparalleled educational experience, grounded in principles and inspired by artistry, you're empowered to realize your dreams and truly **LIVE BEST!**

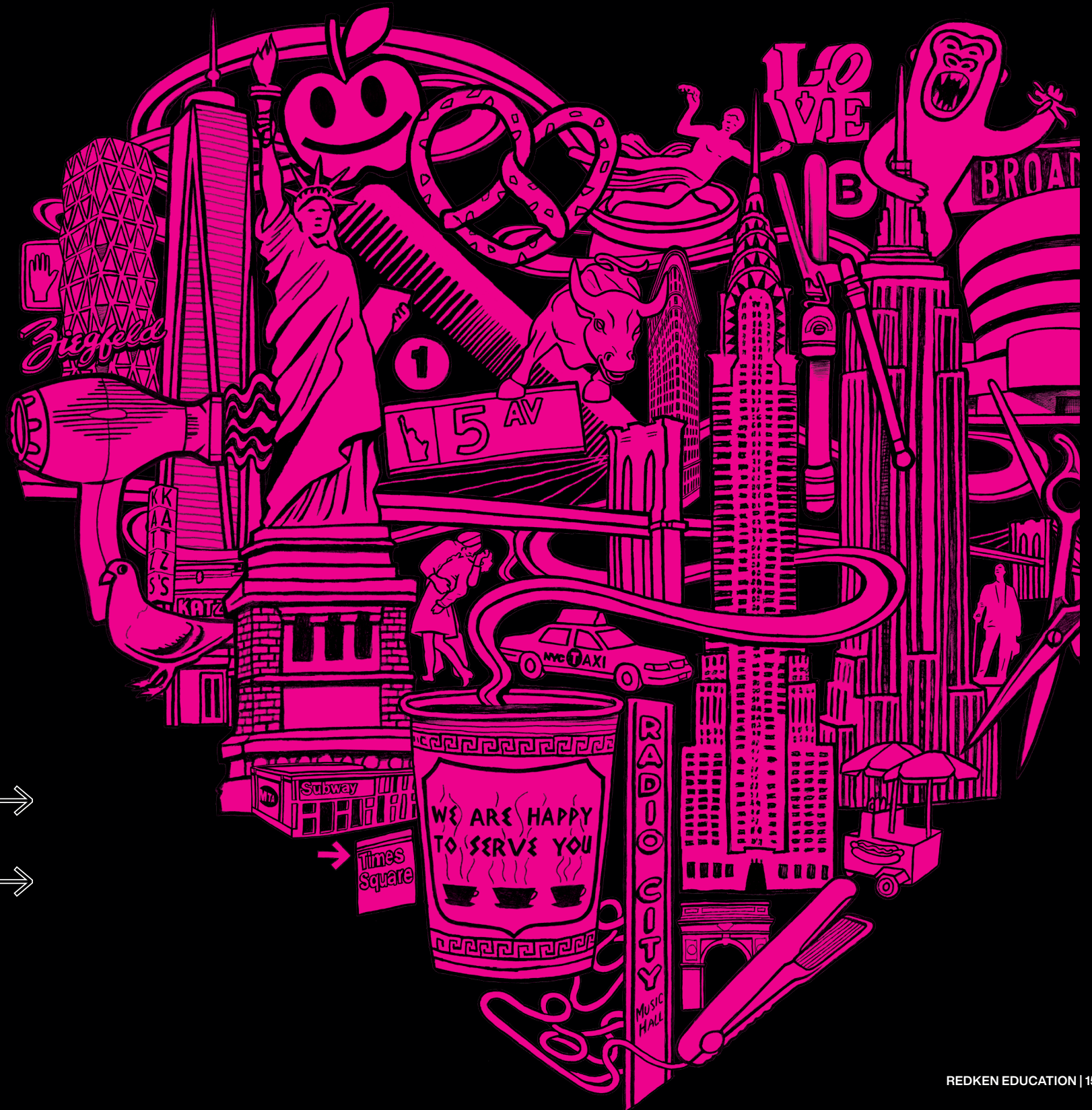
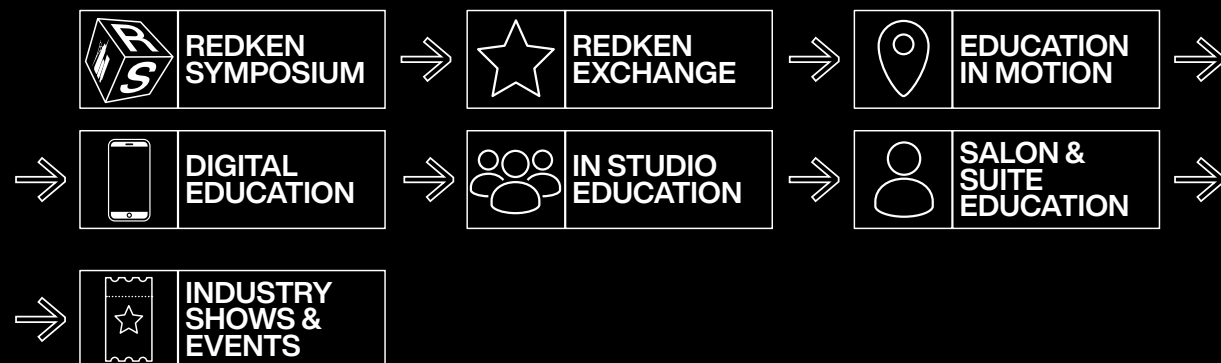
EDUCATING WITH PURPOSE

Redken Education offers a comprehensive path for stylists to achieve success and continuous growth. From essential product knowledge to our premier Redken Symposium, every class is meticulously leveled to meet your specific educational needs.

Every class across all categories is set at a specific level and created to meet that specific education need to help you

LEARN BETTER, EARN BETTER, LIVE BEST.

We offer Redken Education through a variety of events and locations, so you can choose the most convenient.



WE BUILD STYLISTS' CAREERS

Redken offers you education for every step of the journey, ensuring you have a career path to help you **LIVE BEST**.

- Elevate your skills and progress through your own personal career path of choice and become recognized as an expert in your craft
- Following the Redken Career Path is a way to become a Redken Artist and help inspire others and the industry

STYLIST

Once you have become a stylist, what's next? Learning never stops in an industry that is always evolving. New trends, technology, and innovation mean we always have something new to learn!



SPECIALIST

Do you want to take your career and passion for Redken to the next level? Take the 4-part, digital Specialist Program, a must-have class that will make you the go-to person in your salon and help to increase your income.

From hair color to finishing and wealth-building, you will become fluent in everything Redken!

Redken Specialist

Redken Shades EQ Specialist



AUTHORITY

Are you ready to choose a discipline and advance your skill in the area you're most passionate about?

The Redken Authority Program is what you need! During this 2-day live program, you will dig deep into the principles, learn seasonal trends, get wealth-building strategies, and prepare yourself for Certification.

Redken Haircolor Authority

Redken Shades EQ Authority

Redken Blonde Authority

Redken Design Authority



CERTIFICATION

Become recognized and rewarded for your exceptional technical skills and true passion for haircolor, blonding or design. As a member of one of these elite groups, clients and other salon professionals will view you as an ultimate expert. Plus, you'll be recognized for your expertise and commitment to excellence. All certifications require passing a written and technical exam.

Redken Haircolor Certification

Redken Blonde Certification

Redken Design Certification

Becoming Haircolor certified gives you the credentials needed to become a Redken Artist.



REDKEN ARTIST

Becoming a Redken Artist is for Stylists who have earned status as a Redken Specialist, Redken Authority, and are Redken Haircolor Certified and have a desire for helping others grow through education.

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

Redken Artist Induction

WHAT PATH WILL YOUR CAREER TAKE YOU ON?

DON'T MISS THE ULTIMATE
CELEBRATION OF ARTISTRY,
EDUCATION, INSPIRATION,
AND CONNECTION.



REDKEN *SYMPOSIUM*

LAS VEGAS JUNE 13TH - 15TH, 2026

- 1 Mainstage featuring 24 powerful Education classes
- New for 2026: The Redken Symposium Business Forum
- Opening night welcome event & The Redken Bash



REDKEN EXCHANGE

Not just taught — exchanged. Experience our most elevated, immersive academy education at our NEW state-of-the-art homes in Hudson Yards, New York, and Los Angeles, California.

Dedicated to elevating your skills and accelerating your career, we've added 9 new programs for 2026.



REDKEN

EXCHANGE



The Redken Exchange is the beating heart of Redken, delivering the purest, most elevated, and immersive Redken Education Experience imaginable.

In 2026, we excitedly welcome you to the BRAND NEW REDKEN EXCHANGE, nestled in Manhattan's newest, most vibrant neighborhood: Hudson Yards.

For 2026, we've also added 9 new programs to our curriculum. Our offering spans from core Principles, foundational for your entire career, to advanced skills and Masterclasses. Each program is taught by the most talented members of The Redken Power Network, eager to share their knowledge and ensure your learning experience is truly the best.

You'll never forget the education and connections made at The Redken Exchange. We can't wait to see you at our new, state-of-the-art, advanced hair academy.

WHAT ARE YOU WAITING FOR?

The Redken Exchange, NY
4th Floor 20 Hudson Yards New York, NY 10001

The Redken Exchange, CA
888 N Douglas St, El Segundo, CA 90245



THE REDKEN EXCHANGE

20 PROGRAMS, 11 UPDATED, 9 BRAND NEW

	HAIRCOLOR			DESIGN	FINISHING
Masterclass 	Correction Masterclass	Blonde Masterclass	Creative Color Masterclass	Design Masterclass	Editorial Masterclass NEW 2026
Advanced 			Color & Know Why	Cut & Know Why	Finish & Know Why NEW 2026
		Blonde Certification NEW 2026	Haircolor Certification	Design Certification	
Experienced 		Workshop Wednesdays NEW 2026	Inspired By NEW 2026	Inspired By NEW 2026	

CURL	TREND			PROFESSIONAL DEVELOPMENT
	Global Masterclass NEW 2026	Creative Jam NEW 2026	Everything's Included	Facilitation Masterclass NEW 2026
Texture & Know Why NEW 2026				
		Monday Night Social's		

20 UNIQUE REDKEN EXCHANGE PROGRAMS IN 2026 INCLUDING 9 NEW

KNOW WHY

Learn Core Principles that will set you up for your entire career with the Know Whys.

Our Know Why programs are an absolute must for education when you want to have complete knowledge of a subject – and not just the answers - you really want to understand THE WHY!

Color & Know Why
Design & Know Why
Finish & Know Why – NEW for 2026
Texture & Know Why – New for 2026

MASTERCLASSES

Redken Masterclasses are Exclusive to The Redken Exchange and the highest level of Education available on a regular basis.

They deliver a level of education that will help you to become the absolute best in your craft.

Correction Masterclass
Blonde Masterclass
Creative Color Masterclass
Design Masterclass
Editorial Masterclass – New for 2026
Global Masterclass – New for 2026
Facilitation Masterclass – New for 2026

CERTIFICATIONS

Become recognized and rewarded for your exceptional technical skills and true passion for haircolor, blonding, or design. As a member of one of these elite groups, clients and other salon professionals will view you as an ultimate expert. Plus, you'll be recognized for your expertise and commitment to excellence.

All certifications require passing a written and a technical exam.

Redken Haircolor Certification
Redken Blonde Certification – New for 2026
Redken Design Certification

Certifications are available at The Redken Exchange as well across the USA as part of our Regional Education in Motion Offering.

INSPIRATION

Once you are an expert of your craft with a comprehensive knowledge of The Principles it's important to stay up to date with trends and remain inspired to create. This is where our inspiration programs come in!

Everything's included
Inspired by, Color Focus – New for 2026
Inspired by, Design Focus – New for 2026
Creative Jams – New for 2026
Workshop Wednesdays – New for 2026
Monday Night Socials



GREATER SUSTAINABILITY, POWERED BY SCIENCE

VIRGIN PLASTIC REDUCTION



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

CONSCIOUS MANUFACTURING



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

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

RESPONSIBLE FORMULAS



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

*No animal derived ingredients/excluding Redken Base Breakers.
**As per OECD 301 or equivalent tests.



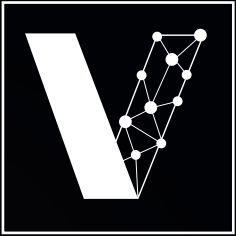
THIRD-PARTY CERTIFICATION

ON 156 PRODUCTS



HELPING STYLISTS MAKE INFORMED PRODUCT CHOICES

LOOK FOR SUSTAINABILITY ICONS ON OUR PRODUCT PAGES



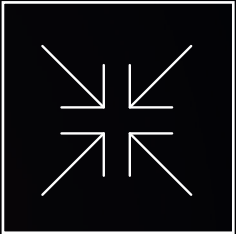
vegan formula*



at least 90%
biodegradable**



at least 94%
recycled plastic***



made with
less plastic



made in factory
using 100%
renewable energy



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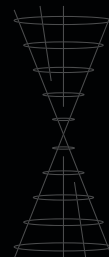


LEGEND.
REDKEN LABS 400
POWERED BY SCIENCE
PRESCRIBED BY PROS
> > >
#1 PRO HAIR
BRAND IN THE U.S.

HAIR CARE

REDKEN HAIRCARE

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



THE REDKEN HAIRCARE COLLECTION INCLUDES:

BONDING CARE

- Acidic Bonding Concentrate
- Acidic Bonding Curls

MOISTURE & SOFTNESS

- All Soft
- All Soft Mega Curls

COLOR CARE

- Acidic Color Gloss
- Color Extend Magnetics
- Blondage

STRENGTH REPAIR

- Extreme
- Extreme Length

FRIZZ CONTROL

- Frizz Dismiss

VOLUME

- Volume Injection

CLEAN

- Hair Cleansing Cream

SCALP

- Scalp Relief

DENSITY

- Acidic Grow Full System

PROFESSIONAL SERVICES

- Professional Strength Concentrates



GET MORE HAIRCARE INFORMATION ONLINE—IT'S FREE!

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

OUR UNIQUE APPROACH TO HAIRCARE

POWERED BY SCIENCE, PRESCRIBED BY PROS

PROTEIN + MOISTURE + ACIDIC PH = HEALTHY HAIR

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

Pr

+

Mo

+

pH

PROTEIN

MOISTURE

ACIDIC pH

REDKEN
5TH AVENUE NYC

HAIRCARE AT A GLANCE

BONDING CARE



ACIDIC BONDING
CONCENTRATE



ACIDIC BONDING
CURLS

MOISTURE & SOFTNESS



ALL
SOFT



ALL SOFT
MEGA CURLS

FRIZZ CONTROL



FRIZZ
DISMISS



VOLUME
INJECTION

COLOR CARE



ACIDIC
COLOR GLOSS



COLOR EXTEND
MAGNETICS



BLONDAGE

CLEAN



HAIR CLEANSING
CREAM



SCALP
RELIEF

STRENGTH REPAIR



EXTREME



EXTREME
LENGTH

DENSITY



ACIDIC GROW FULL
SYSTEM
NEW!

