



2023 ***REDKEN***
PRODUCT GUIDE

REDKEN
5TH AVENUE NYC

TABLE OF CONTENTS

CLICK ANY SECTION TO JUMP TO THE PAGE

4 INTRODUCTION

Brand Mission | 4

Founding Pillars | 6

The Redken Difference | 8

Our Story | 10

Our Expertise | 12

Our Artists | 14

Our Brand Ambassadors | 16

18 EDUCATION

The Redken Stylist Career Path | 22

Class Menu | 24

The Redken Exchange | 26

Redken Events | 28

Redken Education Access | 30

32 HAIRCARE

Haircare at a Glance | 36

Acidic Bonding Concentrate | 38

All Soft | 42

All Soft Mega Curls | 44

Extreme | 46

Extreme Length | 50

Blondage High Bright | 52

Color Extend Blondage | 54

Color Extend | 58

Color Extend Magnetics | 60

Frizz Dismiss | 62

Volume Injection | 66

Hair Cleansing Cream | 68

Scalp Relief | 70

Acidic Concentrates | 72

CLICK ANY SECTION TO JUMP TO THE PAGE

76 HAIRCOLOR

Color Mantra | 78
Total Bonding | 80
Technical Information | 82
Permanent Color at a Glance | 86
Haircolor at a Glance | 88
Color Gels Oils | 90
Color Gels Lacquers 10 Min | 96
Color Gels Lacquers | 100
Color Fusion | 106
Cover Fusion | 112
Chromatics | 114
Shades EQ | 122
Shades EQ Bonder Inside | 126
Blonde Idol | 136
Lighteners | 140
Salon Gear | 148

152 STYLING

Styling at a Glance | 156
Dry Shampoo | 158
Multi-Benefit Stylers | 160
Smooth & Shine | 162
Blowout Primers | 164
Heat Protection Sprays | 166
Hairsprays | 168
Volume | 170
Texture | 172
Curvaceous | 174

176 MENS

Redken Brews at a Glance | 178
Care | 180
Skin | 181
Style | 182
Color | 184

186 INGREDIENT GLOSSARY

REDKEN IS THE LEADING *PROFESSIONAL* BRAND

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

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

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

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



3

FOUNDING PILLARS OF OUR BRAND





POWERED BY SCIENCE



MORE **POWER** TO YOU

THE REDKEN *DIFFERENCE*

#1 ADVERTISER IN
PROFESSIONAL
HAIR

UNPARALLELED
EDUCATION

CELEBRITY
STYLIST
AMBASSADORS

INDUSTRY-
LEADING PR &
SOCIAL BUZZ

SOCIAL &
DIGITAL ASSETS

EXCLUSIVE
SALON PRODUCT

SHADES EQ
GLOSS BOSS
CLUB

STYLE STATION
APP

SUSTAINABILITY
& CAUSES



OUR STORY

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

1960

PAULA KENT & JHERI REDDING START REDKEN

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



REDKEN PIONEERS EDUCATION IN THE INDUSTRY

The first Redken Symposium hosts 500 salon professionals in 1974

1970's

1980's

REDKEN LAUNCHES BREAKTHROUGH INNOVATION

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



REDKEN ADDS "5TH AVENUE NYC" TO ITS NAME

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

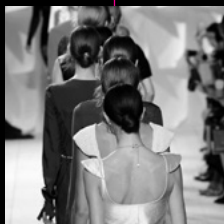
1990's



2000's

REDKEN BECOMES THE RUNWAY AUTHORITY

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



REDKEN DOMINATES HAIRCOLOR

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

2010's

2020's

REDKEN REINVENTS HAIRCARE

- Acidic Bonding Concentrate brings the acidic power of **Shades EQ** to haircare
- Redken Haircare gets a packaging makeover, going back to its heritage of **PROTEIN + MOISTURE + ACIDIC pH**
- **Shades EQ Gloss** gets upgraded with bonding technology
- Redken launches the first 10 minute, liquid permanent color: **Color Gels Lacquers 10**
- Redken launches the first no ammonia liquid color: **Color Gels Oils**
- Redken Styling packaging & products are upgraded with a new look and naming convention



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

- Balanced formulas, from acidic to alkaline, achieve professional color results with minimum stress on hair
- Innovative formulas at the forefront of hair color technology
- Latest trends and innovative techniques co-created with the best pros in the world

STYLING



PROFESSIONAL **STYLING** SOLUTIONS

- A smart range of all-in-one styling treatments to create effortless, looks at home
- For all hair types and textures

MENS



REDKEN **BREWS**

- In 1967, Redken pioneered the 1st professional grooming line for men
- Today **Redken Brews** is the complete destination for style, care, skin and Color Camo, the champion of 5-minute, gray blending color service for men without the foils or fuss

OUR *ARTISTS*



SAM VILLA
GLOBAL ARTISTIC AMBASSADOR

Whether teaching face-to-face in small hands-on programs, on the main stage, or reaching his millions of social media followers, Sam changes people. He is known for doing things differently to challenge, inspire and motivate change. Sam's talents stretch far beyond his brilliant cutting and finishing skills; he has a plethora of business skills that enliven stylists to think about how they speak to their guests to add value behind the chair.

 Follow Sam on Instagram
[@samvillahair](https://www.instagram.com/samvillahair)



CHRIS BARAN
GLOBAL ARTISTIC DIRECTOR

Chris is known for his salon industry passion. He has owned salons, is a multiple industry award-winner and a coach to salon professionals ranging from students to advanced stylists. Chris helped develop the core curriculum that Redken's education is built upon. His cutting, finishing, train-the-trainer and coaching skills bring salon professionals and students to a higher level faster.

 Follow Chris on Instagram
[@coachchrisbaran](https://www.instagram.com/coachchrisbaran)



BRAYDEN PELLETIER
REDKEN ARTIST

Brayden Pelletier's approach is simple...master the "WHYS" behind what you do, and unlock endless creativity and empowering consistency. Brayden is the owner of Just b Hair Salon, with 2 locations in Atlanta, and understands how to be creative and consistent behind the chair, while creating a specific look and feel based on his clients needs.

 Follow Brayden on Instagram
[@justbhair](https://www.instagram.com/justbhair)



HUGO URIAS
DIRECTOR REDKEN CREATES,
DESIGN AND ARTISTIC SQUAD—DESIGN & FINISH

Specializing in hair design and finishing, Hugo's passion for education and obsession for the craft are valued assets. Hugo's trainings are easy to understand, yet challenge the learner to try a different approach. His learner-focused teachings have resulted in increased performance from salon professionals in client retention, retail sales, and overall mastery of skill sets.

 Follow Hugo on Instagram
[@hueshoot](https://www.instagram.com/hueshoot)



LORI ZABEL

REDKEN ARTIST AND ARTISTIC SQUAD—HAIRCOLOR

Lori has been inspiring salon professionals around the globe for over a decade as North American Haircolorist of the Year, Haircutter of the Year, People's Choice of the Year, and Master Stylist at Dop Dop Salon in New York City. Through imagination and participation, Lori guides her audiences on a journey of artistic discovery. Her haircolor tips are immediately usable in the salon and will save you time and increase your bottom line.



Follow Lori on Instagram
@lorizabel



SEAN GODARD

REDKEN ARTIST

Based out of Brooklyn, NY, Sean is an in demand editorial and session colorist and finisher. 3x NAHA nominee and winner of 2019 Salon Team of the Year, his work has appeared in fashion and industry magazines around the world. He has worked on ad campaigns for Redken, Ulta Beauty and many other designers and fashion/lifestyle brands. Sean has worked backstage with many celebrities at the MTV Video Music Awards both in NYC and LA. He is one of the top colorists in the Redken network with over 15 years with the brand and is a member of the Ulta Beauty Pro Team. Sean spends his time traveling and spreading the Redken love around the globe.



Follow Sean on Instagram
@seangodard



RUTH ROCHE

REDKEN MASTER ARTIST

From winning NAHA 5 times, to making editorial appearances in the New York Times and Vanity Fair, to owning a salon and working behind the chair, Ruth Roche is an industry powerhouse, as inspirational as she is relatable. A true creative master, Ruth is known for both conceptual avant-garde styles, and everyday hair. Whether unusual or wearable, there's always an element of beauty involved. Ruth's down to earth coaching style sets people at ease, allowing them to understand and retain information better. The open safe community she cultivates with stylists enables them to develop their confidence and skills to a level where they can create anything imaginable.



Follow Ruth on Instagram
@ruthroche



LINDSEY OLSON

REDKEN ARTIST

Based in Chicago, Lindsey Olson has been a part of Redken for the past 15 years, inspiring Hair Color, Design and Finishing globally. Lindsey has progressed through the network as an Exchange facilitator and international artist. Lindsey has been recognized with accolades including NAHA, Artists Squad and Loreal Color and Style Trophy. Lindsey has been featured Modern salon, Bangstyle, Peluquerias, Estetica, and Hairdresser Journal. She also has established editorial collections that have had numerous publications that include VOGUE Italia, Lucys Magazine, Vulkan, and Redken campaigns shoots and videos.



Follow Lindsey on Instagram
@lindsey.marie.olson

OUR *BRAND* *AMBASSADORS*

STAY INSPIRED BEHIND THE CHAIR BY KEEPING UP WITH THE LATEST
TRENDS AND TECHNIQUES FROM OUR *REDKEN BRAND AMBASSADORS*

Hailing from fashion-forward New York City to the hottest salons in Hollywood, and everywhere in between, our Redken Brand Ambassadors are the industry's top authorities in haircolor and styling. Want to see their latest work and learn how they use Redken to achieve the looks today's clients demand? Visit RedkenPro.com/MeetTheAmbassadors #RedkenProTok



SCAN OR CLICK
THE QR CODE
TO LEARN MORE
AND STAY INSPIRED!



REDKEN
EDUCATION
REDKEN EDUCATION
EDUCATION

REDKEN
EDUCATION

REDKEN EDUCATION
EDUCATION

REDKEN

REDKEN EDUCATION
REDKEN
EDUCATION
REDKEN EDUCATION

REDKEN
REDKEN EDUCATION

EDUCATION
REDKEN
EDUCATION

REDKEN
EDUCATION
REDKEN EDUCATION
REDKEN EDUCATION

REDKEN
EDUCATION
REDKEN
EDUCATION

REDKEN
EDUCATION
REDKEN EDUCATION

REDKEN
REDKEN EDUCATION
EDUCATION
REDKEN

REDKEN EDUCATION
EDUCATION

REDKEN EDUCATION

REDKEN
EDUCATION
REDKEN
EDUCATION

REDKEN EDUCATION
REDKEN
EDUCATION

REDKEN *EDUCATION*

LEARN BETTER

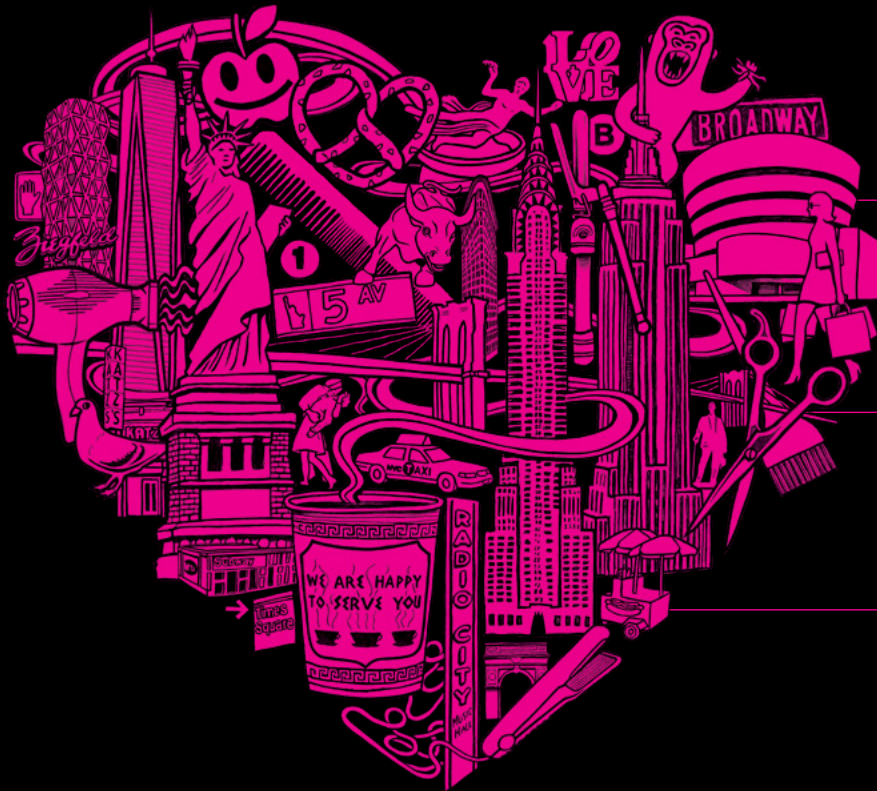
With our unique **personal-based approach** to education.

EARN BETTER

By **elevating salon professionals' skills** in business, design and color, training, personal development and wealth building.

LIVE BEST!

When salon professionals realize their **hopes and dreams!**



MISSION:
HELP ALL HAIRDRESSER
LEARN BETTER AND
EARN BETTER

VISION:
ALL HAIRDRESSERS
LIVE THEIR BEST LIFE

**CONNECTING YOU TO
THE CONNECTIONS THAT
MATTER MOST!**

REDKEN

EDUCATION

WE BELIEVE THAT KNOWLEDGE IS POWER.

We believe that by creating professional hair transformations, that we can empower women with the confidence to make a statement in their life.

We are: **Powered by Science, Prescribed by Pros and inspired by the ambitious, self made, demanding and daring spirit of NYC.**

We connect hair entrepreneurs to the connections that matter most and believe it is our responsibility to help all hairdressers to **LEARN, EARN and LIVE BEST!**

We believe that it is through knowledge that you can **become who you want to be.**

We strive to empower you with the most scientific approach to the most innovative products to be the most successful and connected stylist 24/7.

We commit to providing the best in class education in all areas of your business. Learn, earn and live best with the Redken Power Network of the best artists in the world. More connections, more education, more power to you!



SCAN OR CLICK THE
QR CODE TO BECOME
A REDKEN EDUCATOR!



WE BUILD *STYLISTS'* *CAREERS*

THE REDKEN STYLIST CAREER PATH

WHAT IS IT?

Incremental levels of education that allow a salon professional to elevate their skill set and progress through a career path to become a recognized expert in their territory. Following the Redken stylist career path, a salon stylist can eventually become a Redken artist.

**THE ONLY CLEAR PATH FOR GROWTH
FOR A SALON PROFESSIONAL.**

STYLIST >>>>

Redken offers a comprehensive Education Menu of over 65 classes, featuring product knowledge, technical, business, advanced classes and certifications. Plus, there are over 1000 complimentary virtual classes per year to build the skill and knowledge of every stylist.

SPECIALIST >>>>

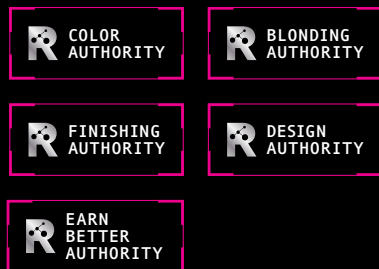
Do you want to take your passion for Redken to the next level? Take part in a 4-day interactive workshop to become the go-to person in your salon and increase your income. From haircolor to finishing and wealth-building you will become fluent in everything Redken!

R REDKEN
SPECIALIST

R SHADES EQ
SPECIALIST

AUTHORITY >>>

Are you ready to choose a discipline that focuses on and advances your skill in the area you're the most passionate about? The Redken Authority series will set you up to become Redken Certified. In this 4-day interactive workshop, you'll dig deep into the principles, learn seasonal trends, get wealth-building strategies and prepare yourself for Certification.



CERTIFICATION >>>

Be recognized and rewarded for your exceptional technical skills and true passion for haircolor, design or finishing. As a member of one of these elite groups, clients and other salon professionals will view you as a master. Plus, you'll be recognized for your expertise and commitment to excellence. Requires passing a written and technical exam. Becoming certified gives you the credentials needed to become a **Redken Artist**.



ARTIST

For Stylists who have earned status as a **Redken Specialist**, **Redken Authority** and **Redken Certification** and have a passion for helping others grow.

