

# DOUBLE RESTORATION SERVICE

YOUR PERSONALISED HAIR TREATMENT + HEATCURE RESTORATION

## 1: FIX YOUR HAIR CONCERN WITH A PERSONALISED CHEMISTRY SHOT

+15min

After cleansing with the appropriate Redken shampoo, apply appropriate Shot Phase formula(s) with highly concentrated ingredients



### EXTREME

For Distressed Hair

- Concentrated dose of protein fortifies chemically distressed hair and helps reinforce the internal fiber



### COLOR EXTEND

For Color-Treated Hair

- Concentration of ceramide, mineral ion blockers and UV filter help defend haircolor from fading



### ALL SOFT

For Dry Hair

- Gold camelina, avocado oil, and olive oil provide intense softness, replenishment and strength to restore silkiness and shine



### VOLUME

For All Hair Types

- Concentrated dose of 10% filloxane plumps up strands with lasting support and fullness

\*Cannot be mixed with other Shot Phase formulas



After application of Shot Phase, rebalance hair pH level for healthier hair with Shot Phix, sealing in active ingredients and leaving the cuticle strong.

## 2. RESTORE YOUR HAIR WITH HEATCURE



The combination of personalised Chemistry treatment and heatcure restoration service provide double restorative results for healthier, smoother and nourished hair

### CONTINUED CARE

Recommend the appropriate **Redken Shampoo and Conditioner and Heatcure self-heating treatment** to clients for at-home use to help maintain your hair's healthy look and feel until your next appointment.

Lizzy Jagger for  
Redken 5th Avenue

# NEW HEATCURE PROFESSIONAL

RESTORATION SERVICE FOR DAMAGED HAIR

\*Up to 6 weeks of repair, with full in-salon heatcure professional restoration service followed by weekly heatcure intensive self-heating treatment.

UP TO  
**6 WEEKS**  
OF HAIR REPAIR

**REDKEN**  
5TH AVENUE NYC

# HEATCURE HAIR RESTORATION PROGRAM

UP TO  
**6 WEEKS**  
OF HAIR REPAIR\*



PEEL.  
HEAT.  
TREAT.

## EXCLUSIVE PROFESSIONAL DEVICE

Breakthrough, heat-activated salon service instantly **restores hair's healthy look and feel for up to 10 washes**

## BREAKTHROUGH DELIVERY SYSTEM

Specialized formula with caring agents **penetrates deep through hair's cuticle up to the cortex for lasting restorative results**

## HEATCURE AT-HOME

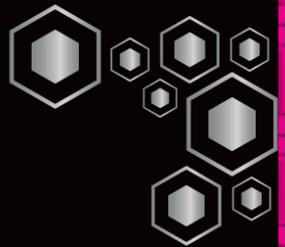
Weekly fortifying treatment delivers deep conditioning to restore hair's healthy look and feel. Apply once a week for 4 weeks.

### INTENSE SELF-HEATING TREATMENT

AFTER JUST ONE APPLICATION:

- Repairs up to 1 year of surface damage
- Restores appearance of shine, conditioning and softness
- 99% user satisfaction

# HEATCURE RESTORATION SERVICE



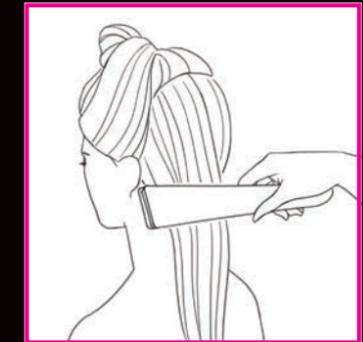
## 1. PREP

Cleanse with the appropriate Redken shampoo. Thoroughly towel-dry hair to remove excess moisture. Detangle with a brush or comb.



## 2. TREAT

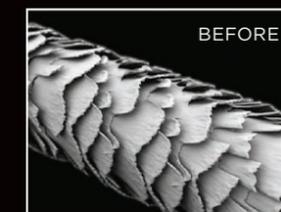
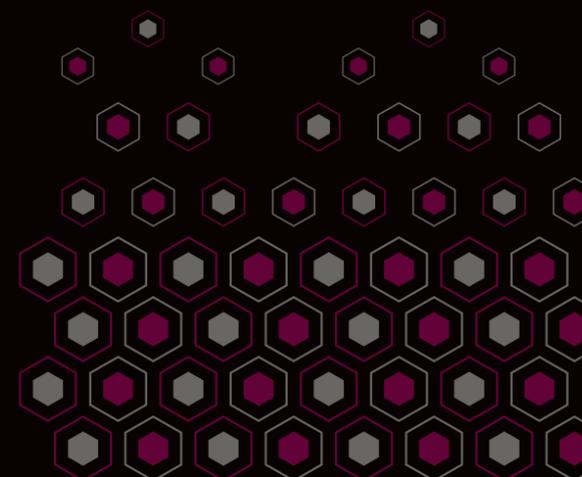
Starting at the root area, apply **Heatcure Professional restoration treatment**.



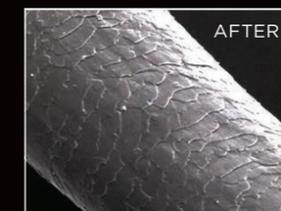
## 3. HEAT

When heated using the tool, the specialized balance of the **oils and low-melting point waxes** helps the formula to deeply penetrate the fiber **through the cuticle up to the cortex**.

The cationic conditioners then smooth the cuticle, 'locking' in the ingredients and providing lasting restorative results



BEFORE  
UNTREATED CUTICLE



AFTER  
TREATED CUTICLE

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