

NEW ALL SOFT MOISTURE RESTORE LEAVE-IN TREATMENT

POWERED BY **HYALURONIC ACID**,
RESTORE AND RETAIN MOISTURE
INSTANTLY*



MOISTURIZE,
NOURISH,
SHINE

MOISTURE NEEDS TOP THE HAIRCARE SEARCH CHARTS



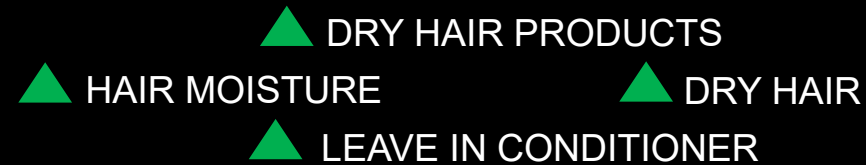
SEARCH FOR DRY HAIR TREATMENTS IS BOOMING WORLDWIDE

"leave in dry hair" **+160%**

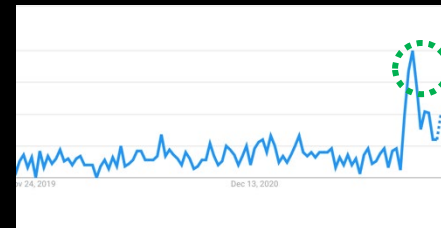
"dry hair treatment" **+110%**

"best dry hair products" **+120%**

DRY HAIR REMAINS A TOP SEARCHED HAIR CONCERN!



"HYALURONIC ACID HAIR" HAS PEAKED

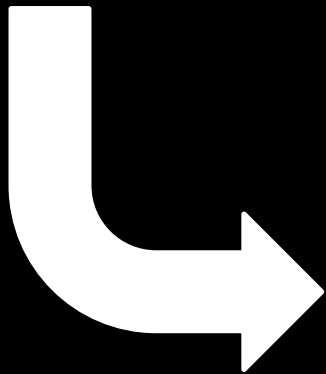


WORLDWIDE
SEARCH IS UP
+218%

WHAT IS: **HYALURONIC ACID?**



HYALURONIC ACID IS A HUMECTANT, IT CAN RETAIN MOISTURE AND BIND APPROXIMATELY 1,000 TIMES ITS WEIGHT IN WATER. KNOWN FOR ITS BENEFITS IN SKINCARE, HYALURONIC ACID CAN HYDRATE, NOURISH, AND PLUMP THE SKIN



A **HUMECTANT** IS A TYPE OF MOISTURE THAT DRAWS MOISTURE IN, WHILE BOTH **RETAINING AND PRESERVING** IT FOR A LONGER PERIOD OF TIME.

