

REDKEN *STYLING*

THE *NEW REDKEN* STYLING
COLLECTION INCLUDES:



HEAT



TEXTURE



STAR



HAIRSPRAYS



VOLUME

SAME GREAT PRODUCTS

NEW LOOK!

PRODUCT NAME	NEW PRODUCT NAME
TRIPLE TAKE 32	MAX HOLD HAIRSPRAY
TRIPLE PURE 32	MAX HOLD HAIRSPRAY-NEUTRAL FRAGRANCE
CONTROL ADDICT	CONTROL HAIRSPRAY
FASHION WORK 12	BRUSHABLE HAIRSPRAY
IRON SHAPE 11	THERMAL SPRAY - LOW HOLD
HOT SETS 12	THERMAL SPRAY - HIGH HOLD
QUICK TEASE 15	ROOT TEASE
FULL FRAME 07	FULL VOLUME MOUSSE
GUTS 10	ROOT LIFTER
WAX BLAST 10	SPRAY WAX
REWIND 06	PLIABLE PASTE
ROUGH PASTE 12	TEXTURE PASTE
HARDWEAR 16	MAX SCULPTING GEL

DISCONTINUATIONS

THE PERFECT REPLACEMENTS

DISCONTINUED PRODUCT	REPLACEMENT
ROUGH CLAY 20	TEXTURE PASTE
VELVET GELATINE 07	BIG BLOWOUT
PILLOW PROOF PRIMER SPRAY	QUICK BLOWOUT
PILLOW PROOF PRIMER CREAM	BIG BLOWOUT
SATINWEAR 04	THERMAL SPRAY – LOW HOLD
DRY SHAMP00 POWDER 02	DEEP CLEAN DRY SHAMPOO
THICKENING LOTION 06	ROOT LIFTER
FABRICATE 03	THERMAL SPRAY – LOW HOLD
STAY HIGH 18	ROOT TEASE
TRIPLE DRY 15	ROOT TEASE + DEEP CLEAN DRY SHAMPOO
AERATE 08	FULL VOLUME MOUSSE
DRY SHAMP00 PASTE 05	DEEP CLEAN DRY SHAMPOO
FASHION WAVES 07	BEACH SPRAY
QUICK DRY 18	BRUSHABLE HAIRSPRAY
FORCEFUL 23	CONTROL HAIRSPRAY
WINDBLOWN 05	BEACH SPRAY

BLOW-DRY STYLERS

YOUR FASTEST BLOW-DRY EVER

QUICK BLOWOUT

For bouncy blowouts that shine

HAIR TYPE: All hair types

BENEFITS:

- Reduces blow-dry time
- Lightweight formula for fresh, weightless hair
- Heat protection up to 450°F/230°C
- Smooths and adds shine
- Light scent

USAGE:

- Shake bi-phase formula to activate
- Mist all over damp hair, and blow-dry as usual



MADE IN CANADA



BIG BLOWOUT

For voluminous styles that stay

HAIR TYPE: All hair types

BENEFITS:

- Reduces blow-dry time
- Lightweight jelly serum
- Combination of nonionic +anionic polymers for texture, hold, high shine and frizz protection
- No crunch
- Hair protection up to 450°F/230°C

USAGE:

- Apply a medium amount through damp hair and blow-dry



MADE IN CANADA



THERMAL SPRAY HIGH HOLD

For thermal styling that holds all day

HAIR TYPE: All hair types

BENEFITS:

- Maximum control
- Heat protection up to 450°F/230°C
- Sets styles with lasting hold

USAGE:

- Shake well before use for even application results
- For curling or flat irons, spray on dry hair, section by section
- For a roller set, spray on damp hair
- Depending on hair length, 2–4 pumps per section will deliver the right amount
- For damp hair application, slightly more is recommended
- Reapply heat to reactivate formula and restyle



MADE IN CANADA



THERMAL SPRAY LOW HOLD

For thermal styling with relaxed results

HAIR TYPE: All hair types

BENEFITS:

- Medium control
- Heat protection up to 450°F/230°C
- Boosts shine
- Adds touchable hold