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



EDUCATION FOR EVERY STEP IN YOUR CAREER

CLASS MENU

FOUNDATION

HAIRCOLOR

- Chromatics Product Knowledge
- Color Fusion Product Knowledge
- Color Gels Lacquers Product Knowledge
- Color Gels 10 Min Product Knowledge
- Color Gels Oils Product Knowledge
- Shades EQ Cream & Cover Plus PK
- Shades EQ Gloss Product Knowledge
- Shades EQ Gloss Bonder Inside
- Blonde Idol Product Knowledge
- Lightener Product Knowledge
- Color Camo Product Knowledge

HAIRCARE

- Haircare Product Knowledge
- Tonal Care Product Knowledge
- Redken Brews Product Knowledge

STYLING

- Styling Product Knowledge

BUSINESS

- Why Be Part Of It!
- Principles of Consultation

ESSENTIAL

HAIRCOLOR

- Principles of Science & Bonding
- Principles of Haircolor
- Principles of Haircolor Correction
- Principles of Foil Placement
- Principles of Blonding
- Formulation Day

DESIGN

- Principles Of Design
- Principles of Clipper Cutting

STYLING

- Principles of Finishing
- Redken Signature Blow Dry

BUSINESS

- Re-Booking: Power Booking
- Referral: Promoting Referral Business
- Retail: Use, Teach, Sell
- Retention: The Perfect Clientele
- Social Media Obsessed

EXPERIENCED

HAIRCOLOR

- Balayage!
- Color Emergency
- Custom Coverage Techniques
- Express Highlighting
- Blonding Techniques: Seasonal Trends
- Haircolor Techniques: Seasonal Trends
- Formula Genius—Creative Formulations

DESIGN

- Design Techniques: Seasonal Trends
- Clipper Cutting Perfected

STYLING

- Blow Dry Boot Camp
- Textured Hair Styling
- Finishing Techniques: Seasonal Trends

BUSINESS

- Step Up!
- Salon Emotion
- Suite Emotion

MASTER

HAIRCOLOR

Train The Trainer—Haircolor
Blonding For all Hair Types and Textures

DESIGN

Train The Trainer—Design
Train the Trainer—Barber
Design Suitability

STYLING

Train The Trainer—Finishing

BUSINESS

Train the Trainer—Facilitator

CLASS LEVELS

FOUNDATIONAL CLASSES

REDKEN USERS NEW TO REDKEN

These classes provide the cornerstones of Redken product knowledge. They will provide the needed details of ingredient technologies, mixing and processing, proper usage and hair types recommended.

ESSENTIAL CLASSES

REDKEN USERS FOR 0-2 YEARS

Stylist needs to build their confidence with all Redken products and foundational principles

- Complete knowledge in Principles: Haircolor, Design, Finish, Correction, Foiling
- Knowledge in all Redken brand information

EXPERIENCED CLASSES

REDKEN USERS FOR 2-4 YEARS

Stylist builds their speed and technical skills. They are increasing their knowledge in all Redken products and how to create more wealth and success through using the product

- Build technical skill & confidence in trends & techniques
- Focused on increasing confidence in communication skills

MASTER CLASSES

REDKEN USERS FOR 4+ YEARS

This is the pivotal point for the service provider where visible changes to their guests may need to be made. Stylists should focus on the "look" instead of the individual service

- Creating "looks" increases multiple additional services, chemical services and advanced skill & techniques
- Become a leader and mentor



THE *REDKEN* *EXCHANGE* @REDKEN

Get inspired at **The Redken Exchange**, the industry's leading resource for learning! Whether at **The Redken Exchange** in NYC, at **Prolab** in CA or **The Redken Exchange**, experience an innovative curriculum and extensive class offerings so every salon professional can learn, earn and live **BEST!**

Are you ready to take your skills and your career to the next level?

Join us and experience our personal-based approach, hands-on attention with award winning facilitators and the latest trends and techniques in design, color, finishing, men's and wealth-building!

We are excited to offer:

**IN PERSON CLASSES / HYBRID
EXCHANGE / HYBRID
EXCHANGE AT PROLAB
EXCHANGE AT SHOWS**

Learn how you can access our education offerings with industry experts and educators. Experience our amazing facilitators, learn the latest techniques, with interactivity, culture and fun!

To register, go to RedkenPro.com/Education



"Thank you for putting so much time and commitment into the education of stylists around the country. I learned so much and will definitely take what I learned and use it behind the chair."

—DANNY MCCLURE

REDKEN ARTIST: GEORGE GARCIA



"This was my first experience at The Redken Exchange and it was great! Being a part of the Redken Family is such a privilege and I am so happy to have had this experience. Thank you Redken!"

—KASHA LEDFORD



"I've taken a lot of classes at The Redken Exchange. Amazing educators! We brought five stylists and everyone is so excited about what we learned. Love Redken Education!"

—GINA HUMPHREY

REDKEN ARTIST: SAM VILLA





REDKEN *EVENTS*

REDKEN
SYMPOSIUM
»»» ON TOUR **RS**

POWER-FUELED EDUCATION
DYNAMIC ENTERTAINMENT
ALL NEW FORMAT



ORLANDO, FL
3/19/23 - 3/20/23



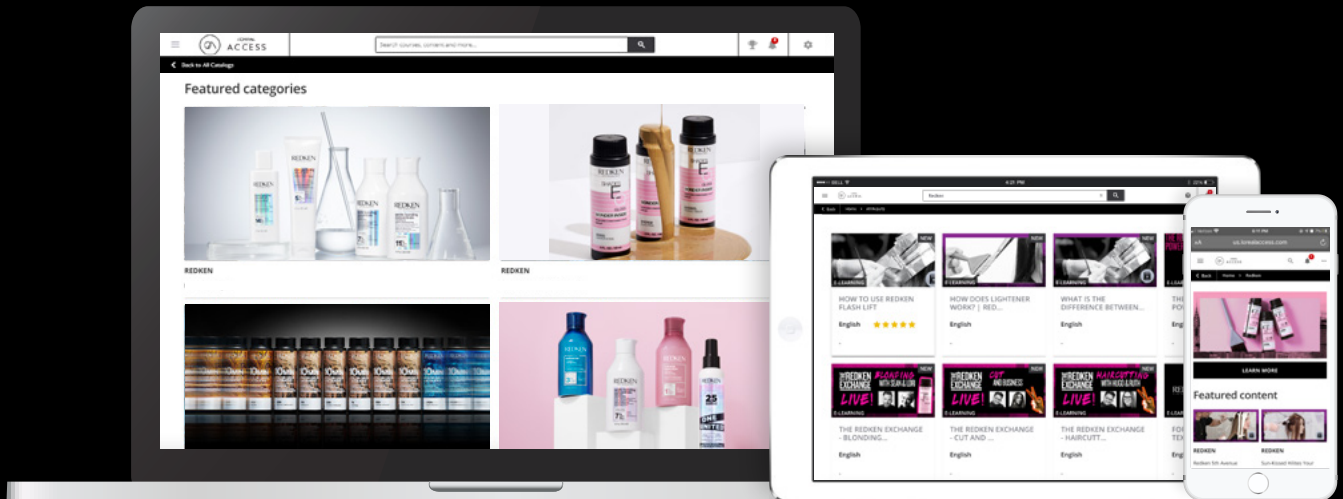
DALLAS, TX
6/11/23 - 6/12/23

EVENT & TICKET INFORMATION AT
www.RedkenPowerNetwork.com

24/7 ACCESS TO THE INDUSTRY'S BEST EDUCATION

Access is our new e-learning and networking platform for salon professionals. It allows you to access training on product launches, digital upskilling, trend discovery, technique mastery, business management and much more—anytime and anywhere.

**LEARN THE LATEST TRENDS AND TECHNIQUES HAPPENING AROUND THE WORLD
FROM AWARD-WINNING REDKEN ARTISTS!**



“ **THE LAUNCH OF ACCESS IS A GAME CHANGER** in the education of the salon professional. It allows us to connect to the salon stylist and provide him/her with education, what they need when they need it, in a way that they personally prefer to consume content.”

SHERI DOSS
VP, EDUCATION WORLDWIDE

“ As hairdressers we must never cease to learn and **ACCESS IS THE FUTURE OF EDUCATION.** Access Education is always on, allowing you to reach your potential, and stay current and energized.”

SAM VILLA
GLOBAL ARTISTIC AMBASSADOR

USE ACCESS TO GROW YOUR BUSINESS AND CHANGE YOUR LIFE! GET EDUCATED ON:

HAIRCOLOR



HAIRCARE



DESIGN



FINISHING



SOCIAL MEDIA



BUSINESS



REDKEN
HAIRCARE
REDKEN HAIRCARE
HAIRCARE

REDKEN
HAIRCARE

REDKEN HAIRCARE
HAIRCARE

REDKEN

REDKEN HAIRCARE
REDKEN
HAIRCARE
REDKEN HAIRCARE

REDKEN
REDKEN HAIRCARE

HAIRCARE
RE
HAIRCARE

REDKEN
HAIRCARE
REDKEN HAIRCARE

REDKEN HAIRCARE

REDKEN
HAIRCARE
REDKEN
HAIRCARE

REDKEN
HAIRCARE
REDKEN HAIRCARE

REDKEN
REDKEN HAIRCARE
HAIRCARE
REDKEN

REDKEN HAIRCARE
HAIRCARE

REDKEN HAIRCARE

REDKEN
HAIRCARE
REDKEN
HAIRCARE

REDKEN HAIRCARE
REDKEN
HAIRCARE

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

MOISTURE & SOFTNESS

- All Soft
- **NEW** All Soft Mega Curls

STRENGTH REPAIR

- Extreme
- Extreme Length
- Extreme Bleach Recovery

COLOR CARE

- Blondage High Bright
- Blondage
- Blondage Color Depositing Masks
- Color Extend Magnetix

FRIZZ CONTROL

- Frizz Dismiss

VOLUME

- Volume Injection

CLEAN

- Hair Cleansing Cream
- Pre Art

SCALP

- Scalp Relief
- Amino Mint

PROFESSIONAL SERVICES

- Acidic Concentrates



GET MORE HAIRCARE 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!

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:





HAIRCARE *AT A GLANCE*

BONDING CARE



ACIDIC BONDING
CONCENTRATE

MOISTURE & SOFTNESS



ALL SOFT



ALL SOFT
MEGA CURLS

STRENGTH REPAIR



EXTREME



EXTREME
LENGTH

COLOR CARE



COLOR EXTEND



COLOR EXTEND
MAGNETICS



BLONDAGE



BLONDAGE HIGH BRIGHT

FRIZZ CONTROL



FRIZZ DISMISS

VOLUME



VOLUME INJECTION

CLEAN



*HAIR CLEANSING
CREAM*

SCALP



SCALP RELIEF

PROFESSIONAL SERVICES



ACIDIC CONCENTRATES

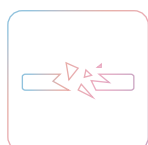


OUR #1 HAIRCARE RANGE

ACIDIC BONDING CONCENTRATE

STRONGER HAIR, IMMEDIATE RESULTS*

FULL SYSTEM BENEFITS



2X
STRONGER***



88% VISUAL
REDUCTION OF
SPLIT ENDS****



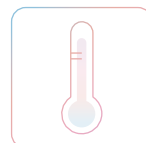
14X
SMOOTHER***



90%
MORE
CONDITIONED***



HELPS
PROTECT FROM
COLOR FADE****



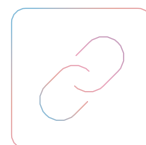
HEAT
PROTECTION
UP TO 450°F****



4X
EASIER TO
DETANGLE*****



IMPROVES
ELASTICITY
& FLEXIBILITY****



1.5X
MORE INNER
HAIR STRENGTH*****

TECHNOLOGY/KEY INGREDIENTS

Bonding Complex contains **Citric Acid**, an Alpha hydroxy acid. The **Acidic Bonding Concentrate System** helps fortify weakened bonds† to improve strength and hairs resiliency after salon bleach or color services

*VS NON-CONDITIONING SHAMPOO

**EXPERT TEST, N=66 USE AS A SYSTEM OF ACIDIC BONDING CONCENTRATE INTENSIVE TREATMENT, SHAMPOO, & CONDITIONER

***USE OF ACIDIC BONDING CONCENTRATE INTENSIVE TREATMENT, SHAMPOO & CONDITIONER VS. NON-CONDITIONING SHAMPOO

****USE OF ACIDIC BONDING CONCENTRATE SHAMPOO, CONDITIONER, & LEAVE-IN TREATMENT VS. NON-CONDITIONING SHAMPOO

*****SYSTEM OF ACIDIC BONDING CONCENTRATE SHAMPOO & LIGHTWEIGHT LIQUID CONDITIONER VS. NON-CONDITIONING SHAMPOO



BONDING CARE

ACIDIC BONDING CONCENTRATE

Intensive Treatment

HAIR TYPE:

- Demanding, processed hair

BENEFITS:

- 1/3 less breakage
- 11x smoother, increased resilience*
- Use before any existing haircare

USAGE:

- Apply to damp hair and leave on for 5-10 minutes.
- Rinse. Then apply Acidic Bonding Concentrate Shampoo, lather and rinse.
- Follow with Acidic Bonding Concentrate Conditioner*.



INTENSIVE
TREATMENT



ACIDIC BONDING CONCENTRATE

Shampoo & Conditioner

HAIR TYPE:

- Demanding, processed hair

BENEFITS:

- 56% reduction of breakage*
- 11x smoother hair that looks shiny and healthy**
- Reinforces weakened bonds† and helps protect from color fade
- **Shampoo:** Rich, luxurious lather
- **Conditioner:** Thick, concentrated formula for intense conditioning

USAGE: Apply **Shampoo** daily on damp hair. Lather and rinse. Follow with **Conditioner**.



SHAMPOO



CONDITIONER



ACIDIC BONDING CONCENTRATE

Leave-in Treatment

HAIR TYPE:

- Demanding, processed hair

BENEFITS:

- 59% reduction of breakage***
- 10x smoother hair***
- Heat protection up to 230°C
- 88% reduction of visible split ends

USAGE:

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



ACIDIC PERFECTING
CONCENTRATE



ACIDIC BONDING CONCENTRATE

NEW Lightweight Liquid Conditioner

HAIR TYPE:

- Demanding, processed fine hair

BENEFITS:

- Up to 1.5x more inner hair strength*
- 4x easier to detangle / smoother*
- Hair does not feel oily for up to 48 hours*****
- 48 hours of body & volume*****

USAGE:

- Use as a complete system with Acidic Bonding Concentrate shampoo.
- After shampooing, spray on wet hair from ends to mid-lengths. Rinse.



*WHEN USED AS A SYSTEM OF ACIDIC BONDING CONCENTRATE SHAMPOO & CONDITIONER VS. NON-CONDITIONING SHAMPOO

**WHEN USED AS A SYSTEM OF ACIDIC BONDING CONCENTRATE SHAMPOO, CONDITIONER & ACIDIC PERFECTING CONCENTRATE LEAVE-IN TREATMENT VS. NON-CONDITIONING SHAMPOO

***ACIDIC PERFECTING CONCENTRATE VS. NON-CONDITIONING SHAMPOO

†AFTER 6 USES OF ACIDIC BONDING CONCENTRATE SHAMPOO AND CONDITIONER

****USE OF ACIDIC BONDING CONCENTRATE INTENSIVE TREATMENT, SHAMPOO, & CONDITIONER VS. NON-CONDITIONING SHAMPOO

*****BASED ON CONSUMER TESTING RESULTS - SYSTEM OF ACIDIC BONDING CONCENTRATE SHAMPOO + LIGHTWEIGHT LIQUID CONDITIONER

MOISTURE & SOFTNESS

ALL SOFT

PROFESSIONAL SOLUTION TO MOISTURIZE DRY HAIR

BENEFITS

- Provides 15x more conditioning with system of **Shampoo, Conditioner** and **Argan-6***
- Argan oil-enriched formulas deliver softness
- Moisturizes and nourishes
- Increases manageability, suppleness and shine

TECHNOLOGY/KEY INGREDIENTS

Moisture Complex contains **Argan Oil**, a plant oil. The **All Soft System** helps to moisturize and condition dry hair.



CONTAINS
ARGAN OIL

SHAMPOO & CONDITIONER

HAIR TYPE: Dry, brittle hair

BENEFITS:

- **Shampoo:**
 - Formulated with **2% Moisture Complex**
 - Gently cleanses and softens
- **Conditioner:**
 - Formulated with **5% Moisture Complex**
 - Detangles and provides increased manageability and shine

USAGE: Apply **Shampoo** daily on damp hair. Lather and rinse. Follow with **Conditioner**.

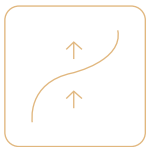


SHAMPOO



CONDITIONER

*VS. NON-CONDITIONING SHAMPOO



**IMPROVES HAIRS
MANAGEABILITY**

MOISTURE RESTORE

Rinse-out Treatment Mask

HAIR TYPE: Dry, brittle hair

BENEFITS:

- Formulated with hyaluronic acid
- Heat protection up to 450 (f), 230 (c)*
- Hair feels moisturized up to 72hrs*
- 10 X smoother hair*
- Sleakens split ends, tames frizz, detangles hair**

USAGE:

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

*Vs. Non-conditioning shampoo

** Based on consumer testing results



MOISTURE
RESTORE



**IMPROVES HAIRS
MANAGEABILITY**

HEAVY CREAM

Rinse-out Treatment Mask

HAIR TYPE: Dry, brittle hair

BENEFITS:

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

USAGE:

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



HEAVY CREAM



ARGAN-6

Oil Leave-in Treatment

HAIR TYPE: Dry, brittle hair

BENEFITS:

- Formulated with
12% Moisture Complex
- Omega 6-enriched oil provides concentrated softness, deep conditioning and lasting suppleness

USAGE:

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



ARGAN-6





NEW

ALL SOFT MEGA CURLS

PROFESSIONAL SOLUTION TO NOURISH SEVERELY DRY CURLS & COILS

BENEFITS

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

TECHNOLOGY/KEY INGREDIENTS

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

NEW SHAMPOO

HAIR TYPE: Severely dry curls & coils

BENEFITS:

- Formulated with **2% Nourish Complex**
- Sulfate-free formula gently cleanses and nourishes hair
- Replenishes and nourishes for softness and shine
- **NEW** formula optimized for curls and coils

USAGE: Apply daily on damp hair. Lather and rinse.



