

POWERED BY SCIENCE
PRESCRIBED BY PROS

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REDKEN PERMANENT



THE
FUTURE IS
HERE

THE TRUTH ABOUT *GRAY HAIR*

2 SIDES OF GRAY



— **THE LOOK:** Melanin pigments are gone giving the hair a gray appearance



— **THE FEEL:** Gray hair often feels stiff & has reduced shine due to reduced oil from scalp



DON'T JUST COVER GRAYS *REJUVENATE THEM!*

GRAY HAIR ISN'T JUST A CHANGE IN COLOR, IT'S A
CHANGE IN THE WAY YOUR HAIR FEELS AND THE
WAY YOU *FEEL ABOUT YOURSELF*

GRAY HAIR NEEDS RICH, TIMELESS COLOR WITH
BRILLIANT SHINE AND 100% COVERAGE THAT
ENVELOPS AND NOURISHES STRANDS WITHOUT
WEIGHING THEM DOWN

GRAYS THAT FEEL SOFTER, MORE MANAGEABLE,
AND AS RENEWED AS THEY DID BEFORE COLOR
WAS LOST

DON'T JUST COVER GRAYS. *REJUVENATE THEM!*

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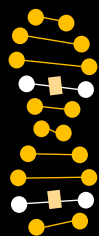
COLOR GELS OILS



COLOR GELS

OILS

DON'T JUST COVER GRAYS,
REJUVENATE THEM



HAIR REJUVENATION:

+78% Shine*

+30% Condition**



2% APRICOT OIL
for smoother hair

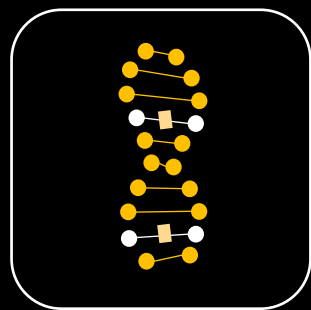


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COLOR GELS

OILS

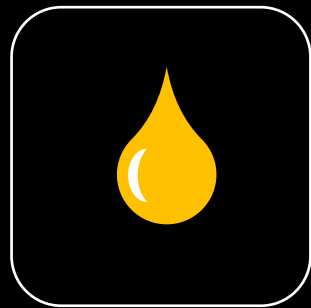
DON'T JUST COVER GRAYS,
REJUVENATE THEM



HAIR REJUVENATION:

+78% Shine*

+30% Condition**



2% APRICOT OIL
for smoother hair

“ABSOLUTELY LOVE...*NO STRONG SMELL*, CONSISTENCY FEELS *SO CONDITIONING* AND LEAVES THE HAIR WITH *ULTIMATE SHINE!*”



RACHEL REDD

“MY HAIR HAS *NEVER FELT BETTER*”

OILS CLIENT

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COLOR GELS *OILS*

DON'T JUST COVER GRAYS,
REJUVENATE THEM



“

OILS HELPS ADD
CONDITION TO
CURLY HAIR WHILE
PROCESSING
LEAVING IT *SHINY* &
SMOOTH, AND WON'T
COMPROMISE THE
CURL PATTERN.

”



