

# Acidic Bonding Curls & Redken Curl Stylers

## Product Overview

May 2024



# The Curly Consumer

Dynamic market opportunities

1



## Diversifying Demographic

61% of Gen-Z consumers have textured hair

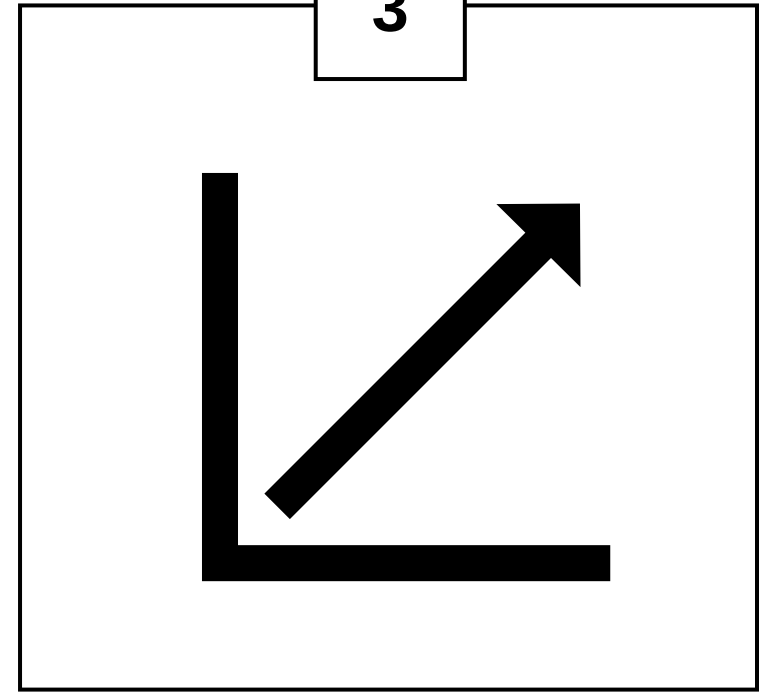
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## Curl Salon Services are Shifting

57% of curly clients color their hair

3



## Curl Market is Growing

+46% prestige curl purchasing power

C1 - Internal use

SOURCES: Curls Bible: An Inspirational & Strategic Living Roadmap for Innovation, Adventon 2022, Circana



# Curls are 7x more vulnerable to damage & breakage

Cuticles are raised +.....

Bonds are more fragile +.....

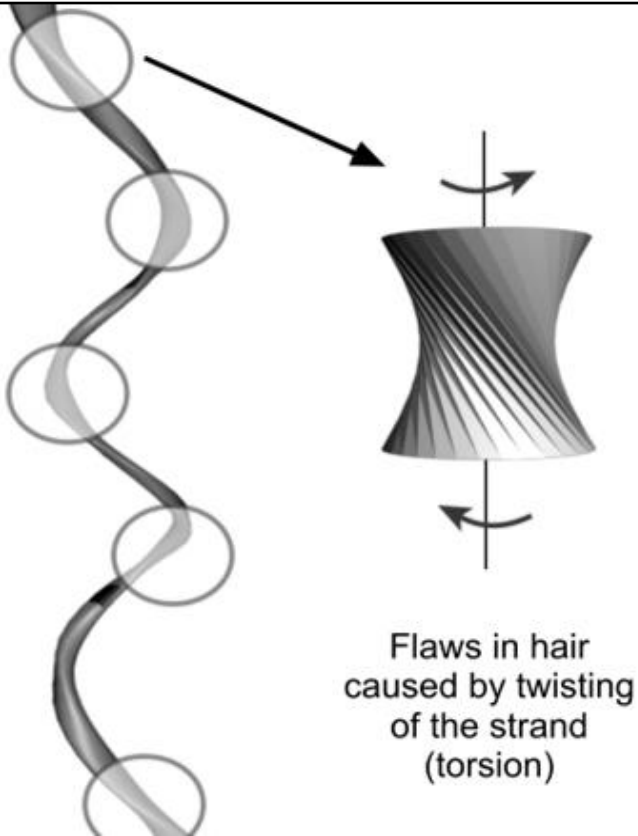
Shape blocks natural lipidic conditioning +.....



