

Acidic Bonding Curls & Redken Curl Stylers

Sales Presenter

May 2024



The Curly Consumer

Dynamic market opportunities

1



Diversifying Demographic

61% of Gen-Z consumers have textured hair

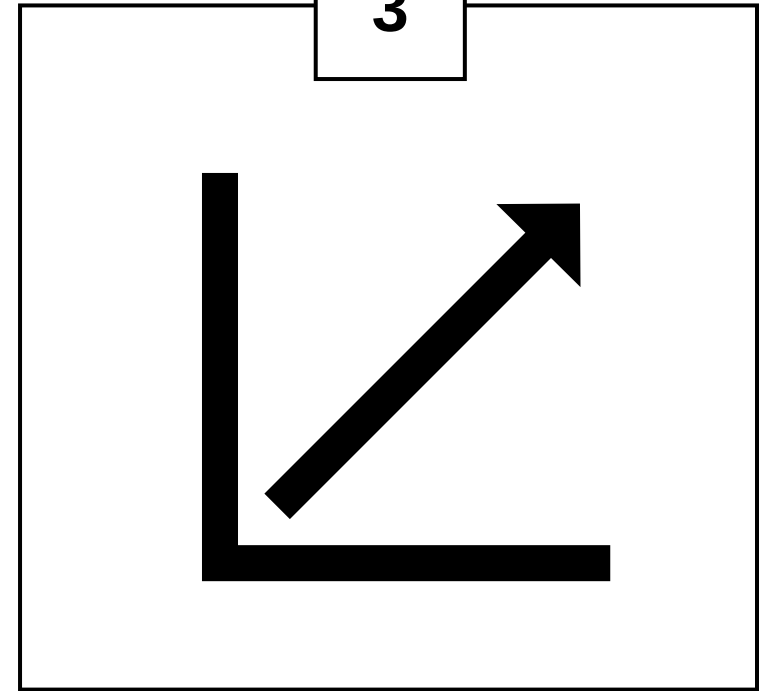
2



Curl Salon Services are Shifting

57% of curly clients color their hair

3



Curl Market is Growing

+46% prestige curl purchasing power

C1 - Internal use

SOURCES: Curls Bible: An Inspirational & Strategic Living Roadmap for Innovation, Advention 2022, Circana

Curls are 7x more vulnerable to damage & breakage

Cuticles are raised +.....

Bonds are more fragile +.....

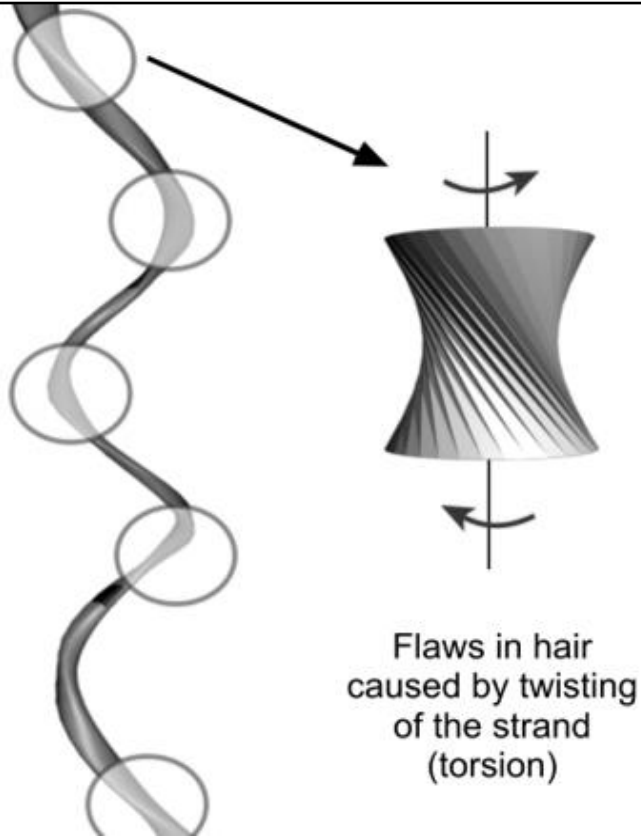
Shape blocks natural lipidic conditioning +.....



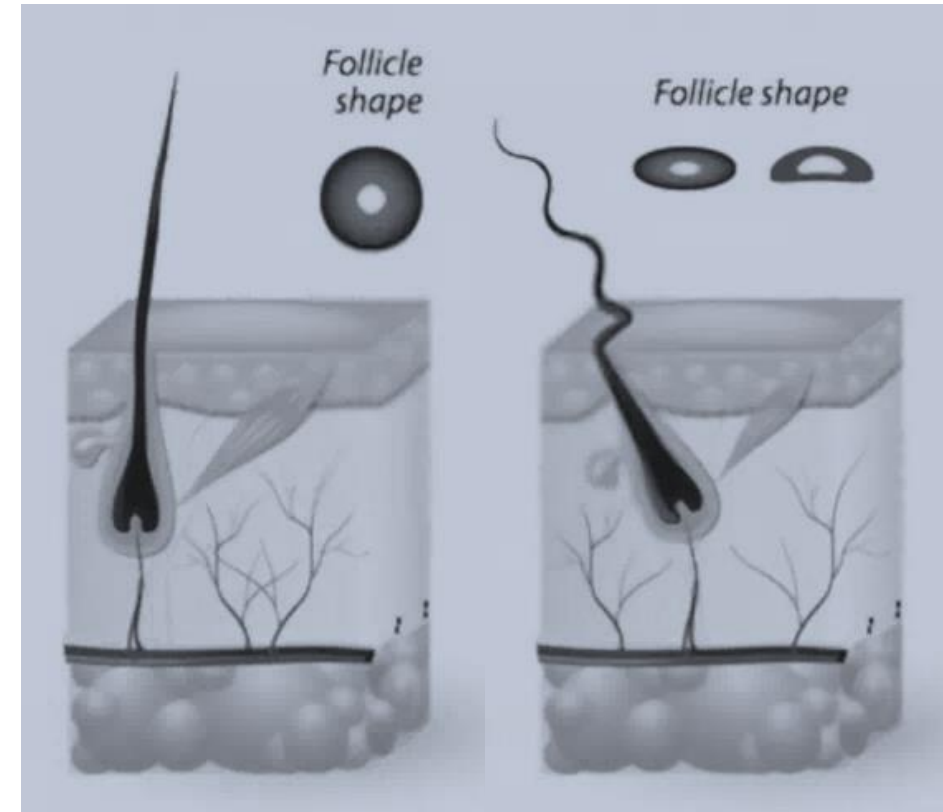
External Curl Structure

Susceptible to breakage & dryness

- Bends Are Fragile And Easily Broken = Damaged Hair



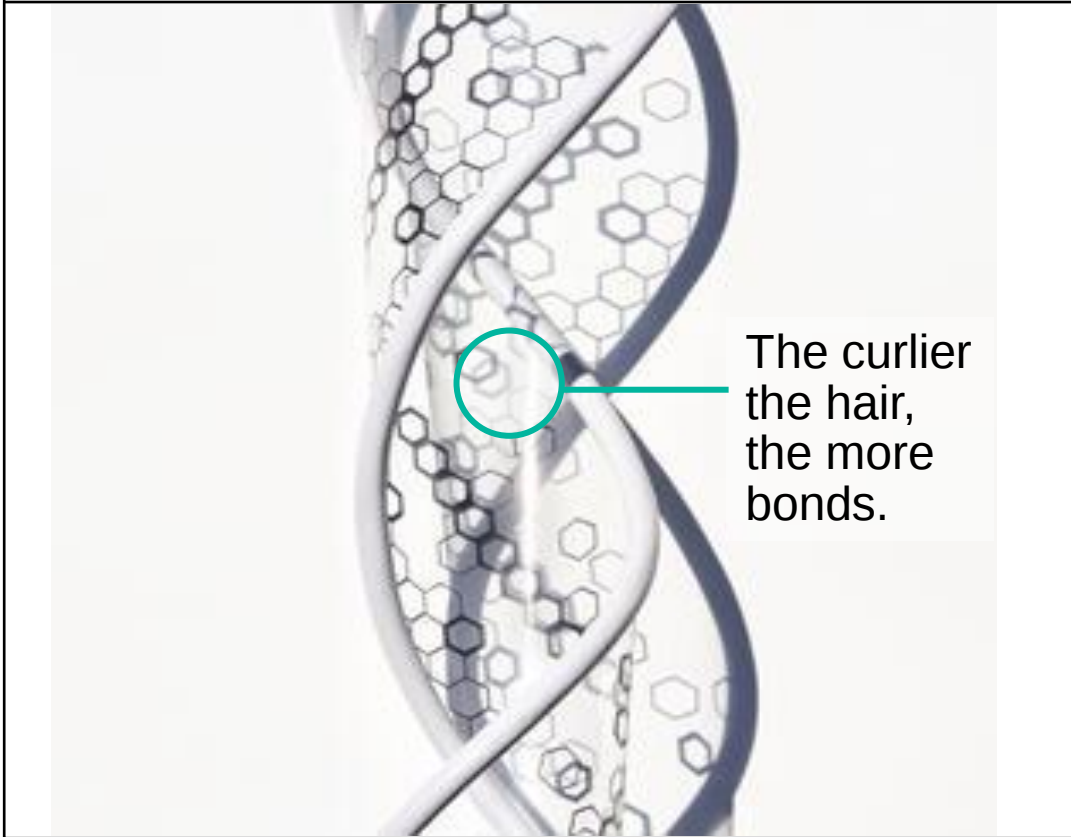
- Less Sebum Diffusion = Dry Hair



Internal Hair Structure

Curls have more disulfide bonds

- Disulfide Bonds Provide Strength + Curl Shape



- Broken Bonds = Frizz + Disrupted Curl Pattern



BEFORE

AFTER
ACIDIC BONDING
CURLS SYSTEM

「CURL TYPE
3B」



NEW

ACIDIC BONDING CURLS



+ What? Redken's 1st silicone-free bonding range to restore the pattern of processed, damaged curls & coils. Inclusive of pattern restoring shampoo, conditioner, & leave-in treatment.

