

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



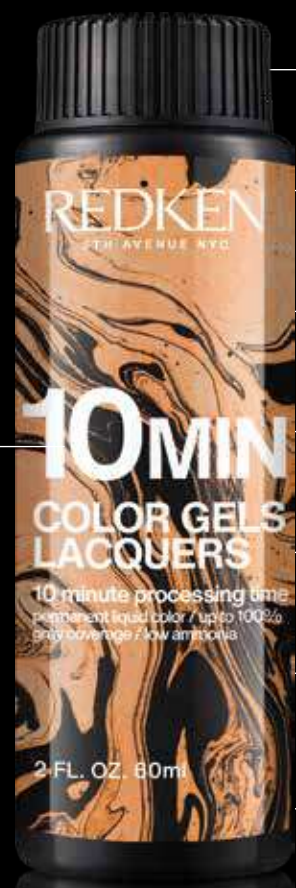
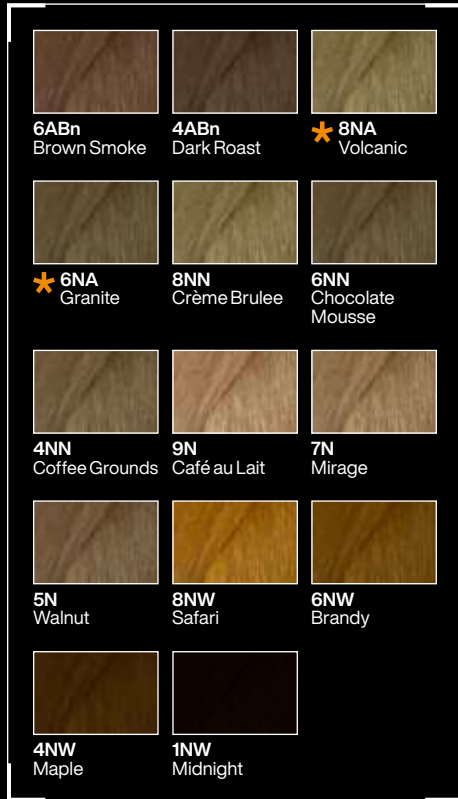
#COLORGELS10



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

NEW COLOR GELS LACQUERS 10 MINUTE

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

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.

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 runway 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 BREWS

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

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.

