

BEFORE

AFTER*



R E D K E N L A B S X

4 REDKEN LABS 400

IGNITE YOUR INNER SHINE

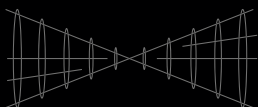
ACIDIC COLOR GLOSS



**COLOR VIBRANCY FOR
UP TO 32 WASHES***



76% SHINIER HAIR**



REDKEN
5TH AVENUE NYC

*System of Acidic Color Gloss Shampoo & Conditioner

**Acidic Color Gloss Shampoo + Activated Glass Gloss Treatment vs. unwashed color treated hair

BEFORE

AFTER*

REDKEN LABS X

4 REDKEN LABS 400

ALL THE
MOISTURE
ALL THE
SOFTNESS

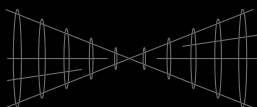
ALL
SOFT



10X SMOOTHER*



10X MORE
CONDITIONED*



REDKEN
5TH AVENUE NYC

*Vs. non-conditioning shampoo with system of shampoo, conditioner and leave-in

AFTER FRESH COLOR
APPLICATION

AFTER 6 WEEKS
WITH COLOR EXTEND
MAGNETICS SYSTEM*

R E D K E N L A B S X

4 REDKEN LABS 400

LONG LASTING HAIRCOLOR

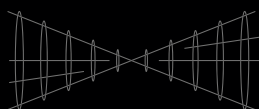
COLOR EXTEND MAGNETICS



**SULFATE FREE
FORMULAS**



**ENHANCES HAIRCOLOR
VIBRANCY & SHINE**



REDKEN
5TH AVENUE NYC

*With Color Extend Magnetix System: Shampoo & Conditioner

BEFORE

AFTER*

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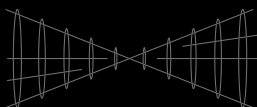
NEW! ABC 24/7 NIGHT & DAY SERUM



OVERNIGHT REPAIR
THAT GOES 7 LAYERS
DEEP*



9X STRONGER HAIR**



REDKEN
5TH AVENUE NYC

*System of Acidic Bonding Concentrate Shampoo, Conditioner, and Serum vs. non-conditioning shampoo

BEFORE

AFTER*



R E D K E N L A B S X

4 REDKEN LABS 400

COMBATS 1 YEAR OF VISIBLE DAMAGE IN 1 USE

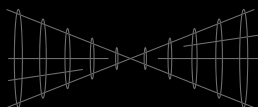
ACIDIC BONDING CONCENTRATE



2X LESS BREAKAGE**



9X SMOOTHER**



REDKEN
5TH AVENUE NYC

*System Of Acidic Bonding Concentrate Intensive Treatment, Shampoo, Conditioner, & Leave-In
Vs. Undamaged Hair

**Acidic Bonding Concentrate Shampoo & Conditioner vs. non-conditioning shampoo

BEFORE

AFTER*



4 REDKEN LABS 400

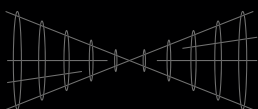
REDKEN LABS X

**REPAIR CURL
STRENGTH.*
RESTORE CURL
PATTERN.****

**ACIDIC
BONDING
CURLS**



**92% SAW HEALTHIER
& MORE DEFINED
CURLS IN 1 USE****



REDKEN
5TH AVENUE NYC

*With Continued Use, Acidic Bonding Curls System

**Based On Consumer Test Results, Acidic Bonding Curls System

BEFORE

AFTER*

REDKEN LABS X

4 REDKEN LABS 400

NEW! NAKED GLOSS

LIGHTWEIGHT SHINE OIL



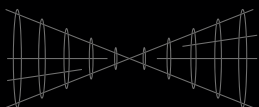
130% MORE SHINE*



**89% AGREE HAIRCOLOR
RETAINS ITS VIBRANCY
AFTER 4 WEEKS**



**HEAT PROTECTION
UP TO 450°**



REDKEN
5TH AVENUE NYC

*Vs. Unwashed Hair

BEFORE

AFTER*



R E D K E N L A B S X

4 REDKEN LABS 400

25 BENEFITS, ONE BOTTLE

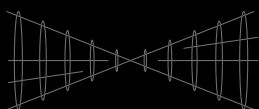
ONE UNITED



**MULTI-BENEFIT
LEAVE-IN CONDITIONER**



**INSTANTLY NOURISHES,
DETANGLES & PRIMES
HAIR FOR STYLING**



REDKEN
5TH AVENUE NYC

*One United & Blowdry

BEFORE

AFTER*

STRENGTHEN
AND FORTIFY
HAIR

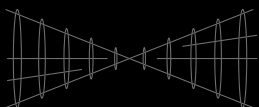
EXTREME



3X STRONGER HAIR*



3X LESS BREAKAGE*



REDKEN
5TH AVENUE NYC

*System Of Extreme Shampoo, Conditioner, And Anti-Snap

BEFORE

AFTER*



R E D K E N L A B S X

4 REDKEN LABS 400

INSTANT VOLUME FOR FINE, FLAT HAIR

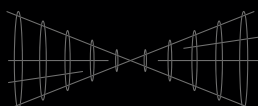
VOLUME INJECTION



INSTANT LIFT AT
THE ROOT AND
ENHANCED BODY



LIGHTWEIGHT
FORMULA



REDKEN
5TH AVENUE NYC