SHAMPOO



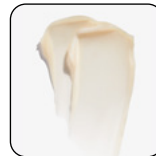
CONDITIONER

HAIR TYPE: Severely dry curls & coils

BENEFITS:

- Formulated with **7% Nourish Complex**
- Detangles, replenishes and nourishes severely dry curls & coils
- Replenishes and nourishes for softness and shine

USAGE: Daily use after shampooing.



CONDITIONER



HYDRAMELT

Leave-in Treatment

HAIR TYPE: Severely dry curls & coils

BENEFITS:

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

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



HYDRAMELT



*BASED ON CONSUMER TEST USING ALL SOFT MEGA CURLS SHAMPOO, CONDITIONER, AND LEAVE-IN. N=75



EXTREME

PROFESSIONAL SOLUTION FOR NATURALLY WEAK HAIR

BENEFITS

- Helps to provide strength repair & fortification to all types of damaged hair
- 73% reduction in breakage*
- Formulas infused with protein
- Helps prevent breakage and split ends

TECHNOLOGY/KEY INGREDIENTS

Strength Complex contains **Protein**. All hair is essentially comprised of Protein. Proteins are made up of Keratin and amino acids that can become weakened over time. The **Extreme System** helps to strengthen damaged hair and promote overall hair health.



*WHEN USING SYSTEM OF EXTREME SHAMPOO, CONDITIONER & ANTI-SNAP VS. NON-CONDITIONING SHAMPOOS

STRENGTH REPAIR

SHAMPOO

HAIR TYPE: Damaged hair

BENEFITS:

- Formulated with **3% Strength Complex**
- Cleanses and strengthens*
- Helps prevent breakage and split ends*

USAGE: Daily use on damp hair.
Follow with **Extreme Conditioner** and **Anti-Snap**.



SHAMPOO



CONDITIONER

HAIR TYPE: Damaged hair

BENEFITS:

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

USAGE: Daily use after **Extreme** shampoo.
Follow with **Anti-Snap**.



CONDITIONER



MASK

Rinse-out Treatment

HAIR TYPE: Damaged hair

BENEFITS:

- Optimized for strength repair and conditioning
- Suitable for color-treated hair

USAGE:

- After shampooing, apply to towel-dried hair
- Leave on 3–5 minutes, rinse thoroughly
- Use at least once a week in place of **Extreme Conditioner**.



MASK



PLAY SAFE

Leave-in Treatment

HAIR TYPE: Damaged hair

BENEFITS:

- Protects hair from heat up to 230°C
- Reduces the appearance of split ends by 70%
- Infused with plant protein and tourmaline

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



PLAY SAFE



CAT

Protein Reconstructing Rinse-out Treatment

HAIR TYPE: Damaged hair

BENEFITS:

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

USAGE:

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



CAT



ANTI-SNAP

Anti-Breakage Leave-in Treatment

HAIR TYPE: Damaged hair

BENEFITS:

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

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



ANTI-SNAP



*WHEN USING SYSTEM OF EXTREME SHAMPOO, CONDITIONER & ANTI-SNAP
 **WHEN USING SYSTEM OF EXTREME SHAMPOO, CONDITIONER & ANTI-SNAP
 VS. NON-CONDITIONING SHAMPOOS



EXTREME LENGTH

PROFESSIONAL SOLUTION FOR LONGER, STRONGER HAIR

BENEFITS

- Healthy hair can grow 3-6" in a year. Achieve up to 6" of length in a year with **Extreme Length** system of **Shampoo, Conditioner and Sealer**
- Formulated with Biotin*
- Strengthens hair from root to tip, reducing breakage by 81%*

TECHNOLOGY/KEY INGREDIENTS

Length Fortifying Complex contains **Biotin**, a vitamin. The **Extreme Length System** helps to fortify and protect lengths for 81% less breakage.*

SHAMPOO & CONDITIONER

HAIR TYPE: Breakage-prone hair

BENEFITS:

- **Shampoo:**
 - Formulated with **1% Length Care Complex**
 - Gently cleanses
 - Helps promote strong hair**
- **Conditioner:**
 - Formulated with **4% Length Care Complex**
 - Formulated with Castor Oil
 - Helps strengthen fragile strands and ends for longer hair**
 - Provides nourishment and conditioning

USAGE:

- Apply **Shampoo** daily on damp hair.
- Follow with **Conditioner** and **Sealer**

TRIPLE ACTION TREATMENT

HAIR TYPE: All hair types and textures looking to grow hair longer

BENEFITS:

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

USAGE:

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

SEALER

Split End Leave-in Treatment

HAIR TYPE: Breakage-prone hair

BENEFITS:

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



SHAMPOO



CONDITIONER



MASK



SEALER



*WHEN USED AS A SYSTEM OF EXTREME LENGTH SHAMPOO, CONDITIONER & SEALER VS. NON-CONDITIONING SHAMPOO
 **WHEN USED AS A SYSTEM OF EXTREME LENGTH SHAMPOO, CONDITIONER & SEALER
 ***SYSTEM OF EXTREME LENGTH SHAMPOO & MASK VS. NON-CONDITIONING SHAMPOO



BLONDAGE HIGH BRIGHT SYSTEM

KEEP YOUR SALON BLONDE BRIGHT

HAIR TYPE

- Blondes looking to brighten hair that has dulled post-salon visit.

BENEFITS

- Removes buildup & dulling agents
- Fills porosity & seals cuticle
- Instantly conditions & adds shine*
- 9 out of 10 stylists saw brightening after one use



TECHNOLOGY/KEY INGREDIENTS

Formulated with **Vitamin C**, known for its brightening benefits in skincare, and our **Brightening Care Complex**, this trio is formulated with chelators for instant results.

USAGE

- Apply Redken Blondage High Bright Pre-Treatment to damp hair and leave on for 5-10 minutes.
- Do not rinse.
- Then, apply Redken Blondage High Bright Shampoo; lather and rinse.
- Follow with Redken Blondage High Bright Conditioner
- In case of contact with eyes, rinse immediately.



*EXPERT TEST CONDUCTED IN NYC, N=53, BLONDAGE
HIGH BRIGHT PRE-TREATMENT, SHAMPOO, AND CONDITIONER



COLOR EXTEND 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

Color Extend 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



COLOR CARE

PURPLE PIGMENTED SHAMPOO

HAIR TYPE: Bleached or blonde hair

BENEFITS:

- **Shampoo:** Gently cleanses while toning unwanted yellow undertones and brassiness

USAGE: Apply **Shampoo** 2–3 times per week on damp hair. Follow with **Conditioner**.



SHAMPOO



PURPLE PIGMENTED CONDITIONER

HAIR TYPE: Bleached or blonde hair

BENEFITS:

- **Conditioner:** Nourishes to increase smoothness and shine
- Strengthens blonde hair for less breakage

USAGE: After **Shampoo**, apply **Conditioner** and leave-in 1-3 minutes. Rinse.



CONDITIONER



ICY BLONDE MASK

HAIR TYPE: Bleached or blonde hair

BENEFITS:

- Enhances or deposits cool tones
- Helps counteract unwanted orange tones
- Instantly adds shine & conditions

USAGE:

- Apply to damp hair after shampooing with Color Extend Blondage shampoo.
- Leave on 5-10 minutes.
- Rinse thoroughly.



ICY BLONDE



ROSE MASK

HAIR TYPE: Bleached or blonde hair

BENEFITS:

- Enhances or deposits rosy tones
- Customized blonde in 5 minutes
- Instantly adds shine & conditions

USAGE:

- Apply to damp hair after shampooing with Color Extend Blondage shampoo.
- Leave on 5-10 minutes.
- Rinse thoroughly.



ROSE BLOND



PURPLE PIGMENTED FOAM

HAIR TYPE: Bleached or blonde hair

BENEFITS:

- Instantly tones and neutralizes brass
- Instantly leaves hair smooth, bouncy, and soft
- Neutralizes brassy yellow undertones

USAGE: After **Conditioner**, apply to damp hair from root to ends. Comb through to evenly distribute. Style as usual.



FOAM



PURPLE PIGMENTED EXPRESS ANTI-BRASS MASK

Rinse-out Treatment

HAIR TYPE: Bleached or blonde hair

BENEFITS:

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

USAGE:

- After shampooing, towel dry hair. Apply mask to hair avoiding scalp area.
 - Comb through for even distribution and leave for 5 minutes. Rinse thoroughly.
- In case of contact with eyes, rinse immediately.



EXPRESS
ANTI-BRASS
MASK



HONEY BEIGE MASK

HAIR TYPE: Bleached or blonde hair

BENEFITS:

- Enhances or deposits honey beige tones
- Customized blonde in 5 minutes
- Instantly adds shine & conditions

USAGE:

- Apply to damp hair after shampooing with Color Extend Blondage shampoo.
- Leave on 5-10 minutes.
- Rinse thoroughly.



HONEY BEIGE
BLONDE





COLOR EXTEND

PROFESSIONAL SOLUTION FOR COLOR CARE

BENEFITS

- Helps to keep haircolor radiant and shiny

TECHNOLOGY/KEY INGREDIENTS

Color Care Complex contains **Cranberry Oil**, an antioxidant. The **Color Extend System** helps to care for the vibrancy of professional color in-between salon services.



MICRO-NET
Helps promote color retention



UVA & UVB FILTERS
Helps provide color protection



CRANBERRY OIL
Antioxidant



CERAMIDE
Helps strengthen the hair

SHAMPOO

HAIR TYPE: Color-treated

BENEFITS:

- Formulated with **1% Color Care Complex**
- Gently cleanses
- Helps provide color protection and maximizes vibrancy
- Leaves hair shiny and manageable

USAGE: Daily use on damp hair



SHAMPOO



CONDITIONER

CONDITIONER

HAIR TYPE: Color-treated

BENEFITS:

- Formulated with **3% Color Care Complex**
- Detangles and helps protect against color fading
- Provides mirror-like shine

USAGE: Daily use after shampooing





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** daily on damp hair.
Follow with **Conditioner**.



SHAMPOO



CONDITIONER





FRIZZ DISMISS

PROFESSIONAL SOLUTION TO SMOOTH FRIZZY HAIR

BENEFITS

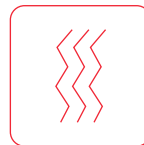
- Smooths frizz and helps to protect hair from humidity
- Formulas enriched with sustainably-sourced Babassu Oil from Brazil
- **Instant Deflate** provides 24-hour frizz and humidity protection
- Suitable for color-treated hair*

TECHNOLOGY/KEY INGREDIENTS

Smoothing Complex contains **Babassu Oil**, a fair-traded oil extracted from nuts grown on the Babassu palm. The **Frizz Dismiss System** helps fight frizz and provides humidity protection.



CONTAINS
SUSTAINABLY-SOURCED
BABASSU OIL



FIGHTS FRIZZ



*FRIZZ DISMISS SHAMPOO, CONDITIONER,
MASK AND 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: Daily use on damp hair.
Follow with **Frizz Dismiss Conditioner**.



SHAMPOO



CONDITIONER

HAIR TYPE: Frizz-prone hair

BENEFITS:

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

USAGE: Daily use after **Frizz Dismiss Shampoo**.



CONDITIONER



MASK

Rinse-out Treatment

HAIR TYPE: Frizz-prone hair

BENEFITS:

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

USAGE:

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



MASK



REBEL TAME

Heat-Protecting Leave-in Cream

HAIR TYPE: Frizz-prone hair

BENEFITS:

- Smooths even the frizziest of hair
- Protects from heat styling up to 230°C**

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



REBEL TAME



ANTI-STATIC OIL

Leave-in Treatment

HAIR TYPE:

- Frizz-prone hair
- Ideal for mild frizz

BENEFITS:

- Formulated with **7% Smoothing Complex**
- Oil mist tames flyaways and unwanted static

USAGE:

- Shake bottle well to blend formula.
- Spray throughout lengths and ends of towel-dried hair or dry hair as needed



ANTI-STATIC
OIL



INSTANT DEFLATE

Oil-in-Serum Leave-in Treatment

HAIR TYPE:

- Frizz-prone hair
- Ideal for moderate frizz

BENEFITS:

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

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



INSTANT
DEFLATE



SMOOTH FORCE

Leave-in Treatment

HAIR TYPE: Frizz-prone hair

BENEFITS:

- Lightweight hydrating spray
- 24-hour frizz protection*
- Detangles and increases manageability*

USAGE: Apply to clean, towel-dried hair. Leave in and style as usual.



SMOOTH FORCE



*WHEN USED AS A SYSTEM OF FRIZZ DISMISS SHAMPOO, CONDITIONER & SMOOTH FORCE

**WHEN USED AS A SYSTEM OF FRIZZ DISMISS SHAMPOO, CONDITIONER & REBEL TAME



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 and spreads along the fiber to help add more texture, volume and substance to hair



POLYMERS

Helps provide polished lift and volume



SOFTENING POLYMERS

Help provide softness, lift and body

SHAMPOO

HAIR TYPE: Fine, flat or processed hair

BENEFITS:

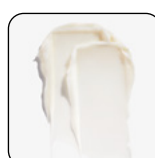
- Formulated with **1% Bodifying Complex**
- Cleanses with an abundant lather
- Hair has a lightweight finish

USAGE: Daily use on damp hair.

Follow with **Volume Injection Conditioner**.



SHAMPOO



CONDITIONER

CONDITIONER

HAIR TYPE: Fine, flat or processed hair

BENEFITS:

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

USAGE: Daily use after **Volume Injection Shampoo**.





HAIR CLEANSING CREAM

PROFESSIONAL SOLUTION FOR INSTANT DEEP CLEANSING

BENEFITS

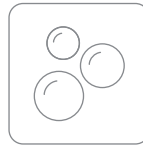
- Formulated with **2% Cleansing Complex**
- Removes product build up, excess oil, and pollution particles in one use
- Leaves hair feeling thoroughly cleansed

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





SCALP RELIEF

DANDRUFF CONTROL SHAMPOO FOR THE RELIEF OF DANDRUFF AND ITS SYMPTOMS

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

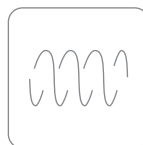
TECHNOLOGY/KEY INGREDIENTS

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 and 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.





ACIDIC CONCENTRATES

VISIBLY REDUCE SURFACE DAMAGE IN A SINGLE TREATMENT*

BENEFITS

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

TECHNOLOGY/KEY INGREDIENTS

ACIDIC MOISTURE CONCENTRATE



10% GLYCERIN

To help moisturize and promote softness

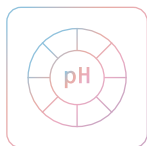
ACIDIC AMINO PROTEIN CONCENTRATE



9% CATIONIC + AMINO ACID

To help balance protein levels of hair

ACIDIC pH SEALER



pH OF 3.0-4.0

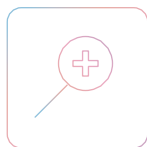
To help rebalance hair's pH



*USING FULL SYSTEM OF ACIDIC CONCENTRATES
 **WHEN USING ACIDIC MOISTURE CONCENTRATE ALONE
 VS. NON-CONDITIONING SHAMPOO

HOW DO I *APPLY*?

STEP 1



DIAGNOSE

Your client's need for protein and/or moisture

STEP 2: CUSTOMIZE

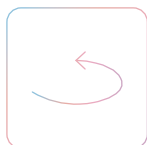


AS A STANDALONE

Apply up to 15ml of **Acidic Moisture Concentrate** to replenish moisture

-OR-

Up to 15ml of **Acidic Protein Amino Concentrate** to balance protein levels in hair



AS A MIXTURE

Apply up to 15ml of **Acidic Moisture Concentrate** to replenish moisture

-LAYER-

Up to 15ml of **Acidic Protein Amino Concentrate** to balance protein levels in hair

STEP 3



SEAL

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

HOW DO I KNOW *WHAT* TO MIX?

IF HAIR LACKS MOISTURE:



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 = 5ML
Total dosage varies by hair length

SHORT	MEDIUM	LONG
5ML	10ML	15ML



*ACIDIC MOISTURE
CONCENTRATE*
2 PUMPS = 5ML



*ACIDIC PROTEIN
AMINO CONCENTRATE*
1 DOSE = 5ML

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

SYMPTOMS	CAUSES	NEEDS	DAMAGE	POROSITY LEVEL	MIXTURE RATIO
Dry and 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 and 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 and 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 and 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

REDKEN
HAIRCOLOR
REDKEN HAIRCOLOR
HAIRCOLOR

REDKEN
HAIRCOLOR

REDKEN HAIRCOLOR
HAIRCOLOR

REDKEN

REDKEN HAIRCOLOR
REDKEN
HAIRCOLOR
REDKEN HAIRCOLOR

REDKEN
REDKEN HAIRCOLOR

HAIRCOLOR
REDKEN
HAIRCOLOR

REDKEN
HAIRCOLOR
REDKEN HAIRCOLOR

REDKEN HAIRCOLOR

REDKEN
HAIRCOLOR
REDKEN
HAIRCOLOR

REDKEN
HAIRCOLOR
REDKEN HAIRCOLOR

REDKEN
REDKEN HAIRCOLOR
HAIRCOLOR
REDKEN

REDKEN HAIRCOLOR
HAIRCOLOR

REDKEN HAIRCOLOR

REDKEN
HAIRCOLOR
REDKEN
HAIRCOLOR

REDKEN HAIRCOLOR
REDKEN
HAIRCOLOR

REDKEN *HAIRCOLOR*

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

THE REDKEN HAIRCOLOR COLLECTION INCLUDES:

PERMANENT

- **Color + Cover Fusion:** Multidimensional, liqui-cream permanent haircolor
- **NEW Color Gels Oils:** Ammonia-free liquid permanent color with monochromatic results
- **Color Gels Lacquers:** Liquid color with shiny, saturated results
- **Color Gels Lacquers 10 Min:** Liquid color with a 10 minute processing time
- **Chromatics:** Ammonia-free cream color with dimensional results
- **Chromatics Ultra Rich:** Ammonia-free cream color with monochromatic results

DEMI-PERMANENT

- **Shades EQ Gloss:** The haircolor that thinks it's a conditioner!
- **Shades EQ Bonder Inside:** All-in-One bonder + toner
- **Redken Brews Color Camo**

LIGHTENERS

- **Flash Lift Family**
- **Blonde Idol Family**



DOWNLOAD REDKEN'S STYLE STATION MOBILE APP

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

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

THE REDKEN COLOR MANTRA

OUR *UNIQUE* APPROACH TO HAIRCOLOR

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

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!

