

5TH AVENUE NYC
REDKEN
POWERED BY SCIENCE. PRESCRIBED BY PROS.
14 NEW SHADES
SHADE CHART
UP TO 100% GRAY COVERAGE IN 10 MINUTES

COLOR GELS LACQUERS 10 MINUTE



#COLORGELS10



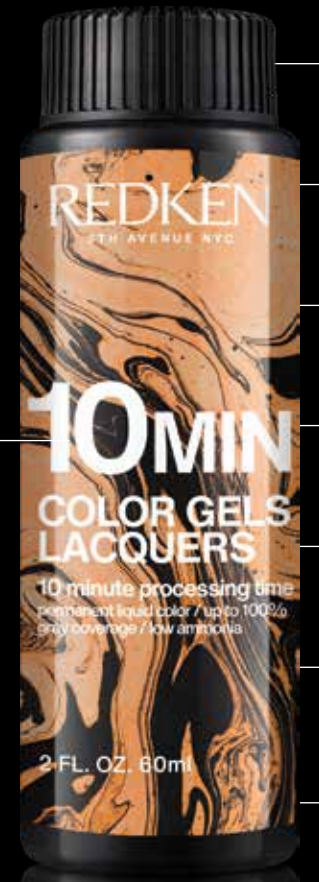
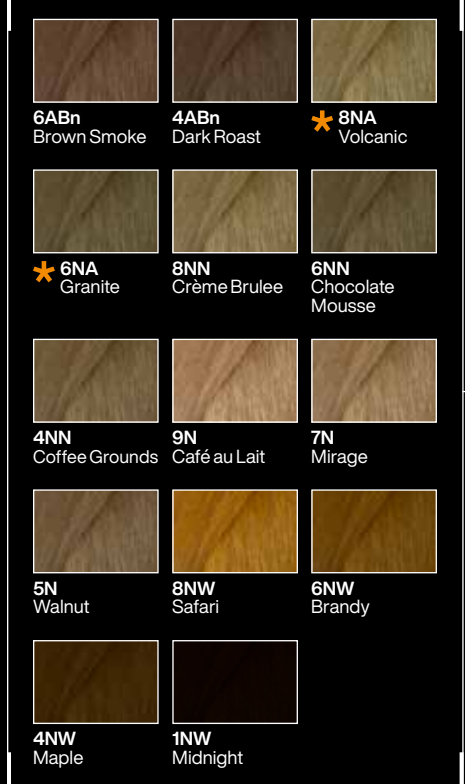
10 MINUTE COVERAGE BY THE #1 PRO COLOR BRAND IN THE U.S.*
NEW COLOR GELS LACQUERS 10 MINUTE

10 MIN COLOR GELS LACQUERS VS **COLOR GELS LACQUERS**

Up to 100% gray coverage
Outstanding shine
Permanent color
Fast root touch-ups
Full gray coverage services
Up to 1 level of lift
Up to 3+ levels of lift
Smart Pause Technology helps prevent over-processing*

*Virtually same results between 10 and 15 minutes.

14 NEW SHADES!



- 10 MINUTE PROCESSING TIME
- UP TO 100% GRAY COVERAGE
- FAST KINETIC DYES ALLOW FOR QUICK PROCESSING TIME
- SMART PAUSE TECHNOLOGY HELPS PREVENT OVER-PROCESSING**
- LIQUID FORMULA FOR FAST APPLICATION
- NO DEDICATED DEVELOPER NEEDED
- 12 1:1 MATCH WITH COLOR GELS LACQUERS SHADES Plus 2 new Natural Ash shades

*NEW! UP TO 100% GRAY COVERAGE
*Line's 2020 Salon Hair Care Global Series
**Virtually same results between 10 and 15 minutes

COLOR GELS LACQUERS

GN	GREEN NATURAL	Controls unwanted red tones when lifting
AB	ASH BLUE	Offers maximum refinement of warmth
NA	NATURAL ASH	Controls warmth when lifting while ensuring natural results
ABn	ASH BROWN	Ultra-cool ash tones for the coolest brunette coverage results
N	NATURAL	Helps control warmth on pigmented hair and provides never too warm gray coverage
NN	NATURAL NATURAL	Extreme coverage neutral tones specifically formulated for resistant grays and resistant hair textures
GB	GOLD BEIGE	Delivers sophisticated results that are never too warm
NW	NATURAL WARM	Provides exceptional gray coverage by adding depth and warmth to non-pigmented hair
NG	NATURAL GOLD	Natural, soft golden shades
WG	WARM GOLD	Creates warm results with golden accents and provides excellent gray coverage
CB	COPPER BROWN	Burnished copper with complete gray coverage
RB	RUBY BROWN	Delivers soft ruby-like results and excellent gray coverage
RO	RED ORANGE	Accent colors with no brown in the base
RR	RED RED	Intense reds with increased tonal depth and no brown create exciting results on naturally pigmented hair
RV	RED VIOLET	Jewel tones with no added brown deliver vibrant results
VRo	VIOLET ROSE	Deposits cool, violet-based rose tones
CLEAR	CLEAR	Non-pigmented; use alone when no toning is desired or use for diluting other Color Gels Lacquers shades

