

SHADES EQ BONDER INSIDE

HELPS TO STRENGTHEN SENSITIZED HAIR IN 1 STEP

LEVEL OF DEPOSIT	01	02	03	04	05	06	07	08	09	10
TITANIUM	01T	02T	03T	04T	05T	06T	07T	08T	09T	10T
SILVER	01S	02S	03S	04S	05S	06S	07S	08S	09S	10S
BLUE/VIOLET	01B	02B	03B	04B	05B	06B	07B	08B	09B	10B
ASH	01A	02A	03A	04A	05A	06A	07A	08A	09A	10A
NATURAL	01N	02N	03N	04N	05N	06N	07N	08N	09N	10N
PEARL	01P	02P	03P	04P	05P	06P	07P	08P	09P	10P
NATURAL	01NA	02NA	03NA	04NA	05NA	06NA	07NA	08NA	09NA	10NA
ASH GOLD	01AG	02AG	03AG	04AG	05AG	06AG	07AG	08AG	09AG	10AG
BROWN	01B	02B	03B	04B	05B	06B	07B	08B	09B	10B
RED/VIOLET	01R	02R	03R	04R	05R	06R	07R	08R	09R	10R
GOLD	01G	02G	03G	04G	05G	06G	07G	08G	09G	10G
INDISCENT	01I	02I	03I	04I	05I	06I	07I	08I	09I	10I
NO BACKGROUND COLOR										

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 percentages of gray, hair texture, condition, and hair density.
- Determine the target color desired by your client.
- Select the Shades EQ Gloss or Shades EQ Bonder Inside shade to enhance, balance or cool to achieve the target color.

All swatches are full-strength formulas on pre-lightened (to pale yellow) hair. Shades EQ Gloss and Shades EQ Bonder Inside results will vary based on the level of hair to which it is applied.

FORMULATION EXAMPLE:

- Natural Level: 5 light brown/0% gray
- Target Color: Light golden brunette
- Formula: 2 oz. 05G Carmel Shades EQ + 2 oz. Shades EQ Processing Solution

SWATCHES

Shades EQ Gloss and Shades EQ Bonder Inside can be intermixed, however, the bonding effect will be diminished.

FORMULATION

2. FORMULATION

TECHNICAL INFORMATION

1. TECHNICAL INFORMATION

BACKGROUND COLOR AND TONE

Background color is the portion of the 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. Shades EQ Gloss has three distinct backgrounds for every salon need. TYPES OF SHADES EQ BACKGROUNDS

- BLACK TO GRAY: Provides the cool foundation needed to diminish warmth
- BROWN TO TAN: Provides the foundation needed for balanced, yet natural results
- ZERO BACKGROUND: Pure reflect shades that provide vibrant, true-to-tone results

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, select a shade with an opposite tonal value. Remember, opposites neutralize. To enhance tones, select a shade with a similar tonal value.

DILUTION SOLUTION

Shades EQ Gloss and Shades EQ Bonder Inside can be diluted with 000 Crystal Clear or a 09 or 010 level 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 a 09 or 010 shade.) Use the following chart to customize the formula.

FORMULA	01-03	04-06	07-09	10-10
Maximum dilution	1-oz. Color Gloss	1-oz. 000 Crystal Clear or a 09 or 010 shade	2-oz. Shades EQ Processing Solution or 2-oz. 000 Crystal Clear or a 09 or 010 shade	2-oz. Color Gloss
Moderate dilution	1-oz. Color Gloss	1-oz. 000 Crystal Clear or a 09 or 010 shade	1-oz. 000 Crystal Clear or a 09 or 010 shade	1-oz. Color Gloss
Minimal dilution	1-oz. Color Gloss	1-oz. 000 Crystal Clear or a 09 or 010 shade	1-oz. 000 Crystal Clear or a 09 or 010 shade	1-oz. Color Gloss
Full Strength	1-oz. Color Gloss	1-oz. 000 Crystal Clear or a 09 or 010 shade	1-oz. 000 Crystal Clear or a 09 or 010 shade	1-oz. Color Gloss

TRADITIONAL LEVEL SYSTEM

LEVEL	1	2	3	4	5	6	7	8	9	10
Ultra Pale Blonde	Pale Yellow	Yellow	Very Light Blonde	Light Blonde	Medium Blonde	Dark Blonde	Light Brown	Medium Brown	Dark Brown	Darkest Brown
Corrective	Violet	Blue/Violet	Blue	Yellow/Green	Orange	Red/Orange	Red	Green	Blue/Green	Yellow Green
Undertone	Violet	Blue/Violet	Blue	Yellow/Orange	Orange	Red/Orange	Red	Green	Blue/Green	Yellow Green
Tone	Violet	Blue/Violet	Blue	Yellow/Orange	Orange	Red/Orange	Red	Green	Blue/Green	Yellow Green
Corrective	Violet	Blue/Violet	Blue	Yellow/Orange	Orange	Red/Orange	Red	Green	Blue/Green	Yellow Green

UNDERSTANDING THE LABEL

EXAMPLE: **010NA**

- LEVEL OR DEPTH: 010
- FAMILY (NATURAL/ASH): NA
- SHADE NAME: 010NA

MIXING & PROCESSING

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

FOR LIGHTER COLOR DEPOSIT OR POROUS HAIR: Process 15 minutes with plastic cap under a pre-heated warm dryer. Remove cap and cool for 5 minutes at room temperature.

When lighter color deposit is desired, use 09 or 010 level shades. 20 minutes at room temperature with a diluted formula. When less color deposit is desired, use 09 or 010 level shades.

SHADES EQ BONDER INSIDE FOLLOWS THE SAME GUIDELINES AS SHADES EQ GLOSS

MIXING RATIO	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
Mix 1:1	Shades EQ Gloss Solution for Precision Application	None	Gloss, tone, refresh, correct, add dimension	20	Use only with Shades EQ Gloss Solution for Precision Application

KEY

Shades EQ Bonder Inside shades outlined in pink

- 010T Platinum*
- 010P Ivory Pearl*
- 010N Delicate Natural*
- 09V Platinum Ice*
- 010V Lavender Ice*
- 010A Marble
- 010NB Carmel Cloud
- 010AG Glossy Greige
- 07AG Smokey Beige

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SILVER	01S	02S	03S	04S	05S	06S	07S	08S	09S	10S
BLUE	01B	02B	03B	04B	05B	06B	07B	08B	09B	10B
ASH	01A	02A	03A	04A	05A	06A	07A	08A	09A	10A
NATURAL	01N	02N	03N	04N	05N	06N	07N	08N	09N	10N
PEARL	01P	02P	03P	04P	05P	06P	07P	08P	09P	10P
NATURAL	01NA	02NA	03NA	04NA	05NA	06NA	07NA	08NA	09NA	10NA
ASH GOLD	01AG	02AG	03AG	04AG	05AG	06AG	07AG	08AG	09AG	10AG
BROWN	01B	02B	03B	04B	05B	06B	07B	08B	09B	10B
RED/VIOLET	01R	02R	03R	04R	05R	06R	07R	08R	09R	10R
GOLD	01G	02G	03G	04G	05G	06G	07G	08G	09G	10G
INDISCENT	01I	02I	03I	04I	05I	06I	07I	08I	09I	10I
NO BACKGROUND COLOR										

SHADES EQ EQUALIZING CONDITIONING COLOR GLOSS

Available in Shades EQ Gloss & Shades EQ Bonder Inside