



**NEW
INTRA FORCE** for all types
of thinning hair
THICKER, FULLER HAIR IN JUST 30 DAYS

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5TH AVENUE NYC

HAIR LOSS & THINNING HAIR

6 OUT OF 10 PEOPLE ARE CONCERNED WITH HAIR LOSS*

1

scalp problem*



Increased # of sufferers are expected**

74% of women and 50% of men are affected*

Consumers are looking for advice

FIGHT BACK, YOU ARE THE EXPERT, PEOPLE ARE COUNTING ON YOU!

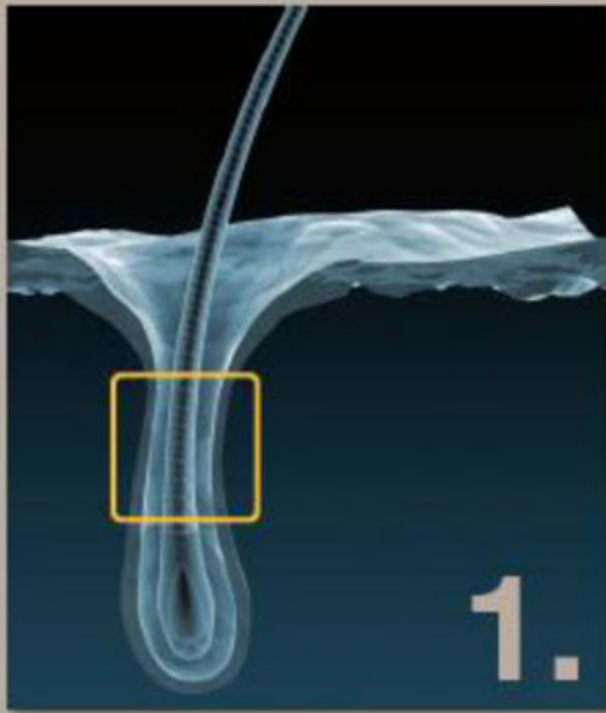
*Health and Beauty Study, Men & Women, IPSOS, 2007 +The Impact of Thinning Hair, consumer study of 1000 participants, Peter Lamas Products, 2009
**Hair Loss and Treatment Methods, Gallup Study, 2006

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WHAT CAUSES HAIR LOSS?

THREE PHYSIOLOGICAL CAUSES



ENZYMATIC CONVERSION
OF TESTOSTERONE TO DHT*

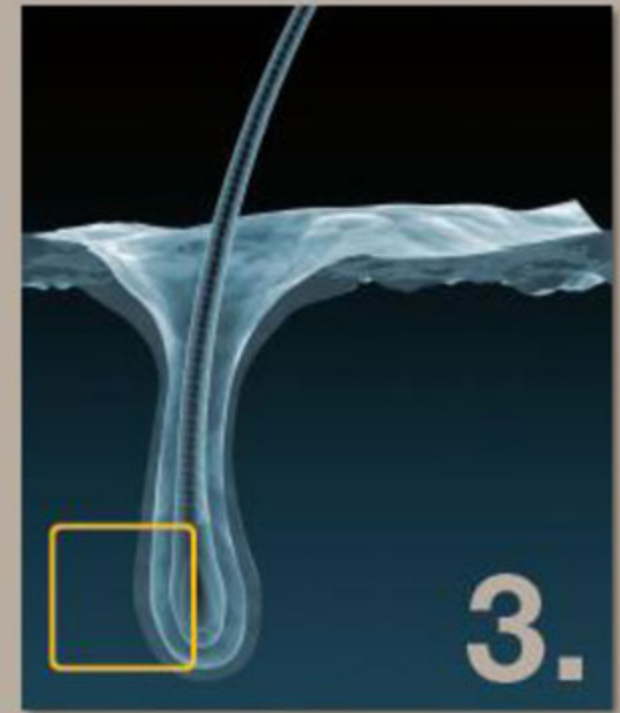
DHT is a toxin that blocks receptor sites in the hair follicle that normally attract nutrients.