+ Who? Clients with processed, damaged curls & coils looking to restore the health of their natural curl pattern

+ Tech?

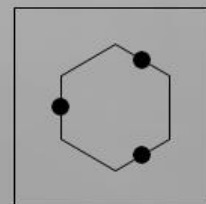
- Curl-Bond Technology is powered by Citric Acid + Glycine + Urea that penetrate the hair follicle to build bonds + repair curl strength from the inside
- Natural oils such as avocado & coconut oil lightly coat the hair to provide lasting hydration & elasticity

+ Benefits?

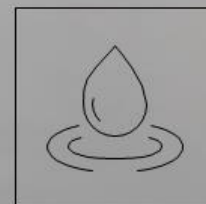
- Build bonds + repair curl strength
- Silicone-free formulas hydrate + improve curl elasticity
- 92% saw healthier & more defined curls in 1 use
- 85% less frizz for up to 96hrs*
- 12x smoother**



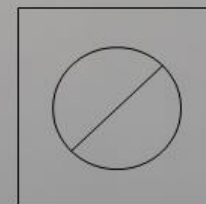
BEHIND THE SCIENCE: ACIDIC BONDING CONCENTRATE



pH balanced formula with
citric acid + glycine + urea to
build bonds & repair curls
from the inside



Natural oils such as
avocado oil + shea butter
known to hydrate +
improve curl elasticity



Formulated without
silicones, sulfates,
parabens & mineral oils

BEFORE

AFTER
ACIDIC BONDING
CURLS SYSTEM

「CURL TYPE
4B」



NEW

REDKEN CURL STYLERS

+ What? Redken's silicone-free hydrating styling range is dedicated for consumers with curly & coily hair. Consisting of a hydrating curl cream, sculpting curl gel, and refreshing curl mist.

+ Who? Curly & coily clients looking for hydrating styling products that define & enhance their pattern for up to 72-hours and refresh curls up to 7-days.

+ Tech?

- Redken's curl stylers contain Squalane & Jojoba Oil which are ingredients inspired by your hair's natural moisturizing oils to keep hair hydrated, defined, and frizz-free up to 72-hours.
- Vegan stylers free of silicones, parabens, mineral oils, and animal derived ingredients.

+ Benefits?

- 72-Hour pattern enhancing definition
- 72-Hour intense hydration
- 76% frizz reduction for up to 72-Hours
- Refresh curls for up to 7-days
- Natural feeling curls with no crunch or flakes
- Free of silicones, parabens, and mineral Oils

$+$ 

Silicones, parabens and mineral oils



Before & After

Across different curl types

Before

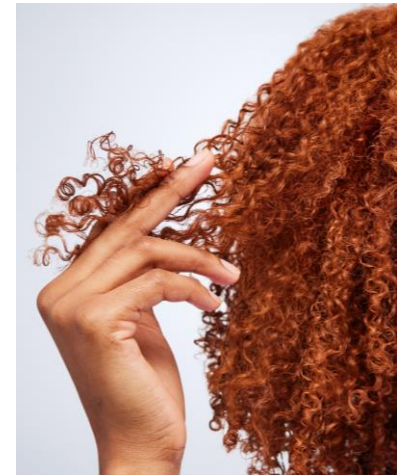
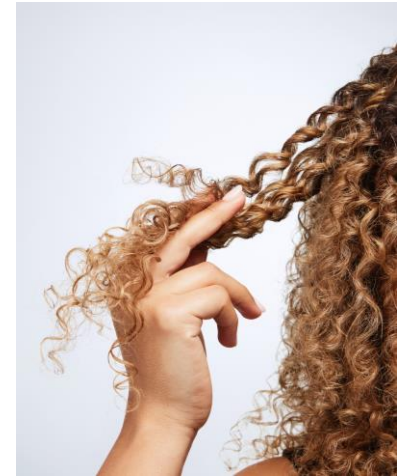
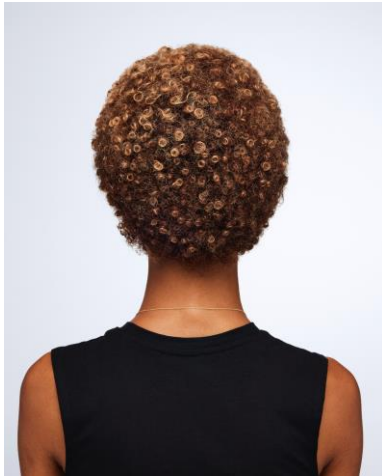
After

Before

After

Before

After



How to Identify Curl Patterns

Your hair pattern is determined by genetics. Your hair pattern may be altered with severe heat or chemicals, but your hair pattern is in your DNA. There are 2 systems we typically talk to when identifying curl patterns: **The Andrew Walker System** or **L'Oréal Natural Texture Key**.

THE ANDREW WALKER SYSTEM

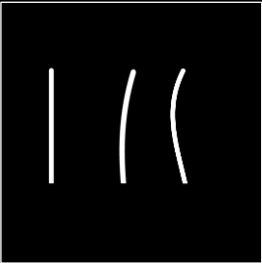
One of the most simplistic ways for categorizing hair types is to follow this system

It classifies hair types according to **four main categories**:

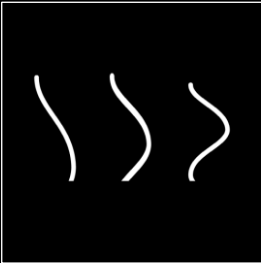
TYPE 1: STRAIGHT
TYPE 2: WAVY
TYPE 3: CURLY
TYPE 4: COILY

The textured hair types or curl types are further divided into **3 sub-categories**:

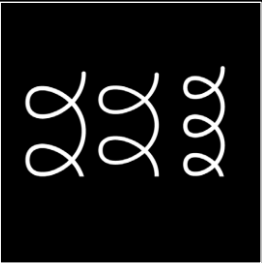
A: LOOSE
B: MEDIUM
C: THE TIGHTEST CURL PATTERN.



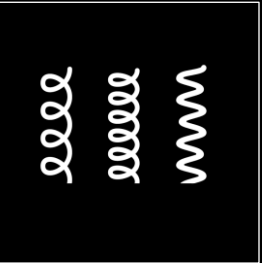
STRAIGHT
1A-1C
Little to no bends in the hair



WAVY
2A-2C
Loose, unidentified waves, having a very loose 'S' patterned curl



CURLY
3A-3C
Loose and springy loops or ringlets



COILY
4A-4C
Very tightly dense, comes in the pattern of a corkscrew, coil or zig-zag

