

SUPER COOL

With a complete dedication to the men's hair care market, Redken For Men introduces the new Invigorating System – a collection of hi-tech formulas to fortify hair and stimulate the scalp.

The men's market, worth over £1.1 billion a year, certainly can't be ignored. Smart salons are realising that to appeal to an increasingly demanding male clientele, they need the right services, the right salon environment and the right men's retail brand.

Whether clients want to boost density in fine or thinning hair, or quench dryness and fight dandruff, the market has been waiting for a hair care range that offers the perfect match for your male clients' hair needs.

Redken For Men has recognised that men now demand a complete range of high performance grooming solutions with focused technology, that not only performs well but looks good and fits in with their lifestyle.

INVIGORATE THE SENSES

The latest addition to the already impressive Redken For Men range is cool in every sense of the word. Catering to the growing trend for refreshing products for men, Redken For Men's new Invigorating line uses exclusive mint-fused technology that provides a revitalising sensation and helps respect the scalp's natural balance. It features peppermint for scalp tingle and a crisp, energising

✂ 16



"The Redken cleanse bar is just what men need. For men who don't want to spend ages cleansing & toning its ideal..... and also great for shaving! A great multitasking bar"

Maxine Owen, Grooming consultant for Jason Shankey Male Grooming, Belfast



REDKEN
5TH AVENUE NYC
FOR MEN

mint
fused
technology

mint clean

*invigorating shampoo
with protein and peppermint
for hair and scalp
shampooing stimulant
avec protéine et menthe poivrée
pour cheveux et cuir chevelu

stronger hair, cooling sensation
cheveux plus forts, sensation rafraichissante

10 fl oz / 300 ml

REDKEN
5TH AVENUE NYC
FOR MEN

mint
fused
technology

cool finish

*invigorating conditioner
with protein and peppermint
for hair and scalp
revitalisant stimulant
avec protéine et menthe poivrée
pour cheveux et cuir chevelu

smooth conditioning, cooling sensation
vitalité, douceur, sensation rafraichissante

10 fl oz / 300 ml

REDKEN
5TH AVENUE NYC
FOR MEN

mint
fused
technology

chill blast

*daily fortifying antidandruff tonic
with protein and pyrithione zinc
for hair and scalp
tonique antipelliculaire fortifiant quotidien
avec protéine et zinc pyrithione
pour cheveux et cuir chevelu

stronger hair, cool and purified scalp
cheveux fortifiés, cuir chevelu rafraichi et soigné

5 fl oz / 150 ml

Go cleanse...

With Mint Clean Invigorating Shampoo. The daily use shampoo immediately awakens the senses and refreshes the scalp with a chilling mint sensation. It also strengthens the hair and balances the scalp. Simply massage into a lather in a circular motion for one minute, then rinse, for squeaky clean scalp and hair.

Go condition...

With Cool Finish Invigorating Conditioner. The daily use smoothing conditioner for all hair types provides stronger hair and a cooling sensation for an invigorated scalp. After shampooing simply distribute evenly through damp hair and leave for one minute. Hair is left shinier and more manageable without being weighed down.

Go treat...

With Chill Blast Daily Fortifying Anti-dandruff Tonic. The invigorating, leave-in tonic purifies the scalp, eliminates and prevents dandruff, while strengthening the hair. The scalp is rebalanced and the hair is left healthier. The clever spray pump bottle allows for targeted scalp application, when sprayed onto towel-dried hair and the fast penetrating formula leaves men's locks crunch free, ready for the application of styling product.

REDKEN
5TH AVENUE NYC
FOR MEN

cleanse*

*acid balanced
cleansing bar
pain de toilette
acido-équilibré

recharge / recharge
with astringent
ou astringent

restore / restaure
condition and skin's natural pH
hydratation et pH naturel de la peau

result / résultat
clean, refreshed, smooth skin
une peau propre, fraîche et nette

150g / 5oz

GET INSPIRED. BE PART OF IT.

WWW.REDKEN-UK.COM | FIND OUT MORE ON 020 8762 4121

REDKEN
5TH AVENUE NYC
FOR MEN

scent – perfect for kicking off the day, or for cooling down after the gym for sportier clients. Hair is left stronger, with the scalp relieved and dandruff and itchiness are addressed with a dedicated treatment.

