

NEW ON 5TH

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

GET INSPIRED. BE PART OF IT.
REDKEN.COM

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

GET TO THE ROOT OF THICKER HAIR... AND INCREASED REVENUE!

HAIR LOSS & THINNING HAIR IS A TOP CONSUMER CONCERN

- The number of male and female hair loss sufferers is expected to increase at a rate faster than the general population*
- 50% of men and 74% of women claim to be affected by thinning hair or hair loss**
- Clients are more likely to ask their stylist for advice versus their doctor+

These numbers mean higher demand for products and services that address thinning hair which translates to increased sales for your salon.



THE SOLUTION: NEW INTRA FORCE

for all types of thinning hair

Introducing a customizable system with effective treatments for all types of thinning hair. **NEW Intra Force** includes an exclusive in-salon service, two unique at-home systems and additional treatments for both natural or color-treated thinning hair.



“

In the salon, thinning hair can be a sensitive conversation. Use the power of Redken's cutting-edge technology in hair thinning solutions to encourage trial. The unique combination of Arginine, Zinc PCA and vitamins together promote hair density, help prevent premature breakage and improve the appearance of thinning hair, building your clients' self-esteem and strengthening their loyalty to you.”

— Dr. DAVID CANNELL,
REDKEN RESEARCH &
DEVELOPMENT EXPERT

*Hair Loss and Treatment Methods, Gallup Study, 2008
+The Impact of Thinning Hair, consumer study of 1000 participants, Peter Lamas Products, 2009
**Health and Beauty Study, Men and women, IPSOS 2007

PROVEN RESULTS WITH NEW INTRA FORCE

- **THICKER, FULLER HAIR IN JUST 30 DAYS**
- **UP TO A 95% DECREASE IN PREMATURE BREAKAGE WITH CONTINUED USE***

SYSTEM 1: For Natural, Thinning Hair**

75% OF USERS
NOTICED
INCREASED
FULLNESS

70% OF USERS
NOTICED
A THICKENING
EFFECT

70% OF USERS
NOTICED
ENHANCED
DENSITY

SYSTEM 2: For Color-Treated, Thinning Hair***

82% OF USERS
NOTICED
INCREASED
FULLNESS

81% OF USERS
NOTICED
A THICKENING
EFFECT

80% OF USERS
NOTICED
ENHANCED
DENSITY

HOW INTRA FORCE ADDRESSES THINNING HAIR

Several factors play a role in hair thinning including genetics, lifestyle and aging. Premature hair thinning has been directly linked to three physiological factors that **Intra Force** was formulated to address:



DETOXIFIES WITH
ZINC PCA



STIMULATES WITH
ARGININE



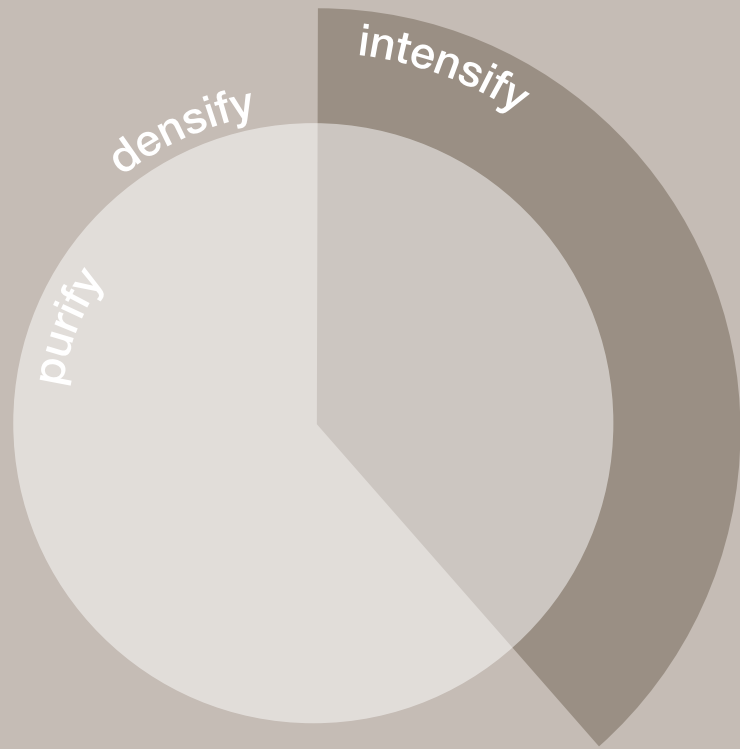
NOURISHES WITH
VITAMIN E

* Based on a brushing test with the Intra Force System vs. a non conditioning shampoo