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											
	NATURAL GREEN	ASH BLUE	ASH BROWN*	NATURAL ASH	YELLOW/ GREEN	BLUE	PEARL/ BLUE	CORRECTIVE TONE	NATURAL ASH*	NATURAL NATURAL	NATURAL NATURAL	NATURAL NATURAL	BLUE/ VIOLET	BLUE/ VIOLET	BLUE/ VIOLET	RED/ VIOLET	RED/ VIOLET	RED/ VIOLET	RED/ VIOLET	RED/ VIOLET
10 ULTRA PALE BLONDE	10NA 10.01	10AB 10.01	10NB 10.01	10NB 10.01	10NA 10.03	10AB 10.03	10NB 10.03	10NB 10.03	10NA 10.03	10AB 10.03	10NB 10.03	10NB 10.03	10NA 10.03	10AB 10.03	10NB 10.03	10NB 10.03	10NB 10.03	10NB 10.03	10NB 10.03	10NB 10.03
9 VERY LIGHT BLONDE	9NA 9.01	9AB 9.01	9NB 9.01	9NB 9.01	9NA 9.03	9AB 9.03	9NB 9.03	9NB 9.03	9NA 9.03	9AB 9.03	9NB 9.03	9NB 9.03	9NA 9.03	9AB 9.03	9NB 9.03	9NB 9.03	9NB 9.03	9NB 9.03	9NB 9.03	9NB 9.03
8 LIGHT BLONDE	8NA 8.01	8AB 8.01	8NB 8.01	8NB 8.01	8NA 8.03	8AB 8.03	8NB 8.03	8NB 8.03	8NA 8.03	8AB 8.03	8NB 8.03	8NB 8.03	8NA 8.03	8AB 8.03	8NB 8.03	8NB 8.03	8NB 8.03	8NB 8.03	8NB 8.03	8NB 8.03
7 MEDIUM BLONDE	7NA 7.01	7AB 7.01	7NB 7.01	7NB 7.01	7NA 7.03	7AB 7.03	7NB 7.03	7NB 7.03	7NA 7.03	7AB 7.03	7NB 7.03	7NB 7.03	7NA 7.03	7AB 7.03	7NB 7.03	7NB 7.03	7NB 7.03	7NB 7.03	7NB 7.03	7NB 7.03
6 DARK BLONDE	6NA 6.07	6AB 6.07	6NB 6.07	6NB 6.07	6NA 6.03	6AB 6.03	6NB 6.03	6NB 6.03	6NA 6.03	6AB 6.03	6NB 6.03	6NB 6.03	6NA 6.03	6AB 6.03	6NB 6.03	6NB 6.03	6NB 6.03	6NB 6.03	6NB 6.03	6NB 6.03
5 LIGHT BROWN	5AB 5.1	5NB 5.1	5NB 5.1	5NB 5.1	5NA 5.03	5AB 5.03	5NB 5.03	5NB 5.03	5NA 5.03	5AB 5.03	5NB 5.03	5NB 5.03	5NA 5.03	5AB 5.03	5NB 5.03	5NB 5.03	5NB 5.03	5NB 5.03	5NB 5.03	5NB 5.03
4 MEDIUM BROWN	4AB 4.07	4NB 4.07	4NB 4.07	4NB 4.07	4NA 4.03	4AB 4.03	4NB 4.03	4NB 4.03	4NA 4.03	4AB 4.03	4NB 4.03	4NB 4.03	4NA 4.03	4AB 4.03	4NB 4.03	4NB 4.03	4NB 4.03	4NB 4.03	4NB 4.03	4NB 4.03
3 DARK BROWN	3AB 3.0	3NB 3.0	3NB 3.0	3NB 3.0	3NA 3.03	3AB 3.03	3NB 3.03	3NB 3.03	3NA 3.03	3AB 3.03	3NB 3.03	3NB 3.03	3NA 3.03	3AB 3.03	3NB 3.03	3NB 3.03	3NB 3.03	3NB 3.03	3NB 3.03	3NB 3.03
2 DARKEST BROWN	2AB 2.19	2NB 2.19	2NB 2.19	2NB 2.19	2NA 2.03	2AB 2.03	2NB 2.03	2NB 2.03	2NA 2.03	2AB 2.03	2NB 2.03	2NB 2.03	2NA 2.03	2AB 2.03	2NB 2.03	2NB 2.03	2NB 2.03	2NB 2.03	2NB 2.03	2NB 2.03
1 BLACK	1AB 1.0	1NB 1.0	1NB 1.0	1NB 1.0	1NA 1.03	1AB 1.03	1NB 1.03	1NB 1.03	1NA 1.03	1AB 1.03	1NB 1.03	1NB 1.03	1NA 1.03	1AB 1.03	1NB 1.03	1NB 1.03	1NB 1.03	1NB 1.03	1NB 1.03	1NB 1.03
0 CLEAR	0AB 0.0	0NB 0.0	0NB 0.0	0NB 0.0	0NA 0.03	0AB 0.03	0NB 0.03	0NB 0.03	0NA 0.03	0AB 0.03	0NB 0.03	0NB 0.03	0NA 0.03	0AB 0.03	0NB 0.03	0NB 0.03	0NB 0.03	0NB 0.03	0NB 0.03	0NB 0.03

*SUPERIOR GRAY COVERAGE FAMILY
**MIXING GAMIN R OR R5 SHADES OUTSIDE THE RANGE CAN CAUSE UNPREDICTABLE RESULTS.
***ALL GAMIN R™ AND R5 SHADES SHOULD BE USED ALONE OR INTERMIXED WITH ANY OTHER R5 OR GAMIN R SHADE.

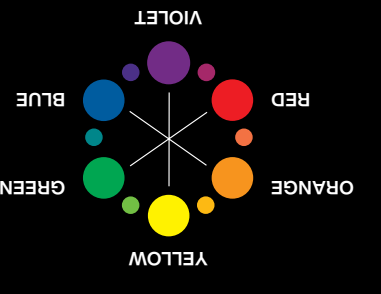
UNDERSTANDING THE LABEL



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 color base that gives a shade its unique character. 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.