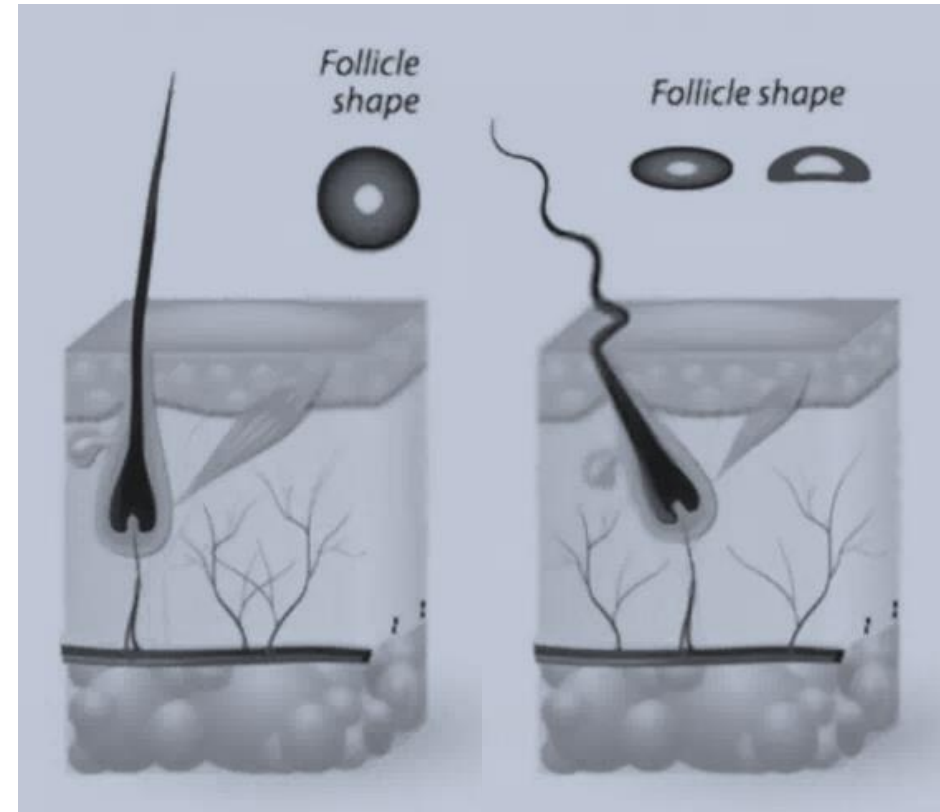
# External Curl Structure

Susceptible to breakage & dryness

- Bends Are Fragile And Easily Broken = Damaged Hair



- Less Sebum Diffusion = Dry Hair

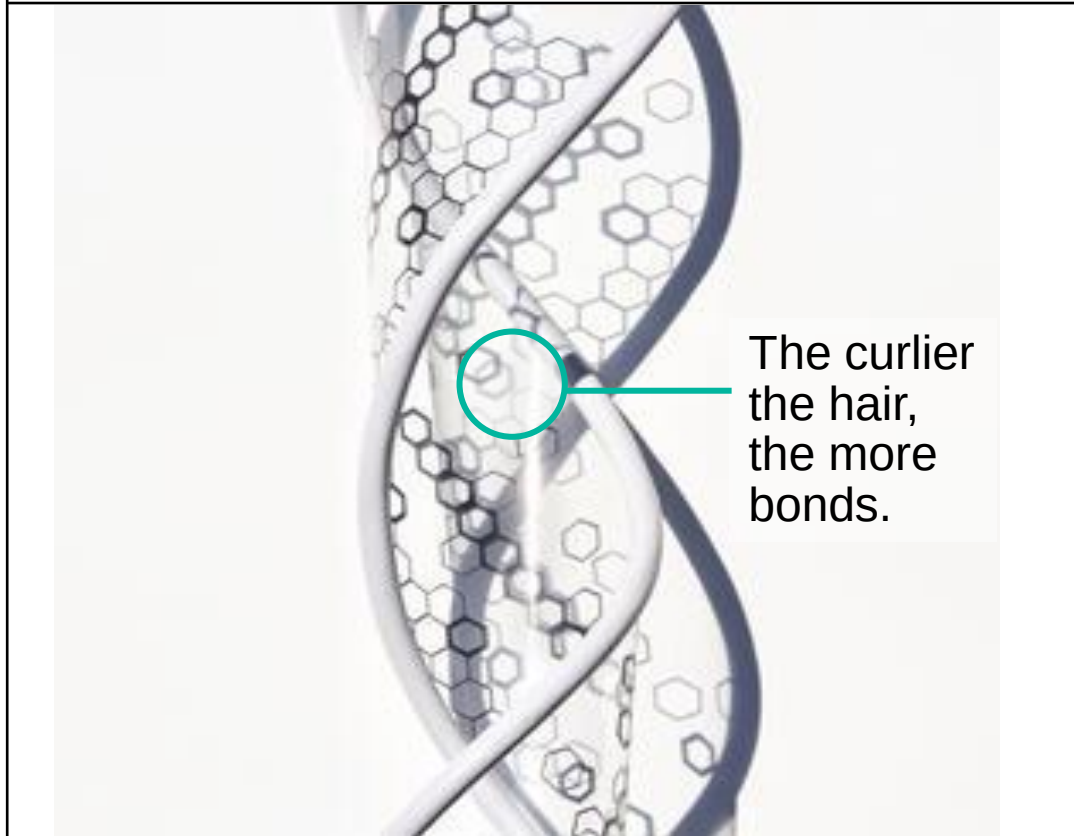




# Internal Hair Structure

Curls have more disulfide bonds

- Disulfide Bonds Provide Strength + Curl Shape



- Broken Bonds = Frizz + Disrupted Curl Pattern



BEFORE

AFTER  
ACIDIC BONDING  
CURLS SYSTEM

「CURL TYPE  
3B」



NEW

# ACIDIC BONDING CURLS



**+ What?** Redken's 1st silicone-free bonding range to restore the pattern of processed, damaged curls & coils. Inclusive of pattern restoring shampoo, conditioner, & leave-in treatment.

**+ Who?** Clients with processed, damaged curls & coils looking to restore the health of their natural curl pattern

**+ Tech?**

- Curl-Bond Technology is powered by Citric Acid + Glycine + Urea that penetrate the hair follicle to build bonds + repair curl strength from the inside
- Natural oils such as avocado & coconut oil lightly coat the hair to provide lasting hydration & elasticity

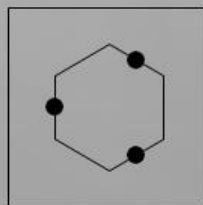
**+ Benefits?**

- Build bonds + repair curl strength
- Silicone-free formulas hydrate + improve curl elasticity