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)

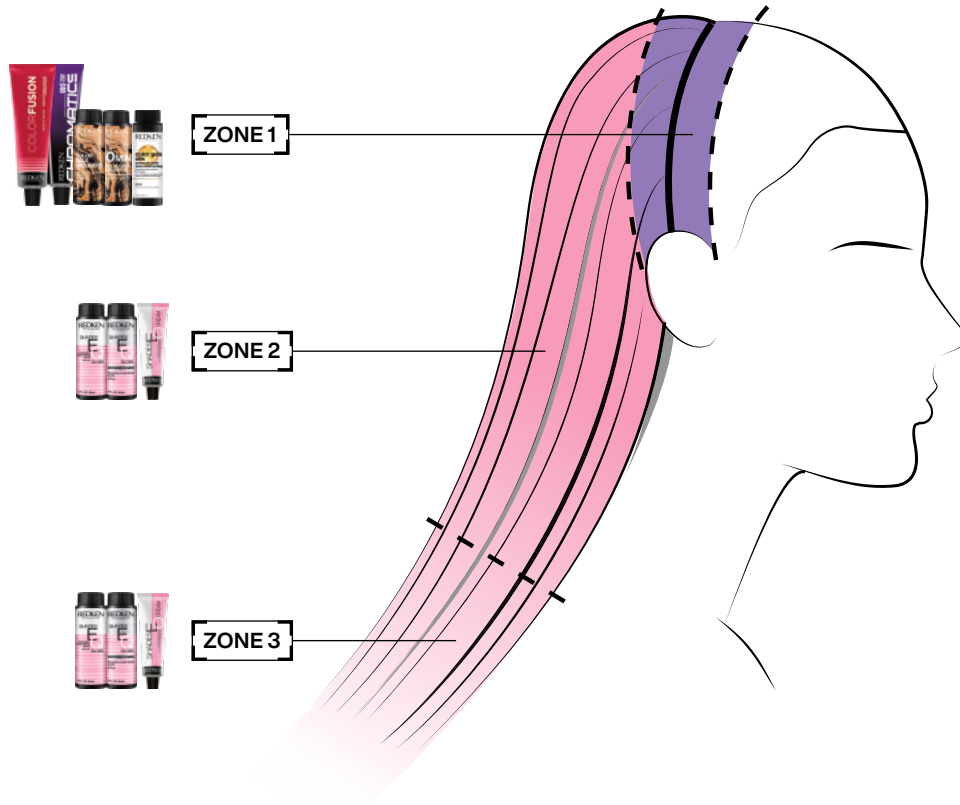
WE APPLY COLOR IN ZONES BASED ON pH SCIENCE BECAUSE:

Each Zone accepts color differently based on the condition of the hair

We care for the integrity of even the most sensitized parts of the hair

The combination of alkaline and acidic color maximizes color results and minimizes stress on hair

Alkaline color should only touch virgin hair. Use any alkaline color formula on **Zone 1**. Always use acidic **Shades EQ** color on **Zones 2 and 3** for amazing condition and shine while maintaining maximum respect for previously-colored hair.



ZONE 1: ALKALINE COLOR

LIQUID COLOR



COLOR GELS LACQUERS

- Up to **3+ levels of lift**
- Shiny, saturated results
- Up to 100% gray coverage



COLOR GELS LACQUERS 10MIN

- Up to **1+ levels of lift**
- 10 minute processing time
- Up to 100% gray coverage



COLOR GELS OILS

- Up to **3+ levels of lift**
- No ammonia
- Hair rejuvenation
- Up to 100% coverage on every single shade

CREAM COLOR

CHROMATICS



- Up to **3 levels of lift**
- No ammonia
- Oil delivery system
- Up to 100% gray coverage

CREAM COLOR

COLOR FUSION



- Up to **4 levels of lift**
- Natural looking, dimensional results
- Includes **Cover Fusion**: 30 pre-blended coverage shades for 50+% gray

ZONE 2&3: ACIDIC COLOR

LIQUID COLOR

SHADES EQ



- Demi-permanent gloss
- Ultimate shine & condition
- No lift, No Ammonia
- 100+ premixed shades

CREAM COLOR

SHADES EQ CREAM



- Acidic demi-permanent cream color
- Ultimate shine and condition
- 100% oxidative dyes for maximum longevity

TOTAL BONDING

FROM HAIRCOLOR TO HAIRCARE

1 **LIGHTEN** WITH BONDER BUILT IN FOR BETTER CONDITION

EXPERIENCE THE NEW FLASH LIFT POWER 9 BONDER INSIDE

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



2 **TONE** WITH ACIDIC SHADES EQ + SHADES EQ BONDER INSIDE

Liquid demi-permanent toners are best to use after a lightening service. Their acidic conditioning power provides incredible shine and conditioning while toning & repairing* the hair in one step.



3 **CARE** WITH ACIDIC HAIRCARE TO REINFORCE

ACIDIC BONDING CONCENTRATE SYSTEM

Concentrated Bonding Care Complex with Citric Acid, an Alpha Hydroxy Acid, helps to fortify weakened bonds to improve strength and the hair's resiliency after salon bleach or color services.



*VS. WITHOUT SHADES EQ BONDER INSIDE



TECHNICAL INFORMATION

PRE-SERVICE BEST PRACTICES

BEFORE YOU BEGIN ANY CHEMICAL SERVICE

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

SKIN ALLERGY TEST

PERFORM A SKIN ALLERGY TEST BEFORE EACH USE OF HAIRCOLOR, AS ALLERGIES CAN DEVELOP SUDDENLY, EVEN THOUGH YOUR CLIENT HAS PREVIOUSLY USED A HAIRCOLOR FROM THIS BRAND OR ANOTHER.

If your client has a tattoo, the risk of an allergic reaction may be increased.

SKIN ALLERGY TEST INSTRUCTIONS

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

FOR PERMANENT HAIRCOLOR:

Mix ½ oz. of color and ½ oz. 20 vol. of the dedicated developer

FOR DEMI-PERMANENT HAIRCOLOR:

½ oz. **Shades EQ Gloss/Bonder Inside** and ½ oz. **Shades EQ Processing Solution**

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

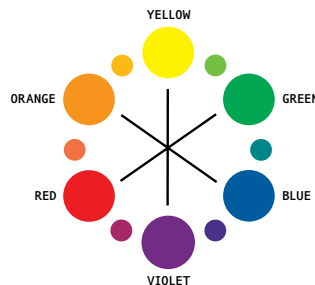
1. Apply mixture to the test area with a cotton swab or ball
2. Let test spot dry. Instruct client not to wash, cover or disturb for 45 hours
3. Instruct client to examine test area periodically over the next 45 hours. If he/she experiences any reactions such as redness, burning, itching, swelling, skin 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 (CHROMATICS, COLOR GELS LACQUERS, & SHADES EQ)			
LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE
10	Ultra Pale Blonde	 Pale Yellow	 Violet
9	Very Light Blonde	 Yellow	 Violet
8	Light Blonde	 Yellow/Orange	 Blue/Violet
7	Medium Blonde	 Orange	 Blue
6	Dark Blonde	 Red/Orange	 Blue/Green
5	Light Brown	 Red	 Green
4	Medium Brown	 Red Violet	 Yellow/Green
3	Dark Brown	 Violet	
2	Darkest Brown	 Blue/Violet	
1	Black	 Blue	

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

WORKING WITH UNDERTONES

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

BACKGROUND COLOR AND TONE

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

FORMULATION GUIDELINES

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

BEST PRACTICES

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

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

ON-SCALP APPLICATION

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

VIRGIN HAIR

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

TRADITIONAL VIRGIN APPLICATION

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

EXAMPLE USING CHROMATICS:

Zone 1 Formula: 5N (5.0) **Chromatics** + 20 vol. **Chromatics Oil in Cream** Developer

Zone 2 Formula: 5N (5.0) **Chromatics** + 30 vol. **Chromatics Oil in Cream** Developer

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

MODERN VIRGIN APPLICATION

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

EXAMPLE USING COLOR FUSION:

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

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

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

REFRESH

Apply selected formula to **Zone 1**.

REFRESH ZONES 2 AND 3

RECOMMENDED SHADES EQ GLOSS TO REFRESH ALL PERMANENT HAIRCOLOR

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

GLOSS OR CORRECT

1. Apply **Shades EQ Gloss** or **Shades EQ Gloss Bonder Inside** to **Zone 1**, taking ½ inch partings.
2. Apply and fully saturate **Zone 2**, taking ¼ inch partings.
3. Process as directed (refer to Mixing and Processing charts).
4. Rinse, shampoo and condition with **Extreme** or **Color Extend Magnetics**.

ADVANCED BLENDING OR COVERING GRAY

Refer to each brand for specific guidelines.

OFF-SCALP APPLICATION

WEAVE OR HIGHLIGHTS

After wrapping the last foil, process as directed (refer to Mixing and Processing charts). Rinse and shampoo with **Hair Cleansing Cream**, **Extreme** or **Color Extend Magnetics**. Condition with **Extreme** or **Color Extend Magnetics**.

LOWLIGHTS

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



GET MORE HAIRCOLOR INFORMATION ONLINE—IT'S FREE!

Visit **LorealAccess.com**, 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 GEL OILS	COLOR GELS LACQUERS	
	COLOR FUSION	COVER FUSION	COLOR GELS OILS	COLOR GELS LACQUERS	COLOR GELS LACQUERS 10 MIN
CATEGORY FORM	Permanent Alkaline Cream Color		Permanent Alkaline No Ammonia Liquid Color with 2% Apricot Oil	Permanent Alkaline Liquid Color	Permanent Alkaline Liquid Color with a 10 minute processing time
LEVELS OF LIFT	3+ levels & deposit Color Fusion Extra Lift: Up to 5 levels & deposit	Up to 2 levels & deposit	3+ levels & deposit	3+ levels & deposit	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	- Up to 100% gray coverage with monochromatic results, on every single shade - No ammonia - Hair rejuvenation 78% increased shine* 30% increased condition**	- Up to 100% gray coverage 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 - Same Color Gels Lacquers coverage now available in 10 minutes - Innovative alkaline buffer system: zero risk of over processing - High kinetic dyes for fast root color saturation

*VS UNCOLORED HAIR
**VS NON-CONDITIONING SHAMPOO



CHROMATICS		
CHROMATICS	CHROMATICS BEYOND COVER	CHROMATICS ULTRA RICH
Permanent Alkaline Oil-Delivery Color		
Up to 3 levels & deposit	Up to 2 levels & deposit	Up to 3 levels & deposit
100% oxidative		
35		
• Multi-dimensional color results • 2X fortified hair* • Zero ammonia, zero odor • Up to 100% gray coverage • Lasting vibrancy • Oil Delivery System (ODS) • Includes Chromatics Remixed shades • Includes proprietary red dye technology	• Up to 100% gray coverage with multi-dimensional results • 2X fortified,* 2X smoother hair** • Zero ammonia, zero odor • Pre-blended shades for hair with 75% or more gray • Oil Delivery System (ODS) • Includes proprietary red dye technology	• Monochromatic color with shiny, uniform results • 2X fortified* • Zero ammonia, zero odor • Up to 100% gray coverage • Oil Delivery System (ODS) • Includes proprietary red dye technology

*HAIRCOLOR SYSTEM WITH 20 VOLUME OIL IN CREAM DEVELOPER AND REDKEN HAIR CLEANSING CREAM SHAMPOO VS. UNCOLORED HAIR TREATED WITH A NON-CONDITIONING SHAMPOO
**LEAVES HAIR 2X SMOOTHER THAN BEFORE COLORING



HAIRCOLOR AT A GLANCE

SHADES EQ				
	SHADES EQ GLOSS	SHADES EQ BONDER INSIDE	SHADES EQ CREAM	SHADES EQ COVER PLUS
CATEGORY FORM	Demi-Permanent Acidic Liquid Color		Demi-Permanent Acidic Cream Color	Demi-Permanent Alkaline Cream Color
LEVELS OF LIFT	Deposit only			Up to 1–1½ levels
DYE SYSTEM	Oxidative & direct		100% oxidative	
MINUTES	20		Up to 30 for optimal gray blending	20
CHARACTERISTICS	• Acidic demi-permanent liquid gloss • Ultimate shine and condition • No lift—no need to worry about banding or harsh regrowth • Zero ammonia • Unlimited service & revenue potential in 20 minutes • 100+ perfectly pre-mixed shades • Gloss, tone, refresh, correct, add dimension & blend gray	• Acidic demi-permanent liquid gloss • Intense shine and ultraconditioning • Tones + Repairs* in 1 step • Built-in bonding strengthens and protects more than the leading bonding additive** for a stronger hair fiber* • Formulated with Triple Acid Complex • No lift—no need to worry about banding or harsh regrowth	• Acidic demi-permanent cream color • Ultimate shine and condition • Zero lift—no banding or harsh regrowth • Zero ammonia • 20 minute processing time • Gloss, tone, refresh, correct, add dimension & blend gray • 100% oxidative dyes for maximum longevity	• Demi-permanent cream color • Blend 75% gray, brighten, correct & add dimension • 100% oxidative dyes for maximum longevity • Zero ammonia • Up to 1.5 levels of lift

*vs. without **Shades EQ Bonder Inside**
 **Flash Lift + competitor additive & Shades EQ Gloss
 + competitor additive vs. Flash Lift Bonder Inside & Shades EQ Bonder Inside



COLOR CAMO	BLONDE IDOL	
COLOR CAMO	HIGH LIFT	BASE BREAKERS
Demi-Permanent Alkaline Liquid Color	Permanent Alkaline Cream Color	Permanent Alkaline Liquid Color
Deposit only	Up to 5 levels & deposit	1 level
100% oxidative	100% oxidative	
5-10	45	10
• 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	• Conditioning cream haircolor • Up to 5 levels of lift in 1 step • 12 shades for on/off scalp	• Lets you “break the base” and bump up the natural level slightly • Available in Cool and Clear • Up to 1 level of lift in 10 minutes

PRE-COLOR CLEAN

PRE ART
CLARIFYING TREATMENT FOR ALL HAIR TYPES
 Ideal before any chemical service

HAIR CLEANSING CREAM
CLARIFYING SHAMPOO FOR ALL HAIR TYPES
 Ideal before any chemical service

See **pages 64–65** in the Haircare section for more information.





NEW COLOR GELS OILS

DON'T JUST COVER GRAYS,
REJUVENATE THEM

TECHNOLOGY BENEFITS



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
LIQUID PERMANENT COLOR



HAIR ADHESION
FOR NO DRIP



COLOR GELS OILS + SHADES EQ PARTNERS IN HAIR LOVE

Both Color Gels Oils & Shades EQ increase shine
and condition of the hair and have tonal match

LIQUID TEXTURE

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

NO SPECIFIC DEVELOPER

Color Gels Oils is used with Pro-oxide Cream Developer
10, 20, 30, or 40 volumes

SHADE MARKINGS ON CAPS

The #1 community request is now a reality. Shade markings on
caps make it not only easier to store, but easier to find the shade
stylists are looking for even in the heat of the moment

PERMANENT COLOR

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 swatch book. Remember to consider percentage of gray, hair texture, condition, and hair density.
- Determine the target color (final level and tone) desired by your client.
- Determine the undertone found at the target level (see Color Wheel).
- Select the **Color Gels Oils** shade to enhance, balance or counteract undertones and volume of developer needed to achieve the target color.

FORMULATION EXAMPLE FOR LIFTING NATURAL PIGMENT

- Natural Level: 5 Light Brown/0% gray
- Target Color: Level 7 Medium Blonde with cool mahogany tones
- Undertone at Level 7: Orange
- Formula: 7NCh **Color Gels Oils** + 20 Volume **Pro-oxide** Cream Developer

FORMULATION EXAMPLE FOR COVERING GRAY WHILE LIGHTENING NATURAL PIGMENT

- Natural Level: 5 Light Brown/50% gray
- Target Color: Level 7 Medium Blonde with cool natural tones
- Undertone at Level 7: Orange
- Formula: 6NA + 8NA **Color Gels Oils** + 20 Volume **Pro-oxide** Cream Developer

GUIDELINES FOR COVERING GRAY

To cover gray means to minimize the contrast between natural hair and gray hair. To maintain the most control when covering gray, select a formula no more than two levels lighter than the natural hair. All **Color Gels Oils** shades have a brown to tan background and will cover up to 100% gray, except Clear. It is not necessary to mix shades with NN for coverage. Shades are named (level and tone) for their performance on white hair.

