

SHADES EQ

EQUALIZING CONDITIONING COLOR GLOSS



DESCRIPTION & LEVEL OF DEPOSIT	TITANIUM	GREEN NATURAL	BLUE	NATURAL	NEUTRAL BROWN BLONDE	GOLD BEIGE	GOLD	GOLD GOLD	WARM GOLD	COPPER	AUBURN/AUBURN ACCENT	COPPER BROWN	RED BROWN	MAHOGANY VIOLET	COPPER COPPER	RED	RED VIOLET	VIOLET
	TO NE: Silver/Blue	TO NE: Green/Yellow	TO NE: Blue	TO NE: Blue/Violet	TO NE: Red/Violet	TO NE: Gold/Beige	TO NE: Yellow	TO NE: Yellow/Yellow	TO NE: Yellow/Orange	TO NE: Orange	TO NE: Orange/Red	TO NE: Red/Orange	TO NE: Red	TO NE: Violet/Red	TO NE: Orange/Orange	TO NE: Red	TO NE: Red/Violet	TO NE: Violet
	BLACK TO GRAY BACKGROUND COLOR						BROWN TO TAN BACKGROUND COLOR						NO BACKGROUND COLOR					
9 VERY LIGHT BLONDE	09T Chrome	09B Sterling		09N Cafe au Lait	09NB Irish Creme	09GB Butter Cream	09G Vanilla Creme					09AA Papaya	09RB Blush					09V Platinum Ice
8 LIGHT BLONDE		08GN Ivy		08N Mojave				08GG NEW Gold Dip	08WG Golden Apricot	08C Cayenne			08MV Cedar					08V Iridescent Quartz
7 MEDIUM BLONDE					07NB Chestnut	07GB Butterscotch	07G Saffron			07C Curry		07CB Spicestone		07MV Birch	07CC NEW Urban Fever			07V Crushed Amethyst
6 DARK BLONDE	06T Iron	06GN Moss		06N Moroccan Sand	06NB Brandy	06GB Toffee	06G St. Tropez	06GG NEW Midas Touch	06WG Mango		06AA Bonfire	06CB Amber Glaze	06RB Cherry Cola			06R Rocket Fire		
5 LIGHT BROWN				05N Walnut			05G Caramel			05C Chili		05CB Brownstone			05CC NEW Electric Shock		05RV Sangria	
4 MEDIUM BROWN					04NB Maple				04WG Sun Tea									
3 DARK BROWN				03N Espresso	03NB Mocha Java		03G Cinnamon				03A Terra Cotta		03RB Mahogany			03R Roxy Red	03RV Merlot	03V Orchid
1 BLACK		01B Onyx																
KICKERS							Yellow Kicker			Orange Kicker						Red Kicker		Violet Kicker

NOTE: The level of deposit and intensity in any Shades EQ formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with 000 Crystal Clear or 09 light level shades.

MIXING & PROCESSING

MIXING RATIO COLOR : DEVELOPER	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
Mix 1:1	Shades EQ Processing Solution	None	Glaze, refresh, correct	20 (up to 40 for gray hair)	Use only with Shades EQ Processing Solution

- FOR RESISTANT HAIR OR MORE VIBRANT RESULTS:**
15 minutes with plastic cap under a pre-heated warm dryer. Remove cap and cool for 5 minutes.
- FOR RESISTANT GRAY:**
20 minutes with plastic cap under a pre-heated warm dryer. Remove cap and process for additional 20 minutes at room temperature.
- FOR LIGHTER COLOR DEPOSIT OR POROUS HAIR:**
Up to 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 shade.

SHADES EQ LEVEL SYSTEM

LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE TONE
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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FEATURES & BENEFITS

There's no limit to what you can do with **Shades EQ!** Voted the #1 demi-permanent haircolor in the U.S.* , **Shades EQ** provides healthy, shiny results with incredible conditioning, so you can glaze, refresh and correct with confidence.

Acidic pH	Ensures gentle processing for outstanding condition and shine
Long-lasting colorants	Create vibrant haircolor that fades on tone
No-lift, no-ammonia formula	Won't lighten hair's natural pigment; prevents swelling and cuticle damage
Wheat amino acids	Help lock in moisture and protect condition of hair
Silicone	Improves shine and wet combability
Fast, easy service	20 minute processing time

SERVICES

Use **Shades EQ** alone, intermix or try it in techniques with other Redken haircolors. No other long-lasting, demi-permanent haircolor has so many service options!

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

FORMULATION & TIPS

FORMULATION GUIDELINES

1. 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.
2. Determine the target color desired by your client.
3. Select the **Shades EQ** 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!