

Global Marketing Fact Sheet

NEW TIME RESET

Corrective Care for Porous, Age-Weakened Hair



**Shampoo | Conditioner | Youth Revitalizer | Corrective Defense
Filler Shot Phase | At-Home Porosity Filler**

Why NEW Time Reset?

Anti-Aging Market

It's something most women do on a daily basis – fight the aging process. Eating healthy foods, exercising and using an array of products are some of the ways women wage their personal war on aging. There is also the constant search for new ways to look younger.

Today's women are under increasing societal pressure to look younger than their years. Their insatiable quest for youth is demonstrated as the demand for age-decelerating treatments such as Botox continues to grow. In fact, the number of non-invasive cosmetic procedures in the US has risen by an estimated +69% since the year 2000.¹

This dynamic is compounded by an aging population. Due, in part, to the increased life expectancy rate, the global age demographic has increased dramatically over the past several years. To this end, the number of people ages 50-64 represents the fastest growing segment of the population, demonstrating growth of approximately +29% since 1999.²

As a result, the anti-aging market has become a 5 billion dollar industry in the US alone, growing at an incremental rate of 4-6% a year.³ This has transpired through the countless number of recent launch campaigns targeted to the aging population, ranging from user-friendly technology, pharmaceuticals, and of course, cosmetics and personal care.

¹ 2009 Poll, American Academy of Facial Plastic and Reconstructive Surgery

² 2006 DataMonitor Report, Capturing 50-plus Year Old's Spending

³ 2008 DataMonitor Report, Anti-Aging and Beauty

Age-Fighting Consumers

Contrary to popular belief, women ages 50-64 represent some of the world's most savvy consumers. With decades of consumer experience, these women are true quality seekers who desire and expect professional brands that deliver authentic, premium ingredients that cater to their age-related needs.

These women are also more inclined to experiment with products that utilize the latest, most advanced technology. In fact, research indicates that women in the US and Europe embrace and are willing to pay more for products that are formulated with innovative ingredients and/or solutions that address their anti-aging concerns.²

Purchasing Behavior

Women over the ages of 45 account for over 42% of skincare, makeup, personal hygiene and haircare consumption worldwide.⁴ More importantly, studies have demonstrated that women 45+ frequent the salon nearly twice as much as their younger counterparts, resulting in an annual salon spending that is roughly twice that of women below ages 45.⁵

What is Aging Hair?

Most of us are well-versed on the impact of age on the skin. However, the effects of aging on the hair have received relatively little focus and/or clarification.

Redken research has identified 2 main categories of aging on the hair: **chronological aging**, which is caused primarily by external factors, and **hormonal aging**, which is caused by the progressive loss of hormonal activity over time.

Chronological Aging

This type of aging to the hair is related to the length of hair, as the mid-lengths to ends (versus new growth closer to the scalp) have endured additional years of mechanical, chemical and environmental damage. The combined effects of these external factors can leave hair **dry, sensitized and/or porous**.

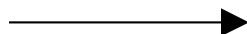
Hormonal Aging

Hormonal aging occurs as a result of the physiological changes that women experience as they grow older. This ultimately results in **slowed scalp activity** and the **decline in melanin**, the hair's natural source of protection and defense against age-accelerating aggressors.

Slowed Scalp Activity

Can lead to...

Hair loss (mass)
Hair thinning (strand diameter)
Reduction in sebum production
Decrease in keratin elasticity



Which causes...

Diminished density
Increased fragility or breakage
Dryness, dullness
Stiff, wiry strands

²

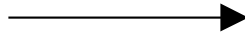
⁴ 2005 DataMonitor Report, Seniors' Personal Care Occasions and Behaviors

⁵ Health and Beauty Panel, Europe, 2005

Decline in Melanin

Can lead to...

Weakened Defenses
Loss of Lipids



Which Causes...

Increased Porosity
Dryness, Dullness

Thus, in addition to graying or loss of natural haircolor, the combined impact of both chronological & hormonal aging can leave hair with 5 visible effects:

1. Change in Texture
2. Diminished Density
3. Increased Dryness
4. Surface Dullness
5. Fragility / Breakage

The result? Hair can become porous, lifeless, and extremely difficult to manage.

When Does Hair Age?