JAMAL EDMONDS

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5TH AVENUE NYC



WHY **OIL?**

ADDING BACK WHAT WAS LOST

NOT A DELIVERY SYSTEM

FREE TO BENEFIT THE STRAND

RESTORES CONDITION & SHINE

ERADICATES THE INDICATORS OF GRAY HAIR

ADHESION ASSURANCE

FORMULA ADHERES TO GRAYS TO ENSURE COVERAGE

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COLOR GELS *OILS*

DON'T JUST COVER GRAYS,
REJUVENATE THEM



***UP TO 100% GRAY
COVERAGE***
on every single shade
with deep, saturated results



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COLOR GELS *OILS*

DON'T JUST COVER GRAYS,
REJUVENATE THEM



AMMONIA FREE
fragrance free

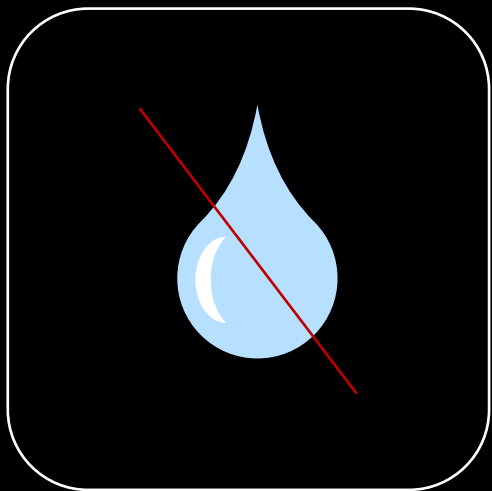
63%

OF CLIENTS WANT
CLEANER HAIRCOLOR

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COLOR GELS *OILS*

DON'T JUST COVER GRAYS,
REJUVENATE THEM



HAIR ADHESION
for no drip



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SKIP THE DRIP

WORK THE WAY YOU LIKE TO WORK



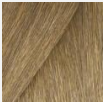
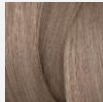
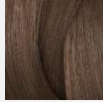
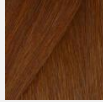
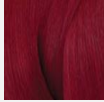
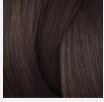
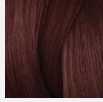
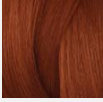
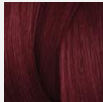
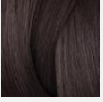
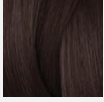
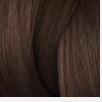
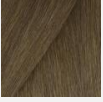
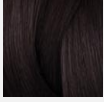
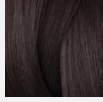
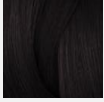
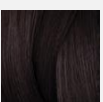
**BOTTLE APPLICATION
FOR SPEED**

OR



**BOWL & BRUSH
FOR PRECISION**

38 SHADES

	P	ABn	NA	NCh	N	NN	NW	BR	IG	G	CC	RR	RV
10													
9													
8													
7													
6													
5													
4													
3													
2													
1													

x38 SHADES

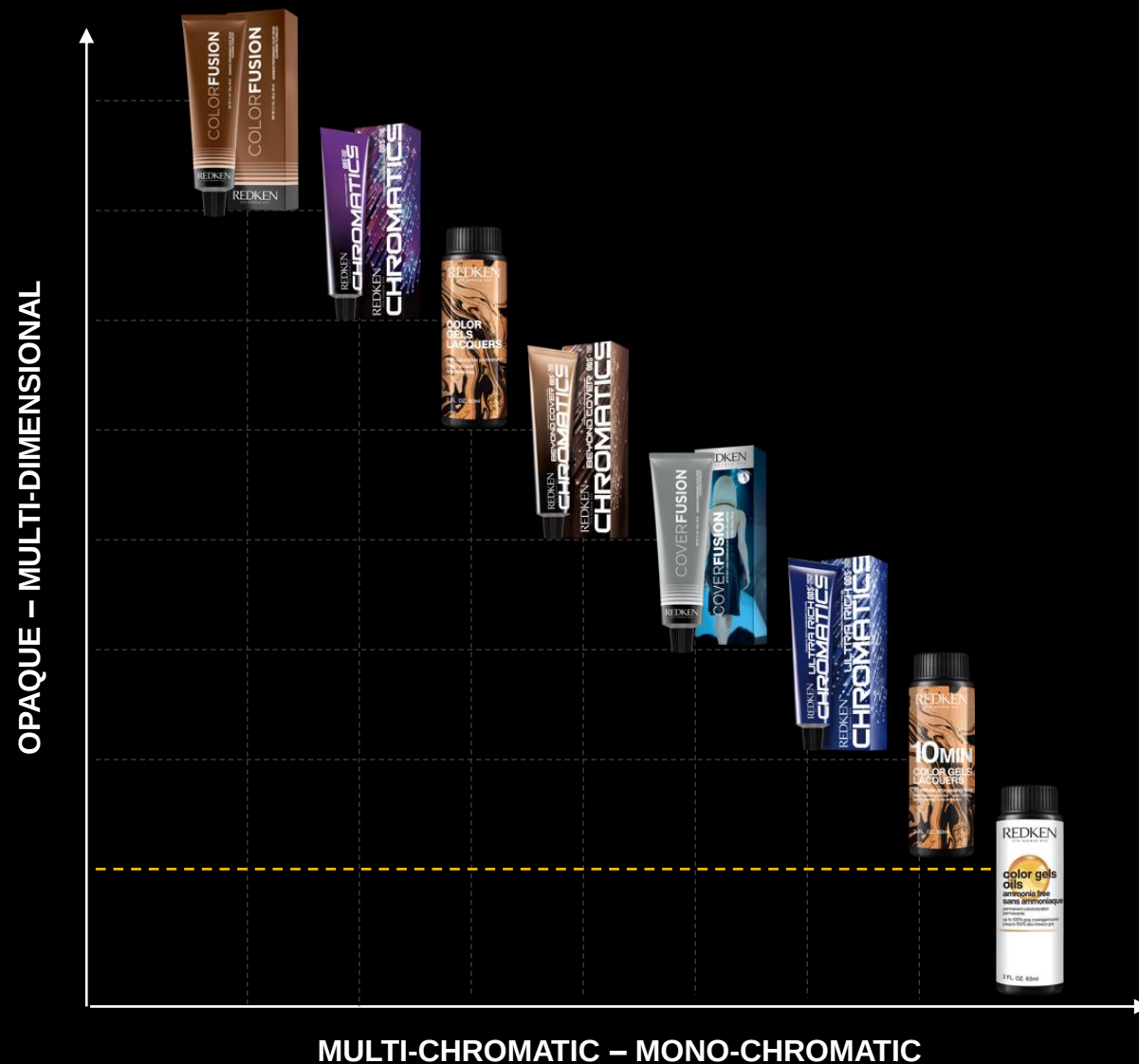
With up to 100% gray coverage,
deep, saturated results, and hair
rejuvenation on every single one