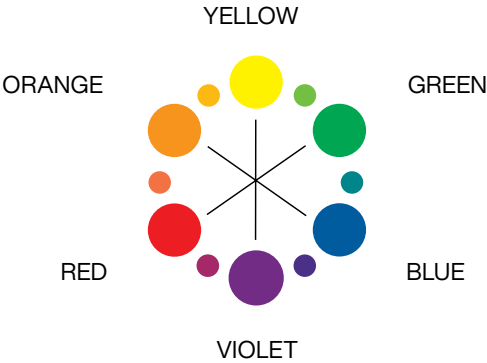
MONOCHROMATIC AND SATURATED

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

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

TRADITIONAL LEVEL SYSTEM

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



RED SHADES FROM COLOR GELS OILS

Featuring exclusive Red Dye Technologies

 Rubilane®

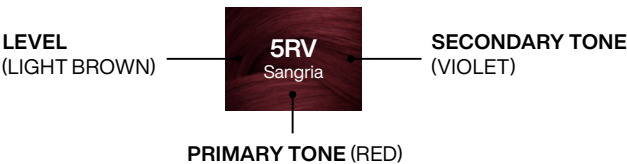
Offers the truest, chromatic coppery-red reflect that remains bright and saturated.

 R5

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

UNDERSTANDING THE LABEL

Example:



COLOR GELS OILS

DON'T JUST COVER GRAYS,
REJUVENATE THEM

BROWN TO TAN BACKGROUND						
TONE	BLUE/ PEARL	BLUE/ VIOLET	BLUE/ MAHOGANY	NEUTRAL/ NEUTRAL	GOLD	RED
FAMILY NAME	ASH BROWN	NATURAL ASH	NATURAL CHOCOLATE	NATURAL NATURAL	NATURAL WARM	BROWN RED
LEVELS	10 ULTRA PALE BLONDE	 10NA Marble		 10NN Affogato		
	9 VERY LIGHT BLONDE			 9NN Cortado		
	8 LIGHT BLONDE			 8NN Crème Brûlée	 8NW Safari	
	7 MEDIUM BLONDE		 7NCh Fondue	 7NN Cocoa Powder		
	6 DARK BLONDE	 6ABn Brown Smoke	 6NA Granite	 6NCh Ganache	 6NN Chocolate Mousse	 6NW Brandy
	5 LIGHT BROWN			 5NN Café Mocha		 5BR Brownstone
	4 MEDIUM BROWN	 4ABn Dark Roast	 4NA Storm Cloud	 4NCh Dark Chocolate	 4NN Coffee Grounds	 4NW Maple
	3 DARK BROWN			 3NN Black Coffee		
	2 DARKEST BROWN	 2ABn Cool Ebony				
	1 BLACK			 1NN French Roast		
CLEAR						

COLOR GELS LACQUERS 10 MIN

THE FIRST PROFESSIONAL LIQUID PERMANENT COLOR
WITH A 10 MINUTE PROCESSING TIME

TECHNOLOGY/KEY INGREDIENTS



LIQUID PERMANENT
COLOR WITH
A 10 MINUTE
PROCESSING TIME



PERFECT FOR TOUCHING
UP REGROWTH



UP TO 100%
GRAY COVERAGE



SAME COLOR GELS LACQUERS
SATURATION & SHINE



ALKALINE BUFFER SYSTEM
HELPS PREVENT
OVER-PROCESSING



1:1 MATCH WITH
SHADES EQ FOR
EASY REFRESH



SMART PAUSE
TECHNOLOGY



MIXING & PROCESSING

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



⚠ Use with **Pro-oxide** Cream Developer

FORMULATION EXAMPLES

FOR COVERING GRAY:

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

UP TO 100% GRAY COVERAGE WITH ALL SHADE FAMILIES

% OF GRAY	ASH BROWN	NATURAL ASH	NATURAL NATURAL	NATURAL	NATURAL WARM
UP TO 100%	ABn	NA	NN	N	NW

COLOR GELS LACQUERS 10 MIN

THE FIRST PROFESSIONAL LIQUID PERMANENT COLOR
WITH A 10 MINUTE PROCESSING TIME

	BLACK TO GRAY BACKGROUND COLOR		BROWN TO TAN BACKGROUND COLOR			
	BLUE/ PEARL	PEARL/BLUE/VIOLET	BLUE/ VIOLET	BLUE/ VIOLET	NATURAL UNDERTONE	
LEVEL OF DEPOSIT	ASH BROWN*	NATURAL ASH	NATURAL NATURAL*	NATURAL*		NATURAL WARM*
	COOL		NATURAL			
10 ULTRA PALE BLONDE						
9 VERY LIGHT BLONDE						
8 LIGHT BLONDE						
7 MEDIUM BLONDE						
6 DARK BLONDE						
5 LIGHT BROWN						
4 MEDIUM BROWN						
3 DARK BROWN						
2 DARKEST BROWN						
1 BLACK						





COLOR GELS LACQUERS

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

TECHNOLOGY/KEY INGREDIENTS



LOW AMMONIA BASE
WITH UP TO 100%
GRAY COVERAGE



**INTENSE SATURATION
AND SHINE**



LIQUID FORMAT
For blended techniques
like smudges & melts



**THE PERFECT
LIQUID PAIR WITH
SHADES EQ GLOSS**



**EXPRESS APPLICATION
& PROCESSING TIME**



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



PERMANENT COLOR

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	



⚠️ Now used with **Pro-oxide** Cream Developer

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

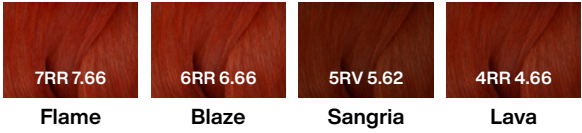
PROVIDING COVERAGE IN A VARIETY OF REFLECTS

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

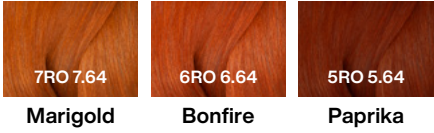
	COOLING FAMILIES: GN, AB, NA		WARMING FAMILIES: GB, NG, RO	
% OF GRAY	ABn, N OR NN	PROPORTION OF OTHER SHADES	NW, WG, CB OR RB	PROPORTION OF OTHER SHADES
UP TO 25%	-	2 oz. (60 ml)	½ oz. (15 ml)	1 ½ oz. (45 ml)
25-50%	½ oz. (15 ml)	1 ½ oz. (45 ml)	¾ oz. (22.5 ml)	1 ¼ oz. (37.5 ml)
50-75%	1 oz. (30 ml)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

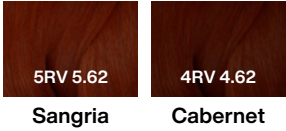
 **R5** creates pure red tones for long-lasting color that's vivid and bright.
RR = RED/RED



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



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



COLOR GELS LACQUERS

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

LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND COLOR				BROWN TO TAN BACKGROUND COLOR			
	YELLOW/ GREEN	BLUE	BLUE/ PEARL	CORRECTIVE TONE	BLUE/ VIOLET	BLUE/ VIOLET	GOLD/ BEIGE	NATURAL LEVEL
	NATURAL GREEN	ASH BLUE	ASH BROWN*	NATURAL ASH	NATURAL NATURAL*	NATURAL*	GOLD BEIGE	NATURAL WARM*
	COOL				NATURAL		WARM NATURAL	
10 ULTRA PALE BLONDE								
9 VERY LIGHT BLONDE								
8 LIGHT BLONDE								
7 MEDIUM BLONDE								
6 DARK BLONDE								
5 LIGHT BROWN								
4 MEDIUM BROWN								
3 DARK BROWN								
2 DARKEST BROWN								
1 BLACK								
0 CLEAR								

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

BROWN TO TAN BACKGROUND COLOR				NO BACKGROUND COLOR			
GOLD	YELLOW/ ORANGE	ORANGE	RED/ VIOLET	RED/ ORANGE	RED/ RED	RED/ VIOLET	VIOLET/ ROSE
NATURAL GOLD	WARM GOLD*	COPPER BROWN*	RUBY BROWN*	RED/ ORANGE	RED/ RED	RED/ VIOLET	VIOLET ROSE
WARM NATURAL				FASHION			



10NG 10.3
Honey



8NG 8.3
Sunflower



8WG 8.33
Golden Apricot



7NG 7.3
Saffron



6NG 6.3
St. Tropez



5NG 5.3
Caramel



4NG 4.3
Pecan



6WG 6.33
Mango



4WG 4.33
Sun Tea



6CB 6.45
Amber Glaze



5CB 5.45
Brownstone



4CB 4.45
Clove



5RB 5.65
Manzanita



3RB 3.65
Mahogany



7RO 7.64 
Marigold



6RO 6.64 
Bonfire



5RO 5.64 
Paprika



7RR 7.66 
Flame**



6RR 6.66 
Blaze**



4RR 4.66 
Lava**



5RV 5.62 
Sangria**



4RV 4.62 
Cabernet**



9VRo 9.205
Rosé



8VRo 8.205
Rose Quartz



6VRo 6.205
Mauve Rose



4VRo 4.205
Violet Rose

TECHNOLOGY KEY

Shade contains R5 red dye** 

Shade contains Rubilane® copper dye 

Shade contains Carmin'R red dye** 

Indicates Superior Gray Coverage Family



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.



REVITAL AGE 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
- Includes:
 - **Cool Fashion**
 - **Natural Balance**
 - **Natural Fashion**
 - **Fashion**



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
- 10 tonal families with coverage and tone in one step
- Low ammonia formula
- Helps address aging hair concerns such as loss of shine and elasticity



HI-FASHION

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



EXTRA LIFT

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



PERMANENT COLOR

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, formulate 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 + 1¼ 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:

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

FOR COVERING GRAY:
WITH COLOR FUSION

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

WITH COVER FUSION

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

GUIDELINES FOR COVERING GRAY

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

	COLOR FUSION		COVER FUSION
% OF GRAY	N OR GB	PROPORTION OF OTHER SHADES	PURE SHADE
UP TO 25%	½ oz.	1 ½ oz.	Not recommended
25-50%	1 oz.	1 oz.	
50-75%	1 ½ oz.	½ oz.	2 oz.
75-100%	1 ¾ oz.	¼ oz.	2 oz.

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.



COLOR FUSION

ADVANCED PERFORMANCE COLOR CREAM

LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND COLOR						BROWN TO TAN BACKGROUND COLOR					
	COOL FASHION			NATURAL BALANCE				NATURAL FASHION				
	ASH ash	ASH violet	VIOLET ash	ASH green	ASH blue	ASH violet	NEUTRAL	GOLD beige	GOLD gold	GOLD orange	GOLD copper	GOLD red
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												

[illegible]

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
										
										
										
										
										
										
										
										



CHROMATICS

AMMONIA-FREE PERMANENT COLOR

OIL-POWERED. CARE-OBSESSED. PERMANENT HAIRCOLOR.

- Breakthrough ODS2 (Oil Delivery System) + Protein Extract Technology delivers rich color results deep into every hair strand
- 2x fortified* hair
- Up to 100% gray coverage

TECHNOLOGY/KEY INGREDIENTS

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



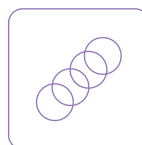
1. SURROUND

A mixture of **dyes, oil** and **protein extracts** surrounds hair's cuticle



2. PROPEL

ODS² propels dyes and protein extracts into the cortex



3. 2X FORTIFIED*

The hair strand is **2x fortified*** and infused with **color**

WHAT'S THE DIFFERENCE?



CHROMATICS MULTI-DIMENSIONAL

Prismatic color with high reflect



CHROMATICS ULTRA RICH MONOCHROMATIC

Rich, solid, saturated color



CHROMATICS & CHROMATICS REMIXED

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



CHROMATICS BEYOND COVER

- 2x fortified hair*, 2x smoother hair**
- Multi-dimensional color results
- Zero ammonia, zero odor
- 100% gray coverage for hair with 75% or more gray
- Pre-blended shades for easy formulation
- Includes protein extracts, ceramides, and antioxidants



CHROMATICS ULTRA RICH

- 2x fortified hair*
- Monochromatic color results
- Zero ammonia, zero odor
- Cool fundamentals
- Luminous shine
- Up to 100% gray coverage



*HAIRCOLOR SYSTEM WITH 20 VOLUME OIL IN CREAM DEVELOPER AND REDKEN HAIR CLEANSING CREAM SHAMPOO VS. UNCOLORED HAIR TREATED WITH A NON-CONDITIONING SHAMPOO
 **LEAVES HAIR 2X SMOOTHER THAN BEFORE COLORING

PERMANENT COLOR

MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	OIL IN CREAM DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS	
CHROMATICS	Mix 1:1	10 volume	Up to 1	Minimal lift	35 minutes	- For modern, prismatic gray coverage, formulate with the N or NW families. - Do not use heat	
		20 volume	Up to 2	Standard lift/ gray coverage			
		30 volume	Up to 3	Additional lift			
CHROMATICS BEYOND COVER	Mix 1:1	20 volume	Up to 2	75-100% Gray Coverage	35 minutes	- For best results, use 20 vol. Chromatics Oil in Cream Developer. - Do not use heat	
CHROMATICS REMIXED	Mix 1:1	10 volume	Varies according to formulation	Tonal Modifier for on/off scalp	35 minutes	- Use this ratio to help maintain the proper balance of Chromatics Remixed and Chromatics dyes: ¼ oz. Chromatics Remixed and 1 ¾ oz. Chromatics. Color tone and longevity may be compromised otherwise. - Do not use heat	
		20 volume					
		30 volume					
CHROMATICS ULTRA RICH	Mix 1:1	10 volume	Up to 1	Minimal lift	35 minutes	- For traditional, monochromatic gray coverage, formulate with NN or G families. - Do not use heat	
		20 volume	Up to 2	Standard lift/ gray coverage			
		30 volume	Up to 3	Additional lift			

UNDERSTANDING THE LABEL

0	NATURAL
1	BLUE/ASH
2	VIOLET/IRIDESCENT
3	GOLD
4	COPPER
5	RED VIOLET/MAHOGANY
6	RED
7	GREEN
8	MOCHA
9	PEARL

FORMULATION EXAMPLES

FOR LIFTING NATURAL PIGMENT:

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

FOR COVERING GRAY USING CHROMATICS BEYOND COVER:

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

FOR COVERING GRAY USING CHROMATICS:

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

FOR COVERING GRAY USING CHROMATICS ULTRA RICH:

- 1. **Natural Level:** 4 Medium Brown/50–75% Gray
- 2. **Target Color:** Level 6 Dark Blonde with soft golden tones
- 3. **Undertone at Level 6:** Red/Orange
- 4. **Formula:** Mix ½ oz. 6NN (6.00) **Chromatics Ultra Rich** and 1½ oz. 6G (6.3) **Chromatics Ultra Rich** + 2 oz. 20 vol. **Chromatics Oil in Cream Developer**

GUIDELINES FOR COVERING GRAY FOR CHROMATICS

	CHROMATICS		CHROMATICS BEYOND COVER	CHROMATICS ULTRA RICH	
% OF GRAY	N OR NW	PROPORTION OF OTHER SHADES	PRE-BLENDED SHADE	NN OR G	PROPORTION OF OTHER SHADES
UP TO 25%	-	2 oz.	Not recommended	½ oz.	1½ oz.
25–50%				1 oz.	1 oz.
50–75%				1½ oz.	½ oz.
75–100%	1 oz.	1 oz.	2 oz.	1¾ oz.	¼ oz.

OTHER CHROMATICS PRODUCTS

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

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



CHROMATICS

PRISMATIC PERMANENT HAIRCOLOR

	NATURALS	ADJUSTING COOLS			COOL BROWNS & BEIGES					REDS & VIOLETS			
LEVEL OF DEPOSIT	NATURAL NATURAL	ASH/ ASH	ASH/ BLUE	ASH VIOLET	ASH/ GREEN	ASH/ GOLD	IRIDESCENT/ GOLD	VIOLET/ BROWN	BROWN/ RED	VIOLET/ VIOLET	VIOLET/ RED	RED/ VIOLET	
10 ULTRA PALE BLONDE	 10N 10.0			 10Av 10.12									
9 VERY LIGHT BLONDE	 9N 9.0		 9Ab 9.1			 9Ago 9.13							
8 LIGHT BLONDE	 8N 8.0	 8Aa 8.11		 8Av 8.12			 8Ig 8.23						
7 MEDIUM BLONDE	 7N 7.0		 7Ab 7.1			 7Ago 7.13							
6 DARK BLONDE	 6N 6.0	 6Aa 6.11			 6Ag 6.17		 6Ig 6.23			 6Vr 6.26	 6Rv 6.62		
5 LIGHT BROWN	 5N 5.0		 5Ab 5.1			 5Ago 5.13	 5Ig 5.23		 5Br 5.56	 5Vv 5.22			
4 MEDIUM BROWN	 4N 4.0				 4Ag 4.17						 4Vr 4.26	 4Rv 4.62	
3 DARK BROWN	 3N 3.0							 3Vb 3.25		 3Vv 3.22			
2 DARKEST BROWN	 2N 2.0												
1 BLACK			 1Ab 1.1										
0 CLEAR	 CLEAR	CHROMATICS CLEAR Clear is the colorless version of Chromatics . It may be used alone to lift without deposit or to dilute or customize a shade.											

