



Acidic Color Gloss

December 2023



Color care landscape

Shine is the new color care

50+ years of color care

Formulas made for
permanent color retention



Pro behaviors are changing
Glosses & toners make up
70%+ of color services

Innovation driving growth

Finally, the color care...

Shades EQ deserves



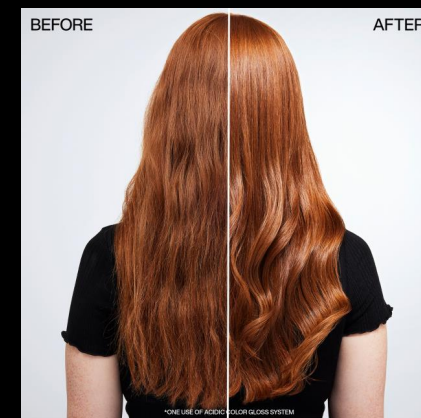


NEW

ACIDIC COLOR GLOSS

December 2023 in-salon

- **What?** Your Shades EQ insurance. Salon-inspired glossing range for lasting color & revolutionary shine.
- **Who?** Clients with demi or permanent color looking to extend color vibrancy and infuse shine and conditioning between salon visits.
- **Benefits?**
 - Color vibrancy for up to 32 washes*
 - +76% shinier hair
 - Acidic pH formulas seal the cuticle + lock in shine



*System of Acidic Color Gloss Shampoo & Conditioner

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



NEW STAR PRODUCT

ACTIVATED GLASS GLOSS TREATMENT

December 2023 in-salon

- **What?** Our 1st at-home salon-inspired glossing treatment to maintain Shades EQ results.
- **Who?** Clients with colored or natural hair looking to power up their shine between salon visits
- **Benefits?**
 - Glass-like shine for 3 days*
 - Intense, molecular-level shine
 - pH balancing formula powered by citric acid + apricot oil

* Based on consumer test, Acidic Color Gloss Activated Glass Gloss Treatment

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

Color care & shine regimen

Acidic Color Gloss usage

STEP 1:
Apply shampoo. Rinse.



STEP 2:
Apply Activated Glass Gloss Treatment and let sit for 5 minutes. Do not rinse.



STEP 3:
Layer conditioner over Treatment. Rinse.



STEP 4:
Apply Heat Protection Treatment. Style as desired.



Use as a complete regimen. Apply Shampoo to wet hair, lather, and rinse. For weekly use after shampooing, apply Activated Glass Gloss Treatment. Leave on for 5-10 minutes. Layer Conditioner on top for 1-3 minutes, then rinse. Spray Heat Protection Treatment on damp hair and style as desired.

The Activated Glass Gloss Treatment is recommended for use 1 week post color service, and then on a weekly basis after that.

Powered by science

Acidic Color Gloss Full Franchise

[pH] Advanced pH Tech.

- Customized pH levels depending on product usage
- Each product is formulated at the proper pH for optimal benefits + hair protection for each time of use
- Acidic pH balanced formulas seal cuticle + lock in shine
- For clients with glosses, toner, and permanent color

Acidic Shine Complex

- Blend of amino acids + conditioning agents
- Molecular level shine at every step while maintaining acidic pH

C1 - Internal use



Powered by science

Activated Glass Gloss Treatment

Pre-Activated Glass Gloss Treatment

- Citric acid + apricot oil locks in gloss for soft, shiny hair
- Care complex with apricot oil and silicone for ultra-condition + shine
- Patent-pending, pre-activated glossing treatment for salon-grade shine with ease of use at home
- Re-deposits shine lost from water and mineral build-up



Tracey Cunningham
Redken Celebrity Colorist
@traceycunningham1

“I can’t wait to recommend the ACG Glass Gloss Treatment to all of my clients, so they can maintain their Shades EQ shine at-home, in between appointments. This is the first time that we’re seeing color care for Glosses and Toners that actually adds intense shine the way Shades EQ does in the salon.”