COLOR GELS OILS

OUR MOST MONOCHROMATIC
TASTE OF COLOR

DEEP, SATURATED COLOR RESULTS

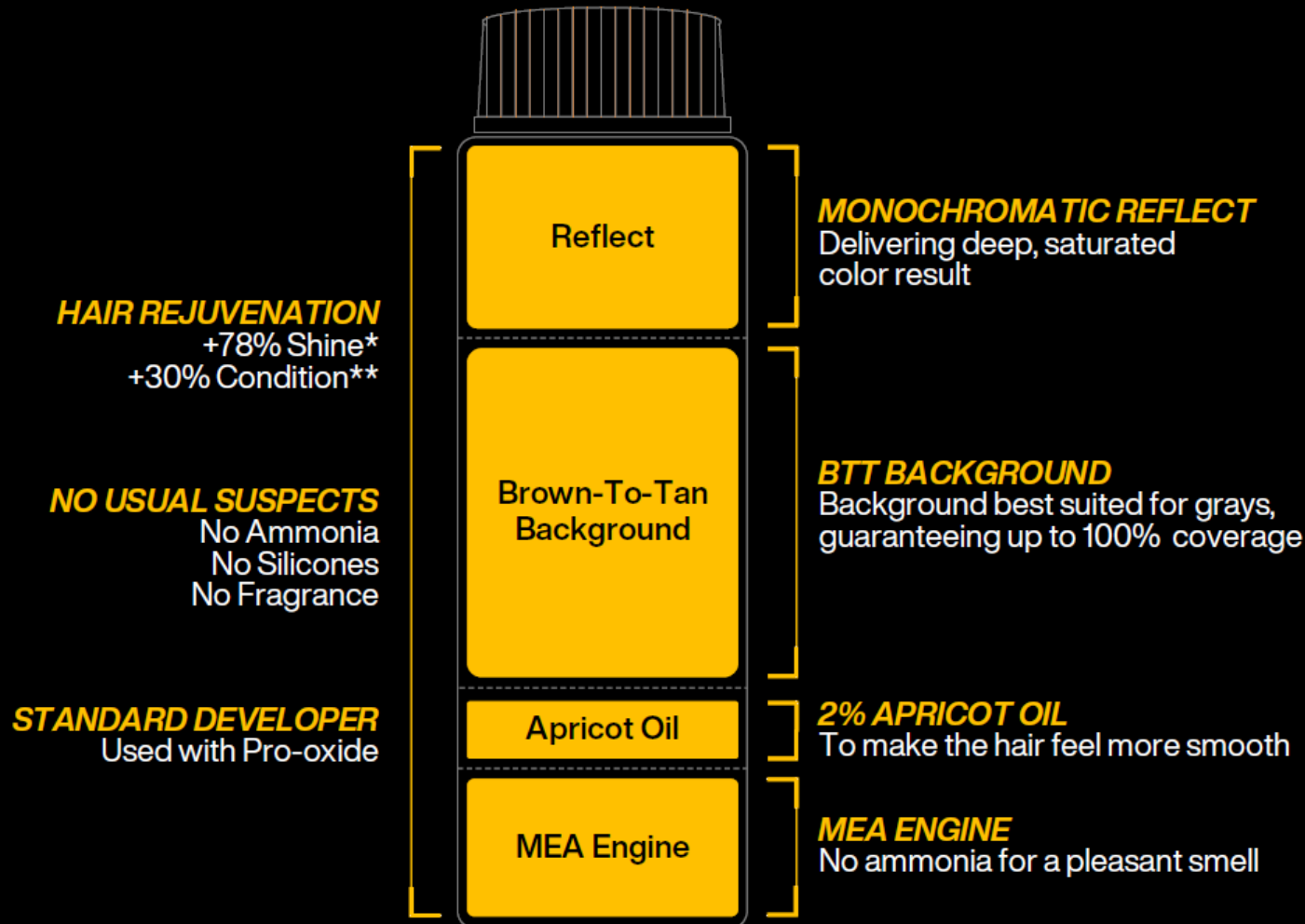
Our most Monochromatic range in terms of color tastes yet. With Color Gels Oils, no client will ever mistake multi-dimension for uncovered grays.



