

ACIDIC COLOR GLOSS



REDKEN LABS 400

45

REDKEN LABS 400



ACIDIC COLOR GLOSS

□ **What?** Your Shades EQ insurance. Salon-inspired glossing range for lasting color & revolutionary shine.

□ **Who?** Clients with demi or permanent color looking to extend color vibrancy and infuse shine and conditioning between salon visits.

□ **Benefits?**

- Color vibrancy for up to 32 washes*
- +76% shinier hair
- Acidic pH formulas seal the cuticle + lock in shine



*System of Acidic Color Gloss Shampoo & Conditioner

Color care & shine regimen



Shampoo

Conditioner

Leave-In Treatment

Naked Gloss



Wash hair with Acidic Color Gloss Shampoo & Conditioner



Apply Heat Protection Leave-In Treatment



Pump a small amount into hands and distribute evenly through lengths and ends, adding more as needed on damp and/or dry hair. Style as desired.

CLEANSE

TREAT

DAILY

Powered by science

Acidic Color Gloss Full Franchise

[pH] Advanced pH Tech.

- Customized pH levels depending on product usage
- Each product is formulated at the proper pH for optimal benefits + hair protection for each time of use
- Acidic pH balanced formulas seal cuticle + lock in shine
- For clients with glosses, toner, and permanent color

Acidic Shine Complex

- Blend of amino acids + conditioning agents
- Molecular level shine at every step while maintaining acidic pH



Powered by science

Heat Protection Leave-In Treatment

Invisible Shield Technology

- Coats the hair without covering shine
- Locks in color, shields out damage from heat, pollution, and minerals
- 450-degree heat protection
- 13x smoother hair/easier to detangle*
- 6x hydration boost*

*Acidic Color Gloss leave-in vs. non-conditioning shampoo



Powered by science

Naked Gloss Lightweight Shine Oil

Uncensored Shine

- 130% more shine*
- 89% agree hair color retains its vibrancy after 4 weeks
- 450-degree heat protection
- 5x lighter formula** melts into hair for zero residue, zero greasy feel
- 80% frizz reduction up to 72 hours***

*vs. unwashed hair

**vs. nourishing oils

***vs. non-conditioning shampoo



Acidic Color Gloss

The results