- Patent-pending pre-activated glossing treatment for salon-grade shine



Powered by science

Heat Protection Leave-In Treatment

Invisible Shield Technology

- Coats the hair without covering shine
- Locks in color, shields out damage from heat, pollution, and minerals
- 450-degree heat protection
- 13x smoother hair/easier to detangle*
- 6x hydration boost*

C1 - Internal use



*Acidic Color Gloss Leave-In vs. non-conditioning shampoo

Acidic Color Gloss

The results



Sell-In & Sell-Thru Support

Acidic Color Gloss



ACG PBC Article



ACG Treatment Learning
Track



ACG Collection Learning
Track



ACG Redken Asset library



ACG Social Kit



ACG YouTube link

Script ideas for salon/stylist

Acidic Color Gloss

Target salon/stylist priorities:

1. All Shades EQ Stylists/Salons

Discovery questions:

- **What do you love about Shades EQ?**
 - Answer: Shine & Condition
- **How many gloss services do you do each day?**
 - Answer: All day long! So many I can't count!
- **Why doesn't color last?**
 - Answer: Hard water, I don't know what guests use at home

Script:

- *Your Shades EQ insurance. Glossing range for lasting color vibrancy (up to 32 washes) pH formula seals the cuticle & and locks in intense shine. Redken is launching with “star product”, 1st ever at-home glossing treatment that provides glass-like shine for 3 days launching in Dec. The ACG range will be available December 1st.*

Script ideas for salon/stylist

Acidic Color Gloss

Target salon/stylist priorities:

1. Gloss and tone customer
2. Haircut! Everyone can use shine before the holidays!

Discovery questions:

- **“I want to make sure you’ll love your look and able to maintain at home. So first, I want to ask you a few questions. Would that be ok?”**
- **“What do you love about your hair when you leave the salon after a color service?”**
 - Answer: Shine and condition
- **What is one thing you wish would last longer?**
 - Answer: Shine and condition (if they want volume, damage repair: Provide your Redken Prescription recommendation)

Script:

- *Redken is launching a take-home glossing range for lasting color vibrancy (up to 32 washes) to help seal the cuticle & and locks in intense shine. Redken is launching with “star product”, 1st ever at-home glossing treatment that provides glass-like shine for 3 days. With any color service receive you can receive \$10 off Activated Glass Gloss Treatment or with any blowout receive \$10 off Activated Glass Gloss Treatment for holiday shine.*

Activated Glass Gloss Treatment launch offer

December in-salon – 1 month

Try for \$14

- Acidic Color Gloss Activated Glass Gloss Treatment 8.0oz

+2x LEVEL points

Salon price: \$14.00

Salon value: \$19.00

Salon savings: \$5.00 / 26%



*Brand salon price

Acidic Color Gloss tiered launch offers

January & February in-salon – 2 months

Stylist offer

Purchase 1-4 of Acidic Color Gloss products (@ \$14 each):

- Shampoo 10.1oz
- Conditioner 10.1oz
- Activated Glass Gloss Treatment 8.0oz
- Heat Protection Treatment 6.8oz



Salon price: \$14.00

Salon value: \$16.50 - \$19.00

Salon savings: \$2.50 - \$5.00 / 15% - 26%

Salon offer

Purchase 5-19 of Acidic Color Gloss products (@ \$14 each), receive free:

- (1) Shampoo liter
- (1) Conditioner liter
- Salon signage PPK



Salon price: Up to \$266.00

Salon value: Up to \$425.00

Salon savings: Up to \$159.00 / 37%

Salon deluxe offer

Purchase 20+ of Acidic Color Gloss products (@ \$14 each), receive free:

- (2) Shampoo liters
- (2) Conditioner liters
- Salon signage PPK

+1,000 LEVEL Loyalty points



Salon price: \$280.00+

Salon value: \$508.00+

Salon savings: \$228.00 / 45%



Acidic Color Gloss

Appendix



Codes & pricing

Material Code	UPC	Material Description	Case qty	Size	Format	Brand Salon price	SC omni salon price	MSRP*
P2566300	884486516589	RK ACG SHMP 300ML V382	12	300ml/10.1oz	Retail	\$16.50	\$18.70	\$33.00
P2566400	884486516596	RK ACG SHMP LTR V382	12	1000ml/1L	Liter	\$32.00	\$36.26	\$64.00
P2566100	884486516565	RK ACG SHMP 50ML V265	50	50ml/1.7oz	Mini	\$6.50	\$7.36	\$13.00
P2566600	884486516619	RK ACG COND 300ML V382	12	300ml/10.1oz	Retail	\$16.50	\$18.70	\$33.00
P2566800	884486516633	RK ACG COND LTR V382	12	1000ml/1L	Liter	\$32.00	\$36.26	\$64.00
P2567200	884486516671	RK ACG COND 30ML V382	200	30ml/1.0oz	Mini	\$6.50	\$7.36	\$13.00
P2567800	884486516732	RK ACG RINSE OUT 200ML V805	12	250ml/8.0oz	Retail	\$19.00	\$21.53	\$38.00
P2567500	884486516701	RK ACG LEAVE IN 200ML V382	6	200ml/6.8oz	Retail	\$16.50	\$18.70	\$33.00

*Manufacturer's suggested retail price based on brand salon price

Acidic Color Gloss

Range summary

 Sulfate-Free Shampoo	 Conditioner	 Glass Gloss Treatment	 Heat Protection Leave-In Treatment
Acidic Shine Complex + pH 5.0-5.6	Acidic Shine Complex + pH 3.5-4.5	Acidic Shine Complex + pH 3.5-4.5	Acidic Shine Complex + pH 4.5-5.5
Vitamin E, Arginine, Serine, Glutamic Acid, Soybean Oil, Sulfate-free surfactants for gentle cleansing	Vitamin E, Arginine, Serine, Glutamic Acid, Soybean Oil, Fatty Alcohols, Cationic Surfactants, Silicones	Vitamin E, Arginine, Serine, Glutamic Acid, Soybean Oil, Silicones, Glycerin, Apricot Oil, Taurine	Vitamin E, Arginine, Serine, Glutamic Acid, Soybean Oil, Silicones, Xylose
Use as a complete system with acidic color gloss conditioner. Apply to wet hair. Lather. Rinse.	Use as a complete system with Acidic Color Gloss Shampoo. After Shampooing, apply to wet hair. Rinse.	For weekly use after shampooing. Apply Acidic Color Gloss treatment to towel dry hair. Leave on 5-10 mins. Layer conditioner on top for 1-3 mins, then rinse.	Apply to clean, damp hair. Leave in. do not rinse.
▪ Color vibrancy for up to 32 washes* ▪ Acidic pH formulas seal cuticle + lock in shine ▪ Sulfate-free cleansing ▪ Hair looks & feels revitalized instantly ▪ Color protection & salon-grade shine for colored & glossed hair *System of Acidic Color Gloss Shampoo & Conditioner	▪ Color vibrancy for up to 32 washes* ▪ Acidic pH formulas seal cuticle + lock in shine ▪ Intensely conditioned hair ▪ Hair looks & feels revitalized instantly ▪ Color protection & salon-grade shine for colored & glossed hair *System of Acidic Color Gloss Shampoo & Conditioner	▪ Glass like shine for 3-days* ▪ Intense, molecular-level shine ▪ +76% shinier hair** ▪ pH balancing formula ▪ 3-days of sleek, frizz-controlled hair * *Based on consumer test, Acidic Color Gloss Glass Gloss Treatment **Acidic Color Gloss Shampoo + Glass Gloss Treatment vs. unwashed color treated hair	▪ Invisible shield technology for shine + protection ▪ 13x smoother / easier to detangle* ▪ 6x hydration boost* *Acidic Color Gloss Leave-In vs. non-conditioning shampoo

FAQs

WHAT IS REDKEN ACIDIC COLOR GLOSS?

Formulated by our chemists to link REDKEN's equity in Shades EQ and acidic expertise, Acidic Color Gloss is revolutionary color care. Clients can now retain & deposit shine, maintaining vibrancy across not only permanent color, but glosses & toners too.