Joining the other ranges in the Redken For Men portfolio – Thicken, Moisturise and Purify – the Invigorate line includes a shampoo, a conditioner and a leave-in tonic that are all perfect for daily usage, offering focused technology for stronger hair and a more balanced scalp.

AN ALL-ROUNDER

Not only does it offer the only complete professional male grooming range but Redken For Men has conducted extensive research into the professional male grooming market.

Using this research Redken For Men consultants are expertly placed to help you build your male retail business and target the growing and extremely lucrative professional male grooming market.

Redken For Men has also produced a business guide to help salons target male clientele including hints and tips on how to treat male clients, how to sell effectively, how to communicate with male clients and generally build your men's business.

All it takes is a call to Redken to arrange a meeting with a Redken For Men consultant.

Redken also has industry experts talking about the male market at its RAP events so its essential to attend these if you want to take this market seriously.

FIND OUT MORE ON: 0208 762 4121

Invigorate: what's in a name?

So, what is it exactly about Redken For Men's new Invigorate line that makes it a breath of fresh air for hair?

The revitalising products are packed with ingredients to freshen the hair and scalp and contain:

Protein and Provitamin – to make the hair stronger

Peppermint – to stimulate the scalp and energise the senses

Macro Soother – to balance the scalp and provide relief from irritation

color camo

10 minute camouflage color

Increase the "pepper" in salt & pepper hair, as much or as little as you like. A younger look, pumped with strength and shine. Non-ammonia and a choice of 6 shades.

Quick Questions

Get the low-down on the new Redken For Men Invigorate line

Q. Can I use the Invigorating range on a sensitive scalp?

A. Yes. The Mint-Fused Technology includes an optimal concentration of invigorating and soothing ingredients to maintain the scalp's natural balance.

Q. Can I use the shampoo and conditioner separately?

A. Of course – Cool Finish daily stimulating conditioner can be used with any Redken For Men shampoo. But for optimal cooling sensation, the mint shampoo and conditioner are best used together.

Q. How long do I have to massage the shampoo for the client to feel a sensation?

A. The tingling sensation will set in immediately and the scalp sensation varies depending on the client's scalp. But for optimum use, try massaging for about one minute with the shampoo.

Q. How can I sell more products to men?

A. Research shows that men buy products in the professional channel for the same reasons as women do: the professional's recommendation. Stylists shouldn't see a discussion with a male client on products as selling, but simply as giving advice to their client.



AN IMPRESSIVE LINE-UP

Find the perfect match for your client's hair type with the variety of products on offer from Redken for Men.

Featuring exclusive technology, each range targets a specific problem. Along with the new Invigorate products the range includes:

THICKENING SYSTEM

The Densify Texturising Shampoo gently cleanses while boosting fine or thinning hair with increased density and fullness. The hair is left magnified and the high-tech formula contains a macro soother to help protect the scalp.

MOISTURIZING SYSTEM

The lightweight formula quenches thirsty hair and hydrates the scalp. The Daily Care Shampoo gently cleanses, removes build-up and leaves hair stronger and more manageable. Follow with Daily Weightless Conditioner, for added moisture and a natural looking shine.

CORRECTIVE CARE

Purify dandruff-prone hair with the Retaliate Anti-Dandruff Shampoo. The pythione zinc-enriched formula gently cleanses and controls dandruff.

COLOR CAMO

The 10 minute in-salon service camouflages grey hair as much or little as clients like – increasing the 'pepper' in 'salt and pepper hair.'

STYLING AND COLOR

Redken for Men also has a complete styling collection to meet your client's needs. Choose from: Polish Up – a defining pomade, Get Groomed – a finishing cream, Disrupt – a remodeling fibre gum, Grip Tight – a firm hold gel, Maneuver – a working wax, Stand Tough – an extreme hold gel and Work Hard – a power paste.



GET INSPIRED. BE PART OF IT.

WWW.REDKEN-UK.COM | FIND OUT MORE ON 020 8762 4121

REDKEN
5TH AVENUE NYC
FORMEN