

SHADES EQ

EQUALIZING CONDITIONING COLOR GLOSS



LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND COLOR																BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR																																								
	TITANIUM	GREEN NATURAL	BLUE	VIOLET BLUE	NATURAL ASH	PEARL	NATURAL	NEUTRAL BROWN BLONDE	NATURAL WARM	GOLD IRIDESCENT	GOLD BEIGE	GOLD	GOLD GOLD	WARM GOLD	COPPER	AUBURN/AUBURN ACCENT	COPPER BROWN	RED BROWN	COPPER COPPER	COPPER RED	RED	RED RED	RED VIOLET	VIOLET ROSE	VIOLET	VIOLET VIOLET																																									
10 ULTRA PALE BLONDE	NEW! 010N Delicate Natural																										NEW! 010VV Lavender Ice																																								
9 VERY LIGHT BLONDE	09ST Chrome	09B Sterling					09NA Mist	09P Opal Glow	09N Café au Lait	09NB Irish Crème	09NW Cream Soda	09GI Hamptons	09GB Butter Cream	09G Vanilla Crème											09AA Papaya	09RB Blush											09VRO Rosé	09V Platinum Ice																													
8 LIGHT BLONDE	08T Silver	08GN Ivy					08VB Violet Frost	08NA Volcanic	08N Mojave											08GI St. Barths											08GG Gold Dip	08WS Golden Apricot	08C Cayenne											08CB Sunrise	08VRO Rose Quartz	08V Iridescent Quartz																					
7 MEDIUM BLONDE	07T Steel					07VB Violet Star	07NA Pewter	07P Mother of Pearl	07N Mirage	07NB Chestnut	07NW Milk Tea											07GB Butterscotch	07G Saffron											07C Curry	07CB Spicestone	07CC Urban Fever											07RR Flame	07V Crushed Amethyst																			
6 DARK BLONDE	06T Iron	06GN Moss					06VB Violet Lagoon	06NA Granite											06N Moroccan Sand	06NB Brandy											06GI Tenerife	06GB Toffee	06G St. Tropez											06GG Midas Touch	06WG Mango	06A Bonfire	06CB Amber Glaze	06RB Cherry Cola											06CB Sunset	06R Rocket Fire	06RR Blaze	06VRO Mauve Rose	06V Cosmic Violet				
5 LIGHT BROWN																	05NA Smoke	05N Walnut											05NW Macchiato	05G Caramel											05C Chili	05CB Brownstone	05RB Manzanita	05CC Electric Shock											05RV Sangria	05V Violet											
4 MEDIUM BROWN																	04NA Storm Cloud	04N Chicory	04NB Maple											04WG Sun Tea	04CB Clove											04RV Cabernet	04VRO Violet Rose																								
3 DARK BROWN																	03N Espresso	03NB Mocha Java	03NW Cocoa Bean											03G Cinnamon	03A Terra Cotta	03RB Mahogany											03R Roxy Red	03RV Merlot	03V Orchid																						
1 BLACK																	01B Onyx																																																		

