

WHAT IS DIVERSION?

If you don't know the answer to this question - you're not alone. Nine out of ten consumers do not know what diversion is. But you probably have witnessed it. Diversion is when products are sold in "unauthorized" places. For example, all genuine Redken products are sold exclusively in salons. But you might come across a few bottles in your local supermarket, drugstore or online. Salon professional products you find outside of a salon are considered to be "diverted."

REDKEN
5TH AVENUE NYC

Color Extend

Shampoo

protection for color-treated hair

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**GENUINE
PRODUCTS
GUARANTEED
ONLY
IN SALONS**

DIVERTED PRODUCTS CAN BE

- Counterfeit
- Diluted
- Old or expired formulas
- More expensive
- Could cause irritation or even infection

DIVERTED PRODUCTS ARE FOUND IN

- Supermarkets
- Drugstores
- Online websites

This means that Redken products should only be purchased from your local salon and hairstylist. Purchase Redken products in salons.