

# FORMULATION, APPLICATION & MASSAGE TIPS

## SELECT A SHADE

- Determine your client's natural level range: light (levels 7 and higher), medium (levels 4-6) or dark (levels 1-3).
  - Select a shade in the same range as his natural (pigmented) color.
  - Pick the tone you want to see:  
Ash = gray + blue/violet which provides a smoky result  
Natural = gray + green/gold which provides a cool gold result
- HOT TIP:** To help ensure proper **Color Camo** shade selection, take the client's eyebrows into consideration. Men's brows are typically lighter than their hair, so this will help prevent you from selecting a color that is too dark.

## MIX, APPLY & PROCESS

- Mix **Color Camo** with 10 volume **Pro-oxide** Cream Developer in a 1:1 ratio with your application of choice. Once mixed, product must be applied immediately to hair.
- Start in the area where hair is the grayest—for most men it's the temple area, top or hairline. Do not overlap with hair that has been previously colored.
- Apply to towel-dried hair using the the application of your choice from the tools and applications section below.
- Processing time begins immediately upon finishing the application or after the first 3 minutes from beginning the application. Process for 5 minutes, for the dark range shades, process for 10 minutes. **Color Camo** processes at room temperature.
- Rinse, shampoo and condition with the appropriate **Redken Brews** shampoo and conditioner
- To enhance your service results, follow with a Redken Haircare treatment and energizing scalp massage. Rinse and style with the appropriate **Redken Brews** styling products.

## RETOUCH

- Determine your application from the tools and applications section below, and follow the steps for the "re-growth technique"  
**NOTE:** After repeated services, any haircolor will get darker when applied to previously colored hair. **Color Camo** is formulated to remain natural looking between services, if used as directed. If darker ends result from repeated applications, you may only want to pull through the ends as needed for the last minute of processing.
- Shampoo and condition with the appropriate **Redken Brews** haircare products.

## FOLLOW BEST PRACTICES

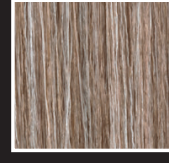
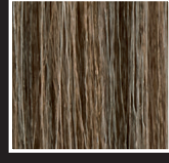




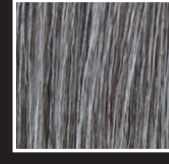
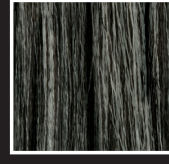

- Precisely follow package instructions for haircolor, lightener and texture products
- Perform necessary patch tests as outlined in the directions
- Wear suitable gloves for all applications
- Utilize protective smocks or capes for you and your clients during the service

## PRO MESSAGE TIPS

### UNDERSTANDING BASIC MASSAGE TECHNIQUES IS ESSENTIAL FOR A SUCCESSFUL EXPERIENCE:

- Relax your hands and shoulders
- Make sure your client's head is always supported
- Do not break contact
- Plant your feet firmly on the ground and use the weight of your body to increase the fluidity of your motions
- Use rhythmic motions
- On a scale of 1-10, a pressure level of 3 is recommended for a gentle, relaxing experience
- Check with your client before you begin and mid-way through the massage to make sure they're comfortable with the pressure level you're using

# SHADE CHART

	BEFORE COLOR CAMO	AFTER COLOR CAMO	
	STARTING RANGE (LEVEL)*	ASH TONE (GRAY + BLUE/VIOLET) 5 Min.	NATURAL TONE (GRAY + GREEN/GOLD) 5 Min.
LIGHT	 light (levels 7 and higher) (50% gray)	 light ash	 light natural
MEDIUM	 medium (levels 4-6) (50% gray)	 medium ash	 medium natural
		10 Min.	10 Min.
DARK	 dark (levels 1-3) (50% gray)	 dark ash	 dark natural

\*Always use **Color Camo** with 10 volume **Pro-oxide Cream Developer**. **Color Camo** is designed to minimize the contrast between pigmented and non-pigmented (gray) hair. To ensure optimal results, use the correct range (Light, Medium or Dark) for your client's natural level (pigmented hair).

# TOOLS AND APPLICATIONS

## APPLICATOR BOTTLE APPLICATION:

### THIS IS AN EASY APPLICATION DONE AT THE SINK

- Determine the desired shade and mix in a bottle with equal parts 10 volume **Pro-oxide** Cream Developer
- Start at the area where the gray is most prominent (see "get the look" section)
- Use the tip of the applicator bottle on the scalp, and holding the middle of the bottle at a 45 degree angle:
  - Glide the tip of the applicator along the scalp area as you gently squeeze the bottle saturating each section
  - With the tip of your applicator bottle, continue this technique with ¼ inch partings
- Process for 5-10 minutes



