



+ CURL ROUTINES

EVERY CURL IS DIFFERENT AND REQUIRES A UNIQUE BLEND OF STRENGTH, HYDRATION, AND DEFINITION TO CREATE YOUR PERFECT CURL. Here are a few ways we charged up our curls to empower EVERY pattern!17

CURL PATTERNS

Your hair pattern is determined by genetics. Your hair pattern may be altered with severe heat or chemicals, but your hair pattern is in your DNA. There are 2 systems we typically talk to when identifying curl patterns: **The Andrew Walker System** or **L'Oréal Natural Texture Key**.

THE ANDREW WALKER SYSTEM

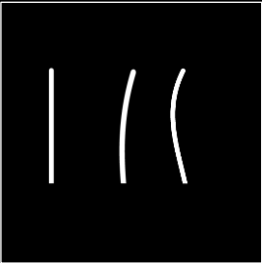
One of the most simplistic ways for categorizing hair types is to follow this system

It classifies hair types according to **four main categories**:

- TYPE 1: STRAIGHT
- TYPE 2: WAVY
- TYPE 3: CURLY
- TYPE 4: COILY

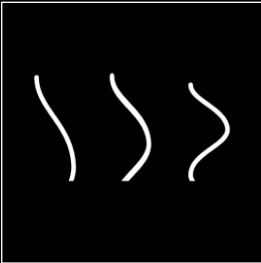
The textured hair types or curl types are further divided into **3 sub-categories**:

- A: LOOSE
- B: MEDIUM
- C: THE TIGHTEST CURL PATTERN.



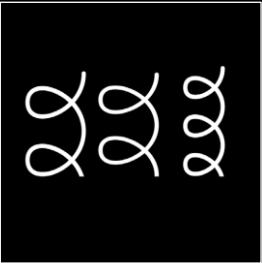
STRAIGHT

1A-1C
Little to no bends in the hair



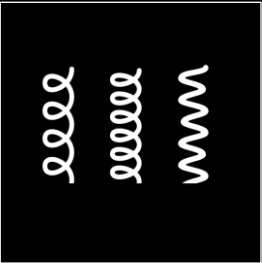
WAVY

2A-2C
Loose, unidentified waves, having a very loose 'S' patterned curl



CURLY

3A-3C
Loose and springy loops or ringlets



COILY

4A-4C
Very tightly dense, comes in the pattern of a corkscrew, coil or zig-zag

L'ORÉAL NATURAL TEXTURE KEY

Identifying Texture Types 1-8



TYPE 1
Straight to minimal waves



TYPE 2
Open Wave



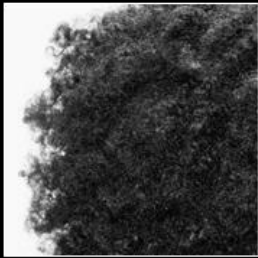
TYPE 3
Wavy



TYPE 4
Curly



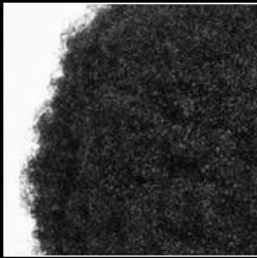
TYPE 5
Very Curly



TYPE 6
Coiled



TYPE 7
Very Coiled



TYPE 8
Zig-Zag Coiled

FREESTYLE FRO

Weak dry hair due to continuous use of lightener and color? Acidic Bonding Curls with Curl-Bond Technology builds strong bonds & repairs curls from the inside out. Hair is hydrated, curl elasticity is improved. Further define curls with the use of Hydrating Curl Cream to define and hydrate curls for up to 72-hours.

HAIR HISTORY: Pre-lightened, also global color

CURL PATTERN: 4A

HAIR DENSITY: Medium

HAIR CONDITION: Dry, damaged, tangles easy

ROUTINE



1

STEP 1: CLEANSE
Acidic Bonding
Curls Shampoo



2

STEP 2: CONDITION
Acidic Bonding Curls
Conditioner



3

STEP 3: TREAT
Acidic Bonding Curls
Leave-In Treatment



4

STEP 4: STYLE
Hydrating Curl
Cream



SCULPTED SWIRLS

Frizzy damaged hair in need of nourishment and control? The Acidic Bonding Curl system with Curl-Bond Technology builds strong bonds & repairs curls from the inside out. Hair is hydrated, curl elasticity is improved without being weighed down. Enhance your pattern with the Hydrating Curl Cream for 72-hour hydrated definition. Then sculpt your curls with Sculpting Curl Gel for a non-crunch hold and frizz protection.