COLOR GELS LACQUERS 10 MINUTE

NA	NATURAL ASH	Controls warmth for naturally cool gray coverage
N	NATURAL	Helps control warmth on pigmented hair and provides never too warm gray coverage
NN	NATURAL NATURAL	Extreme coverage neutral tones specifically formulated for resistant grays and resistant hair textures
NW	NATURAL WARM	Provides exceptional gray coverage by adding depth and warmth to non-pigmented hair
ABn	ASH BROWN	Ultra-cool ash tones for the coolest brunette coverage results

PRE-SERVICE STEPS

- PRE-SERVICE BEST PRACTICES**
- Before you begin any chemical service...
 - Precisely follow package instructions for haircolor, lightener and texture products.
 - Wear suitable gloves for all applications.
 - Perform necessary patch tests as outlined in the directions.
 - Utilize protective smocks or capes for you and your clients during the service.

SKIN ALLERGY TEST
PERFORM A SKIN ALLERGY TEST 48 HOURS BEFORE EACH USE OF HAIRCOLOR AS ALLERGIES CAN DEVELOP SUDDENLY, EVEN THOUGH YOUR CLIENT HAS PREVIOUSLY USED A HAIRCOLOR FROM THIS BRAND OR ANOTHER.
If your client has a tattoo, the risk of an allergic reaction may be increased.

- SKIN ALLERGY TEST INSTRUCTIONS:**
- Use soap and water to clean an area the size of a quarter in the bend of your client's elbow. Pat dry. Using a plastic utensil, mix the following ratios of color in a plastic or glass container, then tightly recap the hair colorant and developer. Do not use metal utensils.
 - Mix 1/2 oz. of color and 1/2 oz. 20 vol. of the dedicated developer.
 - Apply Mixture to the test area with a cotton swab or ball.
 - Let test spot dry. Instruct client not to wash, cover or disturb for 48 hours.
- Instruct client to examine test area periodically over the next 48 hours.
If he/she experiences any reactions such as redness, burning, itching, swelling, skin abrasions, eruptions or irritation in or around the test area, **DO NOT COLOR YOUR CLIENT'S HAIR UNTIL THEY HAVE CONSULTED A DOCTOR.**

STRAND TEST
Color Gels Lacquers may be readily accepted by porous hair that has been chemically treated or damaged from environmental exposure or heat styling. Always conduct a preliminary strand test to determine how the hair will accept color. Apply Color Gels Lacquers to a small section of hair and process according to instructions; adjust the formula accordingly.

ADDITIONAL REDKEN PRODUCTS

Redken offers advanced in-salon treatments plus a complete collection of haircare and styling products to enhance your talents:

PRE-ART
Ideal before any chemical service

ACIDIC BONDING CONCENTRATE
Customized in-salon services help you treat and transform every client's hair—while increasing your revenue.

STYLING
Innovative collection creates any look from runaway volume to flexible texture and finished it with hold and shine.

HAIRCARE
Scientifically advanced, benefit-driven products deliver smart solutions to hair's specific needs.

REDKEN HAIRCOLOR COLLECTION

CHROMATICS
Oil-powered, care obsessed. Zero ammonia, permanent haircolor.

COLOR FUSION
Natural-looking, multi-dimensional results with condition and shine.

COLOR GELS LACQUERS
Rich, saturated results with exceptional gray coverage.

COLOR GELS LACQUERS 10 MINUTE
Liquid permanent color with 10-minute processing time and up to 100% gray coverage.

REDKEN BREWS COLOR CAMO
5-minute custom gray camouflage.

SHADES EQ GLOSS, SHADES EQ BONDER INSIDE, SHADES EQ CREAM & COVER PLUS
The haircolor that thinks it's a conditioner

BLONDING
The professional solution to all of your blonding needs.

REDKEN BREWS
High-performance men's grooming essentials create effortless styles.