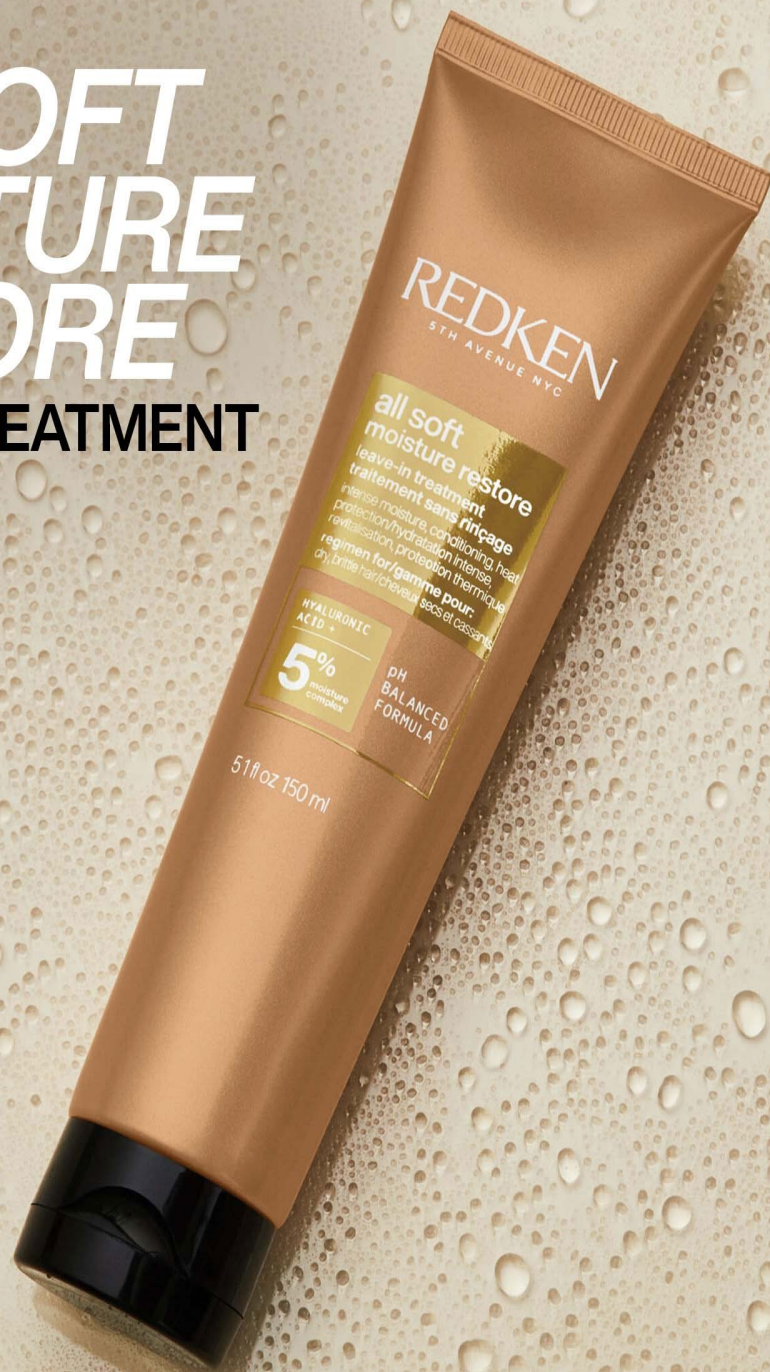


HYALURONIC ACID HAS *POWERFUL* *BENEFITS* FOR YOUR HAIR HYDRATION

- ✓ HYDRATES THE HAIR
- ✓ REDUCES FRIZZ
- ✓ PLUMPS THE HAIR
- ✓ HYDRATES THE SCALP
- ✓ GREAT FOR ALL HAIR
TYPES AND TEXTURES

ALL SOFT MOISTURE RESTORE

LEAVE-IN TREATMENT



NEW ALL SOFT MOISTURE RESTORE

WHAT IS IT?

All Soft Moisture Restore Leave-In Treatment adds immediate shine and moisture for healthy looking & feeling hair.

WHO IS IT FOR?

Clients with dry hair looking for immediate moisturization & hydration.

WHAT IS THE TECHNOLOGY?

Formulated with the humectant of Hyaluronic Acid that retains water to provide immediate hydration to hair. Also infused with fatty alcohols that deposit onto the hair fiber to leave hair conditioned and moisturized, without weighing it down.

WHAT ARE THE BENEFITS?

- Heat protection up to 450°F/230°C*
- Hair feels moisturized up to 72 hours**
- Instantly conditions for 10x Smoother hair*
- Visually sleekens split ends, tames frizz, and detangles hair**

*vs. non-conditioning shampoo **based on consumer testing results

WHY MOISTURE RESTORE?

FOR THE PRO:

- GIVE YOUR CLIENT **72 HOUR PROTECTION** TO KEEP THEIR HAIR LOOKING BEAUTIFUL 1,2, AND EVEN 3 DAYS AFTER THEY LEAVE YOUR CHAIR
- SINCE IT'S A LIGHT CREAM TEXTURE, THE PRODUCT IS **EASY TO APPLY, REDUCES FRICTION WHEN BRUSHING, AND IS LIGHT-WEIGHT**. NO STICKY FEELING AFTER APPLYING

FOR THE CLIENT:

- **HEAT PROTECTION UP TO 450 DEGREES**, PERFECT FOR THE CLIENT WHO STYLES THEIR HAIR DAILY TO GIVE THEM A **BOOST OF MOISTURE**
- FOR THE CLIENT WHO HAS SOME DRYNESS, USE THIS AFTER THEY CONDITION AND BEFORE THE USE HOT TOOLS TO LEAVE THEIR HAIR FEELING MORE **HYDRATED, LESS FRIZZY, SMOOTHER, SHINIER, AND DETANGLED**

