

# SHADES EQ

## EQUALIZING CONDITIONING COLOR GLOSS



LEVEL OF DEPOSIT	TONE	BLACK TO GRAY BACKGROUND COLOR										BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR				
		Silver/Blue	Green/Yellow	Blue	Blue/Violet	Blue/Violet	Blue/Violet	Blue/Violet	Red/Violet	Gold	Gold/Violet	Gold/Mauve	Yellow	Yellow/Yellow	Yellow/Orange	Orange	Orange/Red	Red/Orange	Red	Orange/Orange	Copper/Red	Red	Red/Red	Red/Violet	Violet Rose	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		08ST 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	04, 05 and 06 shades are described as medium in their level of deposit.	06T Iron	06GN Moss	06VB Violet Lagoon	06NA Granite		06N Moroccan Sand	06NB Brandy				06GI Tenerife	06GB Toffee	06G St. Tropez		06AA Bonfire	06CB Amber Glaze	06RB Cherry Cola			06RR Blaze			06VRO Mauve Rose		
5 LIGHT BROWN					05NA Smoke		05N Walnut		05NW Macchiato						05C Chili	05CB Brownstone	05RB Manzanita	05CC Electric Shock					05RV Sangria	05V Cosmic Violet		
4 MEDIUM BROWN					04NA Storm Cloud		04N Chicory	04NB Maple						04WG Sun Tea			04CB Clove						04RV Cabernet	04VRO Violet Rose		
3 DARK BROWN	01 and 03 shades contain the greatest amount of pigment and deepest deposit.						03N Espresso	03NB Mocha Java	03NW Cocoa Bean							03A Terra Cotta	03RB Mahogany						03RV Merlot	03V Orchid		
1 BLACK																										

**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.

**PASTELS/KICKERS/CLEAR**

- 000 Crystal Clear
- Pastel Silver Green
- Pastel Aqua Blue
- Pastel Peach
- Pastel Pink
- Red Kicker
- Violet Kicker
- Yellow Kicker

### 1. TECHNICAL INFORMATION

#### UNDERSTANDING THE LABEL

**EXAMPLE:**

Level or Depth: 06  
No Lift  
Family (Copper Red)  
Shade Name: Sunset

**06CR**

#### 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.

#### TRADITIONAL LEVEL SYSTEM (SHADES EQ)

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	

### 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.

### 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:**

- Natural Level: 5 light brown/0% gray
- Target Color: Light golden brunette
- 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

### 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

**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.

### 4. APPLICATION

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.

**REDKEN**  
5TH AVENUE NYC





# SHADES EQ

SHADE CHART

EQUALIZING CONDITIONING COLOR GLOSS

## 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
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**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 O10VV 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	
<b>GLOSS</b>	• Enhance, enrich, change, match, tone down or intensify natural or color-treated hair while harmonizing contrast • Tone pre-lightened or highlighted hair
<b>REFRESH</b>	• 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
<b>CORRECT</b>	• Fill over-lightened hair before a tintback service • Correct uneven, brassy or overly vibrant tones
<b>COVER GRAY</b>	• Blend gray without lifting the hair's natural pigment
<b>CLEAR</b>	• Deposit shine only • Dilute color intensity • Dilute level intensity

## PLATINUM PERFECTION



## CREAMY BLONDE



- 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
- 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 Gloss O10N Delicate Natural  
• 2 oz. (60 ml) Shades EQ Processing Solution
- GLAZE FORMULA:**  
• 1 1/2 oz. (45 ml) Shades EQ Gloss 010VV Lavender Ice  
• 1/2 oz. (15 ml) Shades EQ Gloss 000 Crystal Clear  
• 2 oz. (60 ml) Shades EQ Processing Solution

## 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.