L'ORÉAL NATURAL TEXTURE KEY

Identifying Texture Types 1-8



TYPE 1
Straight to minimal waves



TYPE 2
Open Wave



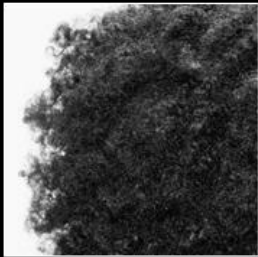
TYPE 3
Wavy



TYPE 4
Curly



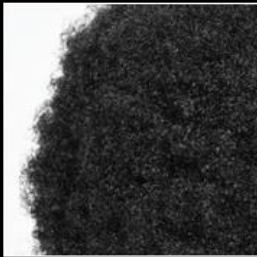
TYPE 5
Very Curly



TYPE 6
Coiled



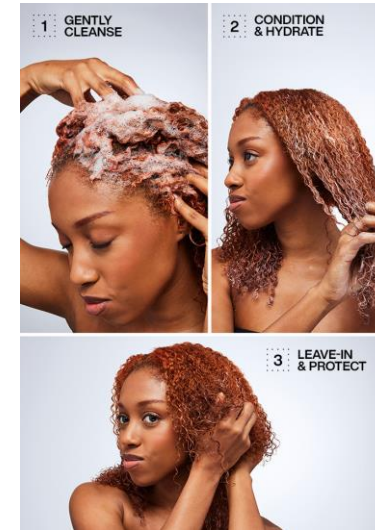
TYPE 7
Very Coiled



TYPE 8
Zig-Zag Coiled

Sell In & Sell-Thru Support

Acidic Bonding Curls & Curl Stylers



REDKEN HAIRCARE

The Top Regimen For Redefining Curls And Coils

Sales Presenter

Product knowledge & FAQs



Printed Assets

Easels, posters, clings, shelftalkers



Digital

Social posts & toolkit, how-to video & packshots



Learning Track

ABCurl & Curl Stylers modules



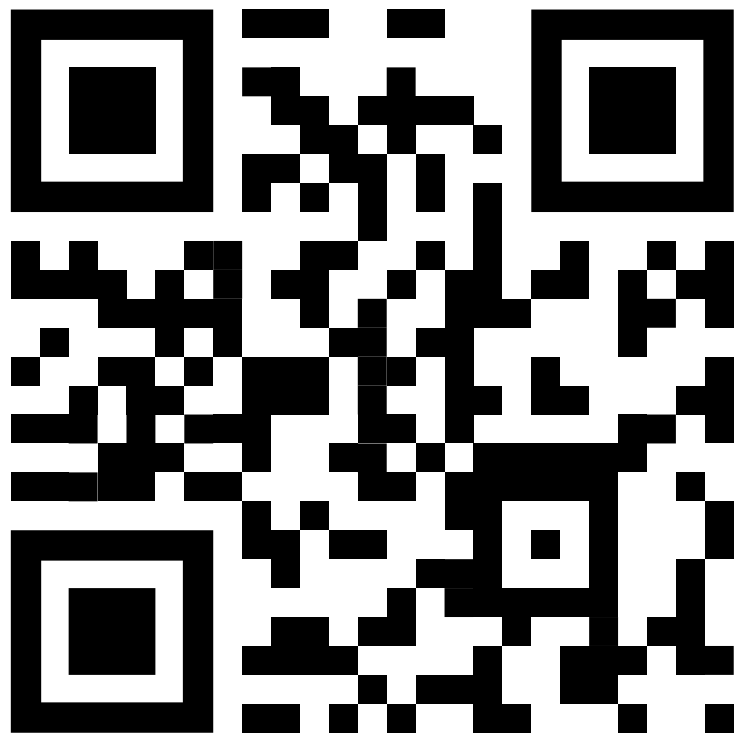
PBC Article

Learn more about our products



Brand Activation Assets

Acidic Bonding Curls & Curl Stylers



SCAN TO ACCESS
All May Brand Activation Access

STAY COMPETITIVE IN YOUR RETAIL MARKET WITH AN IN-SALON CLIENT TRIAL OFFER

COMPETITIVE PRICING STRATEGY

How to compete while staying profitable?

COMPETITIVE RETAILER 25% OFF	SALONCENTRIC SPECIAL SALE PRICE OF \$14	IN-SALON CLIENT COST FULL PRICE	IN-SALON CLIENT COST 30% OFF
			
\$33.00 \$24.75	\$18.70 \$14.00	\$33.00	\$33.00 \$24.75
	Take advantage of the 25% off price!	Your Profit = \$19.00	Your Profit = \$10.75

By passing on your savings!

Script Ideas for Salon/Stylist

Acidic Bonding Curls & Curl Stylers

Target salon/stylist priorities:

- All salons
- Curl specialist salons

Discovery questions:

- **How many curly and coily clients do you have in your salon?**
 - Many → *Go to script below.*
 - Not a lot → Over 50% of the population has curly hair and the category is booming. Redken has a new collection of Curl products to help you offer services and retail for your curly and coily guests. *Go to script below.*
- **Why does curly and coily hair need products with specific benefits?**
 - The curl structure is more delicate than meets the eye. The twists and bends in the hair require more hydration and moisture to retain their shape and prevent dryness. In addition, the curlier hair is, the more disulfide bonds there are! Therefore, there are bonds that need repair and strengthening benefits.

Script:

- *Repair & restore the pattern of curls with Redken's newest addition to the ABC family. Acidic Bonding Curls is specifically formulated for the needs of curls and coils. It's a silicone-free bonding care system to build bonds and repair inner curl strength. Pair with the New! Redken Curl Stylers, which are perfect for defining, hydrating, and taming frizz for up to 72 hours. Redken now has a complete curl portfolio that will be available starting May 1st.*

Script Ideas for Salon/Stylist

Acidic Bonding Curls & Curl Stylers

Target salon/stylist priorities:

- All salons
- Curl specialist salons

Discovery questions:

- **Do you notice that a lot of your curl and coily clients avoid color services?**
 - Yes → We have noticed too! *Go to script below.*
- **Are your curly and coily clients looking to embrace their natural hair?**
 - Answer: Yes! So many of my curly and coily clients ask about upgrading their hair routine. I want to be able to provide all types of hair & curl patterns a customized solution. *Go to script below.*

Script:

- *Redken's new and complete curl portfolio is perfect for those clients who are looking to color their hair without fear of damage, embrace their natural texture and so much for. Acidic Bonding Curls range is Redken's first silicone-free bonding range, specifically formulated to build bonds and restore the pattern of curls. We are also introducing 3 multi-benefit stylers; Hydrating Curl Cream, Curl Sculpting Gel and Refreshing Curl Mist to provide endless style opportunities. New! Acidic Bonding Curls and Curl Stylers will be available starting May 1st.*

Launch Offer

May & June In-Salon – 2 Months

Stylist offer

Try for \$14, includes:

- Acidic Bonding Curls Shampoo 10.1oz
- Acidic Bonding Curls Conditioner 10.1oz
- Acidic Bonding Curls Leave-in Treatment 8.5oz
- Hydrating Curl Cream 6.8oz
- Sculpting Curl Gel 8.5oz
- Refreshing Curl Mist 8.5oz

+500 LEVEL points



Salon price: \$14.00

Salon value: \$16.00 – \$19.00

Salon savings: \$2.00 – \$5.00 / 14% – 26%

Salon offer

Purchase 6-11 of Redken Curl products (@ \$14 each), receive free:

- 1 Set of Liters
 - Acidic Bonding Curls Shampoo 1L
 - Acidic Bonding Curls Conditioner 1L
- Salon signage

+1,000 LEVEL points



Salon price: Up to \$154.00

Salon value: Up to \$273.00

Salon savings: Up to \$119.00 / 44%

Salon deluxe offer

Purchase 12+ of Redken Curl products (@ \$14 each), receive free:

- Salon signage
- 1 Set of liters
 - Acidic Bonding Curls Shampoo 1L
 - Acidic Bonding Curls Conditioner 1L
- Curl Care GWP Kit

+1,500 LEVEL points



Salon price: \$168.00+

Salon value: \$292.00+

Salon savings: \$124.00 / 42%

Redken Retail New User Kits

Ongoing

Stylist offer

Purchase \$100+ Redken Retail*
[Mix & Match Redken Haircare & Styling]

Receive Free (valued at \$84):

- Acidic Color Gloss liter set
- One United 13.5oz
- Digital Merchandising Easel

*buy-in excludes all minis & liters

Salon offer

Purchase \$300+ Redken Retail*
[Mix & Match Redken Haircare & Styling]

Receive Free (valued at \$120):

- Acidic Color Gloss liter set
- (2) One United 13.5oz
- Digital Merchandising Easel
- Brand Book
- Liter Pumps

*buy-in excludes all minis & liters

Mega Salon offer

Purchase \$600+ Redken Retail*
[Mix & Match Redken Haircare & Styling]

Receive Free (valued at \$280):

- Acidic Color Gloss liter set
- Acidic Bonding Concentrate liter set
- Hair Cleansing Cream liter
- Stylist Caddy
- (2) One United 13.5oz
- Digital Merchandising Easel
- Brand Book
- Liter Pumps

*buy-in excludes all minis & liters

Sell-Thru Promotions

Acidic Bonding Curls & Curl Stylers

SCAN
TO DOWNLOAD
EDITABLE ASSETS!



BUY ANY 2 FOR \$56
ACIDIC BONDING CURLS
AND CURL STYLERS

CHOOSE FROM ANY PRODUCT BELOW
SHAMPOO, CONDITIONER, LEAVE-IN
HYDRATING CREAM, SCULPTING GEL, REFRESHING MIST



HAIR CARE BUILDS BONDS - RESTORES
CURL STRENGTH FROM THE INSIDE OUT

FORMULATED WITHOUT SULFATES
& LACONIC ON HAIR

DEFINES, HYDRATES, & TAMES FRIZZ
FOR UP TO 72-HOURS

REDKEN
8TH AVENUE NYC

GET 20% OFF WHEN YOU
REBOOK TODAY!