PROFESSIONAL SERVICES



PROFESSIONAL STRENGTH
CONCENTRATES

ACIDIC BONDING CONCENTRATE

PROFESSIONAL SOLUTION FOR DAMAGED, PROCESSED HAIR

BENEFITS

2X	LESS BREAKAGE*	72H	72 HOURS OF ULTRA HYDRATION**	14X	EASIER DETANGLING***
450°F	HEAT PROTECTION	24/7	BOND REPAIR THAT WORKS 24/7	10X	SMOOTHER****
92%	AGREE HAIR LOOKS + FEELS HEALTHY AFTER 24 HOURS	96%	VISIBLY SEALS SPLIT ENDS UP TO 96%*****		SULFATE-FREE

TECHNOLOGY/KEY INGREDIENTS

Formulated with **Bonding Care Complex**, which contains citric acid (an Alpha Hydroxy Acid), to reinforce weakened bonds and improve hair strength



*Abc shampoo & conditioner vs. non-conditioning shampoo
**Based on consumer test results - system of abc shampoo & 5-min liquid mask
***Abc 5-min liquid mask vs. non-conditioning shampoo
****With continued use - abc leave-in treatment
*****Instrumental evaluation of split ends partially or completely closed with two applications of leave-in vs. before application

ABC SHAMPOO, CONDITIONER & 5-MIN LIQUID MASK

HAIR TYPE: Damaged, processed hair

SHAMPOO & CONDITIONER BENEFITS:

- 56% reduction in breakage*
- 2x less breakage*
- 89% reduction in combing force*
- 9x smoother*

USAGE:

- Apply **Shampoo** on wet hair, lather, rinse.
- Follow with **Conditioner** and rinse or follow with **5-Min Liquid Mask**, leave on for 5-minutes, then rinse.

MASK BENEFITS:

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



*Acidic Bonding Concentrate Shampoo & Conditioner vs. non-conditioning shampoo.
**Based on consumer test results - system of Acidic Bonding Concentrate Shampoo & 5-Min Liquid Mask.
***Acidic Bonding Concentrate 5-Min Liquid Mask vs non-conditioning shampoo.
**** Except cap or pump.
*****No animal derived ingredients.

NEW! ABC HAIR BANDAGE BALM

HAIR TYPE: Damaged, dry split ends

BENEFITS:

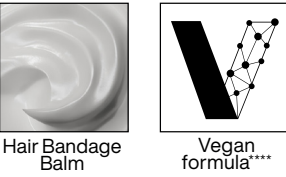
- Visibly seals up to 96% of damaged, dry split ends**
- 5x less breakage in 1 use*
- 12x smoother ends instantly***
- Lightweight and fast-absorbing, non-greasy formula and finish

USAGE:

- Apply to damp hair, focusing on the ends.
- Do not rinse. Style as usual.

PRO TIP:

- Reapply to dry ends and hairstyles throughout the day as needed.



*Instrumental evaluation of split ends partially or completely closed vs. before application.
**Instrumental evaluation of split ends partially or completely closed with two applications of leave-in vs. before application.
***vs. non-conditioning shampoo.
****No animal derived ingredients.

ABC LEAVE-IN TREATMENT

HAIR TYPE: Damaged, processed hair

BENEFITS:

- Heat protection up to 450°F / 230°C
- Strength repair in 1 use*
- Up to 88% visual reduction in split ends**
- 2x less breakage***
- 10x smoother***

USAGE:

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



*Vs. non-conditioning shampoo
**Based on consumer test results
***With continued use



ABC 24/7 NIGHT & DAY SERUM

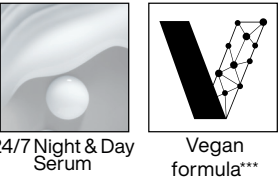
HAIR TYPE: Damaged, processed hair

BENEFITS:

- Strength repair for 9x stronger hair**
- 92% agree hair looks & feels healthy after 24 hours
- Citric Acid penetrates 7 layers deep and strengthens hair*
- Bond repair that works 24/7

USAGE:

- Use on clean dry or damp hair.
- Apply a quarter-sized amount of ABC 24/7 Night & Day Serum for shoulder-length hair. Do not rise.
- Apply more as needed & desired.



*C continued use of system of abc shampoo, conditioner, and serum vs. untreated hair
**System of abc shampoo, conditioner, and serum vs. non-conditioning shampoo
***No animal derived ingredients.

ACIDIC BONDING CURLS

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

BENEFITS

92%

92% SAW HEALTHIER + MORE DEFINED CURLS IN 1 USE*

85%

LESS FRIZZ FOR UP TO 96HRS**



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

12X

EASIER TO
DETANGLE****



TECHNOLOGY/KEY INGREDIENTS

Formulated with **Curl-bond Technology**, which contains citric acid, urea, and glycine, for penetrative repair and curl-craving strength

REDKEN LABS 400



AB CURLS SHAMPOO & CONDITIONER

HAIR TYPE: Damaged, processed waves, curls, and coils

BENEFITS:

- Build bonds + repair inner curl strength
- 92% saw healthier & more defined curls in 1 use*
- Silicone-free formulas hydrate + improve curl elasticity*

USAGE:

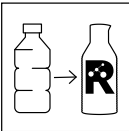
- Apply **Shampoo** on wet hair, lather, rinse.
- Follow with **Conditioner**, rinse.



Shampoo



Conditioner



At least 94% recycled plastic***



Vegan formula**



AB CURLS LEAVE-IN TREATMENT

HAIR TYPE: Damaged, processed waves, curls, and coils

BENEFITS:

- 85% less frizz for up to 96hrs*
- Up to 96hrs of shiny + defined curls**
- 91% / 12x easier to detangle***

USAGE:

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



Leave-In Treatment



Vegan formula****



*Based on consumer test results, Acidic Bonding Curls System.
**No animal derived ingredients.
***Excluding the cap.

*System Of Acidic Bonding Curls Shampoo, Conditioner, and Leave-In vs. non-conditioning shampoo.
**Based on consumer test results, Acidic Bonding Curls System.
***Acidic Bonding Curls Leave-in vs. non-conditioning shampoo.
****No animal derived ingredients.

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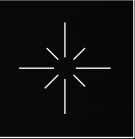
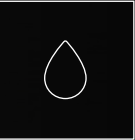
ACIDIC GROW FULL SYSTEM

PROFESSIONAL SOLUTION FOR THIN OR FLAT HAIR

TECHNOLOGY / KEY INGREDIENTS

Formulated with **Densifying and Strength Complexes**, which contain azelaic acid, to rebalance the scalp mantle's acidic pH

BENEFITS

+5K	BREAK LESS: SEE THE FULLNESS OF UP TO +5,000 HAIR FIBERS*		INSTANTLY FULLER, THICKER LOOKING HAIR**	91%	GLP-1 USERS AGREED HAIR FEELS THICKER*****
2X	LESS BREAKAGE***		CLINICALLY TESTED TO HYDRATE THE SCALP****	+160%	INSTANT VOLUME****
2X	STRONGER HAIR****	450°F	HEAT PROTECTION		SCALP FEELS HEALTHY & BALANCED



*Reduced breakage from brushing with system of shampoo + conditioner + serum + spray vs. non-conditioning shampoo.
**When using system of shampoo, conditioner, serum, and spray
***System of shampoo, conditioner, serum, and spray vs. non-conditioning shampoo.
****Tested to reduce breakage. System of shampoo + conditioner + serum + spray vs. unwashed hair.
*****In a consumer test when using system of shampoo, conditioner, serum, and spray; tested with GLP-1 users experiencing hair loss.
*****When using system of shampoo, conditioner, and serum.

NEW! AGFS SHAMPOO & CONDITIONER

HAIR TYPE: Thin or flat hair

BENEFITS:

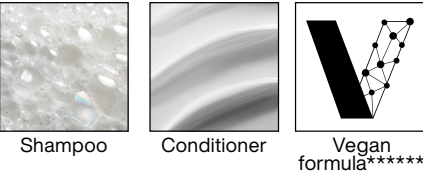
- Instantly fuller, thicker looking hair*
- 2x less breakage** & stronger hair***
- Clinically tested to hydrate the scalp****
- 91% of GLP-1 users agreed hair feels thicker*****
- Lightweight formula

STEP 1:

- Apply **Shampoo** to wet hair, lather, and rinse.

STEP 2:

- Apply **Conditioner** to wet hair. Leave on for 3 minutes and rinse.



*When using system of shampoo, conditioner, serum, and spray.
**System of shampoo, conditioner, serum, and spray vs. non-conditioning shampoo.
***Tested to reduce breakage. System of shampoo, conditioner, serum, and spray vs. non-conditioning shampoo.
**** When using system of shampoo, conditioner, and serum.
***** In a consumer test when using system of shampoo, conditioner, serum, and spray; tested with GLP-1 users experiencing hair loss.
*****No animal derived ingredients.

NEW! AGFS INSTANT DENSIFYING SPRAY

HAIR TYPE: Thin or flat hair

BENEFITS:

- Instant root-lifting
- Instantly fuller, thicker looking hair
- 2x less breakage & stronger hair
- 91% of GLP-1 users agreed hair feels thicker*
- Lightweight and non-greasy

USAGE:

- On damp hair, mist directly onto scalp by parting hair and spraying at least 6 inches away from the scalp.
- Work product through hair with a comb. Do not rinse. Style as usual.
- Rinse applicator under hot water and wipe after each use.



*In a consumer test when using system of shampoo, conditioner, serum, and spray; tested with GLP-1 users experiencing hair loss
**No animal derived ingredients.



NEW! AGFS SCALP & HAIR SERUM

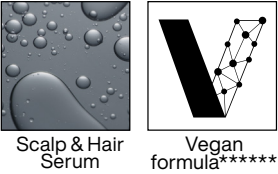
HAIR TYPE: Thin or flat hair

BENEFITS:

- Instantly fuller, thicker looking hair*
- 2x less breakage** & stronger hair***
- Clinically tested to hydrate the scalp****
- 91% of GLP-1 users agreed hair feels thicker*****
- Lightweight and non-greasy

STEP 3:

- Apply on clean damp hair, spraying onto the roots. Use fingers to massage into scalp.
- Do not rinse. Style as usual.



*When using system of shampoo, conditioner, serum, and spray.
**System of shampoo, conditioner, serum, and spray vs. non-conditioning shampoo.
***Tested to reduce breakage. System of shampoo, conditioner, serum, and spray vs. non-conditioning shampoo.
****When using system of shampoo, conditioner, and serum.
*****In a consumer test when using system of shampoo, conditioner, serum, and spray; tested with GLP-1 users experiencing hair loss.
*****No animal derived ingredients.



ACIDIC COLOR GLOSS

PROFESSIONAL SOLUTION FOR COLOR CARE & SHINE



BENEFITS

32	COLOR VIBRANCY FOR UP TO 32 WASHES*		ACIDIC PH FORMULAS SEAL THE CUTICLE & LOCK IN SHINE	450°F	HEAT PROTECTION
13X	SMOOTHER / EASIER TO DETANGLE**	130%	MORE SHINE***	89%	AGREE HAIR COLOR RETAINS ITS VIBRANCY AFTER 4 WEEKS
2X	MORE SHINE****	9X	MORE HYDRATION*****	80%	80% FRIZZ REDUCTION UP TO 72 HOURS*****



TECHNOLOGY/ KEY INGREDIENTS

Formulated with Acidic Shine Complex, which contains amino acids and vitamin E, for molecular level shine and hydration



*System of ACG Shampoo & Conditioner.
**ACG Leave-In vs. non-conditioning shampoo.
***Naked Gloss vs. unwashed hair.
****ACG Shampoo & Mask vs. unwashed hair.
*****Naked Gloss vs. non-conditioning shampoo.

ACG SHAMPOO & CONDITIONER

HAIR TYPE: Colored & glossed hair / Dull, virgin hair

BENEFITS:

- Color vibrancy for up to 32 washes*
- 93% say hair feels moisturized
- 80% say hair color looks vibrant
- Gently cleanses, smooths hair, and controls frizz

USAGE:

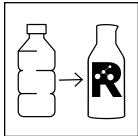
- Apply **Shampoo** to wet hair, lather, and rinse.
- Apply **Conditioner** and rinse.



Shampoo



Conditioner



At least 94% recycled plastic***



Vegan formula**

*System of ACG shampoo + conditioner
**No animal derived ingredients.
***Excluding the cap

ACG GLOSS-IN-MASK

HAIR TYPE: Colored & glossed hair / Dull, virgin hair

BENEFITS:

- 2x more shine*
- 4x deep hydration**
- 24 hours of frizz reduction***
- Hair color looks instantly vibrant
- 13x smoother hair****
- 73% less buildup*****

USAGE:

- Shake well before use.
- Use **Gloss-in-Mask** as a complete regimen with Acidic Color Gloss **Shampoo**.
- After shampooing, apply mask to wet hair from mid-lengths to ends. Leave-on for 1-minute. Rinse thoroughly. Use at least once per week, or as often as needed in place of conditioner. In case of contact with eyes, rinse immediately.



Gloss-In-Mask



Vegan formula*****

*ACG shampoo + Mask vs. unwashed hair.
**ACG shampoo + Mask vs. non-conditioning shampoo.
***ACG Shampoo + Mask + Naked Gloss vs. non-conditioning shampoo.
****vs. non-conditioning shampoo.
*****ACG shampoo + Mask vs. untreated hair.
*****No animal derived ingredients.



ACG HEAT PROTECTION TREATMENT

HAIR TYPE: Colored & glossed hair / Dull, virgin hair

BENEFITS:

- 13x easier to detangle*
- 6x hydration boost*
- Heat protection up to 450°F / 230°C
- 90% say hair is easy to style

USAGE:

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



Heat Protection Leave-In Treatment



Vegan formula**

*ACG Leave-In vs. non-conditioning shampoo.
**No animal derived ingredients.

NAKED GLOSS

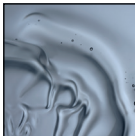
HAIR TYPE: Colored & glossed hair / Dull, virgin hair

BENEFITS:

- 130% more shine*
- 89% agree hair color retains its vibrancy after 4 weeks
- Heat protection up to 450°F / 230°C
- 80% frizz reduction up to 72 hours**
- 90% agree no visible residue on hair
- 9x hydration**

USAGE:

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



Naked Gloss Lightweight Shine Oil



Vegan formula***

*Vs. unwashed hair.
**Vs. non-conditioning shampoo.
***No animal derived ingredients.



ALL SOFT

PROFESSIONAL SOLUTION FOR DRY, BRITTLE HAIR

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

TECHNOLOGY/ KEY INGREDIENTS
Formulated with Argan Oil and Moisture Complex to replenish hair moisture and create intense softness from root to tip.



