

ACIDIC BONDING CONCENTRATE

PROFESSIONAL SOLUTION FOR DAMAGED, PROCESSED HAIR.
STRONGER HAIR, IMMEDIATE RESULTS*

BENEFITS

90%	STYLISTS AGREE, HAIR LOOKS LESS DAMAGED*	88%	VISUAL REDUCTION OF SPLIT ENDS****	14X	EASIER DETANGLING*****
9X	STRONGER**		REINFORCES WEAK BONDS**		LIGHTWEIGHT BOND REPAIR****
14X	SMOOTHER**	450°F	HEAT PROTECTION**	90%	MORE CONDITIONED**
48 HOURS	VOLUME****	2X	SHINE*****		

TECHNOLOGY/KEY INGREDIENTS

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



REDKEN LABS 400

*expert test, N=66 use as a system of Acidic Bonding Concentrate Intensive Treatment, Shampoo, & Conditioner vs non-conditioning shampoo
**system of abc intensive treatment, shampoo, conditioner vs. non-conditioning shampoo
***system of abc shampoo, conditioner, and serum vs. non-conditioning shampoo
****based on consumer test results - system of acidic bonding concentrate shampoo & lightweight liquid conditioner
*****based on consumer test results
*****based on consumer test results - system of acidic bonding concentrate shampoo & 5-min liquid mask

ABC SHAMPOO & CONDITIONER

HAIR TYPE: Demanding, processed hair

BENEFITS:

- 56% reduction of breakage***
- 2x less breakage***
- 89% easier to detangle***
- 9x smoother***

USAGE:

- Apply **Shampoo** on damp hair, lather, rinse.
- Follow with **Conditioner**, rinse.



ABC 5-MIN LIQUID MASK

HAIR TYPE: Demanding, processed hair

BENEFITS:

- 16% conditioning care complex for 72hrs of ultra-hydration*****
- 2x shine for 3 days*****
- 3x stronger inside & out*****
- 14x easier detangling*****

USAGE:

- Use after Acidic Bonding Concentrate Shampoo in place of the Acidic Bonding Concentrate Conditioner weekly, or as needed.
- Leave on for 5-minutes.
- Rinse out and follow with Acidic Bonding Concentrate Leave-In Treatment



NEW! ABC 24/7 NIGHT & DAY SERUM

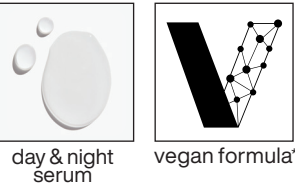
HAIR TYPE: Demanding, processed hair

BENEFITS:

- Strength repair for 9x stronger hair**
- 92% agree hair looks + feels healthy after 24hours
- Citric Acid penetrates 7 layers deep and strengthens hair *
- Bond repair that works 24/7

USAGE:

- Use on clean dry or damp hair.
- Apply a quarter-sized amount of ABC 24/7 Night & Day Serum for shoulder-length hair.
- Apply more as needed & desired.



ABC LEAVE-IN TREATMENT

HAIR TYPE: Demanding, processed hair

BENEFITS:

- Heat protection up to 450°F / 230°C degrees***
- Up to 88% visual reduction in split ends****
- 2x less breakage***
- 10x smoother***

USAGE:

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



*continued use of system of abc shampoo, conditioner, and serum vs. untreated hair
**system of abc shampoo, conditioner, and serum vs. non-conditioning shampoo
***acidic bonding concentrate shampoo & conditioner vs. non-conditioning shampoo
****system of abc shampoo, conditioner, and serum vs. non-conditioning shampoo
*****continued use of system of abc shampoo, conditioner, and serum vs. untreated hair

*no animal derived ingredients.
**based on consumer test results - system of Acidic Bonding Concentrate Shampoo & Lightweight Liquid Conditioner.
***with continued use.
****based on consumer test results.
*****based on consumer test results - system of Acidic Bonding Concentrate Shampoo & 5-min Liquid Mask.
*****Acidic Bonding Concentrate 5-min Liquid Mask vs non-conditioning shampoo.



ACIDIC BONDING CURLS

PROFESSIONAL SOLUTION FOR DAMAGED, PROCESSED WAVES, CURLS, AND COILS

BUILD BONDS + REPAIR CURL STRENGTH FROM THE INSIDE.
FORMULATED WITH CURL-BOND TECHNOLOGY (CITRIC ACID + UREA + GYLICINE).

BENEFITS

92%	SAW HEALTHIER + MORE DEFINED CURLS IN 1 USE**	85%	LESS FRIZZ FOR UP TO 96HRS****
	SILICONE-FREE FORMULAS HYDRATE + IMPROVE CURL ELASTICITY***	12X	EASIER TO DETANGLE*****

vegan formula*



*no animal derived ingredients **Based on consumer test results, Acidic Bonding Curls System
***based on consumer test results, Acidic Bonding Curls System
****System of Acidic Bonding Curls Shampoo, Conditioner & Leave-In Treatment vs. non-conditioning shampoo
*****Acidic Bonding Curls Leave-In Treatment vs. non-conditioning shampoo

ABC CURLS SHAMPOO & CONDITIONER

HAIR TYPE: Demanding, processed hair

BENEFITS:

- Build bonds + repair inner curl strength
- 92% saw healthier & more defined curls in 1 use*
- Silicone-free formulas hydrate + improve curl elasticity*

USAGE:

- Apply **Shampoo** on damp hair, lather, rinse.
- Follow with **Conditioner**, rinse.



ABC CURLS LEAVE-IN TREATMENT

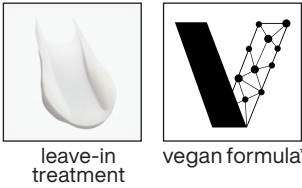
HAIR TYPE: Demanding, processed hair

BENEFITS:

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

USAGE:

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



*Based on consumer test results, Acidic Bonding Curls System

*System Of Acidic Bonding Curls Shampoo, Conditioner, and Leave-In vs. non-conditioning shampoo
**Based on consumer test results, Acidic Bonding Curls System
***Acidic Bonding Curls Leave-in vs. non-conditioning shampoo

CURL STYLERS

FORMULATED WITH SQUALANE + JOJOBA OIL

HYDRATING CURL CREAM 72-HOUR CURL DEFINING CREAM

HAIR TYPE: Curls & Coils

BENEFITS:

- Up To 72-hour curl definition
- Hydrates curls for up-to 72-hours
- 81%frizz reduction

USAGE:

- Apply on damp hair and work through ends
- Air dry to diffuse
- Can be reapplied on dry hair to further tame frizz & moisturize



vegan formula*



at least 94%
recycled plastic**



SCULPTING CURL GEL 72-HOUR CURL SCULPTING GEL

HAIR TYPE: Curls & Coils

BENEFITS:

- Strong 72-hour hold
- Non-sticky, non-flaking, no crunch
- 76% frizz reduction

USAGE:

- Apply on damp hair and work through ends
- Diffuse or air dry



vegan formula*



at least 94%
recycled plastic**



REFRESHING CURL MIST REFRESHES UP TO 7TH DAY CURLS

HAIR TYPE: Curls & Coils

BENEFITS:

- Refreshes 7th day curls without washing
- Hydrates & defines up to 7th day curls
- 76% frizz reduction

USAGE:

- Spray in dry hair
- Scrunch or recoil curls with fingers

ALL CURL STYLERS FORMULATED WITHOUT
SILICONES, SULFATES, PARABENS & MINERAL OILS.



vegan formula*



at least 94%
recycled plastic**