COLOR GELS LACQUERS

THE SHINE OF A GLOSS, THE SATURATION & COVERAGE OF A LACQUER

LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND			BROWN TO TAN BACKGROUND			NO BACKGROUND		
10	YELLOW/GREEN	GREEN	BLUE	YELLOW/GREEN	GREEN	BLUE	YELLOW/GREEN	GREEN	BLUE
9	PEARL/BEIGE			PEARL/BEIGE			PEARL/BEIGE		
8	CORRECTIVE TONE			CORRECTIVE TONE			CORRECTIVE TONE		
7	NATURAL BLUE/ASH			NATURAL BLUE/ASH			NATURAL BLUE/ASH		
6	NATURAL BLUE/ASH			NATURAL BLUE/ASH			NATURAL BLUE/ASH		
5	NATURAL BLUE/ASH			NATURAL BLUE/ASH			NATURAL BLUE/ASH		
4	NATURAL BLUE/ASH			NATURAL BLUE/ASH			NATURAL BLUE/ASH		
3	NATURAL BLUE/ASH			NATURAL BLUE/ASH			NATURAL BLUE/ASH		
2	NATURAL BLUE/ASH			NATURAL BLUE/ASH			NATURAL BLUE/ASH		
1	NATURAL BLUE/ASH			NATURAL BLUE/ASH			NATURAL BLUE/ASH		
0	NATURAL BLUE/ASH			NATURAL BLUE/ASH			NATURAL BLUE/ASH		
10	10NA 10.01			10NW 10.03			10NG 10.3		
9	9NA 9.01			9NW 9.03			9NG 9.03		
8	8NA 8.01			8NW 8.03			8NG 8.03		
7	7NA 7.01			7NW 7.03			7NG 7.3		
6	6NA 6.01			6NW 6.03			6NG 6.33		
5	5NA 5.01			5NW 5.03			5NG 5.3		
4	4NA 4.01			4NW 4.03			4NG 4.3		
3	3NA 3.00			3NW 3.03			3NB 3.65		
2	2ABN 2.19			2NW 2.03					
1									
0									

1. TECHNICAL INFORMATION

UNDERSTANDING THE LABEL

EXAMPLE: **8AB**

- LEVEL OR DEPTH:** 8
- FAMILY (ASH, BLUE):** AB
- SHADE NAME:** B

THE COLOR WHEEL: Always consider the tone of the hair that you are starting with. Use the color wheel to counteract or enhance tones. To counteract tones, select a shade with an opposite tonal value. Remember, opposites neutralize. To enhance tones, select a shade with a similar tonal value.

BACKGROUND COLOR AND TONE: Background color is the portion of the color base that helps produce balanced natural looking results and gives the shade its foundation. Tone is the portion of the color base that gives a shade its unique character.

FORMULA APPLICATION GUIDELINES:

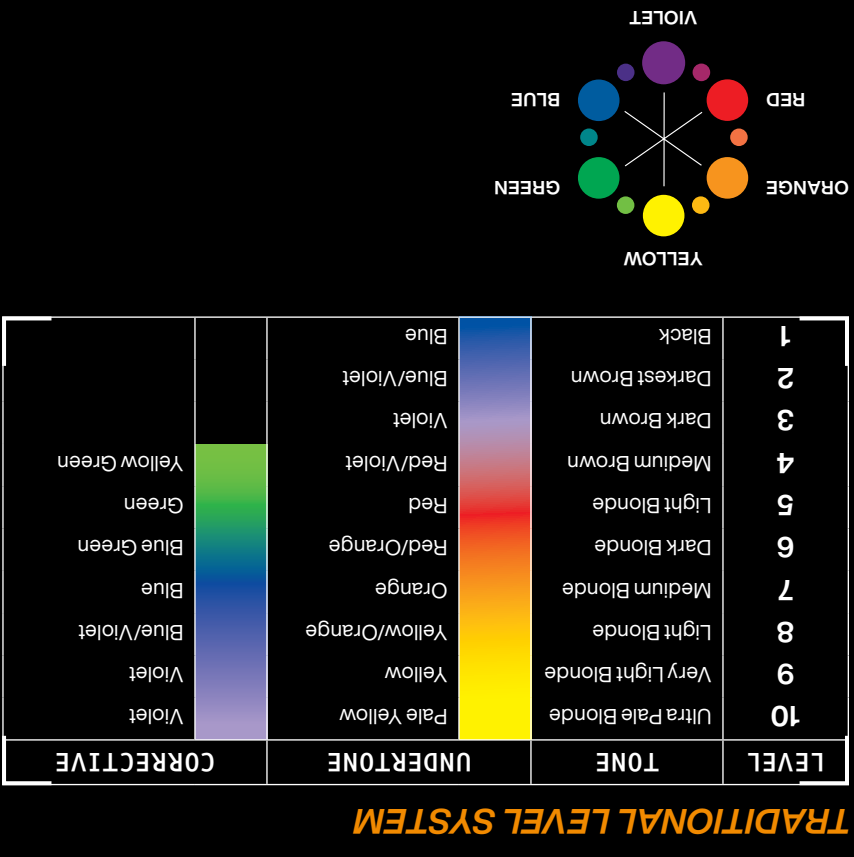
- Determine your client's natural hair color level using the Color Gels Lacquers Natural Warm (NW) Family swatches found in the swatch book. Remember to consider percentages of gray, hair texture, condition, and hair density.
- Determine the target color (final level and tone) desired by your client.
- Determine the undertone found at the target level (see Color Wheel).
- Select the Color Gels Lacquers shade to enhance, balance or counteract undertones and volume of developer needed to achieve the target color.