* Dihydrotestosterone



SUFFOCATION OF THE HAIR
BULB

As collagen accumulates around the hair bulb it hardens, resulting in suffocation of the bulb that prevents the root from taking a firm, deep hold in the scalp.



POOR NUTRITION DUE TO DE-
CREASED MICROCIRCULATION

Compression at the bulb prevents the flow of oxygen and nutrients carried by microcirculation from reaching the follicle.

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REDKEN YOUR IDEAL SCALP & HAIR LOSS PARTNER

50 YEARS SUPPORTING THE STYLIST TO BE AN EXPERT

50 YEARS
INSPIRING THE
PROFESSIONAL
EDGE

- ▶ Formulating products for sensitive scalp
- ▶ Scientific research with innovative breakthroughs
- ▶ Pioneer in science of hair education



REDKEN WANTS YOU TO
BE THE THINNING HAIR &
HAIR LOSS EXPERT

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MESSAGE FROM SEAN SWANEPOEL – REDKEN EDUCATION MANAGER



For the first time, Intra Force offers a **three-pronged approach** to maximize results: **Purify, Densify & Intensify.**

A revolutionary micro-dermabrasion treatment kick-starts the journey to fuller hair in the salon, this will **increase cellular turnover** and remove excess sebum and DHT from the scalp.

A three step home care system comprises of a **shampoo, toner and a leave-in treatment spray** is available in two systems – Natural thinning hair and Color Treated thinning hair. This allows salon professionals to offer all of their clients suffering from thinning hair, **tailor made solutions.**

Additional treatments for low density hairlines and seasonal reinforcement will also be available soon.

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Traditional hairloss products tend to make the hair feel quite hard and often leads to challenges for clients trying to style their hair at home. In this regard, Intra Force has an additional benefit of **enhanced cosmeticity**, leaving the scalp refreshed, the hair strengthened and protected with increased manageability and brilliant shine.

Redken offers intense, **detailed training** for salon professionals on a full range of Intra Force products, treatments and best service salon practices to **maximize earning potential**, as well as tips on cutting, coloring and styling techniques specifically designed for thinning hair.

Why wait?

**Become an expert in thinning hair solutions
today!**

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5 T H A V E N U E N Y C

THICKER, FULLER HAIR IN JUST 30 DAYS

NEW INTRA FORCE for color-treated thinning hair

PROVEN
DEFENSE
AGAINST
HAIR LOSS | PREVENTS
PREMATURE
BREAKAGE
UP TO
95%*

- ▶ Proven defense against hairloss & thinning hair
- ▶ Prevents premature breakage up to 95%*
- ▶ Redken's most powerful combination of active ingredients



*Based on a consumer test of 300 participants using Intra Force Cleanser, Nourishing Toner and Scalp Treatment over a 30-day period.
* 95% less breakage of hair when using the Intra Force Shampoo and Toner compared to a non-conditioning shampoo

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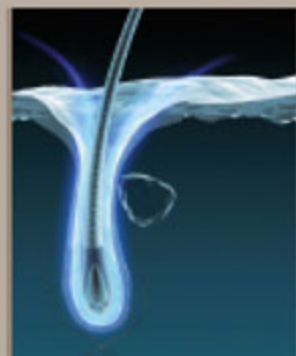
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A REVOLUTIONARY TECHNOLOGY

REDKEN'S MOST POWERFUL COMBINATION OF ACTIVE INGREDIENTS

► Clinically proven to help combat hair loss while improving the hair's condition in three ways:



