

Acidic Bonding Curls Regimen

 Silicone-free Shampoo	 Silicone-free Conditioner	 Silicone-free Leave-In Treatment
Citric Acid + Glycine + 8% bonding care complex	Citric Acid + Glycine + 9% bonding care complex	Citric Acid + Glycine + 16% 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	▪ Coconut Oil ▪ Cationic Surfactant	▪ Avocado Oil ▪ Camelina Oil ▪ Fatty Alcohol ▪ Cationic surfactant
Use as a complete system with acidic bonding curls conditioner & leave-in treatment. Apply to wet hair. Lather. Rinse.	Use as a complete system with acidic bonding curls shampoo & leave-in treatment. After Shampooing, apply to wet hair. Rinse.	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.
▪ 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	▪ 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	▪ 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 Regimen

 Hydrating Curl Cream	 Curl Sculpting Gel	 Curl Refreshing Mist
72-hour curl defining moisture	72-hour frizz-free holding gel	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.	Formulated with a balance of conditioning agents and styling polymers.	Formulated with a blend of humectants and low hold polymers to refresh curls and reactive style
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.	Apply to palm, rub hands together, then apply in sections evenly working through damp hair. Style as desired.	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.
72-Hour Curl Definition - Hydrates Curls for 72-Hours 81% Frizz Reduction* *Vs non-conditioning shampoo (Instrumental Testing)	- Strong 72-Hour Hold - Non-Sticky, Non-Flaking, Non-Crunch 76% Frizz Reduction* *Vs non-conditioning shampoo	- Refreshes 7th Day Curls Without Washing - Hydrates & Defines up to 7th-Day Curls 76% Frizz Reduction * *Vs non-conditioning shampoo (Instrumental Testing)

WHAT'S THE DIFFERENCE? WHAT'S DIFFERENT VS CURVACEOUS

For the first time ever, Redken brings you a **curl routine free of silicones, parabens, and mineral oils!**

Redken's New Curl Stylers are designed to **empower your pattern** with a 7-day defining, hydrating, frizz fighting routine. With ingredients like **squalane & jojoba oil**, which are inspired by your skin's natural moisturizers, Redken's Curl Stylers keep your curls hydrated and styled all week long.

All our new stylers can be used on **all curls and coils** which makes styling your hair easier and more manageable with a simple routine inspired by the hydration your curls need to **maintain their natural bouncy shape!**

Curvaceous will be discontinued in 2024.



WHAT'S THE DIFFERENCE? WHAT'S DIFFERENT VS CURVACEOUS



ACIDIC BONDING CURLS

- For processed, damaged curly & coily hair
- Bonding care complex + citric acid + glycine

+



VS ALL SOFT MEGA CURLS

- For extremely dry curly & coily hair
- Nourish complex + aloe



CHOOSING BETWEEN CURL CREAMS



ACIDIC BONDING CURLS SILICONE-FREE LEAVE-IN

Provides caring and strengthening benefits for processed/damaged curly & coily hair

- Bonding care complex + citric acid + glycine

- Formulated without silicones

- Up to 450°F/230°C heat protection



REDKEN CURL STYLERS HYDRATING CURL CREAM

Provides light hold styling benefits for all curls & coils

- 72-hour hydrated definition

- 81% frizz reduction*
*vs no conditioning shampoo

- Up to 450°F/230°C heat protection

- Formulated without silicones, mineral oil and parabens



ALL SOFT MEGA CURLS HYDRAMELTS

Provides caring moisture benefits for extremely dry curly & coily hair

- Nourish complex + aloe plus sacha inchi oil and cactus flower extract

- Formulated with silicones



CHOOSING BETWEEN GELS



SCULPTING CURL GEL

Curl Sculpting Gel is designed to enhance the natural texture of your curls. Regardless of if you have curls, spirals, or coils, Curl Sculpting Gel gives your curl shape the strength it needs for 72-hour hold!

- 72-Hour sculpted curls
- 76% frizz reduction for 72-hours
- Seals all curls and coils
- No Crunch, No Flake



MAX SCULPTING GEL

MaxSculpting Gel's super strength formula is designed to hold your hair's shape in a unique style that you decide. Regardless of if you need to have a super sleek pony, exaggerate a curl, or hold a unique shape, Max Sculpting Gel gives you the super strong hold.

- Maximum strength hold
- 24-hour control



CHOOSING BETWEEN MULTI-BENEFITS



ONE UNITED

One United is a multi-benefit leave in treatment pack with 25 benefits to nourish and increase manageability for all hair textures.



450 Degree Heat Protection



Sulfate-free, Paraben-free, & no heavy waxes



REFRESHING CURL MIST

Refreshing Curl Mist is specifically designed to re-hydrate and re-activate all curls and coils to restore movement, bounce, and patter on up to 7th day curls.



7th day refreshed curls



Formulated without silicones, parabens, and mineral oils

