

REDKEN

5TH AVENUE NYC

NEW! ACIDIC BONDING CURLS & REDKEN CURL STYLERS



REPAIR CURL STRENGTH* RESTORE CURL PATTERN**

*With continued use, Acidic Bonding Curls System

**Based on consumer test results, Acidic Bonding Curls System





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INTRODUCING ACIDIC BONDING CURLS



AND REDKEN CURL STYLERS



+

ACIDIC BONDING CURLS

ACIDIC BONDING CURLS BENEFITS

○ Build bonds + repair inner curl strengths

○ 92% saw healthier + more defined curls in 1 use*

○ Silicone-free formulas hydrate + improve curl elasticity

○ Formulated with curl-bond technology (citric acid + urea + glycine) to build bonds + repair curl strength from the inside



A system of Acidic Bonding Curls shampoo, conditioner, and leave-in treatment



A system of Acidic Bonding Curls shampoo, conditioner, and leave-in treatment

Up to 96hrs of shiny
& defined curls*

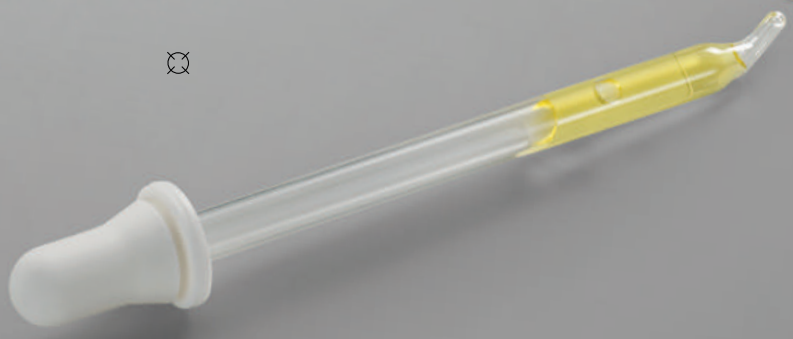
Heat protection up
to 450°F / 230°C

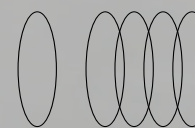
12x smoother**

Add 85% less frizz
for up to 96hrs***

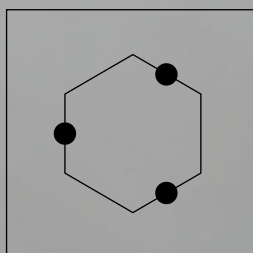


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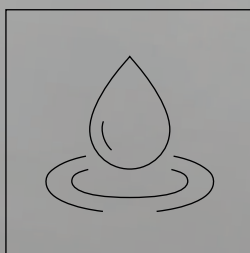




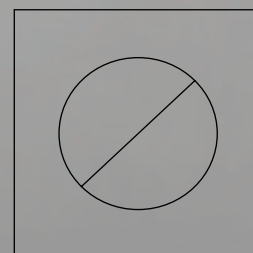
BEHIND THE SCIENCE: ACIDIC BONDING CURLS