THE COLOR WHEEL



TRADITIONAL LEVEL SYSTEM

LEVEL	1	2	3	4	5	6	7	8	9	10
ULTRA PALE BLONDE	Very Light Blonde	Light Blonde	Medium Blonde	Dark Blonde	Light Brown	Medium Brown	Dark Brown	Darkest Brown	Black	
TONE	Pale Yellow	Yellow	Yellow/Orange	Orange	Red/Orange	Red	Red/Violet	Blue	Blue/Violet	Blue
UNDERSTONE	Yellow	Yellow/Orange	Orange	Red/Orange	Red	Red/Violet	Violet	Blue	Blue/Violet	Blue
CORRECTIVE	Violet	Yellow/Orange	Blue	Green	Yellow Green	Green	Blue Green	Green	Yellow Green	Yellow Green

3. MIXING & PROCESSING

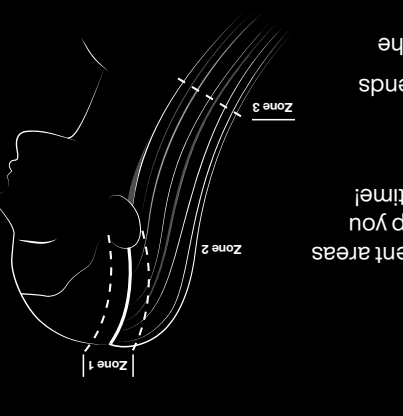
MIXING RATIO (COLOR : DEVELOPER)	PRO-OXIDE DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	OFF-SCALE/ HEAT OPTION
Mix 1:1	20 volume	Up to 1	Minimal Lift	20 minutes	Do not use heat
Mix 1:1	30 volume	Up to 2	Standard Lift/Gray Coverage	30 minutes	Do not use heat
Mix 1:1	40 volume	Up to 3+	Additional Lift	40 minutes	Do not use heat
Mix 1:1	20 volume	Up to 1	Gray Coverage	10 minutes	Do not use heat

① Now used with Pro-oxide Cream Developer

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).

Formulate Shades EQ to match Zones 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.

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

• Immediately apply to Zone 1 (the scalp area) a new mixture of the same Zone 2 formula with a lower volume of Pro-oxide Cream Developer.
• Start the processing time after the Zone 1 application is complete.

RETOUCH APPLICATION
Apply selected formula to Zone 1 (the regrowth).

TO REFRESH ZONES 2 AND 3
Formulate Shades EQ to match Zones 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-SCALE
For wave 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.

1. TECHNICAL INFORMATION

FORMULATION GUIDELINES

1. 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 percentage of gray, hair texture, condition, and hair density.

2. Determine the target color (final level and tone) desired by your client.

3. Determine the undertone found at the target level (see Color Wheel).

4. 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:

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

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.

FORMULATION EXAMPLE FOR COVERING GRAY:

% OF GRAY	Up to 25%	25-50%	50-75%	75-100%
Abn. N or NN, PROPORTION OF OTHER SHADES	-	1/2 oz.	1 oz.	1 1/2 oz.
Abn. N or NN, PROPORTION OF CB OR RB	2 oz.	1 1/2 oz.	1 oz.	1/2 oz.
COOLING FAMILIES: GN, AB, NA				
WARMING FAMILIES: BR, NG, RO				

PROVIDING COVERAGE IN A VARIETY OF REFLECTS

Up to 100% gray coverage:	100% gray	Abn.	NN	N	NA	NW
ASH NATURAL	ASH NATURAL	ASH NATURAL	NATURAL	NATURAL	ASH NATURAL	NATURAL WARM

COLOR GELS LACQUERS 10 MINUTE

Up to 100% gray	Abn.	NN	N	NW	WG	CB	RB
ASH NATURAL	ASH NATURAL	NATURAL	NATURAL	NATURAL WARM	GOLD BROWN	COPPER BROWN	RUBY

COLOR GELS LACQUERS

7 Color Gels Lacquers families can be used alone to provide gray coverage in a variety of tonal reflects:

PROVIDING COVERAGE IN A VARIETY OF REFLECTS

Up to 100% gray coverage:	100% gray	Abn.	NN	N	NA	NW
ASH NATURAL	ASH NATURAL	ASH NATURAL	NATURAL	NATURAL	ASH NATURAL	NATURAL WARM

COLOR GELS LACQUERS 10 MINUTE

Up to 100% gray	Abn.	NN	N	NW	WG	CB	RB
ASH NATURAL	ASH NATURAL	NATURAL	NATURAL	NATURAL WARM	GOLD BROWN	COPPER BROWN	RUBY

4. APPLICATION

HAIR COLOR APPLICATION BEST PRACTICES:

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

ON-SCALE

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.

OFF-SCALE

For wave 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.