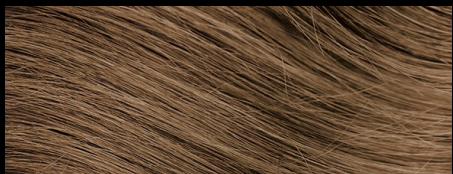


A LINE FOR EVERY STYLIST. A COLOR FOR EVERY CLIENT.



REDKEN
5TH AVENUE NYC

MONOCHROMATIC COLOR



EXPRESS SERVICE

HAIR REJUVENATION
WITH SHINE & CONDITION

COLOR GELS 10 MIN



- 25 shades
- 9 tonal families
- Up to 100% gray coverage with every shade

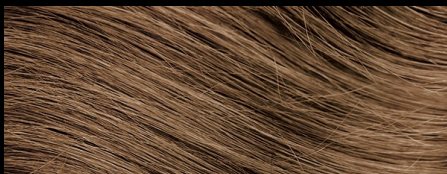
COLOR GELS OILS



- 43 shades
- 15 tonal families
- Up to 100% gray coverage with every shade

+ AMMONIA FREE +

DIMENSIONAL COLOR



NATURAL TONES FOR
EXTRA GRAY COVERAGE

SATURATED, SHINY
BLENDED FINISH

COVER FUSION



- 33 shades
- 11 tonal families
- Up to 100% gray coverage with every shade

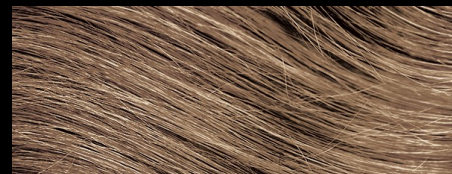
+ LOW AMMONIA +

COLOR GELS LACQUERS



- 69 shades
- 17 tonal families

MULTI-DIMENSIONAL COLOR



MODERN COLOR IN FASHION FORWARD SHADES

COLOR FUSION



- 80 shades
- 24 tonal families
- Hi-Fusion for tonal amplification
- Extra Lift for up to 5 levels of lift

UPC

DISCOVER THE POWER OF REDKEN PERMANENT





All Redken permanent color lines share Pro-oxide developer

	COLOR FUSION		COLOR GELS		
	 COLOR FUSION	 COVER FUSION	 COLOR GELS LACQUERS	 COLOR GELS OILS	 COLOR GELS 10 MIN
CATEGORY FORM	Permanent Alkaline Cream Color		Permanent Alkaline Liquid Color	Permanent Ammonia Free Alkaline Liquid Color	Permanent Alkaline Liquid Color with a 10 minute processing time
LEVELS OF LIFT	3+ levels & deposit Color Fusion Extra Lift: Up to 5 levels & deposit	Up to 2 levels & deposit	3+ levels & deposit	3+ levels & deposit	1+ levels & deposit
DYE SYSTEM	100% oxidative				
MINUTES	35-45		20-45	20-45	10-15
CHARACTERISTICS	- Multi-dimensional color - Vibrant & lasting results - Our most expansive permanent color palette - Liqui-cream consistency	- Dimensional color - Low ammonia - Pre-blended gray coverage - Great for 50%+ gray clients & stubborn grays - Liqui-cream consistency	- Dimensional color - The shine of a gloss & saturation of a lacquer - Fast & easy to apply - Perfect for technique work	- Monochromatic color - Ammonia & fragrance free - No drip technology - Shine & condition to rejuvenate wiry grays	- Monochromatic color 10-minute processing time with Smart Pause Technology - Liquid format for express application - Great for walk-ins, add-ons & dimensional clients needing gray coverage