- 92% saw healthier & more defined curls in 1 use
- 85% less frizz for up to 96hrs\*
- 12x smoother\*\*





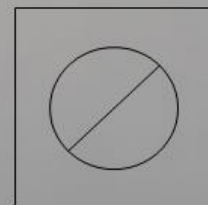
# BEHIND THE SCIENCE: ACIDIC BONDING CONCENTRATE



pH balanced formula with  
citric acid + glycine + urea to  
build bonds & repair curls  
from the inside



Natural oils such as  
avocado oil + shea butter  
known to hydrate +  
improve curl elasticity



Formulated without  
silicones, sulfates,  
parabens & mineral oils

BEFORE

AFTER  
ACIDIC BONDING  
CURLS SYSTEM

「CURL TYPE  
4B」



NEW

# REDKEN CURL STYLERS

**+ What?** Redken's silicone-free hydrating styling range is dedicated for consumers with curly & coily hair. Consisting of a hydrating curl cream, sculpting curl gel, and refreshing curl mist.

**+ Who?** Curly & coily clients looking for hydrating styling products that define & enhance their pattern for up to 72-hours and refresh curls up to 7-days.

**+ Tech?**

- Redken's curl stylers contain Squalane & Jojoba Oil which are ingredients inspired by your hair's natural moisturizing oils to keep hair hydrated, defined, and frizz-free up to 72-hours.
- Vegan stylers free of silicones, parabens, mineral oils, and animal derived ingredients.