NEW! ACIDIC BONDING CURLS & CURL STYLERS
HELP BUILD BONDS AND RESTORE CURL PATTERN



HAIR CARE BUILDS BONDS - RESTORES
CURL STRENGTH FROM THE INSIDE OUT

FORMULATED WITHOUT SULFATES
& LACONIC ON HAIR

DEFINES, HYDRATES, & TAMES FRIZZ
FOR UP TO 72-HOURS

REDKEN
8TH AVENUE NYC

BUY 2, GET 1 50% OFF
ACIDIC BONDING CURLS
AND CURL STYLERS

CHOOSE FROM ANY PRODUCT BELOW
SHAMPOO, CONDITIONER, LEAVE-IN
HYDRATING CREAM, SCULPTING GEL, REFRESHING MIST



HAIR CARE BUILDS BONDS - RESTORES
CURL STRENGTH FROM THE INSIDE OUT

FORMULATED WITHOUT SULFATES
& LACONIC ON HAIR

DEFINES, HYDRATES, & TAMES FRIZZ
FOR UP TO 72-HOURS

REDKEN
8TH AVENUE NYC

Education

Acidic Bonding Curls & Curl Stylers

SCAN
TO REGISTER FOR
EDUCATION!



Education Type	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec
Exchange/ ProLAB						Curls & Coils <i>Leysa Carrillo</i> August 25 th				
Specialty Training	Curl Crew CoLAB 1-2 <i>Lindsey Olsen & Evie Rivera</i> March 12 th - 13 th			RSOT June 23 rd - 24 th		Curl Crew CoLAB 1-2 <i>Lindsey Olsen</i> August 6 th - 7 th				
Virtual Digital Domain			AB Curls & Curl Stylers <i>George Garcia</i> May 7 th		AB Curls & Curl Stylers <i>Artist TBC</i> July 9 th					
Virtual Masterclass			Curls & Coils <i>Lindsey Olsen & Leysa Carrillo</i> May 16 th							
Stores		Glam Camp April 2 nd – 5 th Why be Part of It ft. Curls	Beauty Guru in-store demos Why be Part of It ft. Curls	Beauty Guru in-store demos Why be Part of It ft. Curls			Why be Part of It ft. Curls	Why be Part of It ft. Curls		

Education (continued)

Acidic Bonding Curls & Curl Stylers

Month	DATE	EST	Event Name	Notes – Support Reason
APRIL	4/24/2024	11:00 AM-12:00 PM	Redken Principles of Science & Bonding	ACG & TEASE ABC CURLS
MAY	5/21/2024	11:00 AM-12:00 PM	Redken Haircare Product Knowledge	HAIRCARE/STYLING SUMMER GO To's, ACG & ABC
JUNE	6/26/2024	11:00 AM-12:00 PM	Redken Principles of Science & Bonding	ABC & ACG
AUGUST	8/27/2024	11:00 AM-12:00 PM	Redken Principles of Science & Bonding	ABC; EVERY OTHER MONTH OFFERING
SEPTEMBER	9/18/2024	11:00 AM-12:00 PM	Redken Haircare Product Knowledge	ABC
OCTOBER	10/28/2024	1:00 PM-2:00 PM	Redken Principles of Science & Bonding	ABC; EVERY OTHER MONTH OFFERING
DECEMBER	12/3/2024	2:00 PM-3:00 PM	Redken Haircare Product Knowledge	ABC

These are all complimentary live streamed classes. Registration will be at www.saloncentric.com/redken-classes and can also be added to any order at a store or with an SBP.

Codes & Pricing

Acidic Bonding Curls & Curl Stylers

P-CODE	UPC/EAN	PRODUCT NAME	SIZE	FORMAT	CASE QTY	SALONCENTRIC OMNI PRICING	MINIMUM SUGGESTED RETAIL PRICE*
P2627900	884486522764	RK ABC CURLS SHMP 1L V382	Liter	33.8oz	12	\$36.26	\$64.00
P2629100	884486522887	RK ABC CURLS SHMP 300ML V382	Retail	10.1oz	12	\$18.70	\$33.00
P2628200	884486522795	RK ABC CURLS COND 1L V382	Liter	33.8oz	12	\$36.26	\$64.00
P2628000	884486522771	RK ABC CURLS COND 300ML V382	Retail	10.1oz	12	\$18.70	\$33.00
P2628100	884486522788	RK ABC CURLS LEAVE IN NRO CRM T250 V382	Retail	8.5oz	12	\$21.53	\$38.00
P2622200	884486522191	RK STY HYDRA CURL CREAM 200ML V805	Retail	6.8OZ	12	\$18.13	\$32.00
P2623900	884486522368	RK STY SCULPT CURL GEL 250ML V805	Retail	8.5OZ	12	\$18.13	\$32.00
P2623300	884486522306	RK STY RFSHING CURL MIST 250ML V805	Retail	8.5OZ	6	\$18.13	\$32.00



Acidic Bonding Curls FAQs

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POWERED BY SCIENCE PRESCRIBED BY PROS

For over 60 years, Redken has been a leader in the professional salon industry, empowering professionals and consumers to achieve healthy hair transformations with confidence. Founded by Paula Kent, a woman who believed in the power of science, Redken was the first company to take a scientific approach to hair, defined as the right balance of protein, moisture and supported by an acidic pH, which remains the alpha and omega of haircare to this very day. All Redken products are made with the highest quality ingredients, and tested by salon professionals to ensure maximum efficacy, for every hair type and texture and every hair need. Based in New York City, Redken supports the expertise of salon professionals with principle-based education, cutting edge technologies rooted in protein-science, and a portfolio of products including Shades EQ – the #1 demi-permanent haircolor on the market – for maximum versatility and flexibility for clients of all hair types and hair textures.

Based in New York City, Redken is the #1 salon brand in the US. Powered by science. Prescribed by pros. Redken was created in 1960 by Hollywood actress Paula Kent who recognized the need for gentle, high-performing products and knowledgeable hair professionals. She joined forces with her hairdresser, Jheri Redding, to study the chemistry of healthy hair. Their groundbreaking research revolutionized the haircare industry. Grounded in that same scientific focus today, all Redken products are made with the highest quality ingredients and tested by salon professionals to ensure maximum efficacy, giving clients the confidence to change their hair and

Acidic Bonding Curls FAQs

WHAT IS REDKEN ACIDIC BONDING CURLS?

Our first sulfate-free and silicone-free bonding care range designed to allow you to empower every pattern and restore the moisture, definition, and shine of demanding processed curls. Formulated with citric acid + glycine to penetrate the hair cuticle and strengthen from the inside for curls that look and feel resilient and bouncy. Benefits include 85% frizz reduction even in 80% humidity* and 91% more conditioned with easier wet hair detangling*.

*vs. non conditioning shampoo

WHO IS ACIDIC BONDING CURLS FOR?

For people with curl patterns 4-8 (A.K.A. 3A-4C) that have moderately to severely damaged their hair either through repeated permanent coloring, bleaching, and/or excessive heat styling.

WHAT IS BONDING CARE COMPLEX?

The Bonding Care Complex in ACIDIC BONDING CURLS is a proprietary blend of functional ingredients that provide a caring benefit to the hair and can vary across the range depending on the function of the product. The Bonding Care Complex works on the outer layer of the hair and Citric Acid + Glycine, which small enough, penetrates the fiber at a molecular level to help effectively reinforce bonds in the hair with continued use.

WHY DO PROCESSED CURLS NEED A SPECIFIC RANGE?

Curls naturally tend to be susceptible to fragility and dryness. Not only are bends in the hair fragile and easily broken, but the hair at these points often twists (torsion) leading to multiple weak spots along the hair fiber. Additionally, it is more difficult for sebum to travel down this hair type depleting the strand of natural emollients and moisture. When the element of chemical and/or heat damage is added, the likelihood of an elongated curl pattern, frizz, unruliness, fragility, dullness, and breakage is compounded.

WHO WAS INCLUDED IN TESTING?

There were 60 consumers with a curl pattern between levels 4-8 (A.K.A. 3A – 4C) included in the testing between ages of 18-65 who have either have color-treated hair or bleached hair with moderate to severe damage. Hair length was ear length or longer and all participants had a self-perception of frizzy, dull, unmanageable, split ends, build up on hair and scalp, with loss of natural pattern after oxidative services. Participants used the products for 4-weeks, washing at least 1X per week, with questions asked at various timepoints throughout.

Acidic Bonding Curls FAQs

WHAT'S IN THE ACIDIC BONDING CURLS RANGE AND WHAT ARE THE BENEFITS OF USING THE PRODUCTS TOGETHER?