Need a refresh? Refresh up to 7th day curls with the Refreshing Curl Mist.

HAIR HISTORY: Pre-Lightened balayage

CURL PATTERN: 3C

HAIR DENSITY: Fine

HAIR CONDITION: Dry, weak, frizzy

ROUTINE



1

STEP 1: CLEANSE
Acidic Bonding
Curls Shampoo



2

STEP 2: CONDITION
Acidic Bonding Curls
Conditioner



3

STEP 3: TREAT
Acidic Bonding Curls
Leave-In Treatment



4

STEP 4: STYLE
Hydrating Curl Cream
Sculpting Curl Gel
Refreshing Curl Mist

BEFORE



AFTER



SCRUNCH FORMED CURLS

Need to enhance your pattern after a fresh color? The Acidic Bonding Curl system with Curl-Bond Technology repairs hair from the inside out and helps restore curl pattern. After washing, use your hands and a diffuser to scrunch curls with the Sculpting Curl Gel for 72-hour curl definition

HAIR HISTORY: Pre-Lightened highlights

CURL PATTERN: 3A

HAIR DENSITY: Fine

HAIR CONDITION: Damaged, dry ends, lacking curl bounce and definition

ROUTINE



1 STEP 1: CLEANSE
Acidic Bonding Curls
Shampoo



2 STEP 2: CONDITION
Acidic Bonding Curls
Conditioner



3 STEP 3: STYLE
Sculpting Curl Gel



FRIZZ FREE SPIRALS

Feeling victimized by frizzy damaged curls? Use Acidic Bonding Curls as part of your bonding routine to repair curls and tame frizz. Then apply Sculpting Curl Gel to damp curls and diffuse to sculpt curls and control frizz for up to 72-hours.

HAIR HISTORY: Pre-Lightened balayage

CURL PATTERN: 4B

HAIR DENSITY: Medium

HAIR CONDITION: Frizzy, dry, no curl definition

ROUTINE



1

STEP 1: CLEANSE
Acidic Bonding
Curls Shampoo



2

STEP 2: CONDITION
Acidic Bonding Curls
Conditioner



3

STEP 3: TREAT
Acidic Bonding Curls
Leave-In Treatment



4

STEP 4: STYLE
Sculpting Curl Gel

BEFORE



AFTER



CLASSIC WASH & GO

Need a classic style in a hurry? Use Acidic Bonding Curls as part of your wash & go routine to quickly wash and repair curls from the inside out. Then apply Sculpting Curl Gel to damp curls and diffuse for 72-hour sculpted definition. Refresh up to 7th day curls with the Refreshing Curl Mist to restore bounce and hydration to curls.

HAIR HISTORY: Pre-Lightened highlights and global permanent color

CURL PATTERN: 4C

HAIR DENSITY: Medium/Fine

HAIR CONDITION: Frizzy, dry

ROUTINE



1

STEP 1: CLEANSE
Acidic Bonding
Curls Shampoo



2

STEP 2: CONDITION
Acidic Bonding Curls
Conditioner



3

STEP 3: TREAT
Acidic Bonding Curls
Leave-In Treatment



4

STEP 4: STYLE
Sculpting Curl Gel

AFTER 4 DAYS:
Refreshing Curl Mist

BEFORE



AFTER



AFTER 4 DAYS



REDKEN CURL ROUTINES

EMPOWER YOUR PATTERN WITH ACIDIC BONDING CURLS

1

STEP 1

Gently cleanse curls & coils and remove buildup from scalp & hair with **Silicone-Free Shampoo**



2

STEP 2

Intensely condition hair with **Silicone-Free Conditioner**



3

STEP 3

Smooth, protect & hydrate with **Silicone-Free Leave-In Treatment**



EMPOWER YOUR PATTERN WITH REDKEN CURL STYLERS

72-hour Definition, Hydration, and Frizz Fighting Routine

1

STEP 1

Define & hydrate curls with lightweight definition with **Hydrating Curl Cream**



2

STEP 2

Sculpt & Tame Frizz with **Sculpting Curl Gel**



3

STEP 3

Refresh & Restore with **Refreshing Curl Mist**



INTENSIVE NOURISHING MOISTURE WITH ALL SOFT MEGA CURLS

1

STEP 1

Apply **All Soft Mega Curls Shampoo** to wet hair, massage into a lather, and rinse.