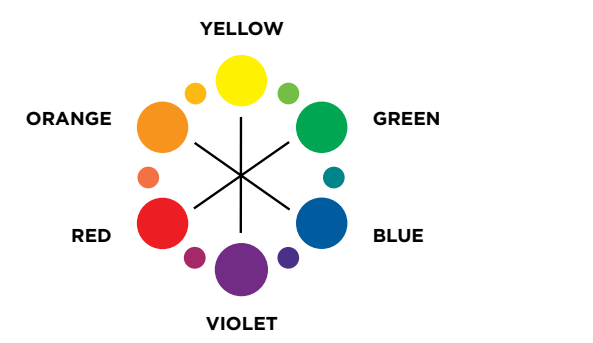
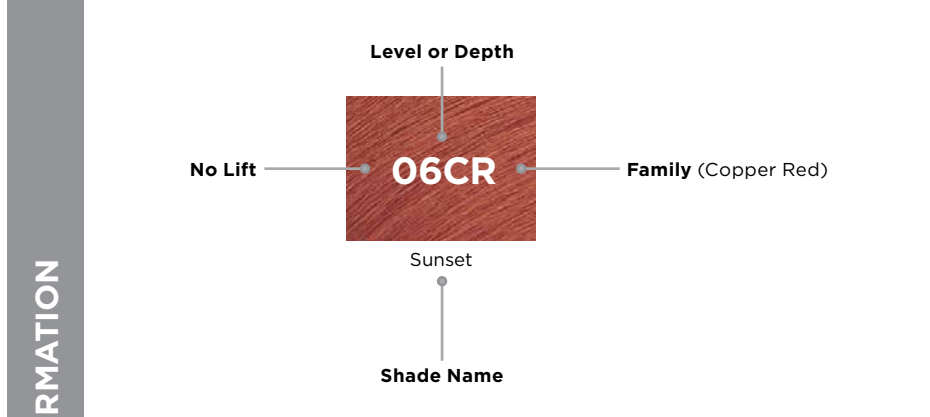
Pastels have different end results depending on hair's starting level. For optimal results, use on the following levels or above: Silver Green & Pink: Level 9+ Peach: Level 8+ Aqua Blue: Level 7+

Kickers are vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other Shades EQ formulas.

Clear adds more shine and can be used alone or to dilute the intensity of any shade.

1. TECHNICAL INFORMATION

UNDERSTANDING THE LABEL



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 base that gives a shade its unique character.

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.

LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE
10	Ultra Pale Blonde	Pale Yellow	Violet
9	Very Light Blonde	Yellow	Violet
8	Light Blonde	Yellow/Orange	Blue/Violet
7	Medium Blonde	Orange	Blue
6	Dark Blonde	Red/Orange	Blue/Green
5	Light Brown	Red	Green
4	Medium Brown	Red/Violet	Yellow/Green
3	Dark Brown	Violet	
2	Darkest Brown	Blue/Violet	
1	Black	Blue	

2. FORMULATION

FORMULATION GUIDELINES

- Determine your client's natural hair color level using the **Shades EQ** Neutral Brown/Blonde (NB) family swatches found in the swatch book. Remember to consider percentage of gray, hair texture, condition and hair density.
- Determine the target color desired by your client.
- Select the **Shades EQ** shade to enhance, balance or cool to achieve the target color.

FORMULATION EXAMPLE:
 1. Natural Level: 5 light brown/0% gray
 2. Target Color: Light golden brunette
 3. Formula: 2 oz. 05G Caramel **Shades EQ** + 2 oz. **Shades EQ** Processing Solution

Redken recommends that no more than 1/2 oz. of **Color Kickers** be added to any **Shades EQ** formula: 1 1/2 oz. **Shades EQ**, 1/2 oz. **Color Kicker**, 2 oz. **Shades EQ** Processing Solution or Processing Solution for Precision Application.

SWATCHES

All swatches are full-strength formulas on pre-lightened (to pale yellow) hair. **Shades EQ** results will vary based on the level of hair to which it is applied. Follow the chart below to see how **Shades EQ** Color Gloss will color different levels of hair.

	STARTING LEVEL	06AA BONFIRE
PRE-LIGHTENED		
MEDIUM		
DARK		

GUIDELINES FOR GRAY HAIR

Shades EQ will effectively blend and color gray hair. Using an NB shade in your formula creates a balance of dyes for optimum results on gray hair. The percentage of gray hair equals the percentage of NB in the formulation.

% OF GRAY	NB	OTHER COLOR GLOSS
Up to 25%	1/2 oz.	1 1/2 oz.
25-50%	1 oz.	1 oz.
50-75%	1 1/2 oz.	1/2 oz.
75-100%	1 3/4 oz.	1/4 oz.