	ACIDIC BONDING CURLS SILICONE-FREE SHAMPOO	ACIDIC BONDING CURLS SILICONE-FREE CONDITIONER	ACIDIC BONDING CURLS SILICONE-FREE LEAVE-IN TREATMENT
What is it?	A silicone-free & sulfate-free acidic shampoo & conditioner bundle that help to strengthen bonds in curly hair		A silicone-free & sulfate-free leave-in treatment with up to 450°F/230oC heat protection
What is the pH?	5.3 – 5.9 pH	3.5 - 4.5 pH	3.5 – 4.5 pH
Bonding Care Complex percentage?	9%	8%	16%
What is Curl Bond Technology made of?	Citric Acid - Small enough to enter the fiber and known to help reinforce the inner strength of the hair. Its structure enables it to capture the mineral ions which disrupt electrostatic bonds helping to minimize swelling.		
	Glycine – One of the smallest amino acids, it can penetrate to the cortex of the hair fiber. Works synergistically within each formula to help compensate for weakened hair.		
	Hydroxyethyl Urea – Known humectant for skin, scalp, and hair.		
What are some of the other key ingredients?	• A blend of avocado oil and shea butter used in place of silicone. • Vitamin B5 (panthenol) • Sulfate-free surfactants for gentle cleansing	• Coconut Oil • Cationic Surfactant	• Avocado Oil • Camelina Oil • Fatty Alcohol • Cationic surfactant
How is it used?	Apply to wet hair. Lather & rinse.	After shampooing, apply to wet hair. Rinse.	Apply to clean, damp hair. Leave-in. Do not rinse.

Acidic Bonding Curls FAQs

WHY NO SILICONES?

While silicones in haircare can often bring multiple benefits, there is a perception in the curly-hair community that silicones can build-up over time resulting in unwanted weight. ACIDIC BONDING CURLS focuses on restoring curls with lightweight moisture while strengthening the hair from the inside for curls that are manageable, supple, and bouncy with natural movement. Everyone has preferences on what they like and don't like (especially for curls!). With ACIDIC BONDING CURL and ALL SOFT MEGA CURL, whether or not to use silicones is up to you.

WHAT ELSE ARE THE FORMULAS FREE OF?

The shampoo & conditioner formulas are free of sulfate cleansing ingredients (SLES and SLS). All are vegan formulas with no animal derived ingredients.

HOW OFTEN CAN THE RANGE BE USED?

The range can be used as often as desired. No matter how many days go between shampooing, ACIDIC BONDING CURLS SILICONE-FREE SHAMPOO removes build-up on the hair and scalp leaving the hair feeling gently cleansed.

IS ACIDIC BONDING CURLS SUITABLE FOR COLOR-TREATED HAIR?

Yes, the Acidic Bonding Curls is suitable for color-treated hair.

CAN YOU USE THE ACIDIC BONDING CURLS IMMEDIATELY AFTER A COLORING SERVICE?

We recommend immediately following a coloring service with Acidic Color Gloss or Color Extend Magnetics. If needed, we also recommend using the ACIDIC CONCENTRATES BACKBAR regimen to help target important aspects of hair : protein, moisture and pH. ACIDIC BONDING CURLS is meant to be used by your client as home care to keep the hair feeling and looking healthy between chemical and/or color services.

HOW LONG WILL THE BENEFITS OF ACIDIC BONDING CURLS LAST?

Benefits will last up to 96 hours or until the next shampoo if shampooing sooner.

Acidic Bonding Curls FAQs

CAN THE ACIDIC BONDING CURLS SILICONE-FREE LEAVE-IN TREATMENT BE USED AS AN OVERNIGHT TREATMENT?

It was not validated for use in this way. However, because people with curly hair very often do not shampoo daily the leave-in will inevitably be left in the hair overnight. While it is safe to do so, there is no evidence that there is any increased benefit to leaving the product in overnight – meaning, the benefits of the product are seen and felt immediately and do not progressively increase over time.

CAN ACIDIC BONDING CURLS BE FOLLOWED WITH CURL STYLERS?

Yes. Remember, **Acidic Bonding Curls** provides specific caring benefits to curly and coily hair that is moderately to severely damaged either through repeated permanent coloring, bleaching, and/or excessive heat styling. **Curl Stylers** provide styling benefits for all curls and coils for even up to 7th day curls that need to be revitalized, defined, and hydrated. If you want to use ACIDIC BONDING CURLS SILICONE-FREE LEAVE-IN TREATMENT followed by HYDRATING CURL CREAM, the recommendation is to use about ½ of the amount of each as you would normally. In this case, less is more.

DO YOU HAVE TO USE THE FULL BUNDLE TOGETHER (ALL 3-PRODUCTS)?

For the full benefits, it's recommended to use them all.

WHY IS ACIDIC BONDING CURLS LEAVE-IN TREATMENT 16% BONDING CARE COMPLEX AND ACIDIC BONDING CONCENTRATE LEAVE-IN TREATMENT 5%?

Because curls naturally tend to be susceptible to fragility and dryness, we increased the concentration in the formula to provide additional benefits specific to curls that are damaged. The additional Bonding Care Complex helps to lock in hydration and preserve the curl's pattern, definition, and manageability.

WHY IS THERE A DIFFERENCE IN THE BONDING CARE COMPLEX STRENGTH BETWEEN ACIDIC BONDING CONCENTRATE AND ACIDIC BONDING CURLS?

Every product in the Redken ABC portfolio is specifically designed to address different hair needs. We have carefully developed and tested multiple formulas in collaboration with our professionals. During this process, we discovered a special connection between the formula and the bonding care concentrate. Building on this understanding, our scientists have created a product with the ideal combination of bonding care complex to achieve the desired results that both professionals and consumers appreciate.

Acidic Bonding Curls FAQs

IS THE ACIDIC BONDING CURLS SILICONE-FREE LEAVE-IN TREATMENT A REPLACEMENT FOR CURVACEOUS?

No. To replace styling products, we recommend using the Redken Curl Stylers. For recommendations, please refer to the Curl Stylers FAQ.

HOW IS ACIDIC BONDING CURLS DIFFERENT FROM ALL SOFT MEGA?

ACIDIC BONDING CURLS	ALL SOFT MEGA
For processed/damaged curly & coily hair	For extremely dry curly & coily hair
Bonding Care Complex + Citric Acid + Glycine	Nourish Complex + Aloe

HOW IS ACIDIC BONDING CURLS SILICONE-FREE LEAVE-IN DIFFERENT FROM ALL SOFT MEGA CURLS HYDRAMILT AND HYDRATING CURL CREAM?

ACIDIC BONDING CURLS SILICONE-FREE LEAVE-IN	ALL SOFT MEGA CURLS HYDRAMILT	HYDRATING CURL CREAM
Provides caring and strengthening benefits for processed/damaged curly & coily hair	Provides caring moisture benefits for extremely dry curly & coily hair	Provides light hold styling benefits for all curls & coils
Bonding Care Complex + Citric Acid + Glycine	Nourish Complex + Aloe plus Sacha Inchi Oil and Cactus Flower Extract	Squalane & Jojoba Oil
Up to 450°F/230°C heat protection		Up to 450°F/230°C heat protection
Formulated without silicones	Formulated with silicones	Formulated without silicones, mineral oil, and parabens

Acidic Bonding Curls FAQs

WHY IS THERE A SUNBURN WARNING ON SOME OF THE PRODUCTS?

Alpha hydroxy acids (AHAs) are found in a number of hair and skin cosmetic products, as they are known to help cleanse without stripping moisture. The US FDA advises that all cosmetic products containing AHAs that are topically applied to the skin have the potential to increase the skin's sensitivity to sunlight and recommends very specific usage instructions on these types of products. ACIDIC BONDING CURL products are hair products that contain the AHA known as citric acid and are not intended for topical application to the skin. However, unintentional exposure of the skin may occur during regular use and that's why the FDA's recommended statements are included on the packaging for your understanding and awareness.

CAN ACIDIC BONDING CURLS 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.

CAN ACIDIC BONDING CURLS BE USED ON RELAXED HAIR?

Yes, Acidic Bonding Curls can be used on hair that's been relaxed. However, these formulas have been designed to provide positive attributes such as frizz control and definition to all curl patterns. Hair that has been relaxed to the point that there is no longer a curl pattern might benefit from using Acidic Bonding Concentrate as an alternative.

WHICH ABC RANGE CAN BE RECOMMENDED FOR HAIR THAT'S TRANSITIONING FROM A RELAXER?

Should you have a salon guest who is transitioning from a relaxer to their natural hair, it's important to understand their personal preferences as well as how they are styling their hair. For example, if they prefer silicone-free products and are allowing their hair to be natural, tying it back in braids or ponytails, or wearing a protective style, then Acidic Bonding Curls could be an ideal range for recommendation. On the other hand, if they are heat-styling their hair straight and/or their hair is 'heat-trained', then Acidic Bonding Concentrate can also provide benefits with silicones that can provide slip to hair that's being brushed and smoothed.

WHAT IS THE FRAGRANCE?