USAGE:

- Shake well before use for even application results
- Mist on damp or dry hair
- Reapply heat to reactivate formula and restyle



MADE IN CANADA



STAR

DEEP CLEAN DRY SHAMPOO

Maximum oil absorption for maximum clean on up to 4th day hair

HAIR TYPE: All hair types

BENEFITS:

- Maximum oil absorption
- Great for day 3-4 hair
- Formulated with rice starch

USAGE:

- Shake well before use
- For use on dry hair
- Hold can 10 inches away from hair
- Spray from roots to ends
- Massage into scalp with fingers and brush hair thoroughly until powder is fully removed



NEW INVISIBLE DRY SHAMPOO

Oil absorption with no visible residue, perfect for dark hair

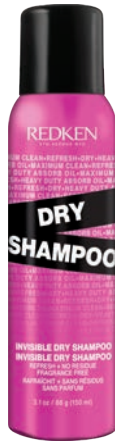
HAIR TYPE: Dark bases looking to extend their style without unwanted white residue

BENEFITS:

- Absorbs excess oil from hair
- Residue free even on dark hair
- Fragrance free
- Sulfate free, silicone free, talc free

USAGE:

- Shake well before use
- For use on dry hair
- Hold can 10 inches away from hair
- Spray from roots to ends
- Massage into scalp with fingers and brush hair thoroughly until powder is fully removed



OIL FOR ALL

Multi-benefit oil for soft and shiny hair

HAIR TYPE: All hair types

BENEFITS: 12 caring benefits

- | | |
|-------------------------------|--------------------------------|
| • Instantly adds shine | • Provides lightweight control |
| • Ultra lightweight formula | • Controls frizz |
| • Smooths hair | • Blow-dry prep |
| • Reduces blow-dry time | • Improves blow-dry experience |
| • Adds softness to hair | • Adds shine after dry shampoo |
| • Improves hair manageability | • Style refresher |

USAGE:

- Apply on damp hair, concentrating on mid-lengths and ends, to seal in moisture
- Blow-dry or air-dry
- Reapply on dry hair as needed for added shine



SHINE FLASH

Instant effortless shine

HAIR TYPE: All hair types

BENEFITS:

- Lightweight mist
- Provides a silky finish with no greasy feel
- Adds glass-like shine
- Smooths frizz and flyaways

USAGE:

- Lightly mist on dry hair for an instant shine boost
- Use after flat ironing for an on-trend glass-like finish
- To tame flyaways, mist on a brush and gently brush through hair



TEXTURE

MAX SCULPTING GEL

For defined and shiny high hold texture

- HAIR TYPE:**
- All hair types
 - Ideal for short, groomed styles or sleek, sculpted styles

- BENEFITS:**
- Maximum control
 - Sleek, long-lasting style
 - Provides flake-free shape memory and added thickness with high shine

- USAGE:**
- For a lacquered finish, apply to damp hair and air-dry
 - Blow-dry for controlled volume
 - Use to slick back longer hair—it dries to a long-lasting, wet-looking finish



NEW BEACH SPRAY

For effortless texture, volume and body

HAIR TYPE: All hair types

- BENEFITS:**
- Suitable for all hair types
 - Instant volume
 - Defined beachy curls
 - Tousled, matte finish
 - Free from drying sea salt

- USAGE:**
- Shake well before use
 - Spray on damp hair
 - Air-dry or diffuse



TEXTURE PASTE

For moldable defined texture with medium hold

- HAIR TYPE:**
- All hair types
 - Ideal for short to medium length styles

- BENEFITS:**
- Medium control
 - Piecey, undone texture
 - Creates a matte finish that stays flexible so you can rework and shape

- USAGE:**
- Rub a small amount in hands and apply on damp or dry hair
 - Reapply for stronger texture effects



PLIABLE PASTE

For flexible texture with light hold

HAIR TYPE: All hair types

- BENEFITS:**
- Medium control
 - Flexible, reworkable fibers
 - Creates twists, shapes and texturizes