Although most of us are born with healthy-looking, beautiful hair, we all experience changes with the passage of time. Everyone's hair ages differently – some of us earlier than others – but here is a general timeline that captures the changes women commonly observe:

20s: Hair is at the peak of thickness and strength; Scalp produces ample sebum giving hair healthy shine

30s: Damage incurred during your 20's becomes visible; Slight decline in sebum production can cause hair to lose its natural luster

40s: Diameter of hair shaft begins to shrink, resulting in thinner and more fragile strands; Decline in melanin levels can lead to emerging gray hairs

50s: Most women are 50% gray by the age of 50, caused by a steep decline in melanin; Follicles continue to shrink leaving hair finer and thinner around hairline and top of scalp

60s: Nearly 40% of women will experience some degree of hair loss by age 60, mostly around the crown, leaving hair thin-looking and lackluster

The Solution

Recapture youthful hair. New Time Reset helps to repair years of damage while helping to combat and prevent **5 visible signs of aging hair**⁶: 1. Change in texture, 2. Diminished Density, 3. Increased Dryness, 4. Surface Dullness, and 5. Fragility or Breakage.

Breakthrough **Vital 5 Complex** provides 5 targeted ingredients to target the 5 signs of aging hair. The restorative process begins in the salon with a **Time Reset Salon Service** featuring a professional treatment formulated with 10% Intra-Cylane® that helps even porosity, reinforce internal structure and restore substance to fragile strands.

Proven Age-Correcting Results.

In a salon study, professionals observed significant benefits⁷:

- 94% observed an improvement in manageability
- 77% observed enhanced density
- 88% observed an increase in shine or brilliance

The care is continued at home with advanced, **age-fighting formulas** that renew texture, enhance density, replenish moisture and shine, and help defend hair against free radicals for hair that looks and feels younger and more resilient from root to tip.

Who is it for?

NEW Time Reset is especially designed for women ages 45-65 with porous, age-weakened hair looking to counteract any combination of the 5 visible signs of aging hair.

⁶ when used with the Time Reset Salon Service

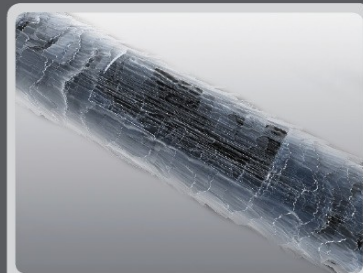
⁷ Based on the professional evaluation of 35 hairdressers at participating L'Oréal salons over a 2 month period using an in-salon Intra-Cylane® serum and a conditioner.

TIME RESET

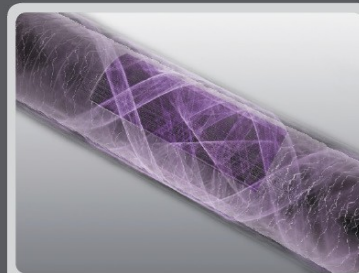
CORRECTIVE CARE FOR POROUS, AGE WEAKENED HAIR

THE FIVE SIGNS OF AGING

1. Change in Texture
2. Diminished Density
3. Increased Dryness
4. Surface Dullness
5. Fragility/Breakage



Before: Fiber is porous, exposed and unprotected



After: Fiber is reinforced, strengthened and resilient

VITAL 5 COMPLEX

INTRA-CYLANE: Evens porosity & improves strands resilience

PEPTIDES & CERAMIDE: Repair & resurface

GREEN TEA: Neutralizes free radicals with antioxidant support

CAMELLIA OIL: Softens, replenishes & restores shine

CATIONIC UV FILTER: Helps prevent premature aging

PLUS EXCLUSIVE INTERBOND CONDITIONING SYSTEM

GET INSPIRED. BE PART OF IT.

REDKEN
5TH AVENUE NYC

FORMULATED WITH VITAL 5 COMPLEX™

REVITALIZE: Intra-Cylane® provides internal support while helping to even surface porosity and restore youthful substance

REPLENISH: Camellia Oil helps restore moisture, softness and shine

PROTECT: Green Tea helps neutralizes free radicals with antioxidant support

REPAIR: Peptides & Ceramide resurface the cuticle while helping to repair damage

PREVENT: Cationic UV Filter defends against damaging UV rays to help prevent further damage caused by age-accelerating aggressors