The fragrance is the same as the rest of the ACIDIC BONDING CONCENTRATE range. Top notes: Orange, bergamot, lavender oil, orpur, lemon candy, marine. Mid notes: Freesia, strawberry, raspberry, peach, violet, lily, rose C1 - Internal use Base notes: Cedarwood, sandalwood, amber, moss, sweet notes



Curl Stylers FAQs

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POWERED BY SCIENCE PRESCRIBED BY PROS

For over 60 years, Redken has been a leader in the professional salon industry, empowering professionals and consumers to achieve healthy hair transformations with confidence. Founded by Paula Kent, a woman who believed in the power of science, Redken was the first company to take a scientific approach to hair, defined as the right balance of protein, moisture and supported by an acidic pH, which remains the alpha and omega of haircare to this very day. All Redken products are made with the highest quality ingredients, and tested by salon professionals to ensure maximum efficacy, for every hair type and texture and every hair need. Based in New York City, Redken supports the expertise of salon professionals with principle-based education, cutting edge technologies rooted in protein-science, and a portfolio of products including Shades EQ – the #1 demi-permanent haircolor on the market – for maximum versatility and flexibility for clients of all hair types and hair textures.

Based in New York City, Redken is the #1 salon brand in the US. Powered by science. Prescribed by pros. Redken was created in 1960 by Hollywood actress Paula Kent who recognized the need for gentle, high-performing products and knowledgeable hair professionals. She joined forces with her hairdresser, Jheri Redding, to study the chemistry of healthy hair. Their groundbreaking research revolutionized the haircare industry. Grounded in that same scientific focus today, all Redken products are made with the highest quality ingredients and tested by salon professionals to ensure maximum efficacy, giving clients the confidence to change their hair and

Curl Stylers FAQs

	Hydrating Curl Cream	Sculpting Curl Gel	Refreshing Curl Mist
What is it?	A curl-defining, moisturizing light hold cream that provides easy detangling without leaving visible residue on the hair when dry.	An easy to distribute, strong holding gel that leaves curly hair manageable & moisturized without feeling stiff or crunchy.	A lightweight curl redefining and revitalizing spray that can refresh curls even on the 7th day without washing.
What is the technology?	Formulated with fatty alcohol, humectants, and conditioning agents.	Formulated with a balance of conditioning agents and styling polymers.	Formulated with a blend of humectants and low hold polymers to refresh curls and reactive style.
How is it used?	Apply to palms and rub hands together, then apply in sections evenly through damp hair working through to ends. Style as desired. Can be reapplied to dry hair to tame frizz and redefine curl definition and moisturize.	Apply to palm, rub hands together, then apply in sections evenly working through damp hair. Style as desired.	To refresh curls and add lightweight moisture, spray evenly in workable sections through dry hair and scrunch or re-coil curls with fingers. Allow to air dry. Shake well before use.

Curl Stylers FAQs

	Hydrating Curl Cream	Sculpting Curl Gel	Refreshing Curl Mist
What are the benefits? *vs non-conditioning shampoo	• Heat protection up to 450F/230C • 81% reduction in frizz for up to 72-hrs.* • Hair is manageable • Hair has full body/volume • Curls are defined & bouncy • Curls maintain their natural shape/pattern	• 72-hour strong hold • Non-sticky, non-flaky, non-crunchy • 76% reduction in frizz for up to 72-hrs.* • Curls are defined & bouncy • Curls have their natural movement • Curls maintain their natural shape/pattern	• Hydrates & defines up to 7th day curls • 76% reduction in frizz for up to 72-hrs.* • Hair is manageable • Curls are defined & bouncy • Curls have their natural movement • Curls maintain their natural shape/pattern
How will the hair look up to 72-hours after using?	• Curl pattern looks enhanced • Healthy • Revitalized/refreshed • Moisturized/hydrated • NOT frizzy	• Curl pattern looks enhanced • Shiny • Healthy • Revitalized/refreshed • Moisturized/hydrated • NOT frizzy	• Curl pattern looks enhanced • Shiny • Healthy • Revitalized/refreshed • Moisturized/hydrated • NOT frizzy
How will the hair feel up to 72-hours after using?	• Soft • Healthy • Revitalized/refreshed • Moisturized/hydrated • NOT greasy/oily	• Healthy • Revitalized/refreshed • Moisturized/hydrated • NOT greasy/oily • NOT weighed down	• Soft • Healthy • Revitalized/refreshed • Moisturized/hydrated • NOT greasy/oily

Curl Stylers FAQs

WHAT ARE THE REDKEN CURL STYLERS?

The new Redken Curl Stylers consist of a Hydrating Curl Cream, Sculpting Curl Gel, and Refreshing Curl Mist. Our styling trio formulated without silicones, sulfates, parabens, or mineral oils allow the pro to empower every pattern whether using alone or together for customized results. Now your curly and coily guests can have 7th day curls that are revitalized, defined, and hydrated.

WHO IS IT FOR?

For clients with curl patterns 3-8 (2B – 4C) who are looking for curl definition and frizz control. These products are ideal for those who feel their curls are undefined, dry, frizzy, dull, dehydrated and unmanageable.

CAN THE PRODUCTS BE RE-APPLIED?

Yes. Many of our curly-hair clients can go for multiple days without washing, and they will often re-apply products to maintain frizz-controlling and curl defining benefits. REDKEN CURL STYLERS can be reapplied as desired by your guests.

CAN ALL 3 PRODUCTS BE USED TOGETHER?

Yes, the products can be used alone or together when layered.

CAN REDKEN CURL STYLERS BE USED FOLLOWING ACIDIC BONDING CONCENTRATE CURLS?

Yes. If you want to use ACIDIC BONDING CONCENTRATE CURLS SILICONE-FREE LEAVE-IN TREATMENT followed by HYDRATING CURL CREAM, the recommendation is to use about ½ of the amount of each as you would normally. In this case, less is more.

Curl Stylers FAQs

WHAT ARE THE INSPIRATIONAL CLAIM INGREDIENTS?

Squalane & Jojoba Oil

- Squalane is known as a protective agent on the surface of the hair fiber that holds moisture in and on the hair fiber.
- Jojoba Oil is known to lightly coat the hair fiber providing shine and anti-frizz benefits without a greasy feel.

ARE THE REDKEN CURL STYLERS FORMULATED WITHOUT NASTIES?

All REDKEN CURL STYLERS are silicone-free, mineral oil-free, and paraben-free. Each is a vegan formula with no animal derived ingredients.

WHY NO SILICONES?

Everyone has preferences on what they like and don't like (especially for curls!). While silicones in haircare can bring multiple benefits, there is a perception in the curly-hair community that silicones can build-up over time resulting in unwanted weight. CURL STYLERS are for those who are looking for curl definition and frizz control with a lightweight feel to the hair.

HOW WILL REDKEN'S CURL STYLERS LEAVE MY HAIR GREASY OR HEAVY?

The Redken curl stylers are not greasy, oily, crunchy or stiff and will not weight down curls or coils.

WHAT IS THE FRAGRANCE FOR THE REDKEN CURL STYLERS?

Top: Bergamot, Apple, Cinnamon Oil

Mid: Magnolia Flower, Orris, Muguet

Bottom: Ambrette, Musk, Cedarwood

Curl Stylers FAQs

WILL THESE PRODUCTS REPLACE CURVACEOUS?

Yes. Although the products are not like-for-like replacements, Curvaceous will be discontinued and these products can be recommended in their place. Here is how they are positioned differently:

	Curl Stylers	Curvaceous
Technology Snapshot	Formulated with Squalane & Jojoba Oil and without silicones, parabens, or mineral oils.	Curl Memory Complex with Moringa Oil and Sugar Crystals.
Who it's for	For curl patterns 3-8 (A.K.A. 2B – 4C)	For curl patterns 3-8 (A.K.A. 2B – 4C)

WHAT CAN I RECOMMEND FOR REPLACING CURVACEOUS STYLERS?

- Ringlet → On damp hair, first apply a smaller amount of Hydrating Curl Cream, then immediately layer with a larger amount of Sculpting Curl Gel. Style as usual.
- Curl Refiner → Apply Hydrating Curl Cream to damp hair. Style as usual. Follow with Refreshing Curl Mist when hair is dry. Pro Tip: Try mixing the two products together in your palms before applying to damp hair.
- Full Swirl Cream Serum → Layer Hydrating Curl Cream, then Sculpting Curl Gel in equal amounts on damp hair. Style as usual. Follow with Refreshing Curl Mist on dry hair.