MOISTURE & SOFTNESS

SHAMPOO & CONDITIONER

HAIR TYPE: Dry, brittle hair

SHAMPOO BENEFITS:

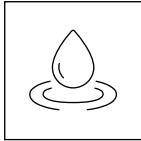
- Formulated with **2% Moisture Complex**
- Gently cleanses and softens

USAGE:

- Apply **Shampoo** to wet hair, lather, and rinse.
- Apply **Conditioner** to wet hair and rinse.

DUO BENEFITS

- **Shampoo** and **Conditioner** provide 4x moisture***
- Argan Oil-enriched formulas deliver softness
- Moisturizes and nourishes
- Increases manageability, suppleness and shine



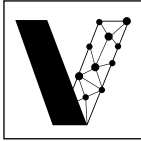
CONTAINS
ARGAN OIL



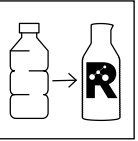
Shampoo



Conditioner



Vegan formula*



At least 94%
recycled plastic**

*No animal derived ingredients
**Excluding the cap
*** Shampoo + conditioner vs non-conditioning shampoo

.....

NEW! ALL-IN-MASK

HAIR TYPE: Dry, brittle hair

BENEFITS:

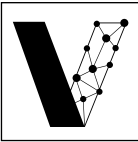
- Up to 96 hours of moisture, softness and shine**
- 12X more moisture***
- Frizz reduction up to 72hrs
- Hair looks immediately healthier and revived
- Intense moisture without a greasy or heavy feel

USAGE:

- Apply in place of **Conditioner** once a week.
- Leave on 3-5 minutes. Rinse.



All-In Mask



Vegan formula*

*No animal derived ingredients
**System of Shampoo + All-In Mask + Oil
***Vs. non-conditioning shampoo

.....

MOISTURE & SOFTNESS

HEAVY CREAM

HAIR TYPE: Dry, brittle hair

BENEFITS:

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

USAGE:

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



Heavy
Cream



Vegan formula*

*No animal derived ingredients

.....

ARGAN-6 OIL

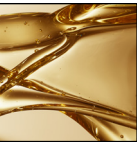
HAIR TYPE: Dry, brittle hair

BENEFITS:

- Up to 3 days frizz reduction**
- Formulated with argan oil and **12% Moisture Complex**
- Multi-benefit oil for moisturized, softer hair

USAGE:

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



Argan-6 Oil



Vegan formula*

*No animal derived ingredients
**Oil vs non-conditioning shampoo

.....

MOISTURE RESTORE

HAIR TYPE: Dry, brittle hair

BENEFITS:

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

USAGE:

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



Moisture
Restore



Vegan formula*

*No animal derived ingredients
**Vs. non-conditioning shampoo
***Based on consumer testing results

.....



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ALL SOFT MEGA CURLS

PROFESSIONAL SOLUTION TO NOURISH SEVERELY DRY CURLS & COILS

BENEFITS

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

HAIR TYPE:

For clients with severely dry curls & coils

TECHNOLOGY/KEY INGREDIENTS

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

SHAMPOO & CONDITIONER

HAIR TYPE: Severely dry curls & coils

BENEFITS:

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

USAGE:

- Apply **Shampoo** to wet hair, lather, and rinse.
- Apply **Conditioner** to wet hair and rinse.

HYDRAMELT LEAVE-IN TREATMENT

HAIR TYPE: Severely dry curls & coils

BENEFITS:

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

USAGE:

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



SHAMPOO

Vegan formula*

At least 94% recycled plastic**

At least 90% biodegradable***

CONDITIONER

Vegan formula*

At least 94% recycled plastic**



EXTREME

PROFESSIONAL SOLUTION FOR DAMAGED HAIR

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

BENEFITS

75%

REDUCTION OF DAMAGE



REDUCED BREAKAGE BY 75%

70%

REDUCES THE APPEARANCE OF SPLIT ENDS BY 70%

TECHNOLOGY / KEY INGREDIENTS
Strength repair for clients suffering from breakage, split ends, and weak hair from heat styling, damage & brushing. **Protein + Strength Complex** strengthens hair strands to protect from external aggressors.



STRENGTH REPAIR

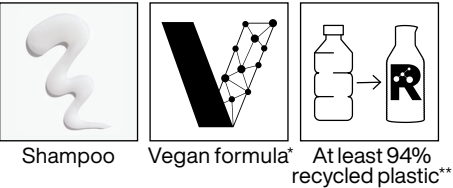
SHAMPOO

HAIR TYPE: Damaged hair

- BENEFITS:**
- Formulated with **3% Strength Complex**
 - Cleanses, strengthens, and restores shine
 - Helps prevent breakage & split ends***

USAGE:

- Apply to wet hair, lather, and rinse.



CONDITIONER

HAIR TYPE: Damaged hair

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

USAGE:

- After shampooing, apply to wet hair and rinse.



CAT

HAIR TYPE: Damaged hair

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

USAGE:

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



ANTI-SNAP

HAIR TYPE: Damaged hair

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

USAGE:

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



MASK

HAIR TYPE: Damaged hair

- BENEFITS:**
- Optimized for strength repair and conditioning
 - Suitable for color-treated hair

USAGE:

- After shampooing, apply and leave on for 3-5 minutes. Rinse thoroughly.
- Use at least once a week in place of **Extreme Conditioner**.



PLAY SAFE

HAIR TYPE: Damaged hair

- BENEFITS:**
- Protects hair from heat up to 450°F
 - Reduces the appearance of split ends by 70%
 - Infused with plant protein and tourmaline

USAGE:

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



*No animal derived ingredients
**Excluding the cap
***When using system of Extreme Shampoo, Conditioner & Anti-Snap
****When using system of Extreme Shampoo, Conditioner & Anti-Snap vs. non-conditioning shampoo

EXTREME LENGTH

PROFESSIONAL SOLUTION TO STRENGTHEN & LENGTHEN BREAKAGE-PRONE HAIR

HAIR TYPE

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

BENEFITS

- Strengthen damaged and weak hair to promote longer, healthier-looking hair
- Formulated with Biotin* and Length Care Complex
- Reduce breakage by 81% when using the full system of Extreme Length Shampoo, Extreme Length Conditioner, and Extreme Length Leave-In Treatment

TECHNOLOGY/ KEY INGREDIENTS

Formulated with Biotin and Redken Length Care Complex to help hair lengthen and strengthen



STRENGTH REPAIR

SHAMPOO

HAIR TYPE: Breakage-prone hair

BENEFITS:

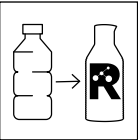
- Formulated with 1% Length Care Complex
- Gently cleanses
- Helps promote strong hair
- Reduce breakage by 81% when using the full system of Extreme Length Shampoo, Extreme Length Conditioner, and Extreme Length Leave-In Treatment

USAGE:

- Apply to wet hair, lather, and rinse.



Shampoo



At least 94% recycled plastic*



Vegan formula*****



TRIPLE ACTION TREATMENT

HAIR TYPE: Breakage-prone hair

BENEFITS:

- Reduce breakage by 81% when using the full system of Extreme Length Shampoo, Extreme Length Conditioner, and Extreme Length Leave-In Treatment
- 2X stronger hair in a single use*
- Visibly reduces split ends by 68%**

USAGE:

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



Mask



Vegan formula*****



CONDITIONER

HAIR TYPE: Breakage-prone hair

BENEFITS:

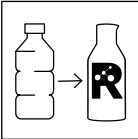
- Formulated with 4% Length Care Complex
- Helps strengthen fragile strands and ends for longer hair
- Provides lightweight nourishment to the hair
- Strengthens fragile strands and ends to promote strong, healthy hair

USAGE:

- After shampooing, apply to wet hair and rinse.



Conditioner



At least 94% recycled plastic*



Vegan formula*****



SEALER

HAIR TYPE: Breakage-prone hair

BENEFITS:

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

USAGE:

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



Sealer



Vegan formula*****



*Except cap
**When used as system of extreme length shampoo, conditioner, and mask vs. non-conditioning shampoo
***Vs. non-conditioning shampoo
****When used as a full system with extreme length shampoo, conditioner, and sealer
*****No animal derived ingredients.

STRENGTH REPAIR

BLONDAGE

PROFESSIONAL TONING SOLUTION FOR BRASSY BLONDE HAIR

BENEFITS

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

TECHNOLOGY/KEY INGREDIENTS

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



VIOLET PIGMENTS

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



TRIPLE ACID PROTEIN COMPLEX

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

SHAMPOO & CONDITIONER

HAIR TYPE: Bleached or blonde hair

BENEFITS:

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

USAGE:

Apply **Shampoo** to wet hair, lather, and rinse. After shampooing, apply **Conditioner** to wet hair and rinse.



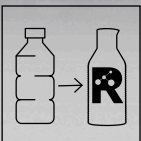
Shampoo



Conditioner



Vegan formula*



At least 94% recycled plastic**



Express Anti-brass Mask



Vegan formula*

EXPRESS ANTI-BRASS MASK

HAIR TYPE: Bleached or blonde hair

BENEFITS:

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

USAGE:

- Use once a week in place of **Conditioner**.
- Apply to hair avoiding scalp area.
- Comb through for even distribution and leave on for 5 minutes. Rinse thoroughly. In case of contact with eyes, rinse immediately.



*No animal derived ingredients.
**Excluding the cap.

COLOR EXTEND MAGNETICS

PROFESSIONAL SOLUTION FOR GENTLE COLOR CARE

BENEFITS

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

TECHNOLOGY/KEY INGREDIENTS

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

SHAMPOO & CONDITIONER

HAIR TYPE: Color-treated hair

BENEFITS:

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

USAGE: Apply **Shampoo** to wet hair, lather, and rinse. After shampooing, apply **Conditioner** to wet hair and rinse.



Shampoo



Conditioner



At least 94% recycled plastic**



**Excluding the cap.

FRIZZ DISMISS

PROFESSIONAL SOLUTION TO SMOOTH FRIZZY HAIR

BENEFITS

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

TECHNOLOGY/KEY INGREDIENTS

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



CONTAINS
BABASSU OIL



ENHANCES
SMOOTHNESS
AND PROVIDES
HUMIDITY PROTECTION



FIGHTS
FRIZZ



REDKEN LABS 400

*Frizz Dismiss Shampoo, Conditioner, Mask & Rebel Tame

FRIZZ CONTROL

SHAMPOO

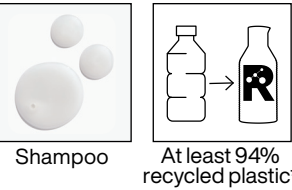
HAIR TYPE: Frizz-prone hair

BENEFITS:

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

USAGE:

Apply to wet hair, lather, and rinse.



CONDITIONER

HAIR TYPE: Frizz-prone hair

BENEFITS:

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

USAGE:

After shampooing, apply to wet hair and rinse.



REBEL TAME

HAIR TYPE: Frizz-prone hair

BENEFITS:

- Smooths even the frizziest of hair
- Protects from heat styling up to 450°F***

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



INSTANT DEFLATE OIL-IN-SERUM

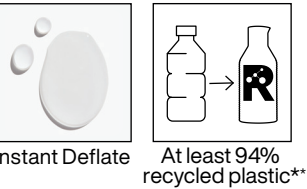
HAIR TYPE:

- Frizz-prone hair
- Ideal for moderate frizz

BENEFITS:

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

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



MASK

HAIR TYPE: Frizz-prone hair

BENEFITS:

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

USAGE:

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



*When used as a system of Frizz Dismiss Shampoo & Conditioner.
**Excluding cap.
***When used as a system of Frizz Dismiss Shampoo, Conditioner, and Rebel Tame.

FRIZZ CONTROL



VOLUME INJECTION

PROFESSIONAL SOLUTION FOR FINE, FLAT OR PROCESSED HAIR

BENEFITS

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

TECHNOLOGY/KEY INGREDIENTS

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



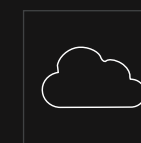
FILLOXANE

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



POLYMERS

Helps provide polished lift and volume.



SOFTENING POLYMERS

Helps provide softness, lift and body.



Vegan formula*



At least 94% recycled plastic**

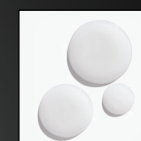
SHAMPOO & CONDITIONER

HAIR TYPE: Fine, flat or processed hair

BENEFITS:

- Formulated with **1% and 2% Bodifying Complex**
- Lightweight formula so hair does not feel weighed down
- Improves manageability and detangling
- Adds instant conditioning and shine

USAGE: Apply **Shampoo** to wet hair, lather, and rinse. After shampooing, apply **Conditioner** to wet hair and rinse.



Shampoo



Conditioner





HAIR CLEANSING CREAM

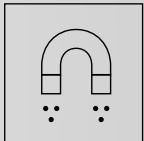
PROFESSIONAL SOLUTION FOR INSTANT DEEP CLEANSING

BENEFITS

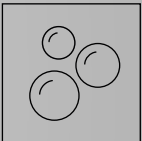
- Formulated with **4% Cleansing Complex**
- Removes product build up, excess oil, and pollution particles in one use
- Leaves hair feeling thoroughly cleansed

TECHNOLOGY/KEY INGREDIENTS

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



REMOVES PRODUCT
BUILD-UP, EXCESS
OIL & POLLUTION



CLEANSSES
HAIR

HOW TO USE

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

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



Hair Cleansing
Cream



At least 90%
biodegradable*



*As per OECD301 test or equivalent.



SCALP RELIEF

PROFESSIONAL SOLUTION FOR DANDRUFF RELIEF & CONTROL

BENEFITS

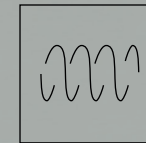
- Dermatologist-tested for safety
- **Piroctone Olamine** helps combat the symptoms of dandruff
- Shampoo gently cleanses hair and soothes the scalp
- Leaves scalp clarified and relieved
- Leaves hair shiny, light and airy

TECHNOLOGY / KEY INGREDIENTS

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



PIROCTONE OLAMINE
For the relief of the symptoms of dandruff.



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



GLYCERIN
Helps hydrate the scalp.

INTERBOND SCALP SYSTEM

HOW IT WORKS:

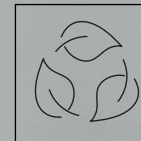
1. **Carry:** Specialized ingredients are **carried** to the scalp and hair
2. **Release:** Specialized ingredients **release** and break apart
3. **Bind:** Specialized ingredients **bind** to the scalp and hair

HOW TO USE

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



Vegan formula*



At least 90% biodegradable**



*No animal derived ingredients.