Product Platform

CLEANSE	Shampoo corrective care for porous, age-weakened hair	Clear shampoo provides a rich, abundant lather that gently cleanses away impurities while delivering nourishing lipids to help restore the hair's natural barrier of protection. Hair feels revitalized, airy, light and resilient.
CONDITION	Conditioner corrective care for porous, age-weakened hair	Lightweight conditioner instantly detangles while helping to strengthen delicate, fragile strands. Helps restore elasticity for improved softness, spring and elasticity.
TREAT	Youth Revitalizer replenishing deep treatment for porous, age-weakened hair	Decadent rinse-out mask spreads evenly through the lengths of hair to provide intense, deep conditioning with a dose of peptides and ceramide for targeted repair. It detangles to ease combability, rebalances lost moisture and helps restore hair's youthful shine. This replenishing formula can be used daily as a replacement to the conditioner on medium to coarse, age-weakened hair.
	Corrective Defense protective softening lotion for porous, age-weakened hair	Multi-tasking daily lotion smoothes the cuticle while helping to restore the hair's natural defenses. The advanced formula combines free-radical fighting green tea extract with an advanced, cationic UV filter to help prevent premature aging caused by environmental aggressors while helping to protect the integrity of the hair fiber. It also eases combability for improved manageability and resistance against breakage. Hair looks and feels supple, strong and protected.
BACKBAR	Redken Chemistry Time Reset Filler Shot Phase Intra-Cylane® treatment for porous, age-weakened hair	Concentrated liquid-to-gel formula with 10% Intra-Cylane® fills in gaps on the cuticle layer to create a smooth, shiny surface and provide a thickening effect while drastically improve hair's resilience and resistance to breakage. In its liquid phase the unique formulation penetrates the surface, solidifying in contact with water to strengthen the hair's internal fibrous network. Results last up to 10 shampoos.
	At-Home Porosity Filler Intra-Cylane® treatment for porous, age-weakened hair	The unique At-Home Porosity Filler treatment is formulated with 5% Intra-Cylane® to extend the benefits of the professional service in-between salon visits. The liquid-to-gel formula should be followed with an application of the Youth Revitalizer mask for optimal, age-fighting results.

How is it used?

- Time Reset **Shampoo**: Apply to wet hair, massage into a lather, and rinse.
- Time Reset **Conditioner**: After shampooing, apply and distribute through mid to end lengths of hair. Rinse.
- Time Reset **Youth Revitalizer**: After shampooing, apply to damp hair. Leave on 5 to 15 minutes. Rinse.
- Time Reset **Corrective Defense**: Apply 2-3 pumps evenly through towel-dried hair, beginning at the ends. Leave-in and style as usual.
- Redken Chemistry Time Reset **Filler Shot Phase**: After shampooing, apply 10-15ml directly onto lengths of hair*. Comb through to distribute evenly. Leave on for 1-2 minutes. Do not rinse. Follow up with the appropriate pHix pHase. Rinse. Follow up with an application of the Youth Revitalizer replenishing deep treatment. Rinse.
- Time Reset **At-Home Porosity Filler**: After shampooing, apply the contents of an entire tube directly onto lengths of hair*. Avoid applying on scalp. Leave on for 1-2 minutes. Rinse. Follow up with an application of the Time Reset Youth Revitalizer replenishing deep treatment. Rinse.

TIME RESET IN-SALON SERVICE

PROVEN AGE-CORRECTING RESULTS WITH INTRA-CYLANE®

Aging hair requires specialized care to counteract the adverse effects of chronological and hormonal activity. This innovative service has been designed to help diminish the 5 signs of aging hair. The result? Hair regains youthful substance, resilience and shine.

TIME RESET SALON SERVICE TECHNIQUE

Follow these easy steps in the salon to turn back the clock on aging hair:

STEP 1: Analyze the condition of the client's hair. If the hair demonstrates the effects of chronological and/or hormonal aging – dryness/dullness, fragility, lack of density—it requires the **Time Reset Salon Service**.

STEP 2: Cleanse with **Time Reset Shampoo**. Apply to wet hair, massage into a lather, and rinse.

STEP 3: Apply **Redken Chemistry Time Reset Filler Shot Phase** directly on the lengths of the hair.* Comb through to distribute evenly. Leave on for 1-2 minutes. Do not rinse.

STEP 4: Spray appropriate **Redken Chemistry Shot Phix pHix pHase sealer** directly on the hair. Work through. Rinse.

STEP 5: Apply **Time Reset Youth Revitalizer** replenishing deep treatment. Comb through to distribute evenly. Leave on for 5-15 minutes, depending on the condition of the hair. Rinse thoroughly.