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BREAKING DOWN THE BOTTLE

FUTURE PROOF FORMULATION



GENIE IN A BOTTLE

Latest state-of-the-art, patent-pending formula by Redken Scientists, Color Gels Oils brings permanent color to the brand-new level.

*VS UNCOLORED HAIR / **VS NON-CONDITIONING SHAMPOO

C1 - Internal use

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FOR THE FIRST TIME EVER,
SHADE MARKINGS
ON EVERY...CAP!



EASY TO FIND

The shade stylists are looking for in the heat of the moment



EASY TO STORE

Even in the limited salon space, now you have flexibility on how to store your bottles



EASY TO LOVE

We always listen to our community & will soon bring it to all liquid color ranges.

WHY LIQUID?

LIQUID FOR ALL



EASE-OF-USE

Liquid texture is much easier to saturate the hair with, no matter the hair type – curly or coily, liquid color has it covered



SPEED

With bottle applicator you can dramatically increase your speed of application



PRECISION

With bowl & brush you can get that extra control you need for toughest of situations



CHOICE

With SEQ & SEQ BI demi-permanent & CG10, CGL, and now, CGO you can fully embrace liquid color, no matter the service



LESS EXPENSIVE

With a cost per application 20% lower than a cream*, save product and money with Color Gels Oils!

CGO CHANGES THE RULES



HAIR ADHESION FOR NO DRIP

Color Gels Oils has hair adhesion allowing it to stick to hair during application



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COLOR GELS OILS

BETTER FOR SALONS AND CLIENTS



TIME SAVING BUILT INTO **EVERY** BOTTLE



- ✓ Brown-to-Tan Background
- ✓ 100% Coverage On All Shades
- ✓ No Mixing Required

COLOR GELS OILS

BETTER FOR SALONS AND CLIENTS

USE WITH PRO-OXIDE DEVELOPER



✓ No Dedicated Developer

✓ Save Space

✓ Save Money

✓ Mitigate User Error

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COLOR GELS OILS

BETTER FOR SALONS AND CLIENTS

ENHANCED *CLIENT* EXPERIENCE



- ✓ No Ammonia or Odor
- ✓ No Drip
- ✓ Rejuvenating Benefits
- ✓ Fast Application
- ✓ Easy Rinse

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