**As per OECD301 test or equivalent.

PROFESSIONAL STRENGTH CONCENTRATES

VISIBLY REDUCE SURFACE DAMAGE IN A SINGLE TREATMENT*

CUSTOMIZED PROFESSIONAL TREATMENTS

- Completely customizable treatment for any client need
- Targets the three essential building blocks of hair to replenish essential moisture & balance protein levels
- 3x more moisture in a single application
- Hair feels moisturized for up to 10 washes
- Hair instantly looks shinier & smoother
- Improves hairs elasticity & porosity
- Free from sulfates

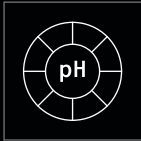
TECHNOLOGY/KEY INGREDIENTS

ACIDIC MOISTURE CONCENTRATE



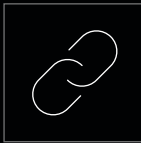
10% GLYCERIN
To help moisturize and promote softness

ACIDIC pH SEALER



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

ACIDIC AMINO PROTEIN CONCENTRATE



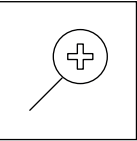
12% CATIONIC + AMINO ACID
To help balance protein levels of hair



*With system of Acidic Moisture Concentrate, Acidic pH Sealer & Acidic Protein Amino Concentrate.

HOW DO I APPLY?

STEP 1

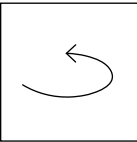


DIAGNOSE
Your client's need
for protein
and/or moisture

STEP 2: CUSTOMIZE

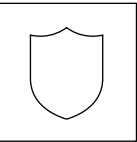


AS A STANDALONE
Apply up to 15ml of **Acidic Moisture Concentrate** to replenish moisture
-OR-
Up to 15ml of **Acidic Protein Amino Concentrate** to restore protein levels in hair



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

STEP 3



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

HOW DO I KNOW WHAT TO MIX?

IF HAIR LACKS MOISTURE:



Up to 15ml of
Acidic Moisture Concentrate

+



10–15 pumps of
Acidic pH Sealer

IF HAIR LACKS PROTEIN:



Up to 15ml of
Acidic Protein Amino Concentrate

+



10–15 pumps of
Acidic pH Sealer

IF HAIR LACKS BOTH MOISTURE & PROTEIN:



Up to 15ml of
Acidic Protein Amino Concentrate

+



Up to 15ml of
Acidic Moisture Concentrate

+



10–15 pumps of
Acidic pH Sealer

HOW DO I KNOW HOW MUCH TO MIX?

IT'S SIMPLE. 1 DOSE = 10ML
Total dosage varies by hair length

SHORT	MEDIUM	LONG
5ML	10ML	15ML



ACIDIC MOISTURE CONCENTRATE
2 pumps = 5ml



ACIDIC PROTEIN AMINO CONCENTRATE
1 dose = 5ml

ACIDIC CONCENTRATES TREATMENT GUIDE
CUSTOMIZABLE PROTEIN & MOISTURE MIXTURES TO MEET ALL CLIENT NEEDS

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

[ONGOING REDKEN EDUCATION AVAILABLE TO BECOME A DIAGNOSIS EXPERT]

HAIRCOLOR

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



REDKEN LABS 400

RED 5502

THE REDKEN HAIRCOLOR COLLECTION INCLUDES

PERMANENT

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

DEMI-PERMANENT

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

LIGHTENERS

- **Blonde IQ Collection**
- **Flash Lift Collection**

DOWNLOAD REDKEN'S STYLE STATION MOBILE APP

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

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



*vs. without Shades EQ Bonder Inside



THE REDKEN
[COLOR]
MANTRA

[ZONE 1]

OUR UNIQUE APPROACH TO HAIRCOLOR

APPLY IN ZONES.
MAXIMIZE COLOR RESULTS.
MINIMIZE STRESS ON HAIR.

WE APPLY COLOR IN
ZONES BASED ON
pH SCIENCE BECAUSE:

Redken uses the term "Zones" to refer to different areas of the hair strand.
Understanding Zones will help you achieve pHenomenal, even color results every time!

- Each Zone accepts color differently based on the condition of the hair
- We care for the integrity of even the most sensitized parts of the hair
- The choice of alkaline or acidic haircolor based on zone can maximize color results and minimize stress on hair.

- [ZONE 1] Regrowth or root area, approximately the first ½ inch of hair
- [ZONE 2] Mid-shaft area, begins where Zone 1 ends
- [ZONE 3] Overly porous hair that extends past the shoulders (not all hair has a Zone 3)

Choosing the right pH haircolor product for each zone based on the condition of the hair and desired results, will help to achieve the best results.

ALKALINE COLOR		ACIDIC COLOR
LIQUID COLOR	CREAM COLOR	LIQUID COLOR
COLOR GELS LACQUERS & COLOR GELS 10 MIN 3+ levels of lift (Color Gels Lacquers) 1+ levels of lift (Color Gels 10 Min) - High saturation with superior shine - Up to 100% gray coverage - Low ammonia COLOR GELS OILS 3+ levels of lift - Hair rejuvenation - No ammonia - Up to 100% gray coverage on every single shade	SHADES ALK - Up to 75% gray coverage - Up to 1 level of lift - No ammonia 233% shinier hair COLOR FUSION 3+ levels of lift - Ammonia formula - Multi-dimensional reflects COVER FUSION - Pre blended shades for 50% or more gray	SHADES EQ GLOSS & SHADES EQ BONDER INSIDE - Demi-permanent gloss - No lift - No ammonia - Acidic pH formula - Ultimate shine & condition

[ZONE 2]

[ZONE 3]

TECHNICAL INFORMATION

PRE-SERVICE BEST PRACTICES

BEFORE YOU BEGIN ANY CHEMICAL SERVICE

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

SKIN ALLERGY TEST

PERFORM A SKIN ALLERGY TEST BEFORE EACH USE OF HAIRCOLOR, AS ALLERGIES CAN DEVELOP SUDDENLY, EVEN THOUGH YOUR CLIENT HAS PREVIOUSLY USED A HAIRCOLOR FROM THIS BRAND OR ANOTHER. If your client has a tattoo, the risk of an allergic reaction may be increased.

SKIN ALLERGY TEST INSTRUCTIONS

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

FOR PERMANENT HAIRCOLOR:

Mix ½ oz. of color and ½ oz. 20 vol. of Pro-Oxide Cream Developer

FOR DEMI-PERMANENT HAIRCOLOR:

½ oz. **Shades EQ Gloss/Bonder Inside** and ½ oz. **Shades EQ Processing Solution**
½ oz. **Shades ALK** and ¾ oz. **10 vol. Pro-Oxide Cream Developer**

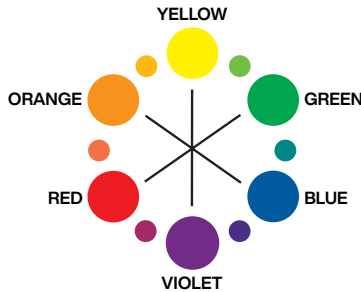
1. Apply mixture to the test area with a cotton swab or ball
2. Let test spot dry. Instruct client not to wash, cover or disturb for 48 hours
3. Instruct client to examine test area periodically over the next 48 hours. If he/she experiences any reactions such as redness, burning, itching, swelling, skin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

STRAND TEST

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

COLOR WHEEL

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



LEVEL SYSTEMS

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

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

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

WORKING WITH UNDERTONES

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

BACKGROUND COLOR AND TONE

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

FORMULATION GUIDELINES

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

BEST PRACTICES

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

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

ON-SCALP APPLICATION

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

VIRGIN HAIR

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

TRADITIONAL VIRGIN APPLICATION

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

EXAMPLE USING COLOR GELS OILS:

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

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

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

MODERN VIRGIN APPLICATION

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

EXAMPLE USING COLOR FUSION:

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

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

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

REFRESH

Apply selected formula to **Zone 1**.

REFRESH ZONES 2 AND 3

RECOMMENDED SHADES EQ GLOSS TO REFRESH ALL PERMANENT HAIRCOLOR

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

GLOSS OR CORRECT

1. Apply **Shades EQ Gloss** 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 **Acidic Color Gloss**.

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 **Acidic Color Gloss**.

LOWLIGHTS

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



GET MORE HAIRCOLOR INFORMATION ONLINE—IT'S FREE!

Visit **LorealAccess.com**, your one stop shop for individual tutorials or to advance your career. Learn via video tutorials, course modules, or live webinars... anytime, everywhere!



PERMANENT COLOR AT A GLANCE

	COLOR FUSION		COLOR GELS		
	COLOR FUSION	COVER FUSION	COLOR GELS OILS	COLOR GELS LACQUERS	COLOR GELS 10 MINUTE
CATEGORY FORM	Permanent Alkaline Cream Color		No-ammonia permanent liquid color	Low-ammonia permanent liquid color	Permanent liquid color with express processing time
LEVELS OF LIFT	3+ levels & deposit Color Fusion Extra Lift: Up to 5 levels & deposit	Up to 2 levels & deposit	Up to 3+ levels & deposit	Up to 3+ levels & deposit	Up to 1+ levels & deposit
DYE SYSTEM	100% oxidative				
MINUTES	35–45		20–45	20–45	10–15
CHARACTERISTICS	• Multi-dimensional color results • Intense conditioning • Radiant shine • Includes Hi-Fusion and Extra Lift shades • Includes proprietary red dye technology	• Up to 100% dimensional gray coverage with natural, modern reflects • Pre-blended shades for hair with 50% or more gray • 11 tonal families with coverage and tone in one step • Low ammonia formula • Superior conditioning	• Hair Rejuvenation Complex with: • Up to 100% gray coverage with monochromatic results, in every shade • 78% increase shine* • 30% increased condition** • 2% apricot oil for smoother hair • Includes proprietary red dye technology	• Dimensional color with shiny, saturated results • Liquid format is best for blended techniques like smudges and melts • Includes proprietary red dye technology	• Up to 100% coverage in only 10 minutes • Liquid format for express application • Smart Pause Technology helps prevent overprocessing*

*vs uncolored hair
**vs non-conditioning shampoo

*virtually same results between 10 and 15 minutes



DEMI-PERMANENT AT A GLANCE

CATEGORY FORM	SHADES EQ		SHADES ALK	COLOR CAMO
	SHADES EQ GLOSS	SHADES EQ BONDER INSIDE	SHADES ALK	COLOR CAMO
	Demi-Permanent Acidic Liquid Color		Demi-Permanent Alkaline Liquid-Cream Color	Demi-Permanent Alkaline Liquid Color
	Deposit only		Up to 1 level	Deposit only
	Oxidative & Direct		100% oxidative	100% oxidative
MINUTES	20		20	5-10
CHARACTERISTICS	• Acidic demi-permanent liquid gloss • Intense shine and condition • Restores hair's shine instantly • Zero ammonia, zero lift • 100+ perfectly pre-mixed shades • Gloss, tone, refresh, correct, add dimension and blend gray		• Alkaline demi-permanent liquid-cream color • Up to 75% gray coverage • Up to 1 level of lift • Up to 8 weeks of vibrancy • Visibly healthier hair in one service • Up to 2.3x glossy shine** • Intensely nourished, moisturized + hydrated feel • 46% less ingredients***	• 5-minute custom gray camouflage for men • Gel-like viscosity adheres to gray hair • Gray is camouflaged, naturally blended and gradually fades without unnatural gold or red tones

*vs. without Shades EQ Bonder Inside

** Vs. Uncolored, Unwashed Hair.
*** Vs. Our Traditional Permanent Cream Color





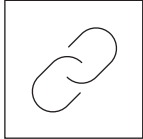
COLOR FUSION

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

TECHNOLOGY / KEY INGREDIENTS



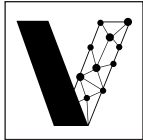
COLOR BOND TECHNOLOGY
Our haircolor system, with proprietary dyes, that locks in color, repairs hair surface, perfects its shine, and protects vibrancy.



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

COLOR FUSION

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



vegan formula*

HI-FUSION

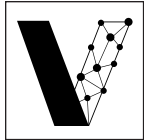
- Tonal amplifier and highlighter
- Used as an amplifier to boost intensity



vegan formula*

COVER FUSION

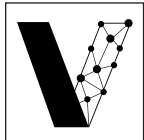
- 100% oxidative dyes
- Pre-blended shades for hair with 50% or more gray
- Up to 100% dimensional gray coverage with natural, modern reflects
- 11 tonal families with coverage and tone in one step
- Low ammonia formula
- Helps address aging hair concerns such as loss of shine and elasticity



vegan formula*

EXTRA LIFT

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



vegan formula*

*no animal derived ingredients

MIXING & PROCESSING

	MIXING RATIO COLOR : DEVELOPER	PRO-OXIDE DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
COLOR FUSION	Mix 1:1	10 volume	Up to 1	Minimal lift	35–45 minutes	- For modern, multi-dimensional gray coverage, formulate with the N or Gb families - For superior gray coverage on 50% or more gray hair, use with Cover Fusion - Do not use heat 
		20 volume	Up to 2	Standard lift/gray coverage		
		30 volume	Up to 3	Additional lift		
		40 volume	3+	Maximum lift		
HI-FUSION AS AN AMPLIFIER	Mix 1:1	10 volume	Varies according to formulation	Tonal amplifier for on or off-scalp	35–45 minutes	- To help maintain the proper balance of Hi-Fusion and Color Fusion dyes: ¼ oz. Hi-Fusion + 1 ¼ oz. Color Fusion. - Color tone and longevity may be compromised otherwise - Do not use heat 
		20 volume				
		30 volume				
		40 volume				
HI-FUSION AS A HIGHLIGHTER	Mix 1:1	10 volume	Varies according to formulation	Tonal highlighter for off-scalp only	35–45 minutes	Hi-Fusion is not recommended to be used alone for all-over color applications - For on-scalp applications, refer to Hi-Fusion Amplifier instructions - Do not use heat 
		20 volume				
		30 volume				
		40 volume				
COLOR FUSION EXTRA LIFT	Mix 1:2	Violet, Light Neutral and Blue: 40 volume Titanium: 30 or 40 volume	Up to 5	Extra lift for all levels	35–45 minutes	Color Fusion Extra Lift shades are only intermixable with each other Violet is for starting levels 7–10 Light Neutral is for starting levels 6–10 Blue is for starting levels 5–7 Titanium is for starting levels 3–5 - Do not use heat 
COVER FUSION	Mix 1:1	20 volume	Up to 2	50–100% gray coverage	35 minutes (up to 45 for resistant hair)	- Use only with 20 vol. Pro-Oxide Cream Developer - Do not use heat 

FORMULATION EXAMPLES

FOR LIFTING NATURAL PIGMENT:

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

FOR COVERING GRAY:
WITH COLOR FUSION

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

WITH COVER FUSION

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

GUIDELINES FOR COVERING GRAY

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

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

DEVELOPER

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

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



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

COLOR FUSION

ADVANCED PERFORMANCE COLOR CREAM

PERMANENT COLOR



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

TECHNOLOGY KEY

Shade contains C-LOCK Technology

Shade contains R5 red dye

Shade contains Rubilane® copper dye

Shade contains Carmin'R red dye



COLOR FUSION
EXTRA LIFT

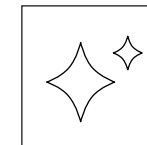
NO BACKGROUND COLOR			
COLOR FUSION EXTRA LIFT			
VIOLET	LIGHT NEUTRAL	BLUE	TITANIUM
EL-V Bases 7–10 Shown on Level 7	EL-LN Bases 6–10 Shown on Level 6	EL-B Bases 5–7 Shown on Level 6	EL-T Bases 3–5 Shown on Level 5