WHO IS ACIDIC COLOR GLOSS FOR?

Clients with demi or permanent color looking to maintain vibrancy, reflect, shine & color longevity for healthy looking hair. Our activated Glass Gloss Treatment can be used on color treated or non-color treated hair for intense shine.

WHAT IS ADVANCED pH TECHNOLOGY?

Advanced pH Technology offers customized pH levels depending on time of use of each product. Each product's formulation is at the proper pH to provide optimal benefits & protection to the hair. A sulfate-free acidic shampoo & conditioner packed with caring silicones to protect color tone, reflect & shine. A pre-activated glossing treatment that re-deposits shine lost from water and mineral build-up for in-between salon services. Finally, a leave-in treatment to protect hair from heat styling. This is REDKEN's signature ability to adjust the pH for these formulas in a way that benefits the hair.

WHAT IS ACIDIC SHINE COMPLEX?

A proprietary blend of amino acids and conditioning agents, to help provide shine to the hair while maintaining an acidic pH.

WHAT DOES IT MEAN TO BE 'PRE-ACTIVATED'?

In salon shine services, usually hydrogen peroxide present in developer must be measured and mixed with a clear colorant (for example, when mixing Shades EQ Crystal Clear with Processing Solution). The Acidic Color Gloss Activated Glass Gloss Treatment is pre-activated, meaning it already contains hydrogen peroxide and does not require pre-measuring and mixing with developer for ease of use at home to help provide controlled shine and glossing in between salon services.

FAQs

CAN IT BE USED MORE THAN ONCE PER WEEK?

It's not validated nor recommended for use more than once per week.

WHY IS IT NOT RECOMMENDED FOR USE WITHIN 1 WEEK OF A COLORING SERVICE?

It is recommended to use a week after coloring to boost shine back to salon level. It is not necessary to use right after a coloring service since color is long lasting and may also provide shine benefits.

WHY DO I NEED GLOVES WITH THE ACIDIC COLOR GLOSS ACTIVATED GLASS GLOSS TREATMENT?

The Acidic Color Gloss Activated Glass Gloss Treatment contains trace levels of hydrogen peroxide. Therefore, it is recommended to use gloves if applying the treatment on others repeatedly during the day to avoid potential irritation.

CAN YOU USE THE ACIDIC COLOR GLOSS ACTIVATED GLASS GLOSS TREATMENT IMMEDIATELY AFTER A COLORING SERVICE?

The Acidic Color Gloss Activated Glass Gloss Treatment is REDKEN's first at-home glossing treatment that will provide Shades EQ-like shine. It is meant to be used by your client as home care to extend and replenish the shine and vibrant color benefits between salon coloring services. We recommend the Activated Glass Gloss Treatment 1 week post Shades EQ service, and then on a weekly basis after that to extend the benefits of Shades EQ.

HOW LONG WILL THE BENEFITS OF THE ACIDIC COLOR GLOSS ACTIVATED GLASS GLOSS TREATMENT LAST?

The treatment will last until the next shampoo, or up to 3-days.

CAN THE ACIDIC COLOR GLOSS ACTIVATED GLASS GLOSS TREATMENT BE USED AS AN OVERNIGHT TREATMENT OR LEAVE-IN?

It is not recommended to use Acidic Color Gloss Activated Glass Gloss Treatment in either of these ways. This is a rinse out treatment which should be used and rinsed from the hair following shampooing. Any usage beyond what's instructed has not been validated and results will not be guaranteed.

FAQs

WHAT ARE THE KEY BENEFITS OF THE ACIDIC COLOR GLOSS HEAT PROTECTION LEAVE-IN TREATMENT?

When used alone:

- Hair is 13X smoother*
- Hair is up to 6x more hydrated*
- Hair is protected from heat damage up to 450°F/230°C

DO YOU HAVE TO USE THE FULL BUNDLE TOGETHER (ALL 4-PRODUCTS)?

