



# WELCOME TO THE NEW REDKEN STYLING

## #REINVENTION



5 DISTINCT FAMILIES! **SPRAYS**, **VOLUME**, **STAR**, **TEXTURE** AND **HEAT**

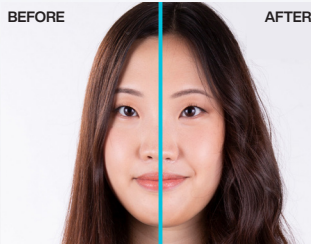
SUB-BRAND COLOR SYNCHRONIZATION | NEW CONSUMER-CENTRIC NAMING | FRONT OF PACK BENEFITS

## NEW 2022 LAUNCHES



### BEACH SPRAY

A sea salt-free, medium control spray for beachy, textured waves. This lightweight styling spray provides body and movement for a tousled, matte look.



AVAILABLE  
AS OF  
SEPTEMBER  
2022



### INVISIBLE DRY SHAMPOO

A uniquely formulated, fragrance-free dry shampoo that won't leave unwanted residue on even the darkest hair!



AVAILABLE  
AS OF  
DECEMBER  
2022

# PRODUCED IN A FACTORY COMMITTED TO SUSTAINABLE DEVELOPMENT

NEW SUSTAINABLE PACKAGING,  
SAME GREAT FORMULAS

OUR STYLING BOTTLES ARE MADE  
WITH OVER 94% RECYCLED PLASTICS\*



## HEAT

- Thermal Spray Low Hold
- Thermal Spray High Hold
- Quick Blowout
- Big Blowout



## TEXTURE

- Max Sculpting Gel
- **NEW** Beach Spray
- Texture Paste
- Pliable Paste
- Powder Grip
- Spray Wax



## SPRAYS

- Maximum Hold Hairspray - Neutral Fragrance
- Maximum Hold Hairspray
- Control Hairspray
- Brushable Hairspray



## VOLUME

- Volume Maximizer
- Full Volume Mousse
- Root Tease
- Root Lifter



## STAR

- Deep Clean Dry Shampoo
- **NEW** Invisible Dry Shampoo
- Oil for All
- Shine Flash

\*Excluding pumps

STYLE **CONFIDENTLY**

**REDKEN**  
5TH AVENUE NYC