** Based on a consumer test of 100 participants using Intra Force Shampoo, Toner and Scalp Treatment for natural, thinning hair over a 30-day period

*** Based on a consumer test of 100 participants using Intra Force Shampoo, Toner and Scalp Treatment for color-treated, thinning hair over a 30-day period

INTRA FORCE OFFERS A 3-TIERED PROGRAM FOR PROMOTING HAIR DENSITY



1. purify:

Scalp Stimulate Service

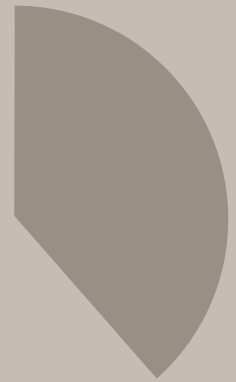
- Microdermabrasion treatment maximizes the results of the regimen
- **Proven to accelerate cellular turnover by 25%**
- Removes buildup of dead surface cells and promotes hair density



2. densify:

At-Home Care

- Daily use 3-step systems for natural or color-treated hair
- **Promotes thicker fuller hair in 30 days**
- **Helps prevent breakage up to 95%**



3. intensify:

Targeted Treatments

- Enhance daily care
- Jumpstart care or give an added boost
- Can be performed in the salon or retailed for at-home use

1. PURIFY AT THE SALON

THE SCALP STIMULATE SERVICE IS PROVEN TO ACCELERATE CELLULAR TURNOVER AND HAIR DENSITY



Boost thinning hair and your bottom line! Introduce Intra Force to your clients today!

2. DENSIFY AT HOME

3-STEP SYSTEMS FOR NATURAL OR COLOR-TREATED THINNING HAIR

STEP 1: SHAMPOO

- Detoxifying shampoo gently cleanses
- Helps reduce excess sebum and DHT
- Promotes hair density and a healthy scalp environment

STEP 2: TONER

- Lightweight, nourishing toner detangles, moisturizes and strengthens
- Helps replenish hair and scalp to prevent premature breakage and improve manageability

STEP 3: TREATMENT

- Lightweight, fast-absorbing daily treatment energizes the scalp
- Promotes hair density
- Hair looks visibly denser, fuller and thicker

The system for color-treated hair has UV filters for color protection, and also offers additional conditioning benefits.



3. INTENSIFY WITH ADDITIONAL TREATMENTS

MICRO BOOST

targeted treatment for low density hairlines

For clients with more advanced hair thinning across the crown and forehead compared to the rest of the scalp

HAIR ADVANCE

intensive treatment for noticeably thinning hair

For clients who want to kick-start their treatment program, address seasonal or stress related thinning or more advanced hair thinning

HAIR DENSIFIER

thickening foam for all types of thin-looking hair

For clients seeking lightweight styling hold that helps provide volume as well as strength to hair without buildup



SEE RESULTS IN 30 DAYS

Give your clients an easy, affordable way to try the **NEW Intra Force** at-home system! **Client Starter Kits** feature the 3-step system—cleanser, toner, and scalp treatment in convenient trial sizes—for either natural or color-treated thinning hair. Each kit lasts approximately 30 days and has a suggested retail price of just when clients see results they'll be back to purchase full size products!



REDKEN MONEY-BACK GUARANTEE

We are so sure that clients will see great results from **Intra Force** that we are offering a money back guarantee! Your clients can try **Intra Force** risk-free. If for some reason they are not satisfied with **Intra Force** products after 30 days of use, they can contact Redken for a full refund. For complete details on how to obtain a refund, please refer clients to Intraforce.com.

EXCLUSIVE INTRODUCTORY OFFER

Everything you need for a successful Intra Force launch is included in your salon intro kit—at incredible savings!

INTRODUCTORY KIT INCLUDES:

- 4 System 1 client starter kits
- 4 System 2 client starter kits
- 2 Hair Advance .24 oz./10 Box
- 1 Micro Boost Treatment 3.4 oz.
- 1 Hair Densifier 8.5 oz.
- 1 Scalp Stimulate .85 oz./6 Box

PLUS Free sampling, education and merchandising materials (see below)

Salon Price



FREE SAMPLING, MERCHANDISING AND EDUCATION MATERIALS:



SYSTEMS 1 and 2 DUO PACKETTES
with PACKETTE FOLDER (25 of each)



INTRAFORCE DVD



INTRAFORCE MOBILE



MIRROR CLING (set of 4)



CLIENT BROCHURE FOR FEMALE & MALE CLIENTS (25 of each) WITH EASEL CARD BROCHURE HOLDER



ACRYLIC GLORFIER WITH DOUBLE-SIDED INSERT



STYLIST GUIDE



INTRAFORCE ART OF CONSULTATION PAD

BONUS OFFER!