To receive the full benefits, it's recommended to use the full bundle together. However, both the Acidic Color Gloss Activated Glass Gloss Treatment and Acidic Color Gloss Heat Protection Leave-In Treatment deliver benefits of their own and can be used with, or alternated with, other REDKEN haircare ranges.

WHAT HAIR TYPE BENEFITS MOST FROM USING ACIDIC COLOR GLOSS?

Hair that's been color-treated either with a permanent color, demi-permanent color, or both.

CAN ACIDIC COLOR GLOSS PRODUCTS BE USED ON HAIR EXTENSIONS?

Yes, the products can be used on 100% human hair extensions in which the cuticle has not been altered from its original state prior to purchase. Apply product to the human hair portion of the weft only avoiding any points of adhesion.

WILL ACIDIC COLOR GLOSS BE REPLACING COLOR EXTEND AND/OR COLOR EXTEND MAGNETICS?

Acidic Color Gloss will be replacing Color Extend, not Color Extend Magnetics.

Redken color care portfolio

Premium Offering

for processed, damaged hair



strength & condition

for all colored hair



color retention & shine

Core Offering

for blondes



tone & condition

for permanent color



color retention

Discontinued



Acidic Color Gloss vs. Color Extend Magnetics

	Acidic Color Gloss 	Color Extend Magnetics 
Retail Stance	\$\$\$\$, Premium Offering	\$\$, Core Offering
SKUs	▪ Sulfate-Free Shampoo (pH 5.0-5.6) ▪ Conditioner (pH 3.5-4.5) ▪ Activated Glass Gloss Treatment (pH 3.5-4.5) ▪ Leave-In Treatment (pH 4.5-5.5)	▪ Sulfate-Free Shampoo (6.0-6.6) ▪ Conditioner (3.5-4.5)
Client	For all color-treated hair (glosses, toners, permanent color)	For permanently colored clients
Technology	▪ Advanced pH technology + Acidic Shine Complex ▪ Full range the helps to retain & deposit shine, prolong color vibrancy	▪ Basic offering of pH Balancing formula ▪ Use once every 3 washes
Claims	▪ Color Vibrancy up to 32 washes / long-lasting color vibrancy ▪ 76% shinier hair ▪ Intense, molecular-level shine ▪ Acidic pH balanced formulas seal the cuticle + lock in shine	▪ Color Vibrancy up to 18 washes ▪ Gentle, sulfate-free cleansing ▪ Conditioning ▪ Softens, smoothes, detangles ▪ Amino-ions help seal in hair color

Acidic Color Gloss vs. Acidic Bonding Concentrate

	Acidic Color Gloss 	Acidic Bonding Concentrate 
Retail Stance	\$\$\$, Premium Offering	\$\$\$, Premium Offering
SKUs	▪ Sulfate-Free Shampoo (pH 5.0-5.6) ▪ Conditioner (pH 3.5-4.5) ▪ Activated Glass Gloss Treatment (pH 3.5-4.5) ▪ Leave-In Treatment (pH 4.5-5.5)	▪ Intensive Treatment ▪ Shampoo ▪ Conditioner ▪ Light Conditioner ▪ Mask ▪ Leave-In
Client	For all color-treated hair (glosses, toners, permanent color)	For clients with lightened or processed, damaged hair
Technology	▪ Advanced pH technology + Acidic Shine Complex ▪ Full range the helps to retain & deposit shine, prolong color vibrancy	▪ Citric Acid + Bonding Care Complex
Why Acid?	▪ pH balanced formulas to seal the cuticle + lock in shine / color	▪ Acidic formulas to penetrate the hair fiber to offer internal repair ▪ Rebalances hair's pH to a healthy level, sealing the cuticle to protect from damage
Claims	▪ Color Vibrancy up to 32 washes / long-lasting color vibrancy ▪ 76% shinier hair ▪ Intense, molecular-level shine ▪ Acidic pH balanced formulas seal the cuticle + lock in shine	▪ Combats up to 2 years of visible damage in 1 use ▪ Transformative results in 1 use: 3x stronger, 14x smoother, 90% more conditioned ▪ 82% reduction of split ends, 90% agree hair looks less damaged