STEP 6: For added conditioning and protection against age-accelerating aggressors, apply **Time Reset Corrective Defense**. Comb through and leave in. Blow-dry and style as usual.

STEP 7: Give the client a set of the **Time Reset At-Home Porosity Filler** treatments to extend the benefits of the service until their next salon visit. Educate your client on the proper use of the treatment. Remember, follow each treatment with the application of the **Time Reset Youth Revitalizer** for maximum results!

***IMPORTANT NOTE:** Do not hand-apply. Unique water-activated formula must be applied directly to the hair for optimal performance and maximum results.

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STEP 1
Analyze the condition of the client's hair. If the hair demonstrates the effects of chronological and/or hormonal aging—dryness, fragility, lack of density—requires the Time Reset Salon Service.

STEP 2
Cleanser with Time Reset Shampoo. Apply to wet hair, massage into a lather, and rinse.

STEP 3
Apply Redken Chemistry Time Reset Filler Shot Phase directly on the lengths of the hair! Do not apply on scalp. Comb through to distribute evenly. Leave on for 1-2 minutes. Do not rinse.

STEP 4
Spray appropriate Redken Chemistry Shot Pink pH balance enhancer directly on the hair. Work through. Rinse.

STEP 5
Apply Time Reset Youth Revitalizer replenishing deep treatment. Comb through to distribute evenly. Leave on for 5-15 minutes, depending on the condition of the hair. Rinse thoroughly.

STEP 6
For added conditioning and protection against age-accelerating aggressors, apply Time Reset Corrective Defense. Comb through and leave in. Blow-dry and style as usual.

STEP 7
Give the client a set of Time Reset Take-Home Porosity Filler treatments to extend the benefits of the service until their next salon visit. Explain the proper use of the treatment. Remember, follow each treatment with the application of the Time Reset Youth Revitalizer for maximum results.

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Available sizes:

Product Name	Travel	Retail / Backbar	Packette	Liter
Shampoo	1.7oz/50ml	10.1oz/300ml	Foil Trio	Liter
Conditioner	1.0oz/30ml	8.5oz/250ml	Foil Trio	Liter
Youth Revitalizer	1.0oz/30ml	8.5oz/250ml	Foil Trio	N/A
Corrective Defense	1.0oz/30ml	3.2oz/95ml	N/A	N/A
Redken Chemistry Time Reset Filler Shot Phase	N/A	7.6oz/225ml	N/A	N/A
At-Home Porosity Filler	N/A	4 X 0.5oz/15ml	N/A	N/A

Initial launch date:
February 2010 PAM

Competitive:

Brand Name	Manufacturer Claims	Size	Retail Price US\$
Joico RE:NU Age Defy			
Softness & Manageability Shampoo	<ul style="list-style-type: none"> Gently cleanses while restoring softness and radiance to coarse, dull hair Leave coarse, wiry hair soft, smooth & beautifully hydrated 	6.8 oz./ 200 ml	\$22.00
Softness & Manageability Conditioner	<ul style="list-style-type: none"> Replenishes lost lipids to restore softness and radiance to coarse, dull hair Restores pliability, manageability shine 	6.8 oz./ 200 ml	\$24.00
Softness & Manageability Primer	<ul style="list-style-type: none"> Softens and smoothes coarse, dull hair, creating the ideal foundation for perfect style Prolongs the vibrancy of color-treated hair 	5.1 oz./ 150 ml	\$22.00