REDS & VIOLETS		COPPERS		GOLDS		WARM BROWN & BEIGES					NATURAL WARM
RED/ RED	RED	COPPER	COPPER/ RED	COPPER/ GOLD	GOLD	GOLD/ RED	GOLD/ BEIGE	GOLD/ MOCHA	BROWN/ COPPER	MOCHA	NATURAL WARM
											 9NW 9.03
					 8G 8.3	 8Gr 8.36	 8Gb 8.31				 8NW 8.03
		 7C 7.4	 7Cr 7.46	 7Gc 7.34							 7NW 7.03
 6Rr 6.66	 6R 6.6				 6G 6.3	 6Gr 6.36	 6Gb 6.31	 6Gm 6.35	 6Bc 6.54	 6M 6.8	 6NW 6.03
		 5C 5.4	 5Cr 5.46								 5NW 5.03
 4Rr 4.66	 4R 4.6				 4G 4.3		 4Gb 4.31	 4Gm 4.35	 4Bc 4.54	 4M 4.8	 4NW 4.03
											 3NW 3.03
											 2NW 2.03
TECHNOLOGY KEY Shade contains R5 red dye  Shade contains Rubilane® copper dye  Shade contains Carmin'R red dye 											

CHROMATICS BEYOND COVER

AGE-DEFYING PERMANENT COLOR

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

CHROMATICS REMIXED

COLOR CONTROL SERIES. ZERO AMMONIA.



VIOLET

BLUE

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

CHROMATICS ULTRA RICH

MONOCHROMATIC PERMANENT COLOR

	NATURALS		ADJUSTING COOLS			COOL BROWNS & BEIGES	REDS & VIOLETS		COPPERS	GOLDS	WARM BROWNS & BEIGES		
LEVEL OF DEPOSIT	NATURAL natural	NATURAL ash	PEARL	ASH blue	ASH violet	BROWN red	RED violet	RED red	COPPER red	GOLD	GOLD beige	GOLD iridescent	BROWN copper
	.0	.01	.9	.1	.12	.56	.62	.66	.46	.3	.31	.32	.54
10 ULTRA PALE BLONDE	 10NN 10.00	 10NA 10.01	 10P 10.9		 10Av 10.12								
9 VERY LIGHT BLONDE	 9NN 9.00	 9NA 9.01			 9Av 9.12							 9GI 9.32	
8 LIGHT BLONDE	 8NN 8.00	 8NA 8.01	 8P 8.9	 8Ab 8.1						 8G 8.3			
7 MEDIUM BLONDE	 7NN 7.00	 7NA 7.01							 7Cr 7.46		 7Gb 7.31	 7GI 7.32	
6 DARK BLONDE	 6NN 6.00	 6NA 6.01		 6Ab 6.1			 6Rr 6.66	 6Rv 6.66		 6G 6.3			 6Bc 6.54
5 LIGHT BROWN	 5NN 5.0	 5NA 5.01				 5Br 5.56	 5Rv 5.62	 5Cr 5.46			 5Gb 5.31	 5GI 5.32	
4 MEDIUM BROWN	 4NN 4.00	 4NA 4.01											 4Bc 4.54
3 DARK BROWN	 3NN 3.00												
2 DARKEST BROWN													
1 BLACK	 1NN 1.00												

TECHNOLOGY KEY
Shade contains Carmin® red dye 

REDKEN

IS ADVERTISING FOR YOUR SALON TO BRING YOU NEW SHADES EQ GLOSS CLIENTS!

Redken is advertising Shades EQ Gloss services across popular social media platforms, driving clients directly to your salon to help you **EARN BETTER** and **LIVE BEST**.



SEE WHAT WE'RE
TELLING YOUR
CLIENTS

DRIVING OVER 185,000 SALON VISITS AND COUNTING!

As seen on:







BEST SELLER

SHADES EQ

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

SHADES EQ GLOSS

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

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



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*
- Formulated with Triple Acid Complex: Citric Acid, Taurine, & Erythorbic Acid
- Intense shine, ultra-conditioning, long-lasting color results and healthy-looking & feeling hair
- For all hair types and textures – improves curl definition



SHADES EQ CREAM

EQ TECHNOLOGY IN A CREAM FORMAT

- Acidic demi-permanent cream color
- Ultimate shine & condition
- Zero lift, zero ammonia
- 20 minute processing time
- Gloss, tone, refresh, correct, add dimension & blend gray
- 100% oxidative dyes for maximum longevity



SHADES EQ COVER PLUS

RICH COVERAGE WITHOUT THE WAIT

- Demi-permanent cream color
- Blend 75% gray, brighten, correct & add dimension
- 20 minute processing time
- 100% oxidative dyes for maximum longevity
- Zero ammonia
- Up to 1.5 Levels of lift



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



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



*vs. without **Shades EQ Bonder Inside**

**Flash Lift + competitor additive & Shades EQ Gloss + competitor additive vs. Flash Lift Bonder Inside & Shades EQ Bonder Inside

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



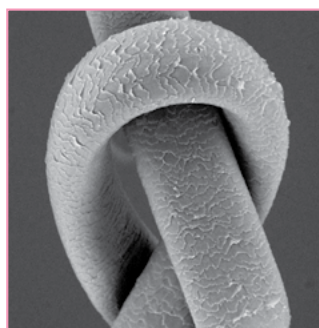
1. **Citric Acid:** Bonding active
2. **Taurine:** Bonding active
3. **Erythorbic Acid:** Antioxidant

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

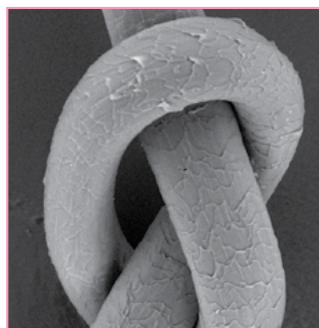
HAIR LOVES SHADES EQ



- 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***



*vs. without Shades EQ Bonder Inside

**Flash Lift + competitor additive & Shades EQ Gloss + competitor additive vs. Flash Lift Bonder Inside & Shades EQ Bonder Inside

***Hair fiber pre-lightened with Flash Lift, 400x magnification

SHADES EQ SERVICE OPPORTUNITIES

	SHADES EQ GLOSS	SHADES EQ BONDER INSIDE	SHADES EQ CREAM	SHADES EQ COVER PLUS
GLOSS	- Adds shine and condition on all hair types CALLING ALL CURLY CLIENTS! 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			Enhance, enrich, change, match, tone down or intensify natural or color-treated hair while harmonizing contrast
REFRESH	- Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth (Zone 1) - Restore color to highlights - Add color immediately following a Redken texture service to restore any color loss that may have occurred	- 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	- Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth (Zone 1) - Restore color to highlights - Add color immediately following a Redken texture service to restore any color loss that may have occurred	Not recommended
CORRECT	- Fill over-lightened hair before a tintback service - Correct uneven, brassy or overly vibrant tones	Correct uneven, brassy or overly vibrant tones on sensitized hair	- Correct uneven, brassy or overly vibrant tones - Harmonize tone from scalp to ends	- Correct uneven, brassy or overly vibrant tones - Harmonize tone from scalp to ends - Lessen banding
DIMENSION	- Use Gloss to Gel Processing Solution to add dimension with lowlights, root smudge - Color block and add contour with precise placement		- Add dimension with lowlights - Color block and add contour with precise placement	
COVER GRAY	Blend gray without lifting the hair's natural pigment			Blends up to 75% gray with demi-permanent results* *N and G are superior gray coverage families
CLEAR	- Deposit shine only. Suitable for sensitized clients. - Dilute color intensity - Dilute level intensity			- Soften the natural base - Dilute color intensity - Dilute level density - Brightening effect
BRIGHTEN	N/A			- Soften the natural base prior to a highlight service - Add reflect and shine to dull or faded color

DEMI-PERMANENT COLOR

DILUTION SOLUTION

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

- **Shades EQ Gloss** Crystal Clear mixes with **Shades EQ** Processing Solution and **Shades EQ Gloss** to Gel Processing Solution for Precision Application
- **Shades EQ Bonder Inside** Crystal Clear adds enhanced shine and strength. **Shades EQ Bonder Inside** Crystal Clear should be mixed with **Shades EQ Bonder Inside** shades only, as mixing **Shades EQ Bonder Inside** clear with **Shades EQ** Crystal Clear or another toner will diminish the bonding effect.

USE THE FOLLOWING PROPORTIONS TO CUSTOMIZE YOUR FORMULA:

FORMULA LEVEL	01-03	04-06	07-010	SHADE	CLEAR	DEVELOPER
MAXIMUM DILUTION				½ oz.	1 ½ oz.	2 oz.
MODERATE DILUTION				1 oz.	1 oz.	2 oz.
MINIMAL DILUTION				1 ½ oz.	½ oz.	2 oz.
FULL STRENGTH				1 ¾ oz.	-	2 oz.

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

MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	DEVELOPER	LEVELS OF LIFT	MINUTES	
SHADES EQ GLOSS	Mix 1:1	Shades EQ Processing Solution or Shades EQ Gloss to Gel Processing Solution	None	20 minutes	
SHADES EQ BONDER INSIDE	Mix 1:1	Shades EQ Processing Solution or Shades EQ Gloss to Gel Processing Solution	None	20 minutes	
SHADES EQ CREAM	Mix 1:1	10 volume Pro-oxide Cream Developer	None	20 minutes (up to 30 for optimal gray blending)	
SHADES EQ COVER PLUS	Mix 1:1	10 or 20 volume Pro-oxide Cream Developer	1-1½	20 minutes	

FORMULATION EXAMPLES

FOR SHADES EQ GLOSS:

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

FOR SHADES EQ BONDER INSIDE:

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

GUIDELINES FOR GRAY HAIR

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

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

OTHER SHADES EQ PRODUCTS

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

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

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

SHADES EQ

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

		BLACK TO GRAY BACKGROUND COLOR								BROWN TO TAN									
TONE		SILVER/ BLUE	GREEN/ YELLOW	BLUE	BLUE/ PEARL	BLUE/ VIOLET	BLUE/ VIOLET	BLUE/ VIOLET	BLUE/ VIOLET	BLUE/ GREEN	BLUE/ MAHOAGANY	BLUE/ VIOLET	BLUE/ GOLD	RED/VIOLET	VIOLET/ GOLD	GOLD	GOLD/ VIOLET		
LEVEL OF DEPOSIT	TONE	BLACK TO GRAY BACKGROUND COLOR																	
		TITANIUM	GREEN NATURAL	BLUE	ASH BROWN	VIOLET BLUE	NATURAL ASH	PEARL	MATTE	NATURAL CHOCOLATE	NATURAL	ASH GOLD	NEUTRAL BROWN BLONDE	VIOLET GOLD	NATURAL WARM	GOLD IRIDESCENT			
10	ULTRA PALE BLONDE																		
9	VERY LIGHT BLONDE																		
8	LIGHT BLONDE																		
7	MEDIUM BLONDE																		
6	DARK BLONDE																		
5	LIGHT BROWN																		
4	MEDIUM BROWN																		
3	DARK BROWN																		
2	DARKEST BROWN																		
1	BLACK																		
PASTELS/KICKERS/CLEAR																			
Pastels have different end results depending on hair's starting level. For optimal results, use on the following levels or above: Silver Green & Pink: Level 9+ Pastel: Level 9+ Aqua Blue: Level 7+ Color Kickers are vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other Shades EQ Gloss formulas. Clear adds more shine and can be used alone or to dilute the intensity of any shade.		The level of deposit and intensity in any Shades EQ formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with 000 Crystal Clear, 09, or 010 light level shades																	

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



BACKGROUND COLOR									NO BACKGROUND COLOR									
	GOLD/ MAUVE	YELLOW	YELLOW/ YELLOW	YELLOW/ ORANGE	ORANGE	ORANGE/ RED	RED/ ORANGE	RED	GOLD/ ROSE	ORANGE/ ORANGE	COPPER/ RED	RED	RED/ RED	RED/ VIOLET	VIOLET/ ROSE	VIOLET	VIOLET VIOLET	
	GOLD BEIGE	GOLD	GOLD GOLD	WARM GOLD	COPPER	AUBURN/ AUBURN ACCENT	COPPER BROWN	RED BROWN	GOLD/ ROSE	COPPER COPPER	COPPER RED	RED	RED RED	RED VIOLET	VIOLET ROSE	VIOLET	VIOLET VIOLET	
		010G Lemon Icing Bonder Inside		010WG Honey Gold Bonder Inside					NEW 010GRo Sparkling Wine Bonder Inside								NEW 010VV Lavender Ice Bonder Inside	
	09GB Butter Cream	09G Vanilla Crème					09AA Papaya	09RB Blush		09GRo Blush Spritz Bonder Inside						09VRo Rosé	09V Platinum Ice & Bonder Inside	09VV Lilac Ice
			08GG Gold Dip	08WG Golden Apricot	08C Cayenne						08CR Sunrise					08VRo Rose Quartz	08V Indescent Quartz	
	07GB Butterscotch	07G Saffron					07CB Spicestone			NEW 07GRo Golden Fizz Bonder Inside	07CC Urban Fever			07RR Flame			07V Crushed Amethyst	
	06GB Toffee	06G St. Tropez	06GG Midas Touch	06WG Mango		06AA Bonfire	06CB Amber Glaze	06RB Cherry Cola				06CR Sunset	06R Rocket Fire	06RR Blaze		06VRo Mauve Rose		
		05G Caramel				05C Chili	05CB Brownstone	05RB Manzanita			05CC Electric Shock					05RV Sangria	05V Cosmic Violet	
				04WG Sun Tea			04CB Clove								04RV Cabernet	04VRo Violet Rose		
	03G Cinnamon					03A Terra Cotta		03RB Mahogany					03R Rusty Red		03RV Merlot		03V Orchid	
							Pastel Peach						Pastel Pink					Violet Kicker
	Yellow Kicker						Orange Kicker						Red Kicker					

Key Technology

Shade contains R5 red dye

Key Technology
 Shade contains R5 red dye

SHADES EQ BONDER INSIDE

PATENT PENDING ACIDIC LIQUID TECHNOLOGY,
INFUSED WITH BONDER INSIDE FOR ADDED STRENGTH

LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND COLOR			BROWN TO TAN BACKGROUND COLOR									NO BACKGROUND COLOR		
	SILVER/BLUE	BLUE/VIOLET	BLUE/VIOLET	BLUE/MAHOGANY	BLUE/VIOLET	BLUE/GOLD	RED/VIOLET	VIOLET/GOLD	GOLD	GOLD/VIOLET	YELLOW	YELLOW/ORANGE	GOLD/ROSE	VIOLET	VIOLET VIOLET
TITANIUM	NATURAL ASH	PEARL	NATURAL CHOCOLATE	NATURAL	ASH GOLD	NEUTRAL BROWN-BLONDE	VIOLET GOLD	NATURAL WARM	GOLD IRIDESCENT	GOLD	WARM GOLD	GOLD/ROSE	VIOLET	VIOLET VIOLET	
10 ULTRA PALE BLONDE	 010T Platinum Bonder Inside	 010NA Marble Bonder Inside	 010P Ivory Pearl Bonder Inside	 010N Delicate Natural Bonder Inside	 010AG Misty Beige Bonder Inside	 010NB Caramel Cloud Bonder Inside	 010VG Baby Bonder Inside	 010NW Iced Pina Bonder Inside	 010GI Tahitian Sand Bonder Inside	 010G Lemon Icing Bonder Inside	 010WG Honey Gold Bonder Inside	 010GRo Sparkling Wine Bonder Inside	 010VV Lavender Ice Bonder Inside		
9 VERY LIGHT BLONDE	 09T Chrome Bonder Inside	 09P Opal Glow Bonder Inside	 09N Café au Lait Bonder Inside	 09AG Glossy Greige Bonder Inside	 09GRo Blush Spritz Bonder Inside	 09V Platinum Ice Bonder Inside	 09VV Lilac Ice								
8 LIGHT BLONDE															
7 MEDIUM BLONDE				 07NCh Fondue Bonder Inside	 07AG Smokey Beige Bonder Inside							 07GRo Golden Fizz Bonder Inside			
6 DARK BLONDE				 06NCh Ganache Bonder Inside											
5 LIGHT BROWN															
4 MEDIUM BROWN				 04NCh Dark Chocolate Bonder Inside											