COLOR FUSION
COVER FUSION

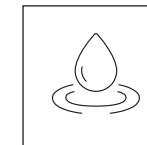
BROWN TO TAN BACKGROUND COLOR										
COVER FUSION										
NATURAL ASH BROWN	NATURAL CHOCOLATE	NATURAL ASH	NATURAL NATURAL	NATURAL GOLD BEIGE	NATURAL GOLD IRIDESCENT	NATURAL GOLD	NATURAL GOLD COPPER	NATURAL BROWN COPPER	NATURAL COPPER RED	NATURAL BROWN RED
			9NN	9NGb	9NGi	9NG				
		8NA	8NN				8NGc			
	7NCh		7NN	7NGb	7NGi	7NG			7NCr	
6NABn	6NCh	6NA	6NN				6NGc	6NBc		6NBr
			5NN	5NGb	5NGi				5NCr	
4NABn	4NCh	4NA	4NN							4NBr
			3NN							
2NABn				2NA						

COLOR GELS OILS

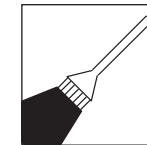
COVERAGE AND HAIR REJUVENATION POWERED BY PH SCIENCE



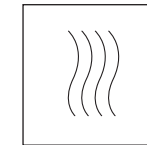
HAIR REJUVENATION:
+78% SHINE**
+30% CONDITION***



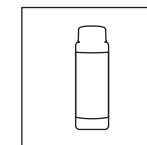
2% APRICOT OIL
FOR SMOOTHER HAIR



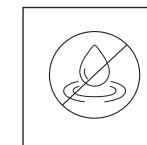
UP TO 100%
GRAY COVERAGE
ON EVERY SHADE



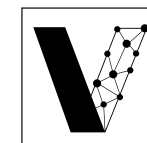
DEEP, SATURATED
RESULTS FOR ALL HAIR
TYPES & TEXTURES



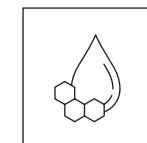
AMMONIA FREE &
FRAGRANCE FREE



HAIR ADHESION
FOR NO DRIP



VEGAN FORMULA*



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

COLOR GELS OILS + SHADES EQ: PARTNERS IN HAIR LOVE

Both Color Gels Oils & Shades EQ increase shine and condition of the hair and feature matching tonal families for easy formulation and refreshing

LIQUID TEXTURE

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

SHARED DEVELOPER

Color Gels Oils uses Pro-Oxide Cream Developer 10, 20, 30, or 40 volumes, just like all Redken permanent color lines

*no animal derived ingredients **vs uncolored hair *** vs non-conditioning shampoo

MIXING AND PROCESSING

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

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



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

FORMULATION GUIDELINES

- Determine your client’s natural hair color level using the **Color Gels Oils** Natural (NN) family swatches found in the swatchbook. Remember to consider percentage of gray, hair texture, condition, and hair density.
For clients with less than 50% gray hair, we suggest using one level lighter than their natural level to prevent the overall result from appearing too dark.
- Determine the target color (final level and tone) desired by your client.
- Determine the undertone found at the target level (see Color Wheel).
- Select the **Color Gels Oils** shade to enhance, balance or counteract undertones and volume of developer needed to achieve the target color.
- For clients with less than 50% gray, adjust your formula to be one level lighter.

FORMULATION EXAMPLE FOR 0-50% GRAY

- Natural Level: 5 Light Brown/0% gray
- Target Color: Level 6 Dark Blonde with cool mahogany tones
- Undertone at Level 6: Red/Orange
- Formula: 7NCh **Color Gels Oils** + 20 volume **Pro-Oxide** Cream Developer
- Alternative Formula: 6NCh Color Gels Oils + 30 Volume **Pro-Oxide** Cream Developer

FORMULATION EXAMPLE FOR 50-100% GRAY

- Natural Level: 5 Light Brown/75% gray
- Target Color: Level 7 Medium Blonde with cool natural tones
- Undertone at Level 7: **Orange**
- Formula: 6NA + 8NA **Color Gels Oils** + 20 Volume **Pro-Oxide** Cream Developer

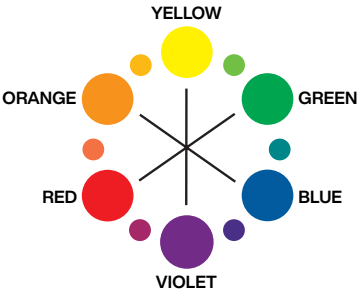
MONOCHROMATIC AND SATURATED

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

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

TRADITIONAL LEVEL SYSTEM

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



RED SHADES FROM COLOR GELS OILS

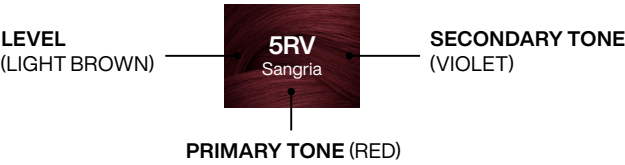
Featuring exclusive Red Dye Technologies

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

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

UNDERSTANDING THE LABEL

Example:



COLOR GELS OILS

× GRAY HAIR COVERAGE AND HAIR REJUVENATION
POWERED BY pH SCIENCE ×

PERMANENT COLOR

BROWN TO TAN BACKGROUND																	
TONE		BLUE/ PEARL	PEARL	BLUE/ VIOLET	BLUE/ MAHOGANY	NEUTRAL/ NEUTRAL	NEUTRAL	GOLD	RED	RED/ ORANGE	MOCHA	VIOLET/ GOLD	GOLD/ ASH	YELLOW	ORANGE/ ORANGE	RED/ RED	RED/ VIOLET
FAMILY NAME		ASH BROWN	PEARL	NATURAL ASH	NATURAL CHOCOLATE	NATURAL NATURAL	NATURAL	NATURAL WARM	BROWN RED	BROWN COPPER	MOCHA	IRIDESCENT GOLD	GOLD BEIGE	GOLD	COPPER COPPER	RED RED	RED VIOLET
LEVELS	10 ULTRA PALE BLONDE		 10P Ivory Pearl	 10NA Marble		 10NN Affogato											
	9 VERY LIGHT BLONDE				 9NCh Chocolate Milk	 9NN Cortado	 9N Café Au Lait										
	8 LIGHT BLONDE		 8P Misty Pearl	 8NA Volcanic	 8NCh Chocolate Soufflé	 8NN Creme Brulee	 8N Mojave	 8NW Safari			 8MO Frosted Latte	 8IG Gold Faithful		 8G Almond Sugar			
	7 MEDIUM BLONDE				 7NCh Fondue	 7NN Cocoa Powder	 7N Mirage						 7GB Butterscotch		 7CC Urban Fever		
	6 DARK BLONDE	 6ABn Brown Smoke		 6NA Granite	 6NCh Ganache	 6NN Chocolate Mousse	 6N Moroccan Sand	 6NW Brandy	 6BR Rusted Ruby	 6BC Sumac	 6MO Iced Coffee	 6IG Vintage Gold		 6G St Tropez		 6RR Blaze	
	5 LIGHT BROWN					 5NN Cafe Mocha	 5N Walnut		 5BR Brownstone						 5CC Electric Shock		 5RV Sangria
	4 MEDIUM BROWN	 4ABn Dark Roast		 4NA Storm Cloud	 4NCh Dark Chocolate	 4NN Coffee Ground	 4N Chicory	 4NW Maple		 4BC Allspice							
	3 DARK BROWN					 3NN Black Coffee											
	2 DARKEST BROWN	 2ABn Cool Ebony															
	1 BLACK					 1NN French Roast											
CLEAR		 CLEAR	Clear is a non-pigmented shade that can be used to lift natural hair. It can be mixed with other Color Gels Oils shades to dilute tonal deposit and customize results. TECHNOLOGY KEY Shade contains R5 red dye** Shade contains Rubilane® copper dye														

Swatches illustrate Color Gels Oils applied on 100% gray hair





COLOR GELS 10 MIN

COVER YOUR CLIENT'S GRAY ON YOUR SCHEDULE

TECHNOLOGY/KEY INGREDIENTS



LIQUID PERMANENT COLOR WITH A 10 MINUTE PROCESSING TIME



SMART PAUSE TECHNOLOGY



UP TO 100% GRAY COVERAGE ON EVERY SHADE



VEGAN FORMULA*

MIXING & PROCESSING

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

ⓘ Use with Pro-Oxide Cream Developer

FORMULATION EXAMPLES

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

UP TO 100% GRAY COVERAGE WITH ALL SHADE FAMILIES

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

*no animal derived ingredients **helps prevent over-processing (achieve virtually the same results between 10 and 15 minutes)

COLOR GELS 10 MIN
COVER GRAY ON YOUR SCHEDULE



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

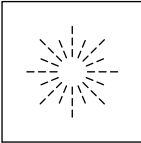
COLOR GELS LACQUERS

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

TECHNOLOGY / KEY INGREDIENTS



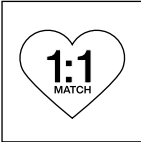
LIQUID BASE WITH
DIMENSIONAL
COLOR RESULTS



INTENSE SATURATION
AND SHINE



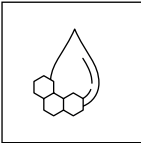
VERSATILE FORMAT
For blended techniques
like smudges & melts



THE PERFECT
LIQUID PAIR WITH
SHADES EQ GLOSS



VEGAN FORMULA*



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



MIXING & PROCESSING

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



FORMULATION EXAMPLES

FOR COVERING GRAY:

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

FOR LIFTING NATURAL PIGMENT:

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. 7NA Pewter **Color Gels Lacquers** + 2 oz. 20 vol. **Pro-Oxide** Cream Developer

SUPERIOR GRAY COVERAGE FAMILIES

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

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

PROVIDING COVERAGE IN A VARIETY OF REFLECTS

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

	COOLING FAMILIES: GN, AB, NA		WARMING FAMILIES: GB, NG, RO	
% OF GRAY	ABN, N OR NN	PROPORTION OF OTHER SHADES	NW, WG, CB OR RB	PROPORTION OF OTHER SHADES
UP TO 25%	-	2 oz. (60 ml)	½ oz. (15 ml)	1 ½ oz. (45 ml)
25–50%	½ oz. (15 ml)	1 ½ oz. (45 ml)	¾ oz. (22.5 ml)	1 ¼ oz. (37.5 ml)
50–75%	1 oz. (30 ml)	1 oz. (30 ml)	1 oz. (30 ml)	1 oz. (30 ml)
75–100%	1 ½ oz. (45 ml)	½ oz. (15 ml)	1 ½ oz. (45 ml)	½ oz. (15 ml)

FASHION SHADES: RED DYE TECHNOLOGIES



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

7RR 7.66	6RR 6.66	5RV 5.62	4RR 4.66
Flame	Blaze	Sangria	Lava



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

7RO 7.64	6RO 6.64	5RO 5.64
Marigold	Bonfire	Paprika



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

5RV 5.62	4RV 4.62
Sangria	Cabernet



COLOR GELS LACQUERS

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

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

TECHNOLOGY KEY

Shade contains R5 red dye**

Shade contains Rubilane® copper dye

Shade contains Carmin'R red dye**

Indicates Superior Gray Coverage Family

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

SHADES EQ

THE #1 DEMI IN THE WORLD*

SHADES EQ GLOSS THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

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



vegan formula**

SHADES EQ BONDER INSIDE HELPS TO REPAIR** WEAK BONDS DURING A COLOR SERVICE

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



vegan formula**



SHADES EQ PROCESSING SOLUTION

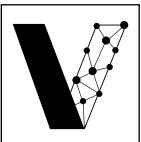
- Dedicated developer for all **Shades EQ Gloss & Bonder Inside** shades
- 2% hydrogen peroxide
- Specifically formulated to maintain an acidic pH and stabilize viscosity



vegan formula**

SHADES EQ GLOSS TO GEL PROCESSING SOLUTION FOR PRECISION APPLICATION

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



vegan formula**



*Based on Kline 2024 Professional Hair Color Global Market
Vs. without **Shades EQ Bonder Inside
***No animal derived ingredients

SHADES [EQ]

VISIBLY
REVERSES
DAMAGE
IN JUST ONE USE*

*Based on instrumental test + consumer study



SPLIT ENDS



FRIZZ



DRYNESS



DULLNESS



SHADES EQ SERVICE OPPORTUNITIES

SHADES EQ	
GLOSS	• Adds shine and condition on all hair types • Offer your curly clients a Clear Service for added condition and shine
TONE	• Tone down or intensify natural or color-treated hair • Tone pre-lightened or highlighted hair
REFRESH	• Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color on the regrowth (Zone 1) • Restore color to highlights • Suitable for sensitized hair
CORRECT	Correct uneven, brassy or overly vibrant tones on sensitized hair
DIMENSION	• Use Gloss to Gel Processing Solution to add dimension with lowlights, root smudge • Color block and add contour with precise placement
COVER GRAY	Blend gray without lifting the hair's natural pigment
CLEAR	• Deposit shine only. Suitable for sensitized clients. • Dilute color intensity • Dilute level intensity



DEMI-PERMANENT COLOR

DON'T JUST COLOR, REPAIR*

SHADES EQ BONDER INSIDE

HELPS REPAIR* WEAK BONDS DURING A COLOR SERVICE

BENEFITS

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

TECHNOLOGY / KEY INGREDIENTS

TONE + REPAIR* IN 1 STEP



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

FORMULATED WITH TRIPLE ACID COMPLEX



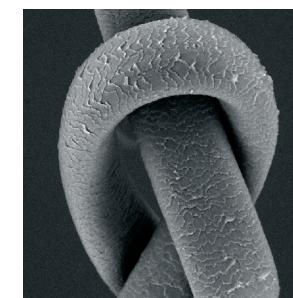
1. **Citric Acid:** Bonding active
2. **Taurine:** Bonding active
3. **Erythorbic Acid:** Antioxidant

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

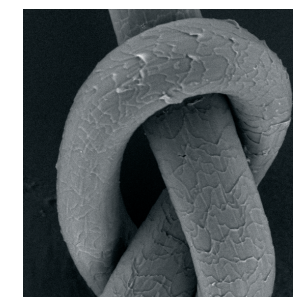
HAIR LOVES SHADES EQ



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



PRE-LIGHTENED HAIR***



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



DILUTION SOLUTION

- Shades EQ** shades can be diluted with Crystal Clear to lessen intensity or lighten the tone of any **Shades EQ** formula.
- **Shades EQ** Crystal Clear mixes with **Shades EQ** Processing Solution and **Shades EQ** Gloss to Gel Processing Solution for Precision Application and offers no lift
 - **Shades EQ** Crystal Clear adds enhanced shine. **Shades EQ** Crystal Clear should be mixed with **Shades EQ** shades only, as mixing **Shades EQ** Clear with Shades EQ Crystal Clear or another toner will diminish the bonding effect.