2

STEP 2

After shampooing, apply **All Soft Mega Curls Conditioner** and distribute through hair. Rinse.



3

STEP 3

After conditioning, apply **All Soft Mega Curls HydraMelt** to clean towel-dried hair. Leave-in. Style as usual.



Acidic Bonding Curls



Silicone-free Shampoo

Citric Acid + Glycine +
8% bonding care complex

- A blend of avocado oil and shea butter used in place of silicone.
- Vitamin B5 (panthenol)
- Sulfate-free surfactants for gentle cleansing

Use as a complete system with acidic bonding curls conditioner & leave-in treatment. Apply to wet hair. Lather. Rinse.

- Build bonds & repair curl strength
- 92% saw healthier & more defined curls in 1 use*
- Silicone-free formulas hydrate + improve curl elasticity*
- Gently cleanses
- Removes build-up on hair & scalp

*based on consumer test



Silicone-free Conditioner

Citric Acid + Glycine +
9% bonding care complex

- Coconut Oil
- Cationic Surfactant

Use as a complete system with acidic bonding curls shampoo & leave-in treatment. After Shampooing, apply to wet hair. Rinse.

- Build bonds & repair curl strength
- 92% saw healthier & more defined curls in 1 use*
- Silicone-free formulas hydrate + improve curl elasticity*
- Hair feels intensely conditioned for up to 96hrs*

*based on consumer test



Silicone-free Leave-In Treatment

Citric Acid + Glycine +
16% bonding care complex

- Avocado Oil
- Camelina Oil
- Fatty Alcohol
- Cationic surfactant

Use as a complete system with acidic bonding curls shampoo & leave-in treatment. After conditioning, apply to clean, damp hair. Do not rinse. Style as usual. In case of contact with eyes, rinse them immediately.

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

*based on consumer test results, acidic bonding curls system

**system of acidic bonding curls shampoo, conditioner, and leave-in vs. non-conditioning shampoo

***acidic bonding curls leave-in vs. non conditioning shampoo

Curl Stylers



Hydrating Curl Cream

72-hour curl defining moisture



Curl Sculpting Gel

72-hour frizz-free holding gel



Curl Refreshing Mist

7-Day Curl Refreshing Mist

Formulated with Squalane & Jojoba Oil, Ingredients Inspired by hair's natural moisturizers
Formulated without silicones, parabens, and mineral oils
Vegan Formula*

*No Animal Derived Ingredients

- Formulated with fatty alcohol, humectants, and conditioning agents.

Apply to palms and rub hands together, then apply in sections evenly through damp hair working through to ends. Style as desired. Can be reapplied to dry hair to tame frizz and redefine curl definition and moisturize.

- 72-Hour Curl Definition
- Hydrates Curls for 72-Hours
- 81% Frizz Reduction*

*Vs non-conditioning shampoo
(Instrumental Testing)

- Formulated with a balance of conditioning agents and styling polymers.

Apply to palm, rub hands together, then apply in sections evenly working through damp hair. Style as desired.

- Strong 72-Hour Hold
- Non-Sticky, Non-Flaking, Non-Crunch
- 76% Frizz Reduction*

*Vs non-conditioning shampoo

- Formulated with a blend of humectants and low hold polymers to refresh curls and reactive style

To refresh curls and add lightweight moisture, spray evenly in workable sections through dry hair and scrunch or re-coil curls with fingers. Allow to airdry. Shake well before use.

- Refreshes 7th Day Curls Without Washing
- Hydrates & Defines up to 7th-Day Curls
- 76% Frizz Reduction *

*Vs non-conditioning shampoo
(Instrumental Testing)