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



[240] 140 80 60

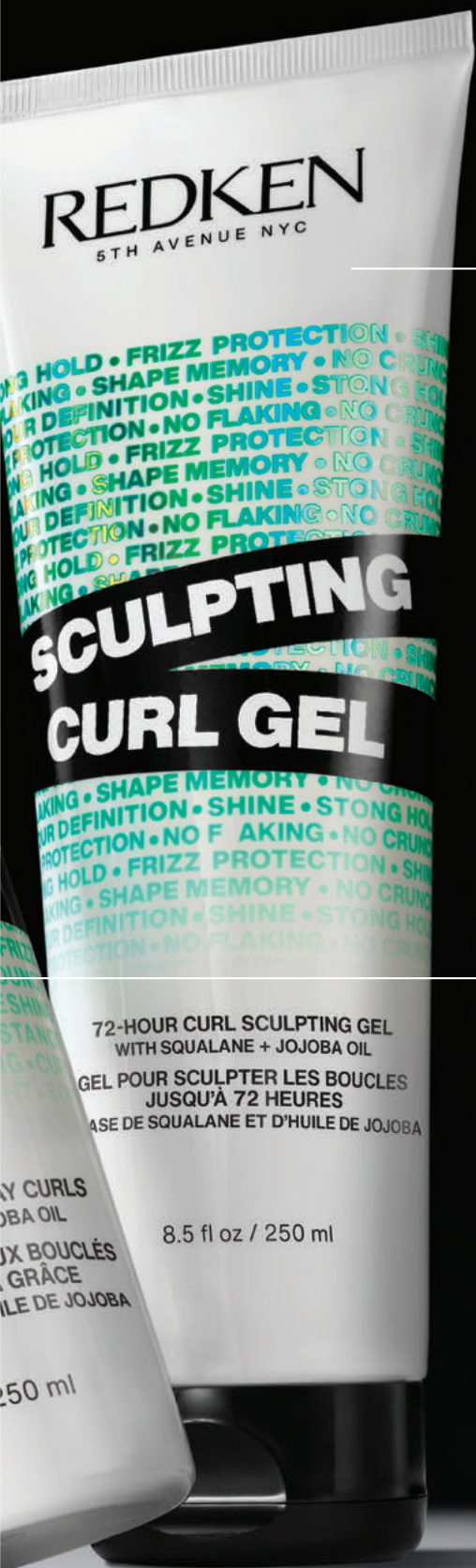
REDKEN CURL STYLERS

HYDRATING CURL CREAM

- Up to 72-hour definition
- Up to 72-hour hydration
- 81% frizz reduction*

+





SCULPTING CURL GEL

- Strong hold up to 72-hours
- Seals in curl hydration
- 76% frizz reduction*

REFRESHING CURL MIST

- Refreshes 7th day curls without washing
- Restores definition & hydration
- 76% frizz reduction*





THE SCIENCE BEHIND





REDKEN CURL STYLERS



INGREDIENTS INSPIRED BY YOUR HAIR'S NATURAL MOISTURIZERS



SQUALANE

A plant derived version of squalene, an oil that makes up part of hair's natural moisturizing oils to protect and hydrate hair.



JOJOBA OIL

A plant-based oil featuring molecular structures similar to your hair's natural moisturizing oils for instant moisturizing effects from root to tip.



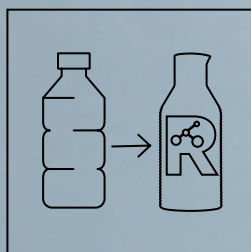
FORMULATED WITHOUT

Silicones, parabens and mineral oils



EMPOWER YOUR PATTERN WITH GREATER SUSTAINABILITY

Formulated without silicones, sulfates, and parabens, our new Acidic Bonding Curl and Redken Curl Stylers take sustainability seriously. With vegan formulas packed in bottles made of at least 94% PCR. And our curl stylers made in factories that use 100% renewable energy.



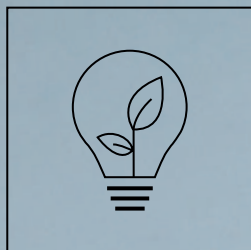
BOTTLES MADE WITH 94%+ PCR*

*Excluding pump & cap



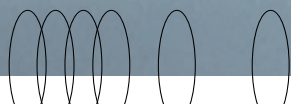
VEGAN FORMULAS**

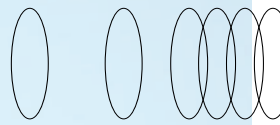
**No animal derived ingredients



MADE IN A FACTORY USING RENEWABLE ENERGY***

***In the 2023 calendar year.
Find more information on the L'Oréal
Universal Registration Document.





A close-up portrait of a woman with voluminous, curly brown hair. She is looking slightly to the side with a soft expression. She is wearing a dark top and a thin necklace. There are small tattoos on her shoulders. The background is a light blue gradient. Decorative white plus signs are placed around the text.

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!

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

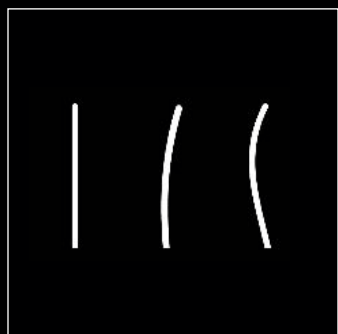
TYPE 4: COILY

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

A: LOOSE

B: MEDIUM

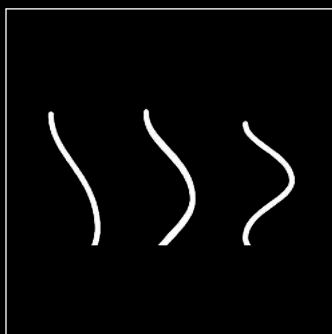
C: THE TIGHTEST CURL PATTERN.