USE THE FOLLOWING PROPORTIONS TO CUSTOMIZE YOUR FORMULA:

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

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

MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	DEVELOPER	LEVELS OF LIFT	MINUTES
SHADESEQ	Mix 1:1	Shades EQ Processing Solution or Shades EQ Gloss to Gel Processing Solution	None	20 minutes

FORMULATION EXAMPLES

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

GUIDELINES FOR GRAY HAIR

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

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

OTHER SHADES EQ PRODUCTS

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

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

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

SHADES EQ

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

		BLACK TO GRAY BACKGROUND COLOR								BROWN TO TAN BACKGROUND COLOR								
		SILVER/ BLUE	GREEN/ YELLOW	BLUE	BLUE/ PEARL	BLUE/ VIOLET	BLUE/ VIOLET	BLUE/ VIOLET	BLUE/ VIOLET	BLUE/ GREEN	VIOLET	NATURAL CHOCOLATE	BLUE/ VIOLET	BLUE/ GOLD	RED/ VIOLET	VIOLET/ GOLD	GOLD	
LEVEL OF DEPOSIT	LIGHT SHADES	TITANIUM	GREEN NATURAL	BLUE	ASH BROWN	VIOLET BLUE	NATURAL ASH	PEARL	NATURAL PEARL	MATTE	NATURAL VIOLET	NATURAL CHOCOLATE	NATURAL	ASH GOLD	NEUTRAL BROWN BLONDE	VIOLET/ GOLD	NATURAL WARM	
		010T Platinum & Border Inside					010NA Marble Border Inside	010P Ivory Pearl & Border Inside	010NP Pearlescent Luster				010N Ivory Luster	010NB Delicate Natural & Border Inside	010AG Milky Beige Border Inside	010NB Caramel Cloud Border Inside	010VB Baby & Border Inside	010NW Swiss Alps Border Inside
		020T Chryse & Border Inside						020NA Mist	020P Opal Glow & Border Inside		020M Sand Dunes			020N Card du Litt & Border Inside	020AG Gloopy Greige Border Inside	020NB Irish Cream	020VB Innocence	020NW Cream Soda
		030T Silver	030GN Ivy			030VB Violet Frost	030NA Volcano	030P Opal Shimmer		030NV Lavender Jewel			030N Mojave			030VB Gilded Taupe		
MEDIUM SHADES	4	040T Steel				040VB Violet Star	040NA Pewter	040P Mother of Pearl		040M Driftwood		040NB Fondue Border Inside	040N Mojave	040AG Smoky Beige Border Inside	040NB Chastnut		040NW Milk Tea	
	5	050T Iron	050GN Moss		050NB Brown Smoke	050VB Violet Lagoon	050NA Granite				050NB Garnet Border Inside	050N Moroccan Sand		050NB Brandy			050NW Macchiato	
	6						060NA Smoke					060N Walnut						
	7				070NB Dark Toast		070NA Storm Cloud		070M Smoked Cedar		070NB Dark Chocolate Border Inside	070N Chocory		070NB Mocha				
DARK SHADES	8																	
	9				090NB Cool Ebony				090M Midnight Ash					090NB Mocha Java			090NW Coconut Brown	
	10			010 Onyx														
	11	000 Crystal Clear & Border Inside																
PASTELS/KICKERS/CLEAR																		
The level of deposit and intensity in any Shades ED formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with 100% Crystal Clear, 26, or 010 light brown shades.																		

[illegible]

KEY:  Shades available in both **Shades EQ Gloss & Shades EQ Bonder Inside** outlined in pink  Shades available only in **Shades EQ Bonder Inside** outlined in silver

KEY TECHNOLOGY:

-  Shade contains R5 red dye
-  Shade contains Rubilane
-  Shade contains Pure-Red² Technology



NEW IN 2026

SHADES ALK

LIQUID-CREAM ALKALINE DEMI

POWER OF A COLOR.
CARE OF A GLOSS.
KEY INGREDIENTS ONLY.*

UP TO 75% GRAY COVERAGE
UP TO 8 WEEKS OF VIBRANCY
VISIBLY HEALTHIER HAIR IN ONE SERVICE

no ammonia / no fragrance / no silicones / no mineral oil / no parabens
/ no formaldehyde / no added phthalates / no preservatives / no drying
alcohols / no SLS / no SLES / no ammonia / no fragrance / no silicones /
no mineral oil / no parabens / no formaldehyde / no added phthalates / no
preservatives / no drying alcohols / no SLS / no SLES / no ammonia / no
fragrance / no silicones / no mineral oil / no parabens / no formaldehyde
/ no added phthalates / no preservatives / no drying alcohols / no SLS /
no SLES / no ammonia / no fragrance / no silicones / no mineral oil / no



SHADES ALK

LIQUID-CREAM ALKALINE DEMI



UP TO 75%
COVERAGE



VISIBLY
HEALTHIER
HAIR
IN ONE SERVICE



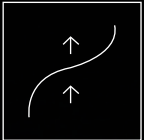
46% LESS
INGREDIENTS*



UP TO 2.3X
GLOSSY SHINE**



INTENSELY
NOURISHED,
MOISTURIZED +
HYDRATED FEEL



RESTORED
MOVEMENT +
BOUNCE



FAST MIXING +
EASY RINSING



UP TO 8 WEEKS OF
VIBRANCY



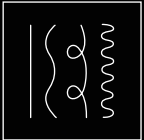
FULL-BODIED
PREDICTABLE
COLOR PAY OFF



LIQUID-CREAM
PRECISION
CONSISTENCY



TRUE TO TONE
RESULTS



SHAPED & DEFINED
CURL PATTERN

USAGE OVERVIEW

MIXING	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
1 : 1.5	10 volume Pro-Oxide Cream Developer	Up to 1	• Gray coverage up to 75% • Brightening • Darkening • Low-lighting • Correction • Tone-shifting	20	• Apply to dry hair • Process at room temperature • Do not use heat

SHADES ALK SERVICE OPPORTUNITIES



SHADES ALK	
BROWNED-OUT ENDS	When the mid-lengths to ends have faded, lost vibrancy, or have an undesired tonal shift, Shades ALK can be used in Zones 2 and 3 to brighten up areas to create a consistent tone and vibrance to match Zone 1. Using a targeted, creative placement can enhance dimensional effects, while a uniform application will restore overall tone and luminosity.
LEVEL DOWN	Leveling down 1 - 2 levels is ideal for clients who desire a subtle yet significant shift to a deeper shade. This is great for clients whose hair has naturally lightened over time, want more subtle, yet significant, depth to their natural color, or have previously lightened hair and want to slowly transition darker. Shades ALK will provide a gentle and rich color deposit while adding exceptional shine and condition without a harsh line of demarcation as it grows out.
TONE ON TONE	For clients seeking to maintain the current level but are lacking vibrancy or have a subdued tone, Shades ALK can provide rich, dimensional color that will restore the hair's healthy looking, youthful glow.
BASE BREAK	For a client who has a darker natural level than their lightened hair, a base break can soften the contrast between root and highlights. Use Shades ALK ½ to 1 level lighter in Zone 1 to subtly lift or soften the natural hair color between foils during a highlighting service. Use Clear to reveal natural undertone or a cool shade to reduce warmth
REBALANCE	Use Shades ALK on previously lightened hair for tonal refinement. Gently lifting the hair can help create an even canvas for your desired tone to achieve its full potential. Use neutral shades to naturalize, cool shades to deposit ashy results, or warm tones to enhance underlying pigment.
COLOR BLOCKING	Color blocking creates bold, distinct sections of contrasting or complementary colors to create visual impact. It can be used to add vibrant pops of color or give the visual appearance of added density. It is a great technique for fine hair.
ROOT SMUDGE	When a traditional highlight client wants to transition to a more lived-in look Shades ALK can provide rich depth at Zone 1 while seamlessly blending into their pre-existing highlights. Pair Shades ALK and Shades EQ for a balanced smudge and tone.
BOLD FACE FRAME	For clients desiring a bold and impactful face-frame, Apply Shades ALK with a customized placement that compliments their face shape and complexion. Hand-painting around the face without foils can create a diffused transition that avoids harsh lines. Deposit a rich, full-bodied color with this quick add-on service.

SHADES ALK

POWER OF A COLOR. CARE OF GLOSS. KEY INGREDIENTS ONLY.

TONE		BLACK-TO-GRAY BACKGROUND COLOR				BROWN TO TAN BACKGROUND COLOR		
		SILVER/ BLUE	ASH/BLUE	BLUE/ VIOLET	VIOLET	BLUE/GOLD	VIOLET/GOLD	BLUE/ MAHOGANY
LEVEL OF DEPOSIT		TITANIUM	ASH BLUE	PEARL	VIOLET	ASH GOLD	VIOLET GOLD	NATURAL CHOCOLATE*
		10T Platinum		10P Ivory Pearl				
10 ULTRA PALE BLONDE	7, 8, 9 and 10 shades have the least amount of pigment to provide the lightest levels of deposit.							
9 VERY LIGHT BLONDE								
8 LIGHT BLONDE								
7 MEDIUM BLONDE	4, 5 and 6 shades are described as medium in their level of deposit.							
6 DARK BLONDE								
5 LIGHT BROWN								
4 MEDIUM BROWN	1, 2 and 3 shades contain the greatest amount of pigment and deepest deposit.							
3 DARK BROWN								
2 DARKEST BROWN								
1 BLACK								
Clear can be used alone to provide up to 1 level of lift without deposit or mixed with any other shade to dilute its tonal deposit.								
The level of deposit and intensity in any Shades ALK formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with Clear, 9, or 10 light level shades.		Crystal Clear						

BROWN TO TAN BACKGROUND COLOR						NO BACKGROUND COLOR		
BLUE/VIOLET	BLUE/VIOLET	RED/VIOLET	GOLD/VIOLET	YELLOW	RED/ORANGE	ORANGE	RED	RED/VIOLET
NATURAL ASH*	NATURAL*	NEUTRAL BROWN BLONDE*	GOLD IRIDESCENT*	GOLD	COPPER BROWN	COPPER	RED	RED VIOLET
								
	9N Café au Lait							
								
								
								
								
								
								
								
1NA Dark Ash								

*Superior Gray Coverage Family

FORMULATION

GUIDELINES FOR GRAY HAIR

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 1 level lighter than the natural hair.

All **Shades ALK** families provide up to 50% gray coverage*.

There are 5 superior coverage families that will provide up to 75% coverage on their own:

% of Gray	NATURAL CHOCOLATE	NATURAL ASH	NATURAL	NEUTRAL BROWN BLONDE	GOLD IRIDESCENT
Up to 75%	NCh	NA	N	NB	GI

FORMULATION EXAMPLE COVERING GRAY:
1. Natural Level: 4 Medium Brown/50% Gray
2. Target Color: Level 5 Light Brown with natural warm tones
3. Undertone at Level 5: Red
4. Formula: 1 oz. 5N Walnut SHADES ALK + 1 oz. 5AB Windstorm + 3 oz. 10 volume Pro-oxide Cream Developer

PROVIDING OPTIMAL COVERAGE IN A VARIETY OF REFLECTS

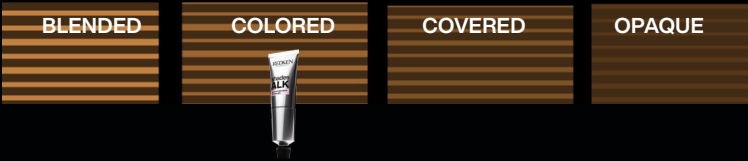
Shades mixed with a superior coverage family can enhance coverage while customizing tone. For the most effective gray coverage when using additional shades, use the chart below.

% OF GRAY	NCh, NA, N, NB, GI	ADDITIONAL SHADE
0-25%	½ oz	1½ oz
25-50%	1 oz	1 oz
50-75%	1½ oz	½ oz
75-100%	1¾ oz	¼ oz
Note: For over 75% gray, consider using a permanent for full coverage.		

SUPERIOR GRAY COVERAGE FAMILIES

Using one of the superior gray coverage shades in your formula creates a balance of dyes for optimum results on gray hair. **Shades ALK** will provide multi-dimensional, colored coverage results for a low-commitment, natural grow-out.

TYPES OF COVERAGE GRAY HAIR IS...



UTILIZING SHADES ALK CLEAR

Shades ALK Clear is used as a creative tool that will lift without depositing tone.

Clear can be used by itself in a 1:1.5 ratio with 10 Volume **Pro-Oxide** Cream Developer to boost hair up to 1 level, revealing the natural undertones while still conditioning and adding shine to the hair.

Intermixing Clear with other **Shades ALK** shades will dilute the deposit of those shades, producing a more sheer result while still providing up to 1 level of lift.

The Dilution Guidelines help to determine the amount of Clear to use when mixing with another shade. A Moderate Dilution (equal parts Clear and additional shade) will give the appearance of about 1 level lighter.

PRO TIP: If the hair is overly porous and only requires deposition of color, consider using **Shades EQ**.

DILUTION GUIDELINES

DILUTION STRENGTH	SHADE	CLEAR
MAXIMUM DILUTION	½ oz	1½ oz
MODERATE DILUTION	1 oz	1 oz
MINIMUM DILUTION	1½ oz	½ oz
FULL STRENGTH	1 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.

UNDERSTANDING THE PALETTE

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. All shades have a varying ratio of background to tone to create each family.