MEET OUR ENTIRE
ALL SOFT *RETAIL RANGE*

USE AFTER CONDITIONER
OR HEAVY CREAM ON DAMP
HAIR, LEAVE IN AND STYLE
AS USUAL



1 CLEANSE **2** CONDITION **2** TREAT **3** LEAVE-IN **4** OIL

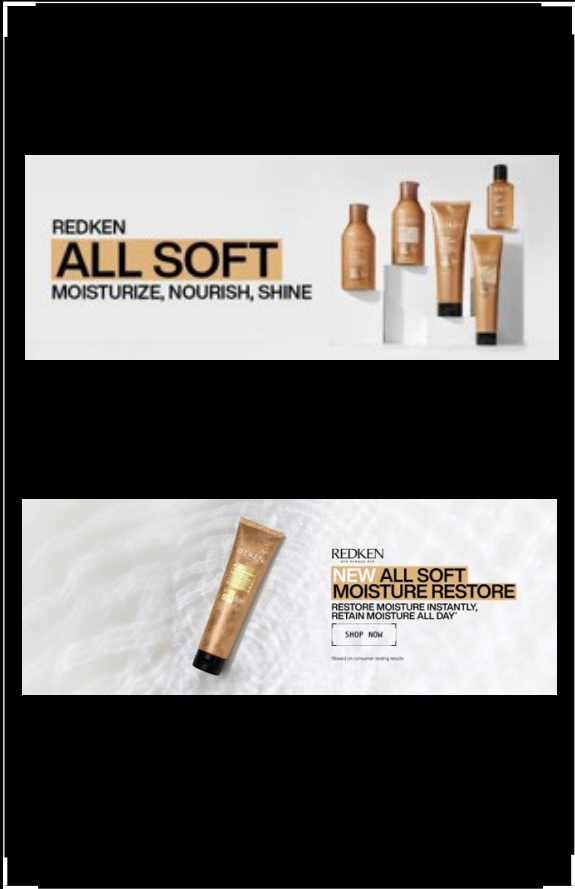
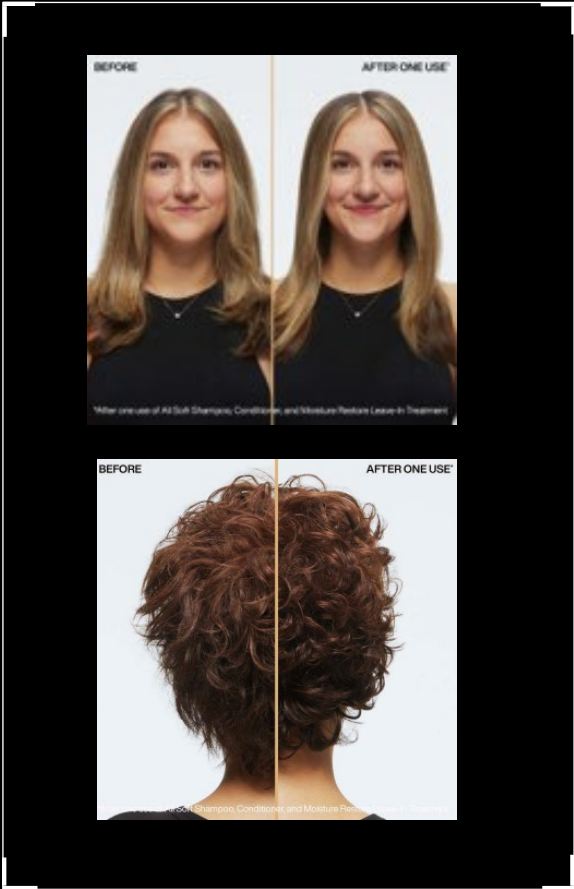
ASSETS

RETAIL POSTERS

PRODUCT SHOTS

BEFORE + AFTERS

MERCHANDISING /
SALON WINDOW



[ASSETS LIBRARY](#)

FREQUENTLY ASKED QUESTIONS



HOW DOES THE MOISTURE RESTORE COMPARE WITH OTHER ALL SOFT PRODUCTS?