**+ Benefits?**

- 72-Hour pattern enhancing definition
- 72-Hour intense hydration
- 76% frizz reduction for up to 72-Hours
- Refresh curls for up to 7-days
- Natural feeling curls with no crunch or flakes
- Free of silicones, parabens, and mineral Oils



$+$ 

Silicones, parabens and mineral oils





# Before & After

Across different curl types

Before

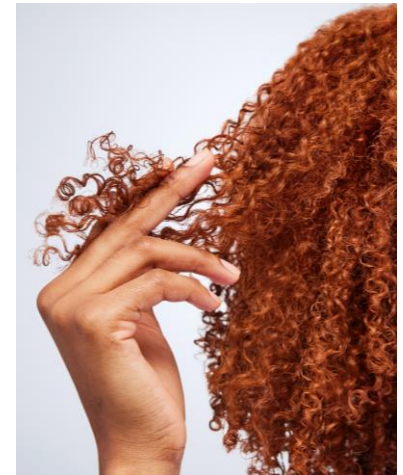
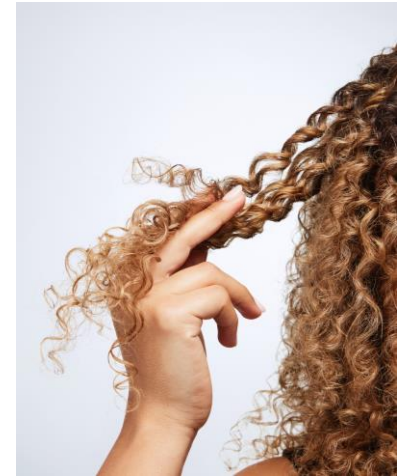
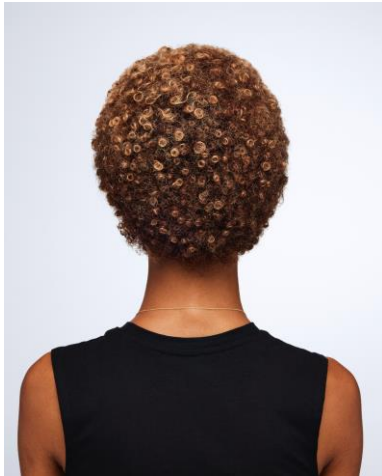
After

Before

After

Before

After





# How to Identify 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

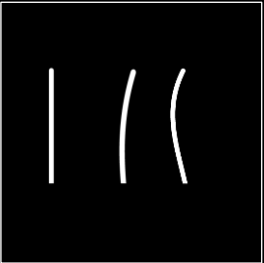
One of the most simplistic ways for categorizing hair types is to follow this system

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

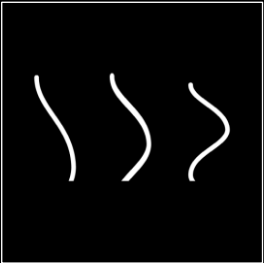
**TYPE 1: STRAIGHT**  
**TYPE 2: WAVY**  
**TYPE 3: CURLY**  
**TYPE 4: COILY**

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

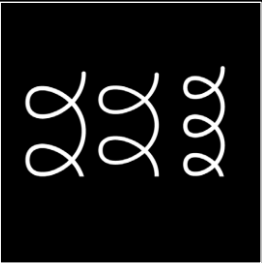
**A: LOOSE**  
**B: MEDIUM**  
**C: THE TIGHTEST CURL PATTERN.**



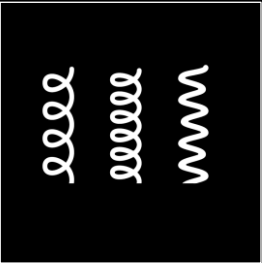
**STRAIGHT**  
1A-1C  
Little to no bends in the hair



**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



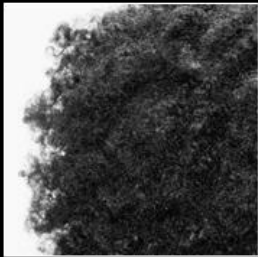
**TYPE 3**  
Wavy



**TYPE 4**  
Curly



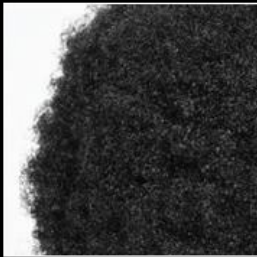
**TYPE 5**  
Very Curly



**TYPE 6**  
Coiled



**TYPE 7**  
Very Coiled



**TYPE 8**  
Zig-Zag Coiled