1. PREVENTS:

Patented Aminexil® increases hair growth and extends the lifespan of hair



PROLONGS THE HAIR'S LIFE CYCLE



2. STIMULATES:

Arginine improves microcirculation



IMPROVES THE SCALP ACTIVITY



3. DETOXIFIES:

Zinc PCA removes excess sebum and DHT



PROMOTES A HEALTHY SCALP ENVIRONMENT

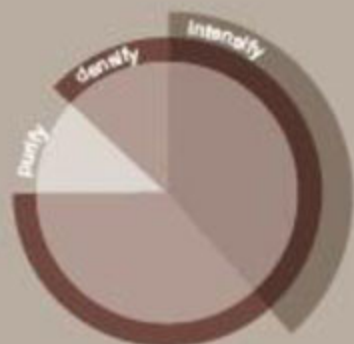
*Clinically proven, tested on 190 people, with daily application over 8 weeks

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INTRA FORCE

CUSTOMIZABLE SOLUTIONS FOR ALL THINNING HAIR NEEDS



PURIFY:
SALON SERVICE
Scalp salon service
that jumpstarts the
regimen



DENSIFY:
AT-HOME CARE
Daily use 3-step systems for
natural or color-treated hair



INTENSIFY:
INTENSIVE TREATMENTS
Designed to enhance
and boost a thinning hair
regimen

natural thinning hair /
hair loss



Scalp stimulate service

color-treated thinning hair /
hair loss



System 1-30 day kit



System 2-30 day kit



Micro boost



Hair advance

COMING SOON!

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● 1. PURIFY: EXCLUSIVE SCALP SALON SERVICE

PROVEN TO ACCELERATE CELLULAR TURNOVER BY 25%

- ▶ Get to the root of thicker hair with the professional microdermabrasion service to jumpstart the fight against hair loss



"The scalp is very healthy with no itching... A clear improvement in hair loss... The hair is supple, soft, airy and more voluminous."

Annette P. (Köln)

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2. DENSIFY: AT-HOME CARE

3 STEP SYSTEM: PROMOTE THICKER FULLER HAIR IN JUST 30 DAYS

▶ 3-step systems promote thicker, fuller hair in just 30 days



STEP 1: SHAMPOO

- ▶ Detoxifies
- ▶ Reduces excess sebum & DHT
- ▶ Promotes hair density & healthy scalp



STEP 2: TONER

- ▶ Lightweight & nourishing
- ▶ Detangles, moisturizes & strengthens hair
- ▶ Replenish hair & scalp to prevent breakage



STEP 3: TREATMENT

- ▶ Lightweight & fast absorbing
- ▶ Promotes hair density
- ▶ Hair looks denser, fuller & thicker

Color-treated hair system offers UV protection and additional conditioning benefits



"It's a complete range, the shampoo doesn't irritate the scalp... The conditioner deeply nourishes the hair and the treatment slows hair loss."

Marcel S. (Hamburg)

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3. INTENSIFY: INTENSIVE TREATMENTS

DESIGNED TO ENHANCE AND BOOST A THINNING HAIR REGIMEN

► Enhance & boost a thinning hair regimen with stimulating intensive treatments



MICRO BOOST

Targeted treatment for low density hairlines



HAIR ADVANCE

Dual action anti hair loss treatment for noticeably thinning hair

COMING SOON!



"You lose less hair... The hair is strengthened, it seems in better condition"

Annika W. (Nürnberg)

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EXCLUSIVE SCALP SALON SERVICE

GET TO THE ROOT OF THICKER HAIR

The professional microdermabrasion service jumpstarts the fight against hair loss.

Get to the root of thicker hair! The Intra Force Scalp Stimulate Service includes a professional microdermabrasion treatment to jumpstart your regimen in the salon. Proven to accelerate cellular turnover by 25%, this effective service also removes the buildup of dead surface cells and promotes hair density.



STEP 1: MICRODERMABRASION TREATMENT

Deeply cleanses and encourages cellular turnover by 25%



STEP 2: PRESSURIZED MASSAGE

Stimulates the scalp and increases microcirculation



STEP 3: CUSTOMIZED 3-STEP INTRA FORCE SYSTEM

Provides thicker, fuller-looking hair

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NOTICEABLE RESULTS

CLIENT TESTIMONIALS:

Tanja N.