Fullness & Body Shampoo	<ul style="list-style-type: none"> • Gently cleanses and energizes the scalp for full, thick, lustrous hair • Protects haircolor and shields against damage 	6.8 oz./ 200 ml	\$22.00
Fullness & Body Pre-Shampoo Treatment	<ul style="list-style-type: none"> • Replenishes vital lipids and proteins to restoring strength and elasticity • Protects haircolor and shields against damage 	6.8 oz / 200 ml	\$24.00
Fullness & Body Primer	<ul style="list-style-type: none"> • Provides structure to fine, limp hair, creating the ideal function to build style and body • Protects haircolor while shielding against external damage 	5.1 oz / 200 ml	\$22.00
Re:nual Serum	<ul style="list-style-type: none"> • Scalp treatment formulated by Shiseido Laboratories • Slows down the graying process with a 50% reduction in 5 months 	1.7 oz / 50 ml	\$40.00
Alterna Caviar			
Moisture Shampoo with Seasilk	<ul style="list-style-type: none"> • Sulfate-free cleanser restores moisture and protects haircolor • Improves the overall performance of tired, brittle hair 	10.1 oz / 300 ml	\$30.00
Moisture Conditioner with Seasilk	<ul style="list-style-type: none"> • Seals in essential ingredients and reinforces their results • Helps maintain moisture, protect against daily stresses and delivers ingredients to help hair remain strong, healthy and younger-looking 	10.1 oz / 300ml	\$37.00
Schwarzkopf BC Time Restore			
Reinforcing Q10 Shampoo	<ul style="list-style-type: none"> • Gently cleanses and cares for coarse, brittle hair without overburdening normal to fine hair • Promotes healthy hair full of body and shine 	8.5 oz / 250 ml	\$9.75
Reinforcing Q10 Conditioner	<ul style="list-style-type: none"> • Provides daily conditioning with a rich emulsion that cares with coenzyme Q10 • Glycine, an amino acid, penetrates to repair the inner hair structure 	6.8 oz / 200 ml	\$11.00
Reinforcing Q10 Treatment	<ul style="list-style-type: none"> • Stimulates the production of keratin that is lost from the hair over time • Silicon Oil smoothes, improves combability and promotes hair shine 	6.8 oz / 200 ml	\$15.00
L'Oreal Professionnel Age Densiforce			
Shampoo	<ul style="list-style-type: none"> • Gently cleanses to leave hair feeling renewed with enhanced body and radiance • Provides lipid ester technology and Omega 6 to infuse the hair with constitutive elements 	8.45 oz / 250 ml	\$21.00
Masque	<ul style="list-style-type: none"> • Reinforces hair structure for renewed vitality and radiant shine • Respects the hair fiber and leaves hair with enhanced density and natural volume 	6.8 oz / 200 ml	\$30.00

Power Density Concentrate (in-salon only)	<ul style="list-style-type: none"> • Redensifying formula leaves hair feeling replenished and more youthful-looking • Enhances body and shine • Delivers polyphenols (antioxidants) to protect the hair against external aggressors 	0.4 oz / 11.8 ml X 15	N/A
Kerastase Age Recharge			
Bain Recharge	<ul style="list-style-type: none"> • Lipo replenishment for dry, tight scalps and hair losing vitality • Leaves hair feeling transformed 	8.5 oz / 250 ml	\$32.00
Masque	<ul style="list-style-type: none"> • Repairs fine, brittle hair • Leaves each strand smoother, shinier and more substantial 	6.8 oz / 200 ml	\$58.00
Lipo Recharge	<ul style="list-style-type: none"> • Massaging fluid for tight, dry scalps and hair that is weak • Reinforces the protective function of the epidermis 	0.2 oz / 6ml X 10	\$60.00
Kerastase Age Premium			
Bain Substantif	<ul style="list-style-type: none"> • Replenishes volume and softness • Helps prevent oxidation • Delivers essential minerals to hair & scalp 	8.5 oz / 250 ml	\$32.00
Masque Substantif	<ul style="list-style-type: none"> • Nourishes, revitalizes and redensifies • Scalp is rebalanced and hydrated 	6.8 oz / 200 ml	\$58.00
Dietary Supplements	<ul style="list-style-type: none"> • Regulates the hair cycle • Improves the quality of the hair, as observed by 70% of users 	60 tablets	\$60.00
Re-Substance (in-salon only)	<ul style="list-style-type: none"> • Delivers Intra-Cylane® to enhance density • Provides strength and resistance 	0.68 oz / 20 ml	N/A

Commonly asked questions:

1. What does the fragrance smell like?

The Time Reset fragrance is a delicate, sophisticated floral comprised of:

- Top: Peach, Strawberry Flower, Pear
- Mid: Jasmine, Freesia, Rose Gardenia
- Base: White Cedarwood, Sheer Vanilla, Blondewoods, Heliotrope, Musk

2. Is Time Reset safe to use on color-treated hair?

Yes, in fact, Time Reset was designed to help treat and address the needs of color-treated hair. Years of frequent color and texture services can strip the natural lipids from the cuticle, leaving hair dull, lackluster and porous. Time Reset provides strengthening, replenishing formulas that care for color-treated strands while helping to preserve the integrity of the hair fiber.

3. Can I perform the Time Reset Salon Service the same day I color my client's hair?

Yes, the service can be done the same day as a haircolor application or texture service. It is recommended that the service be completed after a haircolor application for maximum results.