Curl Stylers FAQs

	Hydrating Curl Cream	Acidic Bonding Curls Leave-in Treatment	All Soft Mega Curls Hydramelt
What it is	Formulated with Squalane & Jojoba Oil, a curl-defining, moisturizing light hold styling cream that provides easy detangling without leaving visible residue on the hair when dry. Formulated without silicones, mineral oil, and parabens.	Formulated with Citric Acid + Glycine and 16% Bonding Care Complex, this caring treatment will leave damaged curls feeling & looking nourished from root to tip for up to 96 hours. Formulated without silicones.	Formulated with 7% Nourish Complex & Aloe plus Sacha Inchi Oil and Cactus Flower Extract. Formulated with silicones. Sulfate and Paraben-Free.
Who it's for	For all curl patterns 3-8 (A.K.A. 2B – 4C)	For chemically treated or damaged curl patterns 4-8 (A.K.A. 3A – 4C)	For curl pattern 4-8 (A.K.A. 3A – 4C) that is very dry to extremely dry

Curl Stylers FAQs

HOW DOES SCULPTING CURL GEL COMPARE TO MAX SCULPTING GEL?

	Sculpting Curl Gel	Max Sculpting Gel
What it is	An easy to distribute, strong holding gel that leaves curly hair manageable & moisturized without feeling stiff or crunchy.	A maximum control gel that provides flake-free shape memory, added fiber thickness, and a sleek, long-lasting finish.
Who it's for	For curl patterns 3-8 (A.K.A. 2B – 4C)	All hair types

HOW DOES REFRESHING CURL MIST COMPARE TO EXISTING PRODUCTS?

	Refreshing Curl Mist	Beach Spray	One United
What it is	A lightweight curl redefining and revitalizing spray that can refresh curls even on the 7th day without washing.	A sea salt free, medium control spray for beachy, textured waves. Provides body and movement for a tousled, matte look.	A lightweight multi-benefit leave-in conditioner that is designed to nourish hair, improve manageability, and prime hair for styling.
Who it's for	For curl patterns 3-8 (A.K.A. 2B – 4C)	For curl patterns 1-2 (A.K.A. 1A – 2A)	All hair types

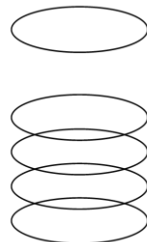
Curl Stylers FAQs

WHO WAS INCLUDED IN TESTING?

There were 71 consumers with a curl pattern between levels 3-8 (A.K.A. 2B – 4C) included in the testing between ages of 18-65 who represented all curl patterns. Hair length was ear length or longer and all participants had a self-perception of dry curls and coils, frizzy, dull, dehydrated, unmanageable hair. Participants used the products and reapplied as instructed, washing at least 1X per week, with questions asked at various timepoints throughout.

CAN CURL STYLERS 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.



C1 - Internal use

Acidic Bonding Curls



Silicone-free Shampoo

Citric Acid + Glycine +
8% bonding care complex

- A blend of avocado oil and shea butter used in place of silicone.
- Vitamin B5 (panthenol)
- Sulfate-free surfactants for gentle cleansing

Use as a complete system with acidic bonding curls conditioner & leave-in treatment. Apply to wet hair. Lather. Rinse.

- Build bonds & repair curl strength
- 92% saw healthier & more defined curls in 1 use*
- Silicone-free formulas hydrate + improve curl elasticity*
- Gently cleanses
- Removes build-up on hair & scalp

*based on consumer test



Silicone-free Conditioner

Citric Acid + Glycine +
9% bonding care complex

- Coconut Oil
- Cationic Surfactant

Use as a complete system with acidic bonding curls shampoo & leave-in treatment. After Shampooing, apply to wet hair. Rinse.

- Build bonds & repair curl strength
- 92% saw healthier & more defined curls in 1 use*
- Silicone-free formulas hydrate + improve curl elasticity*
- Hair feels intensely conditioned for up to 96hrs*

*based on consumer test



Silicone-free Leave-In Treatment

Citric Acid + Glycine +
16% bonding care complex

- Avocado Oil
- Camelina Oil
- Fatty Alcohol
- Cationic surfactant

Use as a complete system with acidic bonding curls shampoo & leave-in treatment. After conditioning, apply to clean, damp hair. Do not rinse. Style as usual. In case of contact with eyes, rinse them immediately.

- 85% less frizz for up to 96hrs**
- Up to 96hrs of shiny + defined curls*
- 91% / 12x easier to detangle***

*based on consumer test results, acidic bonding curls system

**system of acidic bonding curls shampoo, conditioner, and leave-in vs. non-conditioning shampoo

***acidic bonding curls leave-in vs. non conditioning shampoo

Curl Stylers



Hydrating Curl Cream

72-hour curl defining moisture



Curl Sculpting Gel

72-hour frizz-free holding gel



Curl Refreshing Mist

7-Day Curl Refreshing Mist

Formulated with Squalane & Jojoba Oil, Ingredients Inspired by hair's natural moisturizers
Formulated without silicones, parabens, and mineral oils
Vegan Formula*

*No Animal Derived Ingredients

- Formulated with fatty alcohol, humectants, and conditioning agents.

Apply to palms and rub hands together, then apply in sections evenly through damp hair working through to ends. Style as desired. Can be reapplied to dry hair to tame frizz and redefine curl definition and moisturize.

- 72-Hour Curl Definition
- Hydrates Curls for 72-Hours
- 81% Frizz Reduction*

*Vs non-conditioning shampoo
(Instrumental Testing)

- Formulated with a balance of conditioning agents and styling polymers.

Apply to palm, rub hands together, then apply in sections evenly working through damp hair. Style as desired.

- Strong 72-Hour Hold
- Non-Sticky, Non-Flaking, Non-Crunch
- 76% Frizz Reduction*

*Vs non-conditioning shampoo

- Formulated with a blend of humectants and low hold polymers to refresh curls and reactive style

To refresh curls and add lightweight moisture, spray evenly in workable sections through dry hair and scrunch or re-coil curls with fingers. Allow to airdry. Shake well before use.

- Refreshes 7th Day Curls Without Washing
- Hydrates & Defines up to 7th-Day Curls
- 76% Frizz Reduction *

*Vs non-conditioning shampoo
(Instrumental Testing)

WHAT'S THE DIFFERENCE? WHAT'S DIFFERENT VS CURVACEOUS

For the first time ever, Redken brings you a **curl routine free of silicones, parabens, and mineral oils!**

Redken's New Curl Stylers are designed to **empower your pattern** with a 7-day defining, hydrating, frizz fighting routine. With ingredients like **squalane & jojoba oil**, which are inspired by your skin's natural moisturizers, Redken's Curl Stylers keep your curls hydrated and styled all week long.

All our new stylers can be used on **all curls and coils** which makes styling your hair easier and more manageable with a simple routine inspired by the hydration your curls need to **maintain their natural bouncy shape!**

Curvaceous will be discontinued in 2024.



WHAT'S THE DIFFERENCE? WHAT'S DIFFERENT VS CURVACEOUS



ACIDIC BONDING CURLS

- For processed, damaged curly & coily hair
- Bonding care complex + citric acid + glycine

+



VS ALL SOFT MEGA CURLS

- For extremely dry curly & coily hair
- Nourish complex + aloe



CHOOSING BETWEEN CURL CREAMS



ACIDIC BONDING CURLS SILICONE-FREE LEAVE-IN

Provides caring and strengthening benefits for processed/damaged curly & coily hair

- Bonding care complex + citric acid + glycine

- Formulated without silicones

- Up to 450°F/230°C heat protection



REDKEN CURL STYLERS HYDRATING CURL CREAM

Provides light hold styling benefits for all curls & coils

- 72-hour hydrated definition

- 81% frizz reduction*
*vs no conditioning shampoo

- Up to 450°F/230°C heat protection

- Formulated without silicones, mineral oil and parabens



ALL SOFT MEGA CURLS HYDRAMELT

Provides caring moisture benefits for extremely dry curly & coily hair

- Nourish complex + aloe plus sacha inchi oil and cactus flower extract

- Formulated with silicones



CHOOSING BETWEEN GELS



SCULPTING CURL GEL

Curl Sculpting Gel is designed to enhance the natural texture of your curls. Regardless of if you have curls, spirals, or coils, Curl Sculpting Gel gives your curl shape the strength it needs for 72-hour hold!

- 72-Hour sculpted curls
- 76% frizz reduction for 72-hours
- Seals all curls and coils
- No Crunch, No Flake



MAX SCULPTING GEL

MaxSculpting Gel's super strength formula is designed to hold your hair's shape in a unique style that you decide. Regardless of if you need to have a super sleek pony, exaggerate a curl, or hold a unique shape, Max Sculpting Gel gives you the super strong hold.

- Maximum strength hold
- 24-hour control



CHOOSING BETWEEN MULTI-BENEFITS



ONE UNITED

One United is a multi-benefit leave in treatment pack with 25 benefits to nourish and increase manageability for all hair textures.



450 Degree Heat Protection



Sulfate-free, Paraben-free, & no heavy waxes



REFRESHING CURL MIST

Refreshing Curl Mist is specifically designed to re-hydrate and re-activate all curls and coils to restore movement, bounce, and patter on up to 7th day curls.



