

NEW LOOK



MODERN AND SUSTAINABLE PACKAGING:

Redken's new bottles bring an exciting new look, with the same great formulas you know and love! All Redken haircare bottles are made with at least 93% recycled plastic.

FORMULATED WITH EFFECTIVE INGREDIENTS:

Featured ingredients provide the proven efficacy and prescriptive benefits found in each Redken product

A UNIQUE CONCENTRATION:

Each formula has a tailored concentration of ingredients to deliver the right level of effectiveness and end benefit to the hair

pH BALANCED FORMULAS:

Healthy hair lives at a pH of 4.5-5.5 which is in the acidic zone. Maintaining this natural acidity is necessary to avoid frizz, dryness and breakage.

Redken formulas are optimized with a balanced pH to respect and maintain the integrity of the hair.

REDKEN
5TH AVENUE NYC