4. Why do I need to apply the Youth Revitalizer after using the Redken Chemistry Time Reset Filler Shot?

The patented Intra-Cylane® technology in the Time Reset Filler Shot penetrates the cuticle to provide thickening, strengthening support to porous, age-weakened hair. While it helps to even surface porosity while smoothing the surface of each strand, it does not provide detangling and softening on its own. The Youth Revitalizer replenishing deep treatment enhances the benefits Intra-Cylane® by detangling and conditioning for improved suppleness and manageability.

5. Can I mix the Redken Chemistry Time Reset Filler Shot with other Redken Chemistry Shots?

No, the Time Reset Filler Shot cannot be mixed with the other Redken Chemistry Shot Phases. Due to the unique liquid-to-gel nature of the formula, the Filler Shot must be applied directly onto the lengths of the hair and should not be hand-applied. The high concentration of Intra-Cylane® solidifies in contact with water so it requires professional application with the pointed-tip applicator.

6. What is Intra-Cylane®? What does it do?

Patented Intra-Cylane® is the result of 10 years of dedicated scientific research on a unique silicone molecule. Activated by water, it transforms from liquid to solid to create a 3D network in each strand from the inside-out.

Intra-Cylane® provides multiple benefits on the hair. In fact, it:

- Fills in gaps on the cuticle layer to help even porosity and boost body
- Provides surface protection against friction and/or abrasion
- Delivers structural reinforcement to the fiber
- Improves hair's strength and resilience

7. How long will the results of the Time Reset Salon Service last?

The long-lasting benefits are unprecedented and will still have an effect on the hair after 10 shampoos. To further enhance the benefits of the service in between salon visits, clients should use the At-Home Porosity Filler with 5% Intra-Cylane® once a week as part of their at-home maintenance regimen.

8. How do I recommend the Time Reset Salon Service or at-home regimen to my clients?

The subject of aging can be a sensitive topic for some women and therefore, it can at times be difficult to discuss this with your clients. It is important to use the right approach to help foster a trusting relationship and to build client loyalty.

- ❖ Ask your client if she has observed any changes in the condition of her hair. This will help put the ball in her court and give you a good indication of whether she is open to discussing this topic.
- ❖ If your client shows any combination of the 5 signs of aging you can let them know that there is a new collection of products that would be great for her hair.
- ❖ Utilize service posters, mirror clings or shelf talkers that promote the Time Reset Salon Service. This way your clients have the opportunity to ask you about it rather than you having to ask them!

9. Can my client purchase the Time Reset At-Home Porosity Filler?

No, the At-Home Porosity Filler is given exclusively with the purchase of a Time Reset Salon Service. The first of its kind, this unique treatment was designed to complement and extend the benefits of the salon service with 5% Intra-Cylane® technology.

10. Why do I need the Corrective Defense protective softening lotion?

The loss of pigmentation in the hair is a result of the decline in melanin production. Melanin, however, is not only responsible for providing the pigment in haircolor; it also provides the hair with a natural sunscreen against environmental aggressors. Therefore, as your hair begins to gray it become increasingly fragile and prone to breakage.

Time Reset Corrective Defense delivers a powerful combination of **Green Tea** extract and a **Cationic UV Filter** to guard hair against harmful UV rays and photo-oxidation. When used in a leave-in, Green Tea extract (polyphenols) effectively neutralize free radical formation on the hair, thereby helping to prevent keratin degradation in the fiber. In addition, it helps preserve hair strength and elasticity, two attributes that are commonly compromised in the aging process.

11. What is a Cationic UV Filter? How is it different than a 'regular' UV Filter?

Cationic means that it has a 'positive charge' and has a natural affinity to the hair. This helps create a strong bond with the hair that provides durable UV protection. In addition, it provides progressive protection with each application, thereby increasing the formula's efficacy every time it is applied.

12. What is the haircolor formula for the model visual?

Natural Haircolor

Level 6, 50% Gray

Base Formulation

2 oz. (60 ml) 7NGb Cover Fusion + 2 oz. (60 ml) 20 volume Pro-Oxide Cream Developer

Highlights

2 scoops (22 g) Up to 7 De-Dusted Lightener + 2 oz. (60 ml) 20 volume Pro-Oxide Cream Developer

Glaze

2 oz. (60 ml) 09GB Butter Cream Shades EQ + 2 oz. (60 ml) Processing Solution