SHADES EQ CREAM

EQUALIZING CONDITIONING COLOR CREAM

LEVEL OF DEPOSIT	BROWN TO TAN BACKGROUND COLOR								NO BACKGROUND COLOR			
	BLUE/ VIOLET	GOLD	GOLD/ VIOLET	GOLD/ Iridescent	GOLD	GOLD/ ORANGE	COPPER/ GOLD	MAHOGANY/ RED	ORANGE	RED	RED/ VIOLET	VIOLET
NATURAL ASH	NATURAL WARM	WARM BEIGE	GOLD Iridescent	GOLD	GOLD COPPER	BROWN COPPER	BROWN RED	COPPER	RED RED	RED VIOLET	VIOLET	
9 VERY LIGHT BLONDE	 09NA Slate Blonde	 09WN Summer Wheat	 09WB Golden Vanilla			 09GC Golden Sienna						 09V Soft Lilac
8 LIGHT BLONDE				 08GI Iced Gold					 08C Persimmon			
7 MEDIUM BLONDE		 07WN Chai Tea				 07GC Burnished Copper				 07RR Strawberry Lemonade	 07RV Malbec	
6 DARK BLONDE	 06NA Cool Cocoa			 06GI Antiqued Gold			 06BC Rich Amber		 06C Shiny Penny			 06V Fresh Lavender
5 LIGHT BROWN		 05WN Sandy Sable	 05WB Golden Hazel		 05G Guilded Age		 05BR Garnet Sand		 05RR Polished Ruby	 05RV Pinot Nior		
4 MEDIUM BROWN												 04V Rich Irish
3 DARK BROWN	 03NA Dark Chocolate											
2 DARKEST BROWN												
1 BLACK												
0 CLEAR	 CLEAR											

TECHNOLOGY KEY

Shade contains R5 red dye 

Shade contains Rubilane® copper dye 

Shade contains Carmin'R red dye 

SHADES EQ COVER PLUS

BRIGHTENING CONDITIONING COLOR CREAM

	BROWN TO TAN BACKGROUND COLOR					NO BACKGROUND COLOR	
	VIOLET/ GOLD	NATURAL	GOLD/ VIOLET	GOLD/ MAUVE	GOLD	ORANGE	RED
LEVEL OF DEPOSIT	MOCHA	NATURAL	WARM MOCHA	GOLD BEIGE	GOLD	COPPER COPPER	RED RED
9 VERY LIGHT BLONDE							
8 LIGHT BLONDE	 8M Frosted Latte	 8N Almond Cream	 8WM Caramel Latte				
7 MEDIUM BLONDE				 7GB Golden Dune	 7G Honeycomb		
6 DARK BLONDE	 6M Iced Coffee	 6N Tosted Almond	 6WM Rich Coffee			 6CC Firelight	 6RR Lipstick Red
5 LIGHT BROWN				 5GB Soft Russet	 5G Maple Syrup		
4 MEDIUM BROWN	 4M Cool Mocha	 4N Chocolate Mousse	 4WM Dark Mocha				 4RR Crimson
3 DARK BROWN					 3G Golden Mocha		
2 DARKEST BROWN		 2N Double Espresso					
1 BLACK							
0 CLEAR	 CLEAR						
TECHNOLOGY KEY Shade contains R5 red dye  Shade contains Rubilane® copper dye 							

BLONDE IDOL

YOUR ULTIMATE TOOLKIT FOR LIGHTENING AT EVERY LEVEL

Create the coolest blondes for every client, from balanced beige to icy platinum. **Blonde Idol High Lift** offers 12 shades in a cream base. **Up to 5 levels of lift in 1 step**—perfect for balayage, highlights and more!

HIGH LIFT CONDITIONING CREAM

- Cream haircolor
- 8 shades, from icy platinum to balanced beige
- Up to 5 levels of lift in 1 step
- Use with 20, 30 or 40 volume **Pro-oxide** Cream Developer

BASE BREAKERS

- Ideal solution when the contrast between the natural color and highlights presents a challenge
- Lets you “break the base” and bump up the natural level slightly
- Use **Cool** to control warmth and **Clear** when warmth is desired or not a concern
- Up to 1 level of lift in 10 minutes



MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	PRO-OXIDE CREAM DEVELOPER	LEVELS OF LIFT	MINUTES	SPECIAL INSTRUCTIONS
HIGH LIFT CONDITIONING CREAM	Mix 1:2	20–40 volume (maximum)	Up to 5	45 minutes	For on/off-scalp applications, process at room temperature for up to 45 minutes. Do not use heat 
BASE BREAKERS	Mix 1:1	10 volume	up to 1 level	10 minutes	Use 20 vol. Pro-oxide for coarse or resistant hair. Do not use heat 

FORMULATION EXAMPLES

FOR BLONDE IDOL HIGH LIFT:

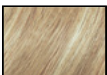
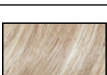
- 1. **Natural Level:** 7, Medium Brown, 0% Gray
- 2. **Target Color:** 10, Ultra Pale Neutral Blonde
- 3. **Undertone at Level:** Pale Yellow
- 4. **Formula:** Violet (.2) **Blonde Idol High Lift** Conditioning Cream + 40 vol. **Pro-oxide** Cream Developer

FOR BLONDE IDOL BASE BREAKERS:

- 1. **Natural Level:** 6, Dark Blonde, 0% Gray
- 2. **Target Color:** 7, Medium Blonde
- 3. **Undertone at Level:** Orange
- 4. **Formula:** Cool **Blonde Idol Base Breaker** + 10 vol. **Pro-oxide** Cream Developer

BLONDE IDOL HIGH LIFT

CREAM HAIRCOLOR

SHADE		DESCRIPTION
	ASH MATTE .17AG	Blue/green tones that provide ultimate neutralization on dark bases
	TITANIUM .12T	Provides more cooling than neutralization. Best for deep orange/gold undertones
	NATURAL .0N	Produces natural results with little refinement
	BEIGE .13B	Creates soft, beige results. Best used on pale yellow undertones
	NATURAL ASH .01NA	Soft blue tones to refine orange/gold undertones
	BLUE .1BL	Blue tones provide maximum refinement of orange undertones
	ASH PEARL .19AP	Additional blue tones to create a cooler pearl look on medium bases
	MOCHA PEARL .89MP	Rich, warm mocha tones softened with hints of violet
	PEARL ASH .91PA	Violet with extra blue tones for pearl results on light brown to medium blonde bases
	PEARL .9P	Violet-blue tones neutralize strong gold undertones
	VIOLET .2V	Violet tones control yellow and pale yellow undertones
	VIOLET VIOLET .22VV	A double dose of violet for maximum refinement of gold undertones

IDEAL FOR NATURAL LEVELS	DESIRED REFLECT (WARM OR COOL)	SHADES EQ GLOSS REFRESH FORMULAS
3-5	COOL	• ½ oz. 08GN Ivy Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
3-5	COOL	• ½ oz. 09T Chrome Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
5-7	NEUTRAL	• ½ oz. 09N Café Au Lait Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
5-7	WARM	• ½ oz. 09GB Butter Cream Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
5-7	COOL	• ¼ oz. 09B Sterling Shades EQ Gloss • 1¾ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
5-7	COOL	• ½ oz. 09B Sterling Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
5-7	COOL	• ¾ oz. 09T Chrome Shades EQ Gloss • ½ oz. 09P Opal Glow Shades EQ Gloss • 1 oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
5-7	WARM	• ¼ oz. 09RB Blush Shades EQ Gloss • 1¾ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
5-7	COOL	• ¼ oz. 09T Chrome Shades EQ Gloss • ¼ oz. 09P Opal Glow Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
7-10	COOL	• ½ oz. 09P Opal Glow Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
7-10	COOL	• ½ oz. 09V Platinum Ice Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
7-10	COOL	• 1 oz. 09V Platinum Ice Shades EQ Gloss • 1 oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution

LIGHTENERS *AT A GLANCE*

POWDER LIGHTENERS



FLASH LIFT POWER 9 BONDER INSIDE

**MAXIMUM POWER 2-IN-1 LIGHTENER +
BONDER POWDER**

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



FLASH LIFT BONDER INSIDE

POWERFUL 2-IN-1 LIGHTENER + BONDER POWDER

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



FLASH LIFT

POWERFUL LIGHTENING POWDER

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



UP TO 7

DE-DUSTED POWDER LIGHTENER

- On and off-scalp
- Up to 7 levels of lift
- Process up to 50 minutes

CREAM LIGHTENERS



BLONDE ICING

CONDITIONING CREAM LIGHTENER

- On and off-scalp
- Up to 7 levels of lift
- Process up to 50 minutes



FLASH LIFT

POWERFUL LIGHTENING POWDER

BENEFITS

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

MIXING & PROCESSING

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

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

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

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

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

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

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

MIXING RATIOS

APPLICATION	OFF-SCALP			ON-SCALP		
RATIO	1:1	1:1.5	1:2	1:1	1:1.5	1:2
FLASH LIFT	1scoop (15 g)			1scoop (15 g)		
PRO-OXIDE CREAM DEVELOPER	½ oz. (15 ml) 10, 20, 30 or 40 volume	.8 oz. (22.5 ml) 10, 20, 30 or 40 volume	1 oz. (30 ml) 10, 20 or 30 volume	½ oz. (15 ml) 10, 20 or 30 volume	.8 oz. (22.5 ml) 10, 20 or 30 volume	1 oz. (30 ml) 10, 20 or 30 volume
ALUMINUM FOILS	When performing highlights with foil application, exclusively use foils red Soft Alloy 8079, 20um, or Soft Alloy 1200, 18um (Norms EN 573-3)					

TIMING

OFF-SCALP APPLICATION:

Up to 50 minutes at room temperature determined according to the desired results. **DO NOT USE HEAT.**
When processing is complete, rinse, shampoo and condition with **Extreme**.

ON-SCALP APPLICATION:

Up to 50 minutes determined according to the desired results. **DO NOT USE HEAT.**
DO NOT COVER THE HAIR. When processing is complete, rinse, shampoo and condition with **Extreme**.

DEVELOPER

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



FLASH LIFT BONDER INSIDE

POWERFUL 2-IN-1 LIGHTENER + BONDER POWDER

BENEFITS

- Up to 8 levels of lift with built-in bonding
- Protects strong disulfide bonds
- All-in-one, no additive needed

MIXING & PROCESSING

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

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

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

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

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

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

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

MIXING RATIOS

PLEASE NOTE THE MEASURING CAP IS THE MEASURING DEVICE FOR THE LIGHTENER POWDER.

- To measure 15 g you need to fill the cap to 15 g measure line inside cap
- To measure 30 g fill the cap to top measure line inside the cap

APPLICATION	OFF-SCALP			ON-SCALP		
RATIO	1:1	1:1.5	1:2	1:1	1:1.5	1:2
FLASH LIFT BONDER INSIDE	1scoop (15 g)			1scoop (15 g)		
PRO-OXIDE CREAM DEVELOPER	½ oz. (15 ml) 10, 20, 30 or 40 volume	.8 oz. (22.5 ml) 10, 20, 30 or 40 volume	1 oz. (30 ml) 10, 20 or 30 volume	½ oz. (15 ml) 10, 20 or 30 volume	.8 oz. (22.5 ml) 10, 20 or 30 volume	1 oz. (30 ml) 10, 20 or 30 volume
ALUMINUM FOILS	When performing highlights with foil application, exclusively use foils red Soft Alloy 8079, 20um, or Soft Alloy 1200, 18um (Norms EN 573-3)					

TIMING

OFF-SCALP APPLICATION:

Up to 50 minutes determined according to the desired results. **DO NOT USE HEAT.**
When processing is complete, rinse, shampoo and condition with **Extreme**.

ON-SCALP APPLICATION:

Up to 50 minutes determined according to the desired results. **DO NOT USE HEAT.**
DO NOT COVER THE HAIR. When processing is complete, rinse, shampoo and condition with **Extreme**.

DEVELOPER

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





FLASH LIFT POWER 9 BONDER INSIDE

LIFT HIGH. LIFT BRIGHT. LIFT STRONG.
UP TO 9 LEVELS OF LIFT IN 1 APPLICATION

BENEFITS

- Up to 9 levels of lift with built-in bonding — no additive needed
- Protects strong disulfide bonds
- Breaks through red, orange, and yellow undertones
- Powerful, clean, even lift
- Formulated with Glycine and Citric Acid
- For all hair types and textures
- Dust-free formula

MIXING & PROCESSING

- Wear suitable disposable gloves
- **Power 9 Bonder Inside** has a variable mixing ratio, which ranges from 1:1 to 1:1.5 for off-scalp and 1:2 for on-scalp applications.
- Mix **Power 9 Bonder Inside** and Redken **Pro-oxide** Cream Developer in a non-metallic bowl.

MIXING RATIOS

APPLICATION	BALAYAGE OR FREE HAND	HIGHLIGHTS IN FOILS	ON-SCALP
RATIO	1:1	1:5	1:2
FLASH LIFT POWER 9 BONDER INSIDE	1scoop (15 g)	1scoop (15 g)	1scoop (15 g)
PRO-OXIDE CREAM DEVELOPER	½ oz. (15 ml) 10, 20, 30 or 40 volume	.8 oz. (22.5 ml) 10, 20, 30 or 40 volume	1 oz. (30 ml) 10, 20, 30 volume
ALUMINUM FOILS	Up to 50 minutes depending on desired result. Do not use heat.		Up to 50 minutes depending on desired result. Do not use heat. Do not cover the hair. Leave hair free.

FOILS

To be used exclusively with aluminium foil
ref soft alloy 1235, 18µm (i.e Product Club
shf500-sl)(Norms EN573-3)



UP TO 7

DE-DUSTED LIGHTENER

BENEFITS

- Protects as it lightens with an exclusive conditioning agent and no added fragrance
- Predictable, extra light results with up to 7 levels of lift; ideal for on/off-scalp applications
- Mixes easily for fast application and stays moist with minimal swelling
- Mixes with all volumes of **Pro-oxide** Cream Developer (10, 20, 30 or 40 volume) and can be used to detail, highlight or go all-over blonde

MIXING & PROCESSING

- Wear suitable disposable gloves
- Mix product in a well-ventilated area
- Before first use, shake internal bag
- In a non-metallic bowl, combine the recommended amount of **Up to 7** with **Pro-oxide** Cream Developer (10, 20, 30 or 40 volume) and mix well until a creamy consistency is achieved
- Mixes in a 1:3 ratio to a rich, cream consistency for even results from roots to ends

MIXING RATIOS

APPLICATION	OFF-SCALP	ON-SCALP
UP TO 7	1 scoop (11 g)	1 scoop (11 g)
PRO-OXIDE CREAM DEVELOPER	1 oz. 10, 20, 30 or 40 volume	1 oz. 10 or 20 volume

TIMING

ON/OFF-SCALP APPLICATION:

Process at room temperature until desired lightness is achieved, for up to a maximum of 50 minutes.

DO NOT USE HEAT. When processing is complete, rinse, shampoo and condition with **Extreme**.

DEVELOPER

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



BLONDE ICING

CONDITIONING CREAM LIGHTENER

BENEFITS

- Redken's most luxurious conditioning lightener featuring **Lumisilk Technology**
- Preserves the lipidic rate of natural hair and provides luminous shine and extreme silky condition, with a gentle fragrance
- Soft, rich consistency offers a smooth application with maximum control and up to 7 levels of lift
- Mixes with **Blonde Icing** Conditioning Cream Developer (20, 30 and 40 volume)

MIXING & PROCESSING

- Wear suitable disposable gloves
- **Blonde Icing** has a variable mixing ratio, which ranges from 1:1 to 1:3
- In a non-metallic bowl, use the calibrated **Blonde Icing** scoop to measure 30 g of lightener with either:
 - 1 oz. of developer for a perfect 1:1 ratio
 - 2 oz. of developer for a 1:2 ratio
 - 3 oz. of developer for a 1:3 ratio, ideal consistency for on-scalp techniques

NOTE: If the mixture thickens slightly in the bowl, simply re-stir it. There is no need to add more developer.

APPLICATION	OFF-SCALP	ON-SCALP	FREEHAND
BLONDE ICING	30 g	30 g	30 g
BLONDE ICING CONDITIONING CREAM DEVELOPER	1–3 oz. 20 or 30 volume	1–3 oz. 20 or 30 volume	1–3 oz. 20, 30 or 40 volume

TIMING

OFF-SCALP APPLICATION:

Process at room temperature until desired lightness is achieved for up to a maximum of 50 minutes. **DO NOT USE HEAT. DO NOT COVER HAIR.** When processing is complete, rinse, shampoo and condition with **Extreme**.

ON-SCALP APPLICATION:

Process at room temperature until desired lightness is achieved for up to a maximum of 50 minutes (30 volume maximum). **DO NOT USE HEAT. DO NOT COVER HAIR.** When processing is complete, rinse, shampoo and condition with **Extreme**.

DEVELOPER

Blonde Icing Conditioning Cream Developer (available in 20, 30 and 40 volume) contains conditioning palm oil derivative, which combines with the white beeswax in the lightener to form Cire-Gloss for luminous shine on lightened hair.



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.

CHROMATICS
DOUBLE ROW
BRUSH



Allows for easy global applications. The double rows of bristles load the right amount of Chromatics onto the hair for better saturation with its thick consistency.

CHROMATICS
WIDE DOUBLE
ROW BRUSH



Wider rows allow for quicker global applications. The double rows of bristles load the right amount of Chromatics onto the hair for better saturation with its thick consistency.

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.
BLONDE IDOL PADDLE		Use with balayage and hand-painted techniques. Place under strands to be highlighted for a supportive surface that ensures thorough saturation and even lightening results.
WIDE BALAYAGE PADDLE		Wider surface gives more control when working with wider sections. Place under strands to be highlighted for a supportive surface that ensures thorough saturation and even lightening results.
CREATIVE COLOR MÉCHES		Strips have a lightweight construction that provide a great way to isolate the hair when performing highlights, balayage, and other creative coloring techniques.
TECHNIQUE BOARD		Great supportive surface when performing creative haircolor techniques.
REDKEN SPRAY BOTTLE		Sleek design elevates every spritz of water!