	ALL SOFT MOISTURE RESTORE	ALL SOFT SHAMPOO	ALL SOFT CONDITIONER	ALL SOFT ARGAN-6 OIL	ALL SOFT HEAVY CREAM
MOISTURE COMPLEX	5%	2%	5%	12%	12%
FEATURED INGREDIENT	Argan Oil – known to help moisturize and condition hair				
	Hyaluronic Acid A known humectant that provides moisture. It can retain a balance of lipids and proteins	Cationic Conditioning Polymer Helps to provide conditioning feel and helps to smooth the cuticle		Silicone A conditioning agent in haircare that can add smoothness to the hair, reduce mechanical friction, and provide frizz minimizing effects	Glycerin A humectant that can condition hair and provide softness and smoothness
USAGE FREQUENCY	Daily Leave-In with added heat protection	Daily Shampoo	Daily Conditioner	Daily Leave-In to be used as often as needed	Weekly Treatment

FREQUENTLY ASKED QUESTIONS

WHAT IS ALL SOFT MOISTURE RESTORE?

This leave-in conditioning treatment adds immediate shine and moisture for healthy looking and feeling hair. It works to hydrate & retain moisture lost by heat styling & color services.

IS ALL SOFT MOISTURE RESTORE SUITABLE FOR COLOR TREATED HAIR?

Yes, All Soft Moisture Restore is suitable for color treated hair.

WHAT IS THE TECHNOLOGY?

All Soft Moisture Restore is a blend of conditioning ingredients, fatty alcohols, humectants, and silicones that will deposit onto the hair fiber to leave the hair conditioned and moisturized.

WHAT ARE THE CLAIMS FOR ALL-SOFT MOISTURE RESTORE AS A STANDALONE PRODUCT?

All Soft Moisture Restore has undergone extensive instrumental and consumer tests resulting in the following approved claims:

- Up to 72 hours of moisturized feeling and looking hair*
- Up to 48 hours of shine*
- Long-lasting Body*
- Immediately smooths the cuticle fiber**
- Up to 450°F/230°C heat protection**
- Humidity Resistant up to 24 hours**
- 10x easier to detangle**
- Up to 24hr of frizz protection**
- 10x smoother**
- 90% more conditioned**
- Static control and protection**

**based on consumer Testing; ** vs. non-conditioning shampoo*

FREQUENTLY ASKED QUESTIONS

WHAT IS THE MOISTURE COMPLEX?

The moisture complex is a proprietary blend of ingredients that work together within the formula to moisturize the hair.

CAN I USE ALL SOFT MOISTURE RESTORE ALONE OR CAN I USE IT WITH OTHER ALL SOFT PRODUCTS?

Based on our consumer testing, All Soft Moisture Restore provides multiple benefits on its own, and can be used as a bundle with ALL SOFT Shampoo + Conditioner:

- 95%* of consumers agree that the hair feels moisturized/hydrated
- 84%* of consumers agree that the hair looks nourished/conditioned
- 85%* of consumers agree that the hair feels healthy
- 85%* of consumers agree the hair is manageable

**Based on consumer testing of All Soft Shampoo, Conditioner and Moisture Restore*

IS THE ALL SOFT RANGE OF PRODUCTS PH BALANCED?

Yes, each ALL SOFT product has an acidic pH.

HOW IS ALL SOFT DIFFERENT THAT ALL SOFT MEGA?

All Soft: for hair types that are dry and brittle. Recommended for curl patterns 1-4.

All Soft Mega: for severely dry, coarse hair. Recommended for curl patterns 4-8.

HOW LONG BEFORE YOU SEE RESULTS?

All Soft Moisture Restore delivers moisture, smoothing, frizz control, shine, humidity resistance and heat protection after just one use.

FREQUENTLY ASKED QUESTIONS

WHAT IS THE FRAGRANCE OF ALL SOFT MOISTURE RESTORE?

The All Soft Moisture Restore fragrance has the following fragrance pyramid:

TOP NOTES: Pear, Honey, Lemon

MIDDLE NOTES: Floral, Rose, Muguet

BASE NOTES: Powdery, Musk

IS ALL SOFT SUITABLE FOR BLEACHED HAIR?

Yes. However, Acidic Bonding Concentrate regimen may be a better option as it helps reinforce the weak (hydrogen) bonds, to strengthen the hair internally and reduce breakage.

HOW OFTEN CAN I USE ALL SOFT MOISTURE RESTORE?

All Soft Moisture Restore can be used daily, following each shampoo, or as desired.

CAN I ROTATE BETWEEN ALL SOFT AND OTHER REDKEN HAIRCARE RANGES?

Absolutely! Redken haircare ranges can be used as needed to address specific needs.