Purchase the salon intro deal plus an additional \$105.00 or more of Intra Force products to receive your bonus!

RECOMMENDED MIX:

1 System 1 Shampoo 9.8 oz.
1 System 1 Toner 8.3 oz.
1 System 1 Scalp Treatment 5 oz.
1 System 2 Shampoo 9.8 oz.
1 System 2 Toner 8.3 oz.
1 System 2 Scalp Treatment 5 oz.
1 Micro Boost Treatment 3.4 oz.
1 Hair Advance .24 oz/10 box
1 Hair Densifer 8.5 oz.

Salon Price

*Salon price and value based on recommended product mix



RECEIVE FREE:



1 FREE BOX OF SCALP STIMULATE .85 oz./6 box

Offer service at a discount or free trial to clients to get them hooked and ready to purchase the retail line and come back for a service each month. Or use your free box to generate service revenue.



1 PERMANENT ON-SHELF DISPLAY

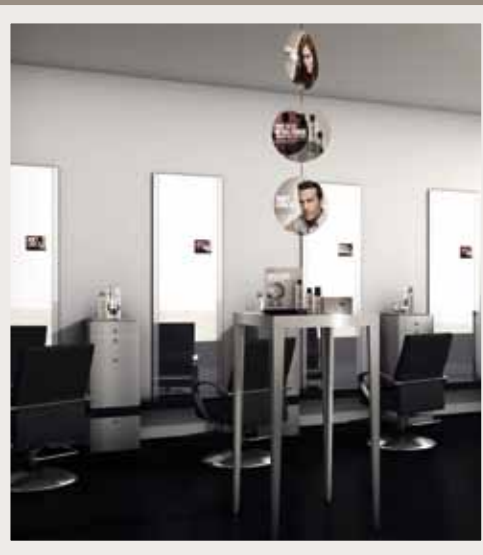
Includes:

3-D GLORIFIER Capture clients' attention with this high-quality acrylic glorifier – simply place the insert inside to create a 3-D effect that will have clients asking about **Intra Force**!

CUSTOMIZABLE "BLACK BAR" DISPLAY Highlight **Intra Force** and create an environment for thinning hair solutions without using precious floor space. This display includes 4 bars that attach magnetically – use them all to create a full-shelf display, or use one or two bars to highlight **Intra Force** at the reception desk or stylist station. The flexible design of this piece lets you customize it to best fit your salon's needs!

MERCHANDISE INTRA FORCE IN YOUR SALON

The **Intra Force** Stylist Guide includes merchandising tips from Peter Millard, Salon and Design Consultant, so you can make an impact and boost your business with this new product collection. Learn the most effective ways to use the merchandising pieces in your Intro and Bonus Kits!



INTRAFORCE IS ONLINE!

80% OF PEOPLE EXPERIENCING HAIR LOSS TURN TO THE INTERNET FOR SOLUTIONS*

Your clients have questions about thinning hair, and Redken has the answers —online! **IntraForce.com** is a comprehensive consumer site dedicated to promoting **NEW Intra Force** by providing resources and real testimonials from **Intra Force** users.

INTRAFORCE.COM WILL GIVE CONSUMERS THE FACTS, PLUS:

- Video testimonials of actual users showing off their results
- Before and after photographs
- Forum to share stories
- Technology behind the systems from Dr. Cannell
- Intra Force salon finder—be sure to register your salon!
- Clients can upload their own success stories for a chance to win a makeover trip to NYC!

*Hair Loss and Treatment Methods, Gallup Study, 2008

HOME HOW IT WORKS PRODUCTS SEE RESULTS WHERE TO BUY DONATED

REDKEN
THE ART OF BEING WELL

NEW INTRA FORCE
TOTAL CARE OF THINNING HAIR
THICKER, FULLER HAIR IN 30 DAYS
OR YOUR MONEY BACK!