- USAGE:**
- Rub a small amount between hands and apply into damp hair to shape, mold or twist the style you want
 - To layer: Rub product between palms and pull hands apart over hair so fibers create a “web of support”



POWDER GRIP

For added grit and volume with no hold

HAIR TYPE: All hair types

- BENEFITS:**
- Mild control
 - Gives a mattifying effect
 - Builds body and creates grip

USAGE: Shake or puff onto hair or hands and work through hair



SPRAY WAX

For natural undone texture with medium hold

HAIR TYPE: All hair types

- BENEFITS:**
- Medium control
 - Touchable texture
 - Body and dimension with a satin-matte finish
 - Micro-Wax Complex for reshape-ability and lightweight feel

- USAGE**
- Shake well. Mist on dry hair
 - Shape desired style with hands



SPRAYS

MAXIMUM HOLD HAIRSPRAY - NEUTRAL FRAGRANCE

Maximum hold, neutral fragrance

HAIR TYPE: All hair types

- BENEFITS:**
- Neutral fragrance for stylists and clients who prefer low odor products
 - Long-lasting lift and body
 - Super-fine, fast-drying mist
 - 24-hour humidity resistance and control
 - Tri-actuator provides a fine mist and zero crunch

USAGE: Mist 6–12 inches from dry, styled hair

PERFECT FOR: Anyone who loves Triple Take 32 and wants a light, neutral fragrance



MAXIMUM HOLD HAIRSPRAY

Maximum hold with no crunch

HAIR TYPE: All hair types

- BENEFITS:**
- Long-lasting lift and body
 - Super-fine, fast-drying mist
 - 24-hour humidity resistance and control
 - Tri-actuator provides a fine mist and zero crunch

USAGE: Mist 6–12 inches from dry, styled hair

PERFECT FOR: Styles that need extreme staying power plus flexibility. Great for French twists or long, loose waves



CONTROL HAIRSPRAY

All-day control with lightweight finish

HAIR TYPE: All hair types

- BENEFITS:**
- 24-hour control
 - Humidity resistance
 - Long-lasting style memory

USAGE: Mist 6–12 inches from dry, styled hair

PERFECT FOR: Locking in looks with a traditional touch—think messy buns or high-fashion short cuts



BRUSHABLE HAIRSPRAY

Flexible hairspray for natural feeling finish

HAIR TYPE: All hair types

- BENEFITS:**
- 24-hour humidity resistance and 8-hour control
 - Fast drying
 - Finishes styles flawlessly while adding satin-matte sheen

USAGE:

- Mist 6–12 inches from dry, styled hair
- Reapply for additional control

PERFECT FOR: Layering and building styles that look natural, never too “done”



VOLUME

VOLUME MAXIMIZER
Weightless matte thickening spray

HAIR TYPE: Fine and normal hair types

- BENEFITS:**
- Lightweight formula with no greasy feel
 - Creates volume and body
 - Provides root lift
 - Lightly scented

- USAGE:**
- Apply at roots for major root lift
 - Spray onto damp hair
 - Blow-dry



FULL VOLUME MOUSSE
Lightweight all-over volumizing mousse

HAIR TYPE: Fine hair types

- BENEFITS:**
- Medium control
 - Adds volume and movement to lengths/ends
 - Clean-Feel Technology for touchable volume

USAGE: Apply a small amount to damp hair and blow-dry



ROOT TEASE
Backcombing medium control volumizing spray

HAIR TYPE: All hair types

- BENEFITS:**
- Matte finish
 - Horizontal mist for an easy, teased volume effect
 - Creates an instant backcombed effect when sprayed on roots

- USAGE:**
- Hold 6–12 inches away and spray on dry, styled hair
 - Reapply for additional control



ROOT LIFTER
Target spray mousse for long-lasting volume

HAIR TYPE: All hair types

- BENEFITS:**
- Medium control
 - Targeted root lift
 - Adds volume and thickness

- USAGE:**
- Shake well
 - Spray on damp hair and style
 - Can be applied directly at the roots for added volume and texture