7th day refreshed curls



Formulated without silicones, parabens, and mineral oils





+ CURL ROUTINES

EVERY CURL IS DIFFERENT AND REQUIRES A UNIQUE BLEND OF STRENGTH, HYDRATION, AND DEFINITION TO CREATE YOUR PERFECT CURL. Here are a few ways we charged up our curls to empower EVERY pattern!17

CURL PATTERNS

Your hair pattern is determined by genetics. Your hair pattern may be altered with severe heat or chemicals, but your hair pattern is in your DNA. There are 2 systems we typically talk to when identifying curl patterns: **The Andrew Walker System** or **L'Oréal Natural Texture Key**.

THE ANDREW WALKER SYSTEM

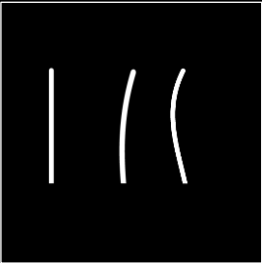
One of the most simplistic ways for categorizing hair types is to follow this system

It classifies hair types according to **four main categories**:

- TYPE 1: STRAIGHT
- TYPE 2: WAVY
- TYPE 3: CURLY
- TYPE 4: COILY

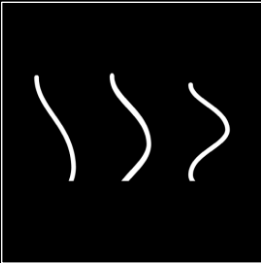
The textured hair types or curl types are further divided into **3 sub-categories**:

- A: LOOSE
- B: MEDIUM
- C: THE TIGHTEST CURL PATTERN.



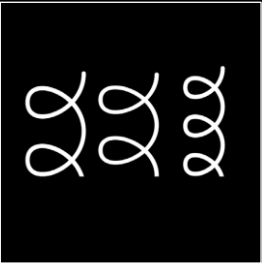
STRAIGHT

1A-1C
Little to no bends in the hair



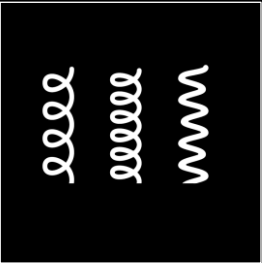
WAVY

2A-2C
Loose, unidentified waves, having a very loose 'S' patterned curl



CURLY

3A-3C
Loose and springy loops or ringlets



COILY

4A-4C
Very tightly dense, comes in the pattern of a corkscrew, coil or zig-zag

L'ORÉAL NATURAL TEXTURE KEY

Identifying Texture Types 1-8



TYPE 1
Straight to minimal waves



TYPE 2
Open Wave



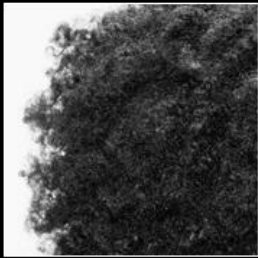
TYPE 3
Wavy



TYPE 4
Curly



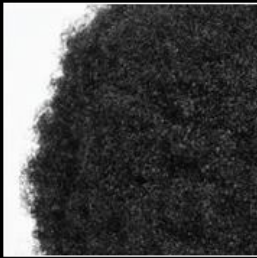
TYPE 5
Very Curly



TYPE 6
Coiled



TYPE 7
Very Coiled



TYPE 8
Zig-Zag Coiled

FREESTYLE FRO

Weak dry hair due to continuous use of lightener and color? Acidic Bonding Curls with Curl-Bond Technology builds strong bonds & repairs curls from the inside out. Hair is hydrated, curl elasticity is improved. Further define curls with the use of Hydrating Curl Cream to define and hydrate curls for up to 72-hours.

HAIR HISTORY: Pre-lightened, also global color

CURL PATTERN: 4A

HAIR DENSITY: Medium

HAIR CONDITION: Dry, damaged, tangles easy

ROUTINE



1

STEP 1: CLEANSE
Acidic Bonding
Curls Shampoo



2

STEP 2: CONDITION
Acidic Bonding Curls
Conditioner



3

STEP 3: TREAT
Acidic Bonding Curls
Leave-In Treatment



4

STEP 4: STYLE
Hydrating Curl
Cream



SCULPTED SWIRLS

Frizzy damaged hair in need of nourishment and control? The Acidic Bonding Curl system with Curl-Bond Technology builds strong bonds & repairs curls from the inside out. Hair is hydrated, curl elasticity is improved without being weighed down. Enhance your pattern with the Hydrating Curl Cream for 72-hour hydrated definition. Then sculpt your curls with Sculpting Curl Gel for a non-crunch hold and frizz protection.

Need a refresh? Refresh up to 7th day curls with the Refreshing Curl Mist.

HAIR HISTORY: Pre-Lightened balayage

CURL PATTERN: 3C

HAIR DENSITY: Fine

HAIR CONDITION: Dry, weak, frizzy

ROUTINE



1

STEP 1: CLEANSE
Acidic Bonding
Curls Shampoo



2

STEP 2: CONDITION
Acidic Bonding Curls
Conditioner



3

STEP 3: TREAT
Acidic Bonding Curls
Leave-In Treatment



4

STEP 4: STYLE
Hydrating Curl Cream
Sculpting Curl Gel
Refreshing Curl Mist

BEFORE



AFTER



SCRUNCH FORMED CURLS

Need to enhance your pattern after a fresh color? The Acidic Bonding Curl system with Curl-Bond Technology repairs hair from the inside out and helps restore curl pattern. After washing, use your hands and a diffuser to scrunch curls with the Sculpting Curl Gel for 72-hour curl definition

HAIR HISTORY: Pre-Lightened highlights

CURL PATTERN: 3A

HAIR DENSITY: Fine

HAIR CONDITION: Damaged, dry ends, lacking curl bounce and definition

ROUTINE



1 STEP 1: CLEANSE
Acidic Bonding Curls
Shampoo



2 STEP 2: CONDITION
Acidic Bonding Curls
Conditioner



3 STEP 3: STYLE
Sculpting Curl Gel



FRIZZ FREE SPIRALS

Feeling victimized by frizzy damaged curls? Use Acidic Bonding Curls as part of your bonding routine to repair curls and tame frizz. Then apply Sculpting Curl Gel to damp curls and diffuse to sculpt curls and control frizz for up to 72-hours.

HAIR HISTORY: Pre-Lightened balayage

CURL PATTERN: 4B

HAIR DENSITY: Medium

HAIR CONDITION: Frizzy, dry, no curl definition

ROUTINE



1

STEP 1: CLEANSE
Acidic Bonding
Curls Shampoo



2

STEP 2: CONDITION
Acidic Bonding Curls
Conditioner



3

STEP 3: TREAT
Acidic Bonding Curls
Leave-In Treatment



4

STEP 4: STYLE
Sculpting Curl Gel

BEFORE



AFTER



CLASSIC WASH & GO

Need a classic style in a hurry? Use Acidic Bonding Curls as part of your wash & go routine to quickly wash and repair curls from the inside out. Then apply Sculpting Curl Gel to damp curls and diffuse for 72-hour sculpted definition. Refresh up to 7th day curls with the Refreshing Curl Mist to restore bounce and hydration to curls.

HAIR HISTORY: Pre-Lightened highlights and global permanent color

CURL PATTERN: 4C

HAIR DENSITY: Medium/Fine

HAIR CONDITION: Frizzy, dry

ROUTINE



1

STEP 1: CLEANSE
Acidic Bonding
Curls Shampoo



2

STEP 2: CONDITION
Acidic Bonding Curls
Conditioner



3

STEP 3: TREAT
Acidic Bonding Curls
Leave-In Treatment



4

STEP 4: STYLE
Sculpting Curl Gel

AFTER 4 DAYS:
Refreshing Curl Mist

BEFORE



AFTER



AFTER 4 DAYS



REDKEN CURL ROUTINES

EMPOWER YOUR PATTERN WITH ACIDIC BONDING CURLS

1

STEP 1

Gently cleanse curls & coils and remove buildup from scalp & hair with **Silicone-Free Shampoo**



2

STEP 2

Intensely condition hair with **Silicone-Free Conditioner**



3

STEP 3

Smooth, protect & hydrate with **Silicone-Free Leave-In Treatment**



EMPOWER YOUR PATTERN WITH REDKEN CURL STYLERS

72-hour Definition, Hydration, and Frizz Fighting Routine

1

STEP 1

Define & hydrate curls with lightweight definition with **Hydrating Curl Cream**



2

STEP 2

Sculpt & Tame Frizz with **Sculpting Curl Gel**



3

STEP 3

Refresh & Restore with **Refreshing Curl Mist**



INTENSIVE NOURISHING MOISTURE WITH ALL SOFT MEGA CURLS

1

STEP 1

Apply **All Soft Mega Curls Shampoo** to wet hair, massage into a lather, and rinse.



2

STEP 2

After shampooing, apply **All Soft Mega Curls Conditioner** and distribute through hair. Rinse.



3

STEP 3

After conditioning, apply **All Soft Mega Curls HydraMelt** to clean towel-dried hair. Leave-in. Style as usual.