DILUTION SOLUTION

Shades EQ can be diluted with 000 Crystal Clear or an 09 or 010 shade to lessen or lighten the tone of any **Shades EQ** formula. (If less color deposit is required, use 000 Crystal Clear; for lighter deposit, use an 09 or 010 shade.) Use the following chart to customize the formula:

FORMULA	01-03	04-06	07-010	PROPORTIONS
Maximum dilution				• 1/2 oz. Color Gloss • 1 1/2 oz. 000 Crystal Clear or an 09 or 010 shade • 2 oz. Shades EQ Processing Solution or Processing Solution for Precision Application
Moderate dilution				• 1 oz. Color Gloss • 1 oz. 000 Crystal Clear or an 09 or 010 shade • 2 oz. Shades EQ Processing Solution or Processing Solution for Precision Application
Minimal dilution				• 1 1/2 oz. Color Gloss • 1/2 oz. 000 Crystal Clear or an 09 or 010 shade • 2 oz. Shades EQ Processing Solution or Processing Solution for Precision Application
Full Strength				• 2 oz. Color Gloss • 2 oz. Shades EQ Processing Solution or Processing Solution for Precision Application

3. MIXING & PROCESSING

MIXING RATIO COLOR : DEVELOPER	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
Mix 1:1	Shades EQ Processing Solution or Processing Solution for Precision Application	None	Gloss, Refresh, Correct	20	Use only with Shades EQ Processing Solution or Processing Solution for Precision Application

FOR RESISTANT HAIR OR MORE VIBRANT RESULTS:
 Process for 15 minutes with plastic cap under a pre-heated warm dryer. Remove cap and cool for 5 minutes at room temperature.

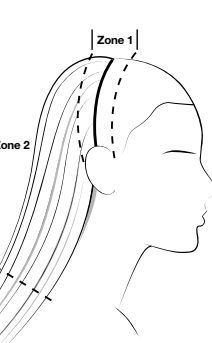
FOR RESISTANT GRAY:
 Process for 15 minutes with plastic cap under a pre-heated warm dryer. Remove cap and cool for 5 minutes at room temperature.

FOR A SHEER COLOR RESULT:
 Process for 20 minutes at room temperature with a diluted formula. When less color deposit is desired, use 000 Crystal Clear **Shades EQ**. When lighter color deposit is desired, use 09 or 010 shades.

THE REDKEN COLOR MANTRA

SHOW OFF YOUR PROFESSIONAL SKILLS. CREATE PHENOMENAL HAIRCOLOR.

APPLY IN ZONES. MAXIMIZE COLOR RESULTS. MINIMIZE STRESS ON HAIR.



Redken uses the term "Zones" to refer to different areas of the hair strand. Understanding Zones will help you achieve phenomenal, even color results every time!

ZONE 1: Regrowth or root area, approximately the first 1/2 inch of hair
ZONE 2: Mid-shaft area, begins where Zone 1 ends
ZONE 3: Overly porous hair that extends past the shoulders (not all hair has a Zone 3)

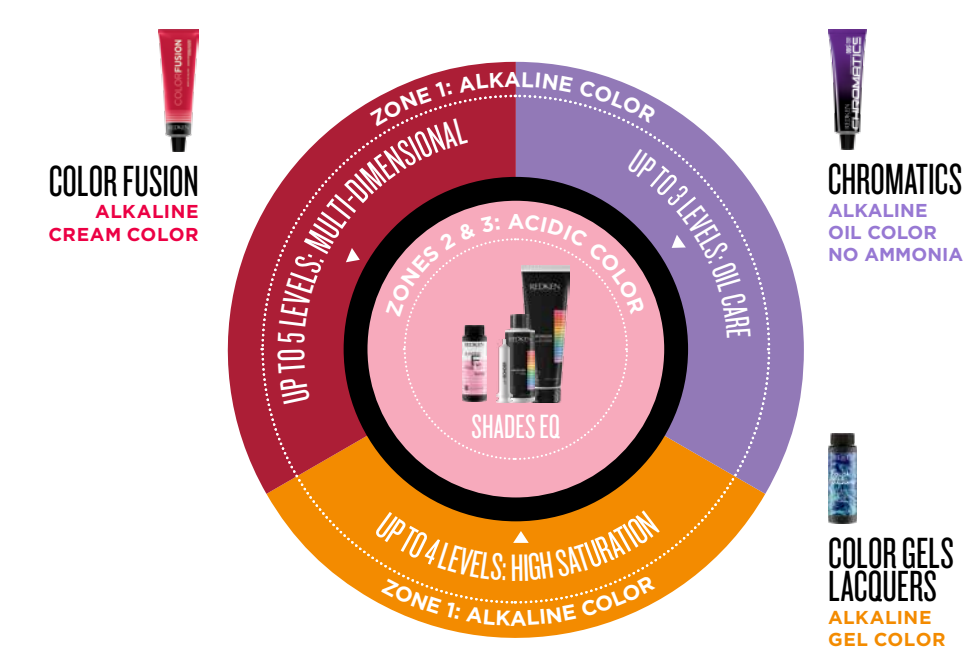
WE APPLY COLOR IN ZONES BASED ON pH SCIENCE BECAUSE:

Each Zone accepts color differently based on the condition of the hair

We care for the integrity of even the most sensitized parts of the hair

The combination of alkaline and acidic color maximizes color results and minimizes stress on hair

Alkaline color should only touch virgin hair. Use any alkaline color formula on Zone 1. Always use acidic **Shades EQ** color on Zones 2 and 3 for amazing condition and shine while maintaining maximum respect for previously-colored hair. Always use with **pH-Bonder** to help protect hair's integrity.



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 and 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. Follow with Extreme CAT or Redken Chemistry as needed. 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**.

2. FORMULATION

4. APPLICATION



SHADES EQ

SHADE CHART
EQUALIZING CONDITIONING COLOR GLOSS

- HIGHLIGHT FORMULA 1:**
• 1 oz. (30 ml) 20 Volume Pro-oxide Cream Developer
• 15 g. Flash Lift Bonder Inside
- HIGHLIGHT FORMULA 2:**
• 1 oz. (30 ml) 30 Volume Pro-oxide Cream Developer
• 15 g. Flash Lift Bonder Inside
• 1/2 oz. (15 ml) Shades EQ Gloss 010VV Lavender Ice
- GLAZE FORMULA:**
• 1/2 oz. (45 ml) Shades EQ Gloss 000 Crystal Clear
• 1/2 oz. (15 ml) Shades EQ Gloss 010VV Lavender Ice
- BALAYAGE FORMULA:**
• 30 g. Flash Lift Bonder Inside
• 1 oz. (30 ml) 30 Volume Pro-oxide Cream Developer
- GLAZE FORMULA:**
• 2 oz. (60 ml) Shades EQ Processing Solution
• 2 oz. (60 ml) Shades EQ Gloss 010N Delicate Natural



CREAMY BLONDE

PLATINUM PERFECTION

- STARTING LEVEL:**
Pre-lightened level 10 with pale yellow undertones

OUR BEST TONERS FOR HIGH LEVEL BLONDES

NEW SHADES EQ LEVEL 10s

MEET THE NEW LEVEL 10 SHADES

OION JOINS THE N FAMILY!
N = NATURAL BLUE/VIOLET REFLECT
Provides balanced, neutral results

03N Espresso	04N Chicory	05N Walnut	06N Moroccan Sand
07N Mirage	08N Mojave	09N Café au Lait	010N NEW! Delicate Natural

NEW VIOLET VIOLET SHADE FAMILY!
VV = VIOLET VIOLET DOUBLE VIOLET REFLECT
Diminishes yellow undertones while providing a soft violet tone

010VV NEW! Lavender Ice



WHAT'S TO LOVE ABOUT THE NEW LEVEL 10 SHADES:

- TRUE TO TONE RESULTS, NO GUESS WORK**
Calibrated deposit provides true-to-tone results at a level 10 without the need to dilute an existing 09 level shade, or worry that your end result might appear deeper than originally desired.
- HIGH LEVEL BLONDE TONING**
OION is best for neutral, creamy blonde toning while 010VV is best for cool, icy blonde toning with violet reflect.
- CREATIVE TONING**
Use the level 10 shades alone for full reflect strength or mix with other Shades EQ Gloss shades for the ultimate custom toning palette.

