

WEIGHTLESS REPAIR, VOLUMINOUS HAIR.

BOND REPAIR WITH VOLUME IN 1 USE*



BEFORE



AFTER ONE USE**



BEFORE



AFTER ONE USE**



BEFORE



AFTER ONE USE**



BEFORE



AFTER ONE USE**

*with continued use

**system of Acidic Bonding Concentrate Shampoo & Lightweight Liquid Conditioner

REDKEN
5TH AVENUE NYC

WEIGHTLESS REPAIR, VOLUMINOUS HAIR.

BOND REPAIR WITH VOLUME IN 1 USE*

NEW



48 HOURS OF
VOLUME & NON-OILY HAIR**



CITRIC ACID +
BONDING CARE COMPLEX
FOR LIGHTWEIGHT BOND REPAIR*



4X EASIER DETANGLING***



REDKEN
5TH AVENUE NYC

*with continued use

**based on consumer test results - system of Acidic Bonding Concentrate Shampoo & Lightweight Liquid Conditioner

***system of Acidic Bonding Concentrate Shampoo & Lightweight Liquid Conditioner vs. non-conditioning shampoo



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5TH AVENUE NYC

**acidic bonding
concentrate**

fine hair/cheveux fins

**lightweight liquid
conditioner
après-shampooing
liquide et léger**

detangles, softens, volumizes
démêle, adoucit, donne du volume

regimen for/gamme pour: fine,
processed hair/cheveux fins et traités

CITRIC ACID+

11%
**bonding
care
complex**

**SALON
EXPERT
CONCENTRATION**

6.8 fl oz 200 ml

WEIGHTLESS REPAIR VOLUMINOUS HAIR

WITH NEW **ACIDIC BONDING CONCENTRATE**
LIGHTWEIGHT LIQUID CONDITIONER

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FULL RANGE OF BONDING BENEFITS.*

ACIDIC BONDING CONCENTRATE

WHAT IS YOUR HAIR TYPE?

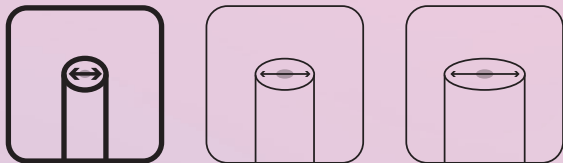
FINE HAIR

Measured by the size of your pony-tail



X

Width of the hair



X



MEDIUM TO THICK HAIR

Measured by the size of your pony-tail



X

X

Width of the hair



X

X



*with continued use

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5TH AVENUE NYC

BONDING CARE FOR ALL HAIR*

FINE HAIR



1

2

SHAMPOO

LIGHTWEIGHT
LIQUID
CONDITIONER



LIGHTWEIGHT LIQUID CONDITIONER



BEFORE



AFTER**

MEDIUM TO THICK HAIR



1

2

3

4

INTENSIVE
TREATMENT

SHAMPOO

CONDITIONER

LEAVE IN



CONDITIONER



BEFORE



AFTER***

*With continued use

**After one use of Acidic Bonding Concentrate Shampoo and Lightweight Liquid Conditioner

***After one use of Acidic Bonding Concentrate Intensive Treatment, Shampoo, & Conditioner

REDKEN
5TH AVENUE NYC

WEIGHTLESS REPAIR, VOLUMINOUS HAIR.

BOND REPAIR WITH VOLUME IN 1 USE*



BEFORE

AFTER ONE USE***



BEFORE

AFTER ONE USE***



BEFORE

AFTER ONE USE***

NEW



48
hours

VOLUME**

2
days

NON-OILY HAIR**

4x
easier

DETANGLING***

*with continued use

**based on consumer test results - system of Acidic Bonding Concentrate Shampoo & Lightweight Liquid Conditioner

***system of Acidic Bonding Concentrate Shampoo & Lightweight Liquid Conditioner Vs. Non-Conditioning Shampoo

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5TH AVENUE NYC

10 POWERFUL BENEFITS 1 TOTAL HAIR TRANSFORMATION

WITH ACIDIC BONDING CONCENTRATE

90%

STYLISTS AGREE, HAIR
LOOKS LESS DAMAGED*

2x

STRONGER**

14x

SMOOTHER**

48
hours

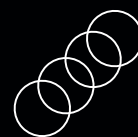
VOLUME*****

4x

EASIER DETANGLING*****

82%

VISUAL REDUCTION
OF SPLIT ENDS***



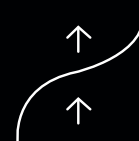
REINFORCES
WEAK BONDS****

450°F

HEAT
PROTECTION***



ADDS SHINE



LIGHTWEIGHT BOND
REPAIR*****



*Expert Test, A System Of Acidic Bonding Concentrate Intensive Treatment, Shampoo, & Conditioner

**Use Of Acidic Bonding Concentrate Intensive Treatment, Shampoo & Conditioner Vs. Non-Conditioning Shampoo

***Use Of Acidic Bonding Concentrate Shampoo, Conditioner, Leave-In Treatment Vs. Non-Conditioning Shampoo

****With Continued Use Of Intensive Treatment, Shampoo & Conditioner Vs. Non-Conditioning Shampoo

*****System Of Acidic Bonding Concentrate Shampoo + Lightweight Liquid Conditioner Vs. Non-Conditioning Shampoo

*****Based On Consumer Testing Results - System Of Acidic Bonding Concentrate Shampoo + Lightweight Liquid Conditioner

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