SALON ESSENTIALS		
CHROMATICS APRON		Protect your clothing and show your love of Chromatics when you're working behind the chair.
CHROMATICS CAPE		Protect clients' clothing during cut and color services.

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.

REDKEN
STYLING
REDKEN STYLING
STYLING

REDKEN
STYLING

REDKEN STYLING
STYLING

REDKEN

REDKEN STYLING
REDKEN
STYLING
REDKEN STYLING

REDKEN
REDKEN STYLING

STYLING
REDKEN
STYLING

REDKEN
STYLING
REDKEN STYLING
REDKEN STYLING

REDKEN
STYLING
REDKEN
STYLING

REDKEN
STYLING
REDKEN STYLING

REDKEN
REDKEN STYLING
STYLING
REDKEN

REDKEN STYLING
STYLING

REDKEN STYLING

REDKEN
STYLING
REDKEN
STYLING

REDKEN STYLING
REDKEN
STYLING

REDKEN *STYLING*

THE REDKEN STYLING COLLECTION INCLUDES:

SALON FAVORITES

- Deep Clean Dry Shampoo
- Invisible Dry Shampoo
- One United
- Shine Flash
- **NEW** Spray Smooth

HAIRSPRAYS

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

HEAT STYLING

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

VOLUME

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

TEXTURE

- Pliable Paste
- Spray Wax
- Texture Paste
- Max Sculpting Gel
- Dry Texture
- **NEW** Beach Spray

CURLS

- Curl Refiner
- Full Swirl
- Ringlet

STYLE CONFIDENTLY WITH THE *#1 PROFESSIONAL STYLING BRAND* IN THE USA^{*}

ESSENTIALS TO PREP, FINISH, AND MAINTAIN
STRONG ENOUGH FOR A PRO, ON-TREND FOR YOUR CLIENTS

^{*}ACCORDING TO KLINE PRO 2021





STYLING AT A GLANCE

STYLING



SALON FAVORITES

- Deep Clean Dry Shampoo
- Invisible Dry Shampoo
- One United
- Oil For All
- Shine Flash
- **NEW** Spray Smooth



HEAT STYLING

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



VOLUME

- Volume Maximizer
- Root Tease
- Full Volume Mousse **COMING 2H23**
- Root Lifter



CURLS

- Curl Refiner
- Full Swirl
- Ringlet



HAIRSPRAYS

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



TEXTURE

- Pliable Paste
- Spray Wax
- Texture Paste
- Max Sculpting Gel
- Dry Texture
- **NEW** Beach Spray



AWARD-WINNING DRY SHAMPOO

COMING BACK IN STOCK IN 2H 2023

DEEP CLEAN DRY SHAMPOO

Maximum Oil Absorption

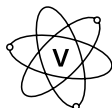
HAIR TYPE: All hair types

BENEFITS:

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

USAGE:

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



VEGAN FORMULA



*No animal derived ingredients

INVISIBLE DRY SHAMPOO

Fragrance & Residue-free

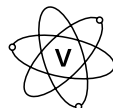
HAIR TYPE: All hair types

BENEFITS:

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

USAGE:

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



VEGAN FORMULA



*No animal derived ingredients

MULTI-BENEFIT STYLERS

BEST SELLER

ONE UNITED

All-In-One Multi-Benefit Treatment

HAIR TYPE: All hair types

BENEFITS:

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

25 CARING BENEFITS:

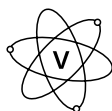
MANAGEABILITY	PROTECTION	BEAUTY
1. Conditions	9. Primes hair for styling	17. Gives a silky touch
2. Nourishes	10. Helps prevent breakage from brushing	18. Adds smoothness
3. Improves manageability	11. Suitable for color-treated hair	19. Adds shine
4. Helps even out porous hair	12. Helps prevent heat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

GENERAL USAGE:

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

PROFESSIONAL USAGE:

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



VEGAN FORMULA

*No animal derived ingredients



OIL FOR ALL

Invisible Multi-Benefit Oil

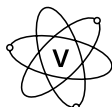
HAIR TYPE: All hair types

12 CARING BENEFITS:

- | | |
|--------------------------------|----------------------------------|
| 1. Instantly adds shine | 7. Provides lightweight control |
| 2. Ultra-lightweight formula | 8. Controls frizz |
| 3. Smooths hair | 9. Blow-dry prep |
| 4. Reduces blow-dry time | 10. Improves blow dry experience |
| 5. Adds softness to hair | 11. Adds shine |
| 6. Improves hair manageability | 12. Style refresher |

USAGE:

- Apply on damp hair, concentrating on mid-lengths and ends, to seal in moisture
- Blow-dry or air-dry
- Reapply on dry hair as needed for added shine



VEGAN FORMULA



*No animal derived ingredients



SMOOTH & SHINE

NEW

SPRAY SMOOTH

Anti-Frizz & Humidity Spray

HAIR TYPE: All hair types

BENEFITS:

- Up to 48-hours of smooth, silky hair
- Heat protection up to 450°F (230°C)
- Lightweight, priming aerosol mist

USAGE:

- Lightly mist on wet hair and blowout
- Use a flat iron or curling iron, if desired



SHINE FLASH

Glass-like Shine Spray

HAIR TYPE: All hair types

BENEFITS:

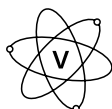
- Lightweight mist
- Provides a silky finish with no greasy feel
- Weightless and instant shine
- Smooths frizz and flyaways
- Revives dry, dull ends of hair

USAGE:

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

PRO TIP:

Use after dry shampoo or texture sprays to add shine to dull hair



VEGAN FORMULA



*No animal derived ingredients



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



VEGAN FORMULA



BIG BLOWOUT

HEAT PROTECTING BLOWOUT JELLY

HAIR TYPE: All hair types

BENEFITS:

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

USAGE:

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



*No animal derived ingredients



HEAT PROTECTION SPRAYS

ALL FORMULATED WITH HEAT PROTECTION AND HEAT RESTYLING TECHNOLOGY

THERMAL SPRAY - LOW HOLD

Flexible Heat Protection

HAIR TYPE: All hair types

BENEFITS:

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

USAGE:

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



PERFECT FOR

Touchable shape with flat irons and curling irons



THERMAL SPRAY - HIGH HOLD

Heat Protection With Hold

HAIR TYPE: All hair types

BENEFITS:

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

USAGE:

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



PERFECT FOR

Strong definition with flat irons and curling irons



HAIRSPRAYS

BRUSHABLE HAIRSPRAY

Flexible Working Spray

HAIR TYPE: All hair types

BENEFITS:

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

USAGE:

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

PERFECT FOR: Layering and building styles that look natural



VEGAN FORMULA

*No Animal Derived Ingredients



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

*No Animal Derived Ingredients



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



VEGAN FORMULA

*No Animal Derived Ingredients



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

*No Animal Derived Ingredients



VOLUME

VOLUME MAXIMIZER

Volume & Thickening Spray

HAIR TYPE: Fine to medium hair types

BENEFITS:

- Lightweight formula with no greasy feel
- Creates volume and body
- Provides root lift
- Lightly scented

USAGE:

- Spray in hands apply to damp hair at root
- Blow dry



VEGAN FORMULA

*No Animal Derived Ingredients



ROOT TEASE

Backcombing Finishing Spray

HAIR TYPE: All hair types

BENEFITS:

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

USAGE:

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



VEGAN FORMULA

*No Animal Derived Ingredients



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



VEGAN FORMULA

*No Animal Derived Ingredients



FULL VOLUME MOUSSE

All-Over Volumizing Mousse

HAIR TYPE: Fine hair types

BENEFITS:

- Medium control
- Adds volume and movement
- **Clean-Feel Technology** for touchable volume

USAGE:

- Shake well
- Spray on damp hair and style



VEGAN FORMULA

*No Animal Derived Ingredients



TEXTURE

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
- Tri-actuator provides a fine-mist

USAGE:

- Hold 6-12 inches from hair
- Spray onto dry styled hair



VEGAN FORMULA

*No Animal Derived Ingredients



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"



SPRAY WAX

Fine Wax Mist

HAIR TYPE: All hair types

BENEFITS:

- Medium control
- Body and dimension with a satin-matte finish

USAGE:

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



VEGAN FORMULA

*No Animal Derived Ingredients



BEACH SPRAY

Beachy Texture Spray

HAIR TYPE: All hair types

BENEFITS:

- Instant texture & volume
- Sea-salt free
- Enhances natural hair texture
- Tousled matte finish

USAGE:

- Spray on damp hair
- Comb through and blow dry



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



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



VEGAN FORMULA

*No Animal Derived Ingredients





CURVACEOUS

CURVACEOUS CURL REFINER

Curl-Defining Primer

HAIR TYPE: All types of curls

BENEFITS:

- Defines and primes before styling your curls
- Helps provide nourishment and discipline for definition and control
- Formulated with Moringa Oil

USAGE:

- Apply on damp hair and work through ends with fingers, concentrating on most unruly areas
- Air-dry or diffuse. Scrunch for enhanced definition
- Can be layered with any Curvaceous styler



CURVACEOUS FULL SWIRL

Cream-Serum

HAIR TYPE: For curls & coils

BENEFITS:

- 2-in-1 formula combines the perfect balance of cream and serum
- Seals in moisture and definition
- Boosts shine
- Formulated with Moringa Oil

USAGE:

- Apply evenly through damp or dry hair
- Leave in and style as usual



CURVACEOUS RINGLET

Shape Perfecting Lotion

HAIR TYPE: For curls & coils

BENEFITS:

- Soft hold and a shiny, touchable finish
- Creates long-lasting spirals with amazing bounce and shine
- Formulated with Moringa Oil

USAGE:

- Apply to damp hair
- Diffuse or air dry



REDKEN
REDKEN MENS
MENS
REDKEN MENS

REDKEN
MENS

REDKEN MENS
MENS

REDKEN

REDKEN
REDKEN
MENS
REDKEN MENS

REDKEN
REDKEN MENS
MENS
REDKEN
MENS
REDKEN
MENS

REDKEN
REDKEN MENS
MENS
REDKEN

REDKEN MENS
MENS

REDKEN
MENS
REDKEN
MENS

REDKEN MENS
REDKEN
MENS

REDKEN MENS

REDKEN MENS

REDKEN *BREWS*

REDKEN BREWS

PRESCRIBED BY SCIENCE. CRAFTED BY BARBERS.

Redken Brews blends barber expertise with NYC edge to deliver a complete grooming experience for every man

- Stylers to create and maintain any look
- Haircare formulations that address men's top concerns
- Express gray coverage for men in the salon and at home



Join the Brews Crew @barbersandbrews



THE REDKEN BREWS COLLECTION INCLUDES:

CARE

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

SKIN

- Cleansing Bar

COLOR

- Color Camo

STYLE

- Cream Pomade
- Clay Pomade
- Texture Pomade
- Holding Gel
- Molding Paste
- Fiber Cream

REDKEN BREWS

AT A GLANCE

CARE



DAILY
SHAMPOO



DAILY
CONDITIONER



3-IN-1



MINT
SHAMPOO



THICKENING
SHAMPOO

STYLE



FIBER
CREAM



CREAM
POMADE



CLAY
POMADE



TEXTURE
POMADE



HOLDING
GEL



MOLDING
PASTE



SKIN



CLEANSING BAR

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



MINT SHAMPOO

HAIR TYPE: All hair types

BENEFITS:

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



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



THICKENING SHAMPOO

HAIR TYPE: Thinning hair or fine hair

BENEFITS:

- Helps improve the appearance of thin or thinning hair
- Gently cleanses and strengthens the hair
- Nourishes and invigorates the scalp
- Invigorating Ginger Mint fragrance



SKINCARE

CLEANSING BAR

BENEFITS:

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

USAGE: Apply to wet face and skin; lather and rinse



STYLING COLLECTION

MEDIUM CONTROL

FIBER CREAM

BENEFITS:

- Medium control, undone finish
- Shapes and texturizes hair

GREAT FOR: Loose styles, long hair or buns

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



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



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

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



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



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

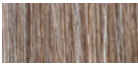
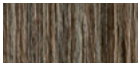
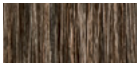
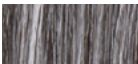
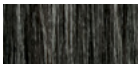
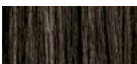
- Select a shade in the same range as his natural (pigmented) color
- Pick the tone you want to see: **Ash** = gray + blue/violet, which provides a smoky result;
Natural = gray + green/gold, which provides a cool gold result

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 MIN.	5 MIN.
LIGHT	 light (levels 7 and higher) (50% gray)	 light ash	 light natural
MEDIUM	 medium (levels 4–6) (50% gray)	 medium ash	 medium natural
		10 MIN.	10 MIN.
DEFINE	 dark (level 4) (50% gray)	 dark ash	 dark natural

MIXING & PROCESSING

- Mix **Color Camo** with 10 volume **Pro-oxide** Cream Developer in a 1:1 ratio. **Once mixed, apply immediately to hair.**
 - Apply to towel-dried hair using a bowl & brush or applicator bottle in ¼ inch partings.
 - 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.
 - Process 5 minutes (darkest and black 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.
 - 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

- Repeat steps 1–5, applying to the re-growth area.
- 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 TRIETHOXSILANE	A L'Oreal patented molecule is used in hair care products and routines for thin, dull, damaged, low density hair
GLYCERIN	GLYCERIN	Provides a thin seal to lock in and balance hair's moisture level
GRAPEFRUIT EXTRACT	CITRUS PARADISI (GRAPEFRUIT) FRUIT EXTRACT	Brightens and clarifies to help improve color clarity
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 TRIETHOXSILANE	Penetrates the fiber, creating a fibrous network that reinforces internal structure and provides a thickening effect to the strand. Has an affinity to damaged sites of the cuticle
LAMELLAR WATER	LAMELLAR WATER	Acts as a liquid bandaid to fill porosity and add shine
LAVENDER EXTRACT	LAVANDULA ANGUSTIFOLIA (LAVENDER) FLOWER EXTRACT	Helps hydrate, relieve and rebalance the scalp while maintaining moisture equilibrium
MACADAMIA OIL	MACADAMIA TERNIFOLIA SEED OIL/ MACADAMIA INTEGRIFOLIA SEED OIL	Instantly detangles, smooths and nourishes hair while adding sleek, high impact shine
MANGO OIL	MANGIFERA INDICA (MANGO) SEED OIL	Helps prevent dryness and offers intense replenishment and softness
MENTHOL	MENTHOL	Provides a tingling and cooling effect when used in scalp care formulations
MINOXIDIL	MINOXIDIL TOPICAL SOLUTION, USP	Hair regrowth treatment. Revitalizes hair follicles
MORINGA OIL	MORINGA OLEIFERA SEED OIL	Smooths hair, providing discipline and nourishment
OLIVE FRUIT OIL	OLEA EUROPAEA (OLIVE) FRUIT OIL	Conditions for inside-out, incredible suppleness
OMEGA 6 DERIVATIVE	SAFFLOWER GLUCOSIDE	Contains essential fatty acid—helps to condition the hair
PIROCTONE OLAMINE	PIROCTONE OLAMINE	Controls and helps eliminate scalp scaling, flaking, and irritation

INGREDIENT NAME	SCIENTIFIC NAME	BENEFITS
SEA ALGAE	ALGAE EXTRACT	Helps protect the hair fiber
SEPICAP	SODIUM COCOYL AMINO ACIDS/ POTASSIUM DIMETHICONE PEG-7 PANTHENYL PHOSPHATE/ SODIUM SARCOSINATE	Helps restore the look of hair ends
SHEA BUTTER	BUTYROSPERMUM PARKII BUTTER	Replenishes moisture and provides smoothness and frizz-control
SILICONE	SILICONE	Helps to provide conditioning and slip
SOY PROTEIN	HYDROLYZED SOY PROTEIN	Helps reinforce the hair
SUGAR CRYSTALS	SORBITOL	Moisturizes hair
SP-94	SAFFLOWER GLUCOSIDE	Nourishes to promote a healthy scalp environment
SULFATE	SODIUM LAURETH/ LAURYL SULFATE	A class of cleansers widely used in cosmetics for decades
SULFATE-FREE	N/A	Alternative class of cleansing agents without sulfates
STYLING POLYMERS	POLYMERS	Provides structure and control for long-lasting hold and style retention
TAURINE	TAURINE	Helps to fortify hair
TOURMALINE	TOURMALINE	Works to reduce damage and strengthen hair
VITAMIN E DERIVATIVE	TOCOPHERYL ACETATE	Antioxidant which helps to maintain healthy scalp and hair
WHEAT PROTEIN	HYDROLYZED WHEAT PROTEIN	Helps reinforce the hair
ZINC GLUCONATE	ZINC GLUCONATE	Attracts to color molecules making them larger in size to help trap them and reduce color leaching
ZINC PCA	ZINC PCA	Mainly used in skin-care products as it is known to help the skin retain water and therefore hydrate it. It is used in both skin-care and hair-care products

2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE

2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE

2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE

2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE

2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE

2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE

2023 REDKEN PRODUCT GUIDE

2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE

2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE

2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE

2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE

2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE
2023 REDKEN PRODUCT GUIDE

2023 REDKEN PRODUCT GUIDE

POWERED BY SCIENCE
PRESCRIBED BY PROS