STRAIGHT

1A-1C

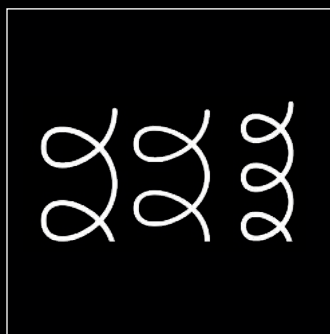
Little to no bends in the hair



WAVY

2A-2C

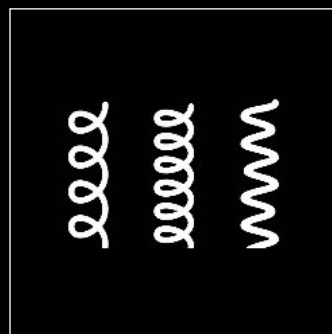
Loose, unidentified waves, having a very loose 'S' patterned curl



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



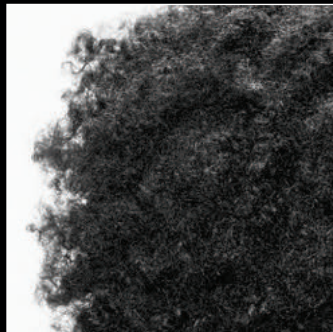
TYPE 3
Wavy



TYPE 4
Curly



TYPE 5
Very Curly



TYPE 6
Coiled



TYPE 7
Very Coiled



TYPE 8
Zig-Zag Coiled

BOUNCY FREESTYLE FRO

SHAUNTE (SHE/HER)

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



BEFORE



AFTER



BEFORE



AFTER



SCULPTED SWIRLS

+

GWEN (SHE/HER)

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



LISA (SHE/HER)

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



BEFORE



AFTER



FACE FRAMING FRINGE



IZZY (THEY/THEM)

Curls styles can easily lose their shape when they become dry and frizzy. Add deep hydration back to your curls with the All Soft Mega Curl System. Then shape your curls by finger-coiling with Hydrating Curl Cream followed by Sculpting Curl Gel to reduce frizz and maintain hydrated definition for up to 72-hours.

Extend your styles by refreshing up to 7th day curls with the Refreshing Curl Mist.

HAIR HISTORY: Virgin Hair

CURL PATTERN: 4A

HAIR DENSITY: Medium

HAIR CONDITION: Frizzy, dry, no curl definition

ROUTINE

1 STEP 1: CLEANSE
All Soft Mega Curls Shampoo



2 STEP 2: CONDITION
All Soft Mega Curls Conditioner



3 STEP 3: STYLE
Hydrating Curl Cream
Sculpting Curl Gel
Refreshing Curl Mist



BEFORE



AFTER



FRIZZ FREE SPIRALS

ERICA (SHE/HER)

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



YAYA (SHE/HER)

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



CORN ROWS



SABA (SHE/HER)

Protective styles are a great way to safeguard hydration as your hair grows out. Use All Soft Mega Curls Shampoo and Conditioner to nourish and hydrate your curls. Hydrating Curl Cream was then applied to help detangle, hydrate, and control when creating this protective style.

HAIR HISTORY: Virgin hair, no color

CURL PATTERN: 4C

HAIR DENSITY: Medium/Fine

HAIR CONDITION: Dry/Course

ROUTINE

STEP 1: CLEANSE
1 All Soft Mega Curls Shampoo



STEP 2: CONDITION
2 All Soft Mega Curls Conditioner



STEP 3: STYLE
3 Hydrating Curl Cream





LOW MAINTENANCE CURLS



ADRIEN (HE/HIM)

Want hydration and definition without a long styling routine. On wash days, use All Soft Mega Curl Shampoo and Conditioner to nourish and hydrate dry course hair. Follow up with Hydrating Curl Cream for 72-hour hydrated definition.

Needing a refresh? Refresh up to 7th-day curls with Refreshing Curl Mist for a boost of hydration and definition.

HAIR HISTORY: Virgin hair, no color

CURL PATTERN: 3B

HAIR DENSITY: Medium

HAIR CONDITION: Dry/Course

ROUTINE

STEP 1: CLEANSE
1 All Soft Mega Curls Shampoo

STEP 2: CONDITION
2 All Soft Mega Curls Conditioner

STEP 3: STYLE
3 Hydrating Curl Cream

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**



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.





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





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?

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



WHAT'S THE DIFFERENCE? 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 non-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
- Formulated without silicones, mineral oil and parabens



MAX SCULPTING GEL

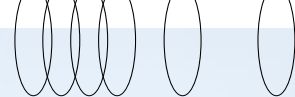
Max Sculpting Gel's super strength formula is designed to hold your hair's shape in a unique style that you decide. Regardless of if you need to have a super sleek pony, exaggerate a curl, or hold a unique shape, Max Sculpting Gel gives you the super strong hold.

- Maximum strength hold
- 24-hour control



REDKEN

5TH AVENUE NYC



For more information: [Redken.com](https://www.redken.com)



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