HOW TO USE THE NEW LEVEL 10 SHADES:

- Alone on high level blondes
- Use in place of Shades EQ Gloss 000 Crystal Clear to lighten your Shades EQ Gloss formula while maintaining tonal reflect
- Intermixed with Shades EQ Gloss Crystal Clear for added softness

FEATURES & BENEFITS

- Deposit-only—won't lift or lighten
- Ammonia free for a pleasant smell
- Acidic pH helps prevent swelling and cuticle damage and ensures gentle processing for outstanding condition and shine
- Mix of direct and oxidative dyes
- Blended with wheat amino acids and gives you healthy-looking, conditioned results
- Liquid consistency for quick bottle application
- Fast 20-minute processing time

SERVICE OPPORTUNITIES

SHADES EQ GLOSS	
GLOSS	• Enhance, enrich, change, match, tone down or intensify natural or color-treated hair while harmonizing contrast • Tone pre-lightened or highlighted hair
REFRESH	• Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth (Zone 1) • Restore color to highlights • Add color immediately following a Redken texture service, to restore any color loss that may have occurred
CORRECT	• Fill over-lightened hair before a tintback service • Correct uneven, brassy or overly vibrant tones
COVER GRAY	• Blend gray without lifting the hair's natural pigment
CLEAR	• Deposit shine only • Dilute color intensity • Dilute level intensity



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 THIS PRODUCT, AS ALLERGIES CAN DEVELOP SUDDENLY, EVEN THOUGH YOUR CLIENT HAS PREVIOUSLY USED A HAIRCOLOR PRODUCT FROM THIS BRAND OR ANOTHER.
If your client has a tattoo, the risk of an allergic reaction may be increased.
- SKIN ALLERGY TEST INSTRUCTIONS**
1. Clean an area the size of a quarter in the bend of your client's elbow with soap and water.
 2. Pat dry.
 3. Using a plastic utensil, mix 1/2 oz. (15 ml) of Shades EQ and 1/2 oz. (15 ml) of Shades EQ Processing Solution (the ratio should be 1 part haircolor to 1 part developer) in a plastic or glass container. Tightly recap the haircolor and developer. Do not use metal utensils.
 4. Apply mixture to the test area with a cotton swab or ball.
 5. Let test spot dry. Instruct client not to wash, cover or disturb test area for 48 hours.
 6. 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 HE OR SHE HAS CONSULTED A DOCTOR.

- STRAND TEST**
Shades EQ 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 see how the hair will accept color. If ends are very porous, use a diluted or lighter formula. Apply Shades EQ to a small section of hair and process according to directions.
- FULL STRENGTH**
• 1 cap (1/4 oz./3.75ml) selected shade
• 1 cap (1/4 oz./3.75ml) Shades EQ Processing Solution
- MODERATE STRENGTH**
• 1 cap (1/4 oz./3.75ml) selected shade
• 1 cap (1/4 oz./3.75ml) 000 Crystal Clear or 09 shade
• 2 caps (1/2 oz./7.5ml) Shades EQ Processing Solution

ADDITIONAL REDKEN PRODUCTS

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

HEATCURE PROFESSIONAL
In-salon restoration service instantly restores hair's healthy look and feel for up to 10 washes.

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

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

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

CURVACEOUS
Complete collection of haircare and styling products specially formulated for every curl type.

CERAFILL
Complete collection of haircare and styling products specially formulated for all types of thinning hair.

REDKEN HAIRCOLOR COLLECTION

ALKALINE COLOR

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

COLOR FUSION
NEW SUPER GLOW SHADES
Natural-looking, multi-dimensional results with condition and shine.

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

REDKEN BREWS COLOR CAMO
5-minute custom gray camouflage.

LIGHTENERS

BLONDING
The professional solution to all of your blonding needs.

WITH EVERY SERVICE

pH-BONDER
Bond-protecting color and lightener additive. Use with all lighteners and color.

ACIDIC COLOR

SHADES EQ GLOSS & CREAM
The haircolor that thinks it's a conditioner.

CITY BEATS
POWERED BY SHADES EQ
Vibrant conditioning color cream stays on-tone at every stage of evolution.

*When less color deposit is desired, use 000 Crystal Clear.
When lighter color deposit is desired, use 09 shade.