PROVIDES THE COOL FOUNDATION NEEDED TO DIMINISH WARMTH



PROVIDES THE FOUNDATION FOR BALANCED, NATURAL RESULTS



PURE REFLECT SHADES THAT PROVIDE VIBRANT, TRUE-TO-TONE RESULTS

T	Titanium Cool silver/gray results that diminish warm undertones	VG	Violet Gold Iridescent blonde results with a soft gold finish	GI	Gold Iridescent* Cool golden tones with balanced iridescent tones	RV	Red Violet Jewel tones with no added brown to deliver vibrant results
AB	Ash Blue Offers maximum refinement of warmth	NCh	Natural Chocolate* Controls brassy tones while delivering a rich chocolate finish	G	Gold True golden tones for enhancing warmth		Clear No pigment for lift without deposit or diluting other shades
P	Pearl Neutralizes warmth with a pearlescent finish	NA	Natural Ash* Balancing warmth, creating smoky natural finish	CB	Copper Brown Provides rich amber tones		
V	Violet Diminishes yellow undertones	N	Natural* Neutralizes unwanted warmth on naturally pigmented hair	C	Copper Delivers rich copper tones with no brown		
AG	Ash Gold Cool creamy tones that provide a smoky beige end result	NB	Neutral Brown Blonde* Balanced beige tones	R	Red Vibrant reds with increased tonal depth		

*Superior Coverage Families for up to 75% coverage



LIGHTENERS AT A GLANCE

POWDER LIGHTENERS



**BLONDE IQ 9+
MAXIMUM LIFT & NEUTRALIZATION**

- Up to 9 levels of powerful, clean lift. Oil-powered for advanced neutralization
- Process up to 50 minutes
- No swelling



**BLONDE IQ 7
ULTIMATE VERSATILITY**

- Up to 7 levels of lift.
- Controlled brightening and ultimate versatility
- Processes up to 50 minutes



**FLASH LIFT 9
BONDER INSIDE
MAXIMUM POWER**

- On and off-scalp
- Up to 9 levels of lift
- Protects strong bonds
- Process up to 50 minutes



**FLASH LIFT 8
BONDER INSIDE
UNIVERSAL TECHNIQUE**

- On and off-scalp
- Up to 8 levels of lift
- Protects strong bonds
- Process up to 50 minutes



**FLASH LIFT 8
UNIVERSAL TECHNIQUE**

- On and off-scalp
- Up to 8 levels of lift
- Process up to 50 minutes

CREAM LIGHTENERS



**BLONDE IQ 8
CONDITIONING CREAM LIGHTENER**

- Up to 8 levels of lift. Oil-powered for advanced neutralization
- Engineered for precision cream glide with a conditioning-cream texture*
- Process up to 50 minutes



**BLONDE IQ 5
LIFT & TONE LIGHTENER**

- Up to 5 levels of synchronized lift and toning for natural dimensional results in 9 intermixable shades
- Process up to 45 minutes

* For Smooth Application.



THE SMARTEST WAY TO BLONDE

BLONDE IQ

COMPLETE BLONDING TOOLKIT PERFECTLY
CALIBRATED FOR EVERY TECHNIQUE

- ◉ **SMART NEUTRALIZATION:**
Advanced Neutralization Technology
- ◉ **SMART APPLICATION:**
Unlimited versatility from high-level blonding to soft dimension



BLONDE IQ 9+

CALIBRATED ANTI-BRASS LIGHTENER

BENEFITS

- **Smart Technology:** Up to 9 levels of powerful, clean lift. Oil-powered for advanced neutralization. For all hair types, textures & techniques.
- **Smart Application:** Easy mixing & rinsing, no swelling for better saturation & even lift. Creamy consistency for precision. Dust-free, clump-free.
- **Smart Duo, Made for Shades EQ:** Neutralization for a clean, Shades EQ ready canvas, versatility for endless blonde creations & even lift for true color payoff.
- Best for all over blinding, balayage, and highlights.

MIXING & PROCESSING

- Wear suitable disposable gloves.
- Blonde IQ 9+ has a variable mixing ratio, which ranges from 1:1 to 1:1.5 for off-scalp and 1:2 to 1:3 for on-scalp applications.
- Mix the recommended amount of Blonde IQ 9+ and Redken Pro-Oxide Oil Developer in a non-metallic bowl. For 15 grams of lightener powder, use either:
 - **½ OZ. OF DEVELOPER FOR A PERFECT 1:1 RATIO, ALLOWS FOR:**
 - Ideal consistency for open air and freehand techniques
 - Strong adherence and maximum lightening power
 - **0.76 OZ. OF DEVELOPER FOR A 1:1.5 RATIO, ALLOWS FOR:**
 - Creamier consistency for open air techniques and a full head of foils
 - **1 OZ. OF DEVELOPER FOR A 1:2 RATIO OR 1.5 OZ. OF DEVELOPER FOR A 1:3 RATIO, ALLOWS FOR:**
 - Ideal consistency for on-scalp techniques
 - Ease of spreadability for full head foils and ombré techniques

MIXING RATIOS

APPLICATION	BALAYAGE OR FREE HAND	HIGHLIGHTS IN FOILS	ON-SCALP
RATIO	1:1	1:1.5	1:2 or 1:3
POWDER	1 scoop (15 g)	1 scoop (15 g)	1 scoop (15 g)
DEVELOPER	15 ml. (0.5 oz.) 20 or 30 volume	22.5 ml. (0.76 oz.) 20 or 30 volume	30 ml. (1.0 oz) or 45 ml. (1.5 oz) 20 volume
PROCESSING TIME	Up to 50 minutes depending on desired result. Do not use heat		Up to 50 minutes depending on desired result. Do not use heat. Do not cover the hair. Leave hair free. Do not gather in a bun.

When performing highlights with foil application, exclusively use ref SOFT ALLOY 1235, 18 µm (i.e. Product Club SHF500-SL), SOFT ALLOY 8079, 20µm, or SOFT ALLOY 1200, 18µm (according to NORM EN 573-3) Procure.



PAIR WITH PRO OXIDE OIL DEVELOPERS (10, 20, 30)

BLONDE IQ 8

CALIBRATED ANTI-BRASS CREAM LIGHTENER

BENEFITS

- **Smart Technology:** Up to 8 levels of Oil-Powered lift. Maintains moisture while lifting. Suitable for all hair types and textures and maintains curl definition.
- **Smart Application:** Precision cream glide for smooth application with maximum control. Easy mixing & rinsing. No swelling.
- **Smart Duo, Made for Shades EQ:** Neutralization for a clean, Shades EQ ready canvas.
- Best for freehand painting and balayage.

MIXING & PROCESSING

- Prepare and apply the mix in a well-ventilated area. Do not use metallic tools (tongs, comb, etc.). Prepare the mixture by taking the bleaching cream first and then by adding the oxidant on top of it. Keep the container well-sealed in a dry, well ventilated area away from heat and light.
- Use exclusively with the recommended Redken Pro-Oxide™ Oil Developer, maximum 30 volumes (9%), maximum 20 volumes (6%) in case of on-scalp application, and the covering accessories indicated.
- Mixing ratio: 1:1.5 to 1:3. The use of 30 volume developer is limited to the mixing ratio 1:1.5 for off-scalp application. Maximum development time: 50 min. Do not apply heat during the development time. Do not exceed the development time and rinse hair very carefully with lukewarm water. Use immediately the mixture after preparation and discard any leftover mixture.

APPLICATION	OFF SCALP*	ON-SCALP
RATIO	1:1.5 or 1:2	1:2 or 1:3
CREAM	15g of cream	15g of cream
DEVELOPER	1:1.5 (15g of paste with 22.5ml of developer: 10,20,30 vol) 1:2 (15g of paste with 30ml of developer: 10 or 20 vol)	30 ml. (1.0 oz) or 45 ml. (1.5 oz) 20 volume
PROCESSING TIME	Up to 50 minutes depending on desired result. Do not use heat.	Up to 50 minutes, depending on the desired results. Do not use heat. Do not cover the hair. Leave the hair free. Do not gather in a bun.

*When performing highlights with aluminium foils only, exclusively use foils ref SOFT ALLOY 8079, 20 µm, or SOFT ALLOY 1200, 18 µm (Norms EN 573) Procure



PAIR WITH PRO OXIDE OIL DEVELOPERS (10, 20, 30)





BLONDE IQ 7

CALIBRATED POWDER LIGHTENER

BENEFITS

- **Smart Technology:** Up to 7 levels of controlled lift.
- **Smart Application:** Easy mixing and rinsing. Ultimate versatility with uniform predictable results for all techniques, both on-scalp and off-scalp.
- **Smart Duo, Made for Shades EQ:** Neutralization for a clean, Shades EQ ready canvas, versatility for endless blonde creations.
- Best for highlights and color correction.

MIXING & PROCESSING

- Wear suitable disposable gloves.
- Mix product in a well-ventilated area.
- Put the recommend amount of Blonde IQ™ 7 Lightener and Redken Pro-Oxide™ Cream Developer 10V (3%), 20V (6%), 30V (9%) or 40V (12%) in a non-metallic bowl.
- Blend until smooth consistency is achieved.
- Follow mixture ratios carefully, or damage to hair or scalp including irritation, hair loss or chemical burns could occur. Application and rinsing: Wear suitable disposable gloves. Do not let product run onto scalp. Do not use metallic tools (clips, combs, etc.). Do not use heat. Rinse hair well after development time. Follow with shampoo. For off and on scalp applications.

MIXING RATIOS

APPLICATION	OFF SCALP*	ON-SCALP
RATIO	1:3	1:3
POWDER	11g of powder	11g of powder
DEVELOPER	1:3 [11g of powder with 30ml (1 oz) of developer]: 10, 20, 30 or 40 vol	1:3 [11g of powder with 30ml (1 oz) of developer]: 10 or 20 vol
PROCESSING TIME	Up to 50 minutes, depending on the desired results. Do not use heat.	Up to 50 minutes, depending on the desired results. Do not use heat. Do not cover the hair. Leave the hair free. Do not gather in a bun.

*When performing highlights with foil application, exclusively use foils ref SOFT ALLOY 1235, 18 µm (i.e. Product Club shf500-sl), SOFT ALLOY 8079, 20 µm, or SOFT ALLOY 1200, 18 µm (Norms EN 573) Procure



PAIR WITH PRO OXIDE CREAM DEVELOPERS (10, 20, 30, 40)

BLONDE IQ 5

CALIBRATED ANTI-BRASS HIGH-LIFTS

BENEFITS

- **Smart Technology:** Synchronized lift and tone in a single service for up to 5 levels for natural, dimensional results. Suitable for all hair types and textures.
- **Smart Application:** 9 shades spanning from cool to neutral tones for customizable tonal control.
- **Smart Duo, Made for Shades EQ:** True-to-tone neutralization for a Shades EQ ready canvas. Fast mixing and easy rinsing.
- Best for natural dimension on virgin hair & root regrowth.

MIXING & PROCESSING

- Preparation of the mixture: Wear suitable disposable gloves.
- Mix 2 oz. (60ml) of Blonde IQ™ calibrated anti-brass high-lifts with 4oz. (120 ml) of Pro-Oxide™ Cream Developer. Use exclusively with the recommended developer, 40 volume (12%) maximum. Do not use with hydrogen peroxide greater than 40 volume (12%). Use only in the proportions indicated. Always use after mixing. APPLICATION AND RINSING: Wear suitable disposable gloves. Do not use with metal tools (clips, combs, etc.). Process at room temperature for 45 minutes. DO NOT USE HEAT. Rinse hair well after the processing time.

MIXING RATIO (COLOR : DEVELOPER)	PRO-OXIDE CREAM DEVELOPER	LEVELS OF LIFT	MINUTES	SPECIAL INSTRUCTIONS
MIX 1:2	20–40 volume (maximum)	Up to 5	45 minutes	For on/off-scalp applications, process at room temperature for up to 45 minutes. Do not use heat

For relaxed hair do not use this product with 30 Volume or 40 Volume developer. Wait at least 14 days after relaxing before coloring with 20 Volume developer or less. For bleached and permed hair, wait at least 14 days before coloring with 20 Volume developer or more.



PAIR WITH PRO OXIDE CREAM DEVELOPERS (20, 30, 40)





BLONDE IQ 5

CALIBRATED ANTI-BRASS HIGH-LIFTS

9 INTERMIXABLE SHADES
SYNCHRONIZED LIFT AND TONE

		
NATURAL	VIOLET	PEARL
		
BLUE	TITANIUM	NATURAL ASH
		
VIOLET VIOLET	ASH PEARL	BEIGE

FLASH LIFT 9 BONDER INSIDE

OUR MAXIMUM POWER LIGHTENER

BENEFITS

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

MIXING & PROCESSING

- Wear suitable disposable gloves.
- **Flash Lift 9 Bonder Inside** has a variable mixing ratio, which ranges from 1:1 to 1:1.5 for off-scalp and 1:2 for on-scalp applications.
- Mix **Flash Lift 9 Bonder Inside** and Redken **Pro-Oxide** Cream Developer in a non-metallic bowl. For 15 grams of lightener powder, use either:

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

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

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

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

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

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

MIXING RATIOS

APPLICATION	BALAYAGE OR FREE HAND	HIGHLIGHTS IN FOILS	ON-SCALP
RATIO	1:1	1:1.5	1:2
POWDER	1scoop (15 g)	1scoop (15 g)	1scoop (15 g)
DEVELOPER	15 ml. (0.5 oz.) 10, 20, 30 or 40 volume	22.5 ml. (0.76 oz.) 10, 20, 30 or 40 volume	30 ml. (1.0 oz) 10, 20 or 30 volume
PROCESSING TIME	Up to 50 minutes depending on desired result. Do not use heat.		Up to 50 minutes depending on desired result. Do not use heat. Do not cover the hair. Leave hair free.

When performing highlights with foil application, exclusively use Aluminum foils ref SOFT ALLOY 1235, 18µm (i.e. Product Club SHF500-SL), SOFT ALLOY 8079, 20µm, or SOFT ALLOY 1200, 18µm (Norms EN 573) Procure.



PAIR WITH PRO OXIDE CREAM DEVELOPERS (10, 20, 30, 40)



FLASH LIFT 8 BONDER INSIDE

UNIVERSAL TECHNIQUE LIGHTENER



BENEFITS

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

MIXING & PROCESSING

- Wear suitable disposable gloves.
- Put the recommended amount of **Flash Lift 8 Bonder Inside** and Redken **Pro-Oxide** Cream Developer in a non-metallic bowl. For 15 grams of lightener powder, use either:

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

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

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

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

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

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

MIXING RATIOS

APPLICATION	OFF-SCALP APPLICATIONS	ON-SCALP APPLICATIONS
DEVELOPERS	10, 20, 30 or 40 volume	10, 20 or 30 volume
RECOMMENDED MIXING RATIO	1:1 [15g of powder with 15ml (0.5oz) of developer] or 1:1.5 [15g of powder with 22.5ml (0.76oz) of developer]	1:2 [15g of powder with 30ml (1oz) of developer] or 1:1.5 [15g of powder with 22.5ml (0.76oz) of developer]
PROCESSING TIME	Up to 50 minutes. Do not use heat.	Up to 50 minutes. Do not use heat.

When performing highlights with foil application, exclusively use Aluminum foils ref SOFT ALLOY 1235, 18µm (i.e. Product Club SHF500-SL), SOFT ALLOY 8079, 20µm, or SOFT ALLOY 1200, 18µm (Norms EN 573) Procure.



**PAIR WITH PRO OXIDE CREAM
DEVELOPERS (10, 20, 30, 40)**

FLASH LIFT 8

UNIVERSAL TECHNIQUE LIGHTENER

BENEFITS

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

MIXING & PROCESSING

- Wear suitable, disposable gloves.
- **Flash Lift 8** has a variable mixing ratio, which ranges from 1:1 to 1:2.
- In a non-metallic bowl, use the calibrated **Flash Lift 8** scoop to measure 15 g (1 scoop = 15 g) of lightener with either:

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

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

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

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

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

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

MIXING RATIOS

APPLICATION	OFF-SCALP APPLICATIONS	ON-SCALP APPLICATIONS
DEVELOPERS	10, 20, 30 or 40 volume	10, 20 or 30 volume
RECOMMENDED MIXING RATIO	1:1 [15g of powder with 15ml (0.5oz) of developer] or 1:1.5 [15g of powder with 22.5ml (0.76oz) of developer]	1:2 [15g of powder with 30ml (1oz) of developer] or 1:1.5 [15g of powder with 22.5ml (0.76oz) of developer]
DEVELOPMENT TIME	Up to 50 minutes.	Up to 50 minutes.