"I noticed right away that the shampoo **changed the texture of my hair, made it feel stronger and thicker.** Using the conditioner really made it feel silky but not heavy and it softened up the feel of my hair but left the **strength, volume and thickness.** The conditioner also has an almost icy feeling on my scalp... very energizing, and really makes me feel that it is working. **My hair has become noticeably thicker and has more volume. I've had friends and family comment on the change already.**"

Thomas S.

"This is amazing...I had surgery on my head when I was a baby and I have tried everything to cover up the scars, this has thickened my hair up enough to almost totally cover them. I am SO excited to continue using it!"

Kim W.

"I enjoy using the shampoo and conditioner I think they leave my hair looking and feeling great. I would use both of these products even if my hair wasn't thinning. Even if my hair doesn't come back at all I feel my hair looks better for the use of these products."

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FREQUENTLY ASKED QUESTIONS

INTRA FORCE

Q: Does baldness only affect men?

A: No. Both men and women can suffer from hair loss, with varying degrees of hair thinning over the scalp surface. Hair loss for men is described as baldness; for women, hair loss is described as female pattern baldness. The visible signs of hair loss differ between the genders:

- Men can go completely bald, beginning with a receding hairline and at the crown
- Women tend to experience thinning of the hair shaft with a maintained hairline, making hair look sparse and patchy

Q: How does Intra Force System 2 protect color-treated hair?

A: Intra Force System 2 contains a UV filter to guard colored hair and highlights against harmful UV rays and photo-oxidation. The formulas in System 2 are also more nourishing and conditioning to help protect and care for fragile, color-treated hair.

Q: When can I expect to see results?

A: You will see the most significant improvement after four weeks. Over time, continued use of the system helps to densify, thicken and strengthen thinning hair.

Q: When is the use of Hair Advance recommended?

A: This treatment is a must-have for anyone that wants to “kick-start” their anti hair thinning regimen, as it contains the highest concentration of the ingredient Arginine to ensure maximum results. It can also be used for seasonal and stress related hair thinning and for clients with excessive hair thinning.

Q: Can I use Hair Advance every day for more than 10 days?

A: It is recommended to use Hair Advance for 10 consecutive applications to ensure maximum results. Applying additional doses after the recommended 10 applications will not provide additional benefits as a plateau-effect has been reached. It can be used in the spring and fall when hair tends to be thinner.

Q: Why do I need Micro Boost?

A: This intensive treatment is designed specifically to deliver advanced nourishment to thicker scalp skin characteristic of low-density hairlines. Apply this treatment to a clean, towel-dried scalp, prior to the application of the appropriated Intra Force Scalp Treatment for maximum results.

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FREQUENTLY ASKED QUESTIONS

INTRA FORCE

Q: Can I perform the Intra Force Scalp Stimulate Service the same day I color a client's hair?

A: No, it is not recommended to apply Scalp Stimulate on the same day as a color service due to the exfoliating nature of the formula. Schedule the Scalp Stimulate service on an alternate day.

Q: How often should the Intra Force Scalp Stimulate Service be performed?

A: It is recommended that clients with thinning hair have this treatment during each salon visit or at least once a month to see maximum benefits from the at-home products.

Q: How do I recommend the Intra Force Scalp Stimulate Service or at-home regimen to clients?

A: The subject of hair thinning or hair loss can be particularly sensitive and a conversation can be difficult to initiate. It is important to use the right approach to help maintain the client's self-esteem, and to build their trust and loyalty.

Redken has developed exclusive education materials to help you speak to the needs of your clients and consult them on the best method of treatment and salon services. Ask for a Stylist Guide which includes Art of Consultation tips or speak to your Redken Educator for more information on customizing services for your clients.

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