



# SHADES EQ EQUALIZING CONDITIONING COLOR GLOSS

LEVEL OF DEPOSIT	TONE																																		
	Silver/Blue	Green/Yellow	Blue	Blue/Violet	Blue/Violet	Blue/Violet	Blue/Green	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	Violet Violet								
	TITANIUM	GREEN NATURAL	BLUE	VIOLET BLUE	NATURAL ASH	PEARL	MATTE	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								
	BLACK TO GRAY BACKGROUND COLOR							BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR																	
10 ULTRA PALE BLONDE	07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.																	010VV Lavender Ice																	
9 VERY LIGHT BLONDE	09T Chrome	09B Sterling	09NA Mist	09P Opal Glow	NEW! 09H Sand Dunes			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	08WG Golden Apricot	08C Cayenne				08CR Sunrise				08VRO Rose Quartz	08V Iridescent Quartz											
7 MEDIUM BLONDE	07T Steel	07VB Violet Star		07NA Pewter	07P Mother of Pearl	07M Driftwood			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	06AA Bonfire	06CB Amber Glaze	06RB Cherry Cola	06CR Sunset	06R Rocket Fire	06RR Blaze	06VRO Mauve Rose										
5 LIGHT BROWN					05NA Smoke				05N Walnut	05NW Macchiato						05G Caramel				05C Chili	05CB Brownstone	05RB Manzanita	05CC Electric Shock	05RV Sangria	05V Cosmic Violet										
4 MEDIUM BROWN					04NA Storm Cloud	04M Smoked Cedar			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										
2 DARKEST BROWN																																			
1 BLACK					01B Onyx																														
PASTELS/KICKERS/CLEAR	000 Crystal Clear	Pastel Silver Green	Pastel Aqua Blue																								Yellow Kicker	Pastel Peach	Orange Kicker	Pastel Pink	Red Kicker	Violet Kicker			

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+  
 Color Kickers are vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other Shades EQ Gloss formulas.  
 Clear adds more shine and can be used alone or to dilute the intensity of any shade.

Ⓢ Shade contains R5 red dye

## MIXING & PROCESSING

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

**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:**  
 20 minutes at room temperature with a diluted formula. When less color deposit is desired, use Shades EQ Gloss 000 Crystal Clear in your formula. When lighter color deposit is desired, use 09 or 010 level shades.

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	

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# SHADES EQ

## EQUALIZING CONDITIONING COLOR GLOSS



### FEATURES & BENEFITS

There's no limit to what you can do with **Shades EQ Gloss**! Voted the #1 Stylist Choice\* Demi-Permanent Haircolor in the US for 10+ years, **Shades EQ Gloss** provides healthy-looking, shiny results with incredible conditioning, so you can gloss, refresh and correct with confidence.

<b>ACIDIC pH</b>	Ensures outstanding condition and shine
<b>LONG-LASTING COLORANTS</b>	Create vibrant haircolor that fades on tone
<b>NO-LIFT FORMULA AMMONIA-FREE FOR A PLEASANT SMELL</b>	Won't lighten hair's natural pigment; helps prevent swelling and cuticle damage
<b>BLENDED WITH WHEAT AMINO ACIDS</b>	Our formula helps lock-in moisture and protect condition of hair
<b>BLENDED WITH SILICONE</b>	Our formula helps to improve shine and wet combability
<b>FAST, EASY SERVICE</b>	20 minute processing time

\*Behindthechair.com Stylist Choice Award Winner 2001-2012, 2017

Use **Shades EQ Gloss** alone, intermix or try it in techniques with other Redken haircolors. Our long-lasting, demi-permanent haircolor has so many service options!

### SERVICES

<b>GLOSS</b>	<ul style="list-style-type: none"><li>· Enhance, enrich, change, match, tone down or intensify natural or color-treated hair</li><li>· Tone pre-lightened or highlighted hair</li><li>· Blend or color gray, without lifting the hair's natural pigment</li></ul>
<b>REFRESH</b>	<ul style="list-style-type: none"><li>· Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth</li><li>· Restore color to highlights</li><li>· Add color immediately following a Redken texture service, to restore any color loss that may have occurred</li></ul>
<b>CORRECT</b>	<ul style="list-style-type: none"><li>· Fill over-lightened hair before a tintback service</li><li>· Correct uneven, brassy or overly vibrant tones</li><li>· Lowlight hair when more depth is desired</li></ul>

### FORMULATION & TIPS

#### FORMULATION GUIDELINES

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

#### HAIRCOLOR APPLICATION BEST PRACTICES

1. Pre-treat the hair with Redken **PreArt** and **Hair Cleansing Cream**. Follow with **Extreme CAT** or **Redken Chemistry** as needed. 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 your application** to ensure proper application.
4. Use a timer to ensure accurate timing. Do not over or under process.

**LOG-ON TO REDKEN EDUCATION ON DEMAND FOR AN EASY STEP-BY-STEP VIDEO!**