TRY IT FOR FREE
GET A FREE 30-DAY STARTER KIT IN SALON!
[TRY IT NOW](#)

WHERE TO BUY
FIND INTRA FORCE TODAY!
[FIND A SALON](#)

THE TECHNOLOGY
LARNIUM® IS THE SCIENCE BEHIND INTRA FORCE!
[LEARN HOW IT WORKS](#)

REAL PEOPLE, REAL RESULTS
SHARE YOUR SUCCESS STORY AND BE ENTERED TO WIN A TRIP TO NYC!
[ENTER TODAY](#)

HOME HOW IT WORKS PRODUCTS **SEE RESULTS** WHERE TO BUY DONATED

REDKEN
THE ART OF BEING WELL

SHARE YOUR SUCCESS TO WIN!
UPLOAD YOUR BEFORE AND AFTER PICTURES FOR A CHANCE TO WIN A TRIP TO NYC!
[ENTER TODAY](#)

SEE RESULTS
THICKER, FULLER HAIR IN 30 DAYS
[FIND A SALON](#)

SHARE YOUR SUCCESS
ENTER YOUR BEFORE AND AFTER PICTURES FOR A CHANCE TO WIN A TRIP TO NYC!
[ENTER TODAY](#)

GET A FREE 30-DAY STARTER KIT TODAY
TRY INTRA FORCE FOR FREE!
[LEARN MORE](#)

HOW IT WORKS
GET TO THE ROOT OF THINNING HAIR WITH INTRA FORCE!
[LEARN MORE](#)

WHERE TO BUY
FIND INTRA FORCE PRODUCTS AT A SALON NEAR YOU!
[FIND A SALON](#)

HOME HOW IT WORKS PRODUCTS SEE RESULTS WHERE TO BUY DONATED

REDKEN
THE ART OF BEING WELL

GET A FREE STARTER KIT
THICKER, FULLER HAIR IN 30 DAYS
[FIND A SALON](#)

INTRAFORCE STARTER KIT

SIGN UP FOR YOUR FREE STARTER KIT
Enter marked with an asterisk (*) are required.

First Name * Address *
Last Name * City *
Street Address * State *
Phone Number Zip Code *
Hair Type *
Contact Us

Yes, sign me up to receive offers and information about Intra Force.
[SIGN UP](#)

SEE RESULTS
REAL PEOPLE, REAL RESULTS. SEE INTRA FORCE AT WORK!
[LEARN MORE](#)

HOW IT WORKS
GET TO THE ROOT OF THINNING HAIR WITH INTRA FORCE.
[LEARN MORE](#)

WHERE TO BUY
FIND INTRA FORCE PRODUCTS AT A SALON NEAR YOU!
[FIND A SALON](#)

REAL PEOPLE, REAL RESULTS

DON'T JUST TAKE OUR WORD FOR IT—HERE'S WHAT INTRA FORCE USERS HAVE TO SAY:

“

I noticed right away that the shampoo changed the texture of my hair, made it feel stronger and thicker. The conditioner gave my scalp an almost icy feeling... 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. ”



Sharon L.
Riverside, CA

“

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



Mike J.
Pella, IA

“

Overall, my hair feels fuller/thicker than before (it's not just with more volume like other products, it actually **feels a bit more substantive**). After using **Intra Force**, the area around my crown and forehead seems more covered, **less thinned**. I notice a difference and it makes me feel better that my hair doesn't look quite so thin and flat. And it gives me hope for more drastic improvement over the next 3 months. ”



Vivian C.
Los Gatos, CA

REDKEN EDUCATION GIVES YOU THE KNOWLEDGE TO BECOME A THINNING HAIR EXPERT!

Review Redken's **Art Of Consultation** to learn how to start a conversation with clients who have thinning hair, and use the NEW cut, color and finishing techniques for thinning hair to give your clients the fuller, thicker-looking hair they desire.

Visit Redken.com's professional site for more information!

Plus, visit RedkenEducationOnDemand.com for Intra Force videos including:

- In depth product knowledge for the entire **Intra Force** collection
- Step-by-step guide for the Scalp Stimulate Service

REDKEN EDUCATION
ON DEMAND
CLICK. WATCH. LEARN... 24/7!

INTRA FORCE OPEN STOCK

Product	Size	Salon Price	SRP
System 1 Shampoo	 9.8 oz. Liter		
System 1 Toner	 8.3 oz. Liter		
System 1 Scalp Treatment	 5 oz.		
System 1 Client Starter Kit	 n/a		
System 2 Shampoo	 9.8 oz. Liter		
System 2 Toner	 8.3 oz. Liter		
System 2 Scalp Treatment	 5 oz.		
System 2 Client Starter Kit	 n/a		
Hair Advance	 .24 oz./10 box		
Micro Boost	 3.4 oz		
Hair Densifier	 8.5 oz		
Scalp Stimulate	 .85 oz./6 box		