FORMULA EXAMPLE FOR LIFTING NATURAL PIGMENT:

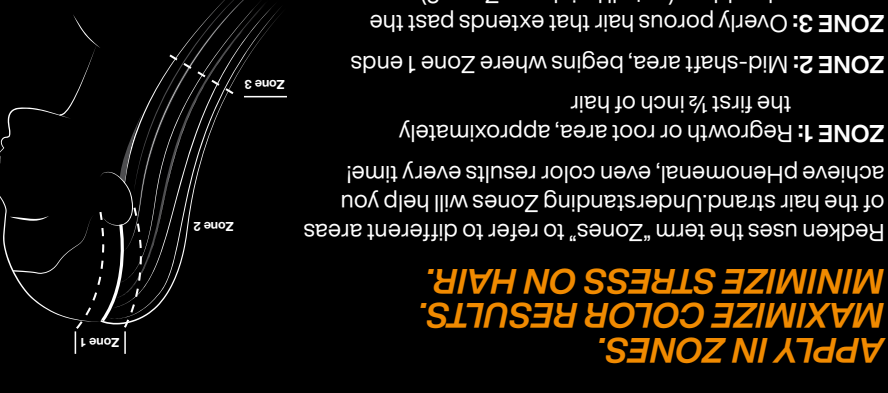
- Natural Level: 5 Light Brown/0% gray
- Target Color: Level 7 Medium Blonde with natural tones
- Undertone at Level 7: Orange
- Formula: 2 oz. 7NA Prewater Color Gels Lacquers + 2 oz. 20 vol. Pro-oxide Cream Developer

NOTE: The tones of the NW and NA families will vary according to the Color Wheel. For example: 5NW will have a red tone and 5NA will have a green tone. The tones will change at each level.

GUIDELINES FOR COVERING GRAY HAIR: To cover gray means to minimize the contrast between natural hair and gray hair. To maintain the most control when covering gray, select a formula no more than two levels lighter than the natural hair.



3. MIXING & PROCESSING



THE REDKEN COLOR MANTRA

SHOW OFF YOUR PROFESSIONAL SKILLS. CREATE PHENOMENAL HAIRCOLOR.

ON-SCALP

For all on-scalp applications, start with dry hair and divide into 4 sections. Take 1/4" (0.5 cm) partings for even saturation. Process according to Mixing & Processing chart. Rinse, shampoo and condition with Color Extend/Color Extend Magnetics.

TRADITIONAL VIRGIN APPLICATION EXAMPLE:

Zone 1 Formula: 2 oz. 5N Walnut Color Gels Lacquers + 2 oz. 30 vol. Pro-oxide Cream Developer
Zone 2 Formula: 2 oz. 5N Walnut Color Gels Lacquers + 2 oz. 20 vol. Pro-oxide Cream Developer

TO REFRESH ZONES 2 AND 3

Formulate Shades EQ to match Zone 1 result. Process at room temperature for up to 20 minutes. If Zone 2 (porous ends) is present, reduce timing or use a diluted formula. Strand test for proper deposit.

OFF-SCALP

For weave or highlighting applications, start with dry hair. Process according to Mixing and Processing chart after wrapping the last foil. Rinse and shampoo with Hair Cleansing Cream or Color Extend Magnetics. Condition with Color Extend Magnetics.

ON-SCALP

For all on-scalp applications, start with dry hair and divide into 4 sections. Take 1/4" (0.5 cm) partings for even saturation. Process according to Mixing & Processing chart. Rinse, shampoo and condition with Color Extend Magnetics.

HAIR COLOR APPLICATION BEST PRACTICES:

- Pre-treat the hair with Redken PreArt and Hair Cleansing Cream. Dry hair.
- Apply color generously to Zone 1 (the scalp area) using fine 1/4" diagonal partings.
- Use the opposite diagonal to cross-check and ensure proper application.
- Use a timer to ensure accurate timing. Do not over or under process.
- Always refresh with Shades EQ.

4. APPLICATION

FORMULATION EXAMPLE FOR COVERING GRAY:

- Natural Level: 4 Medium Brown/75-100% gray
- Target Color: Level 6 Dark Blonde with natural golden tones
- Undertone at Level 6: Red/orange
- Formula: 1 1/2 oz. 6NW Brandy Color Gels Lacquers + 1/2 oz. 6NG St. Tropez Color Gels Lacquers + 2 oz. 20 vol. Pro-oxide Cream Developer

2. FORMULATION