When performing highlights with foil application, exclusively use Aluminum foils ref SOFT ALLOY 1235, 18µm (i.e. Product Club SHF500-SL), SOFT ALLOY 8079, 20µm, or SOFT ALLOY 1200, 18µm (Norms EN 573) Procure.



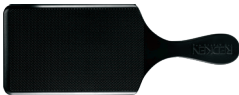
PAIR WITH PRO OXIDE CREAM DEVELOPERS (10, 20, 30, 40)

REDKEN SALON GEAR

FORM, FUNCTION & FASHION

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

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

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

SALON ESSENTIALS

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

STYLING

STYLE WITHOUT LIMITS

TRUSTED FORMULAS FOR
EVERY TREND & TRANSFORMATION

REDKEN LABS 400

RED 5502

>>

REDKEN LABS 400

RED 5502

>>

STYLING



ONE UNITED

- One United Multi-Benefit Leave-In Treatment



DRY SHAMPOO

- Deep Clean Dry Shampoo
- Deep Clean Dry Shampoo Jumbo
- Invisible Dry Shampoo



HAIRSPRAYS

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



TEXTURE

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



HEAT PROTECTION

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



VOLUME

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



CURL STYLERS

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

ONE UNITED

ALL-IN-ONE MULTI-BENEFIT TREATMENT

HAIR TYPE: All hair types

BENEFITS:

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

25 CARING BENEFITS:

CARE	PROTECT	STYLE
1. Conditions	9. Reduces Breakage	17. Improves Manageability
2. Nourishes	10. Helps Preserve Color Vibrancy	18. Improves Definition
3. Helps Even Porosity	11. Protects from Heat Damage up to 450°F	19. Ideal Cutting Lotion
4. Instantly Hydrates	12. Helps Prevent Split Ends	20. Primes Hair for Styling
5. Detangles	13. Helps Seal Hair Cuticle	21. Enhances Natural Movement
6. Gives a Silky Touch	14. Strength Repair	22. Anti-Static
7. Provides Smoothness	15. Makes Blow Drying Easier	23. Controls Flyaways
8. Enhances Shine	16. Controls Frizz	24. Style Refresher
		25. Lightweight Results

GENERAL USAGE:

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

PROFESSIONAL USAGE:

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



vegan formula*



at least 94% recycled plastic**

*no animal derived ingredients **excluding the cap

DRY SHAMPOOS

DEEP CLEAN DRY SHAMPOO
UP TO 4 DAYS OF MAX OIL ABSORPTION

HAIR TYPE: All hair types

BENEFITS:

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

USAGE:

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

INVISIBLE DRY SHAMPOO
FRAGRANCE & RESIDUE-FREE

HAIR TYPE: All hair types

BENEFITS:

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



HEAT PROTECTION BLOWOUT PRIMERS

QUICK BLOWOUT FLASH DRYING HEAT PROTECTANT

HAIR TYPE: All hair types

BENEFITS:

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

USAGE:

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

BIG BLOWOUT VOLUMIZING HEAT PROTECTING JELLY

HAIR TYPE: All hair types

BENEFITS:

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

USAGE:

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



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at least 94%
recycled plastic**



HEAT PROTECTION THERMAL SPRAYS



THERMAL SPRAY - LOW HOLD FLEXIBLE HEAT PROTECTION

HAIR TYPE: All hair types

BENEFITS:

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

USAGE:

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



PERFECT FOR
Touchable shape with flat irons and curling irons



at least 94%
recycled plastic*

THERMAL SPRAY - HIGH HOLD HEAT PROTECTION WITH HOLD

HAIR TYPE: All hair types

BENEFITS:

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

USAGE:

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



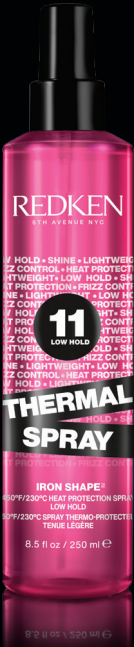
PERFECT FOR
Strong definition with flat irons and curling irons



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at least 94%
recycled plastic**



*no animal derived ingredients **excluding the cap

HAIRSPRAYS

BRUSHABLE HAIRSPRAY FLEXIBLE WORKING SPRAY

HAIR TYPE: All hair types

BENEFITS:

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

USAGE:

- Mist 6-12 inches from dry, styled hair
- Reapply for additional control

PERFECT FOR: Layering and building styles that look natural



vegan formula*



CONTROL HAIRSPRAY EXTRA HIGH-HOLD HAIRSPRAY

HAIR TYPE: All hair types

BENEFITS:

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

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

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



vegan formula*



MAX HOLD HAIRSPRAY EXTREME HIGH-HOLD HAIRSPRAY

HAIR TYPE: All hair types

BENEFITS:

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

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

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



vegan formula*



MAX HOLD HAIRSPRAY NEUTRAL FRAGRANCE EXTREME HIGH-HOLD HAIRSPRAY

HAIR TYPE: All hair types

BENEFITS:

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

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

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



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

VOLUME

VOLUME MAXIMIZER VOLUME & THICKENING SPRAY

HAIR TYPE: Fine to medium hair types

- BENEFITS:**
- Lightweight formula with no greasy feel
 - Creates thicker-looking hair instantly
 - Provides weightless volume

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



vegan formula*



ROOT TEASE BACKCOMBING FINISHING SPRAY

HAIR TYPE: All hair types

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

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



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ROOT LIFTER VOLUME SPRAY FOAM

HAIR TYPE: All hair types

- BENEFITS:**
- Medium control
 - Targeted root lift
 - Adds volume and thickness

- USAGE:**
- Shake well
 - Spray on damp hair and style



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FULL VOLUME MOUSSE ALL-OVER VOLUMIZING MOUSSE

HAIR TYPE: Fine hair types

- BENEFITS:**
- Medium control
 - Adds volume and movement
 - Protects hair from heat and humidity

- USAGE:**
- Shake well
 - Spray on damp hair and style



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STAY HIGH MOUSSE GEL TO MOUSSE VOLUME

HAIR TYPE: Fine hair types

- BENEFITS:**
- Maximum control
 - Lightweight gel to mousse formula
 - Thickens, volumizes, and bodifies hair

- USAGE:**
- Shake well
 - Spray on damp hair and style



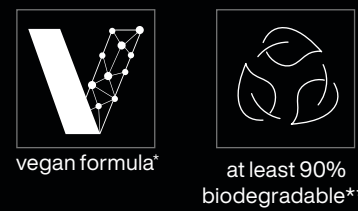
TEXTURE

SPRAY WAX WAX SPRAY

HAIR TYPE: All hair types

- BENEFITS:**
- Medium control
 - Instant undone texture
 - Body and dimension with a satin-matte finish

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



DRY TEXTURE OIL-ABSORBING TEXTURIZING SPRAY

HAIR TYPE: All hair types

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

- USAGE:**
- Hold 6–12 inches from hair
 - Spray onto dry styled hair



PLIABLE PASTE FLEXIBLE STYLING PASTE

HAIR TYPE: All hair types

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

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



TEXTURE PASTE MOLDABLE TEXTURIZER

- HAIR TYPE:**
- All hair types
 - Ideal for short to medium length styles

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

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



MAX SCULPTING GEL HIGH SHINE GEL

- HAIR TYPE:**
- All hair types

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

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



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

CURL STYLERS

FORMULATED WITH SQUALANE + JOJOBA OIL

HYDRATING CURL CREAM 72-HOUR CURL DEFINING CREAM

HAIR TYPE: Curls & Coils

BENEFITS:

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

USAGE:

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



vegan formula*



at least 94% recycled plastic**



SCULPTING CURL GEL 72-HOUR HOLD

HAIR TYPE: Curls & Coils

BENEFITS:

- Strong 72-hour hold
- Non-sticky, non-flaking, no crunch
- 76% frizz reduction

USAGE:

- Apply on damp hair and work through ends
- Diffuse or air dry



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at least 94% recycled plastic**



REFRESHING CURL MIST REFRESHES UP TO 7TH DAY CURLS

HAIR TYPE: Curls & Coils

BENEFITS:

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

USAGE:

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

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



vegan formula*



at least 94% recycled plastic**





RED 5502

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REDKEN LABS

11:469:222

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REDKEN LABS 400



REDKEN BREWS

REDKEN BREWS

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

- Stylers to create and maintain any look
- Haircare formulations that address men's top concerns
- Express gray coverage with 5-minute processing time



THE REDKEN BREWS COLLECTION INCLUDES:

CARE

- Daily Shampoo
- Daily Conditioner
- 3-In-1

STYLE

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

COLOR

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



REDKEN BREWS AT A GLANCE

CARE



DAILY
SHAMPOO



DAILY
CONDITIONER



3-IN-1

CREAM



CREAM
POMADE



CLAY
POMADE



TEXTURE
POMADE



MOLDING
PASTE



GRIP TIGHT
HOLDING
GEL

COLOR



COLOR CAMO
6 SHADES



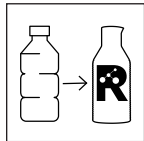
HAIRCARE COLLECTION

DAILY SHAMPOO & CONDITIONER

HAIR TYPE: All hair types

BENEFITS:

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



at least 94% recycled plastic*



at least 90% biodegradable**

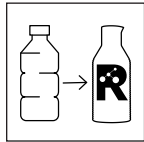


3-IN-1 SHAMPOO, CONDITIONER & BODY WASH

HAIR & SKIN TYPE: All hair and skin types

BENEFITS:

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



at least 94% recycled plastic*



at least 90% biodegradable**



*excluding the cap **as per OECD 301 test or equivalent

STYLING COLLECTION

MEDIUM CONTROL

GRIP TIGHT HOLDING GEL

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

GREAT FOR: Curly hair and styles that need movement

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



MAXIMUM CONTROL

MOLDING PASTE

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

GREAT FOR: Styles that need texture and hold

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



CREAM POMADE

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

GREAT FOR: Pompadours and smooth, flexible styles

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



CLAY POMADE

- BENEFITS:**
- Maximum control, gritty finish
 - Creates roughed-up texture

GREAT FOR: Fine hair and effortless-looking styles

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



TEXTURE POMADE

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

GREAT FOR: Textured styles or grungy looks

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



COLOR CAMO

5-MINUTE CUSTOM GRAY CAMOUFLAGE

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

BENEFITS

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

PROCESSING TIME

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

DEVELOPER

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

SHADE SELECTION

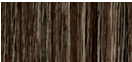
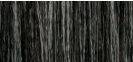
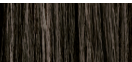
- Select a shade in the same range as his natural (pigmented) color
- Pick the tone you want to see: **Ash** = gray + blue/violet, which provides a smoky result;
Natural = gray + green/gold, which provides a cool gold result

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



SHADE COLLECTION

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

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

MIXING & PROCESSING

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

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

RETOUCH APPLICATION

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

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

INGREDIENT GLOSSARY

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

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

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

Ingredient Name	Scientific Name	Benefits
Filloxane	Aminopropyl triethoxysilane	A L’Oreal patented molecule is used in hair care products and routines for thin, dull, damaged, low density hair
Glycerin	Glycerin	Provides a thin seal to lock in and balance hair’s moisture level
Glycolipid	Glycolipid	Helps gently cleanse the scalp and hair, maintaining and restoring the natural lipid barrier of both the hair and scalp
Grapefruit Extract	Citrus paradisi (Grapefruit) Fruit Extract	Brightens and clarifies to help improve color clarity
Grapeseed Oil/Grapeseed Extract	Vitis vinifera Seed Oil/Extract	Provides antioxidant protection
Green Tea Extract	Camellia sinesis Extract/ Camellia sinesis Leaf Extract	Helps defend against environmental damage
Intra-Cylane	Aminopropyl triethoxysilane	Penetrates the fiber, creating a fibrous network that reinforces internal structure and provides a thickening effect to the strand. Has an affinity to damaged sites of the cuticle
Lamellar Water	Lamellar Water	Acts as a liquid bandaid to fill porosity and add shine
Lavender Extract	Lavandula angustifolia (Lavender) Flower Extract	Helps hydrate, relieve and rebalance the scalp while maintaining moisture equilibrium
Macadamia Oil	Macadamia ternifolia Seed Oil/ Macadamia integrifolia Seed Oil	Instantly detangles, smooths and nourishes hair while adding sleek, high impact shine
Mango Oil	Mangifera indica (Mango) Seed Oil	Helps prevent dryness and offers intense replenishment and softness
Menthol	Menthol	Provides a tingling and cooling effect when used in scalp care formulations
Minoxidil	Minoxidil Topical Solution, USP	Hair regrowth treatment. Revitalizes hair follicles
Moringa Oil	Moringa oleifera Seed Oil	Smooths hair, providing discipline and nourishment
Olive Fruit Oil	Olea europaea (Olive) Fruit Oil	Conditions for inside-out, incredible suppleness
Omega 6 Derivative	Safflower Glucoside	Contains essential fatty acid—helps to condition the hair

Ingredient Name	Scientific Name	Benefits
Piroctone Olamine	Piroctone Olamine	Controls and helps eliminate scalp scaling, flaking, and irritation
Sea Algae	Algae Extract	Helps protect the hair fiber
SEPICAP	Sodium Cocoyl Amino Acids/ Potassium Dimethicone PEG-7 Panthenyl Phosphate/ Sodium Sarcosinate	Helps restore the look of hair ends
Shea Butter	Butyrospermum parkii Butter	Replenishes moisture and provides smoothness and frizz-control
Silicone	Silicone	Helps to provide conditioning and slip
Soy Protein	Hydrolyzed Soy Protein	Helps reinforce the hair
Sugar Crystals	Sorbitol	Moisturizes hair
SP-94	Safflower Glucoside	Nourishes to promote a healthy scalp environment
Sulfate	Sodium Laureth/ Lauryl Sulfate	A class of cleansers widely used in cosmetics for decades
Sulfate-Free	N/A	Alternative class of cleansing agents without sulfates
Styling Polymers	Polymers	Provides structure and control for long-lasting hold and style retention
Taurine	Taurine	Helps to fortify hair
Tourmaline	Tourmaline	Works to reduce damage and strengthen hair
Vitamin E Derivative	Tocopheryl Acetate	Antioxidant which helps to maintain healthy scalp and hair
Wheat Protein	Hydrolyzed Wheat Protein	Helps reinforce the hair
Zinc Gluconate	Zinc Gluconate	Attracts to color molecules making them larger in size to help trap them and reduce color leaching
Zinc PCA	Zinc PCA	Mainly used in skin-care products as it is known to help the skin retain water and therefore hydrate it. It is used in both skin-care and hair-care products