WHAT IS THE FUNCTION OF SILICONE IN HAIRCARE?

Silicone is a conditioning agent and can play an essential part of hair care technology to provide the following benefits:

- Reduces the mechanical friction and helps reduce breakage of hair fiber
- Gives smoothness and detangling of the hair
- Provides frizz minimizing effect and improves ease of styling

FREQUENTLY ASKED QUESTIONS

HOW CAN ALL SOFT MOISTURE RESTORE FEATURE INGREDIENTS THAT ARE HUMECTANTS AND STILL PROVIDE 24HR HUMIDITY RESISTANCE AT THE SAME TIME?

Frizz can be caused by various factors such as the environment (think humidity), natural curl pattern, and the damage level. Commonly, frizz is the result of dry hair. All Soft Moisture Restore restores the moisture barrier in hair to help reduce frizz for up to 24 hours, even in 80% humidity.

HOW ARE ALL SOFT MOISTURE RESTORE AND ALL SOFT ARGAN-6 OIL DIFFERENT?

All Soft Moisture Restore contains both Argan Oil and Hyaluronic Acid, whereas All Soft Argan-6 Oil does not contain Hyaluronic Acid. Both products contain conditioning agents that moisturize the hair leaving it conditioned, soft, and shiny. The ability for the stylist to choose and/or recommend these benefits in either a cream or oil format allows for versatility and customization for different hair types and routines that are suitable for each individual regimen.

CAN I USE ALL SOFT MOISTURE RESTORE AND ALL SOFT ARGAN-6 OIL AT THE SAME TIME?

Yes, it's possible to layer the two products on the same head of hair and/or use them separately on different areas of the hair strand. For example, use All Soft Moisture Restore all over before blow-drying and All Soft Argan Oil on mid-lengths to ends as needed on dry hair. Multiple combinations are possible and should be based on the hair type and desired end result.

IS ALL SOFT MOISTURE RESTORE SILICONE FREE?

No, All Soft Moisture Restore is not silicone free.

WHERE CAN I LEARN MORE ABOUT INGREDIENTS?

A stylist can learn more about ingredients here <https://inside-our-products.loreal.com/ingredients>

HOW DOES THE MOISTURE RESTORE COMPARE WITH OTHER REDKEN LEAVE-IN TREATMENTS?

	ALL SOFT MOISTURE RESTORE	ACIDIC BONDING CONCENTRATE LEAVE-IN TREATMENT	EXTREME LENGTH SEALER	EXTREME PLAY SAFE	EXTREME ANTI- SNAP	ONE UNITED 25 BENEFITS	FRIZZ DISMISS REBEL TAME
FORMULA COMPLEX	5% Moisture Complex	5% Bonding Care Complex	4% Length Care Complex		1% Strength Complex		
INSPIRATION AL FEATURED INGREDIENTS	Hyaluronic Acid A known humectant that provides moisture. It can retain a balance of lipids and proteins	Citric Acid Small enough to enter the hair fiber and known to help strengthen hair	Biotin Also known as B7 can enhance shine, strengthen hair	Tourmaline Known to aid in sealing the cuticle, smoothing, moisturizing, and fighting frizz	Ceramides Known to help keep the hair cuticle flat smoothing the hair provides shine and reinforces hair Amino Acids Naturally found in cuticle of hair. Can help to add strength to the hair. Assists in helping hair hold on to moisture	Coconut Oil Known to provide the hair with protection from breakage, hydration, suppleness, and strength	Babbassu Oil Known to help retain moisture in the hair making it less prone to breakage
	Argan Oil Known to help moisturize and condition hair	Fatty Alcohols Emollients known to soften the hair to provide slip and detangling	Vegetable Proteins Proteins are known to aid in strengthening and moisturization of hair		Xylose A form of sugar that is known to coat the hair strand helping to disperse heat evenly throughout the fiber		
WHO IT'S FOR	For hair types that are dry, brittle, and lacking moisture	For all hair types that are chemically damaged, demanding and require internal bonding	For fortifying long to very long, breakage prone hair or for clients wanting to grow their hair	For damaged, weak, or fragile hair due to mechanical or environmental stressors		For all hair types that are unmanageable and require frizz control	Lightweight spray for all hair textures
HEAT PROTECTION	Heat protection up to 450F/230C			Heat protection up to 450F/230C		Heat protection up to 450F/230C	