## ETCHING WAND APPLICATION:

### A GREAT WAY TO ACHIEVE NATURAL LOOKING GRAY COVERAGE ACCORDING TO THE PATTERN OF GRAY

- Determine the desired shade and mix in a bowl with equal parts 10 volume **Pro-oxide** Cream Developer
- Start at the area where the gray is most prominent (see "get the look" section)
- Using a color brush, apply color to both sides of the etching wand
- Take ¼ inch sections and apply color as you twirl the etching wand into the hair
  - Twirl the wand into the hair in the section as you would apply mascara
  - Reload the color when necessary
- Process for 5-10 minutes



## BOWL AND BRUSH APPLICATION:

- Determine the desired shade and mix in a bowl with equal parts 10 volume **Pro-oxide** Cream Developer
- Start at the area where the gray is most prominent (see "get the look" section)
- Using one side of the brush, layer color on the edge of the brush and apply **Color Camo** to the hair, being sure to saturate completely
- Continue this technique using ¼ inch partings to complete
- Process for 5-10 minutes



# GET THE LOOK

## GRAY COVERAGE CHOOSE YOUR TECHNIQUE:



### VIRGIN (THE CLASSIC CAMO)

Using the application technique of your choice, apply **Color Camo** to the hair, being sure to saturate completely

- For a virgin application, apply from roots to ends
- Continue this technique using ¼ inch partings to complete
- Process for 5-10 minutes



### REGROWTH

For re-growth, apply only to the first 1 inch of re-growth

- Using the application technique of your choice, apply **Color Camo** to the hair, being sure to saturate completely
- Continue this technique using ¼ inch partings to complete
- Process for 5-10 minutes



### THE FRONT RUNNER

Using the application technique of your choice,

- Begin at the hairline with a horizontal 2 inch parting, and continue 2-3 inches back
- Use gloved hands and comb back to diffuse color to the top of the crown
- Process for 5-10 minutes



### THE SIDE KICK

Using the application technique of your choice

- Start in the nape area
- Take ¼-½ inch partings and start working upwards until you reach the crown
- Apply to the sides last
- Process for 5-10 minutes

## TRENDS CHOOSE YOUR TECHNIQUE:



### CREATE DEPTH

Create a fuller look with depth at the re-growth

- Using a brush and bowl or etching wand, saturate the first 1 inch of growth and feather up into the ends with a color brush for a seamless transition



### CREATE DIMENSION

Create a fuller look throughout the hair

Paint a few pieces of hair with one shade darker than your natural color for a lowlight effect:

- Using a bowl and brush, balayage a few pieces of hair for dimension

**HOT TIP:** the more hair you balayage, the more depth you will see



### DEFINE HARD PART

Create a more defined line by coloring the hair around your hard-part one shade darker:

- Using a bottle or bowl and brush, saturate the hair around the perimeter of your hard-part
- Slightly feather out the color from your part for a seamless transition



### THE "FAUX SILVER FOX"

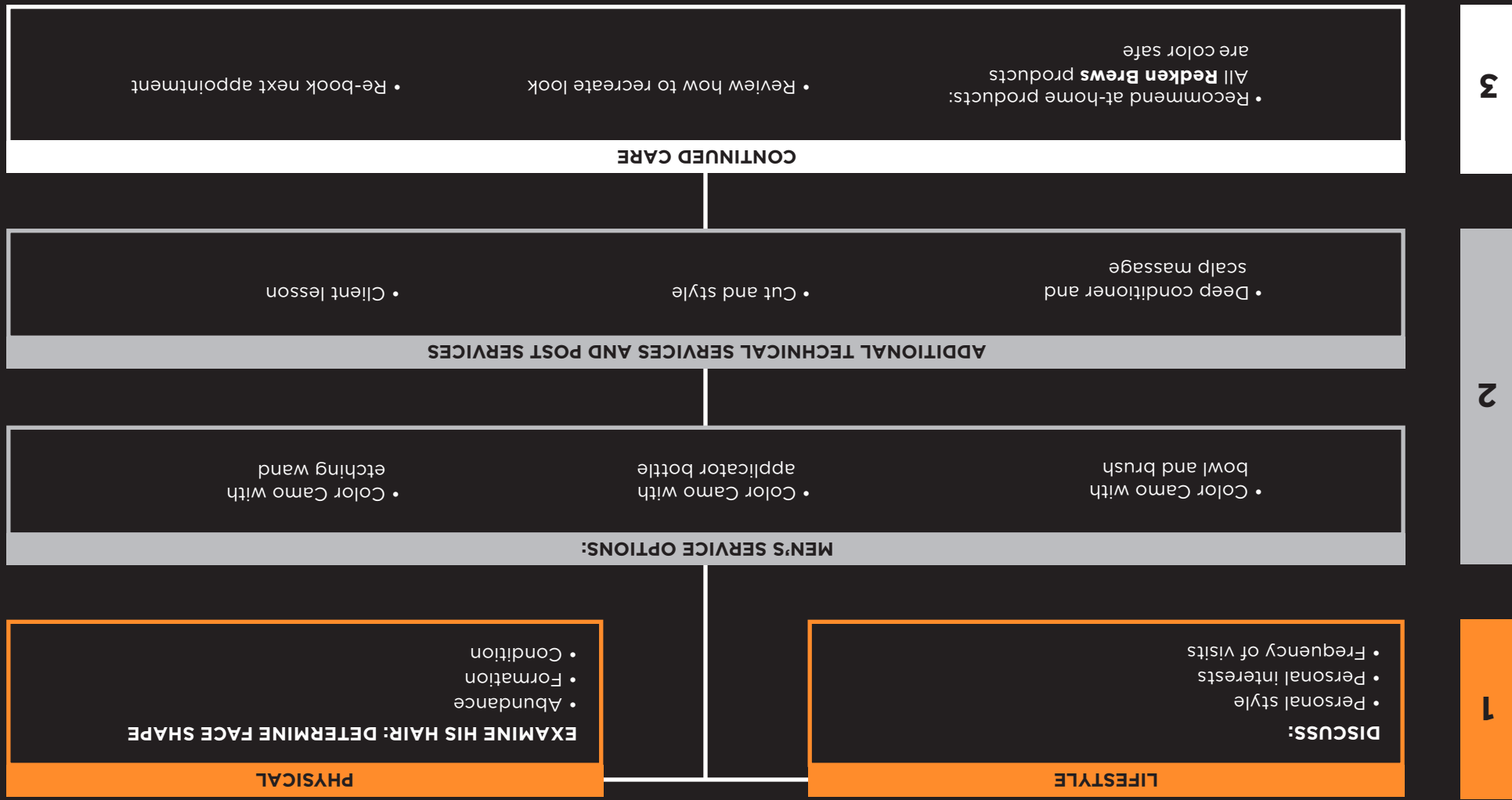
Achieve the "faux" silver fox trend and add shine:

- Using your choice of Redken lightener and **pH Bonder**, lighten hair to a level 8 or 9
  - Gloss the hair with the preferred **Color Camo** shade dependent on your desired end look

# PRINCIPLES OF CONSULTATION

For more information on the Principles of Consultation for Men, please refer to the Men's guide for everything you need to know to perform the most efficient and effective client consultations.

## ANALYSIS



# THE KEY TO INCREASING YOUR MEN'S BUSINESS!

## COLOR CAMO 5 MIN. CUSTOM GRAY CAMOUFLAGE

More men are open to coloring their hair than ever before—so it's a great time to offer **Color Camo** 5 min. custom gray camouflage services in your salon. **Color Camo** features everything you need to take your men's color business to the next level including quick processing time, easy application, low maintenance results, coverage options, and more!

### COLOR CAMO IS THE FASTEST SOLUTION FOR MEN'S GRAY HAIR WITH THE MOST BENEFITS:

- 5 min. processing time for gray blending
- 10 min. processing time for increased gray coverage\*\*
- Results are cool in tonality
- Ammonia-free, permanent dye technology with demi-permanent results
- Gel-like viscosity adheres to coarse gray hair without dripping
- Use with Redken's 10 volume **Pro-oxide** Cream Developer
- Six shades, in natural and ash for any level of hair that is 50% gray or less, ensure subtle, low maintenance results with no visible lift
- Guinoa oil and protein enriched formula helps strengthen hair and add healthy shine
- Gray is camouflaged, naturally blended and gradually fades without unnatural gold or red tones

**NOTE:** Hang this convenient chart in the dispensary so the entire salon staff can use it for easy reference on essential application and usage information including Principles of Consultation tips and techniques.

\*\*Light and Medium shades only  
\*\*Dark shades process in 10 minutes only due to concentration of dyes

## FAQ

### CAN I PROCESS COLOR CAMO SHADES FOR ANY TIME BETWEEN 5-10 MINUTES?

Yes you can, but keep in mind that because color does not process exactly the same on each person, the results may vary between 5 and 10 minutes.

### WHAT HAPPENS IF I LEAVE COLOR CAMO ON FOR 15 MINUTES?

Results will be unpredictable and possibly much darker than desired, therefore Redken does not recommend processing for longer than 10 minutes.

### IS THE COLOR CAMO FORMULA PROGRESSIVE?

No. **Color Camo** does not contain any metallic ingredients, therefore it is not a progressive dye.

### CAN I MIX SHADES WITHIN THE ASH FAMILY FOR A RESULT BETWEEN MEDIUM AND DARK, ETC., OR BETWEEN THE ASH AND NATURAL FAMILIES?

Yes you can, however, **Color Camo** is formulated to minimize the guesswork of mixing shades. The range of shades, the ease of application, and their ability to target the gray areas, add up to a complete color line that should satisfy all your male color needs. Feel free to experiment by mixing Ash and Natural shades.



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## SHADE CHART COLOR CAMO



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