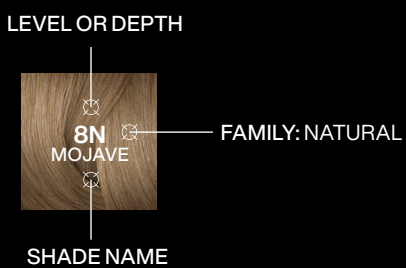


**UNDERSTANDING THE LABEL**  
EXAMPLE:



**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.

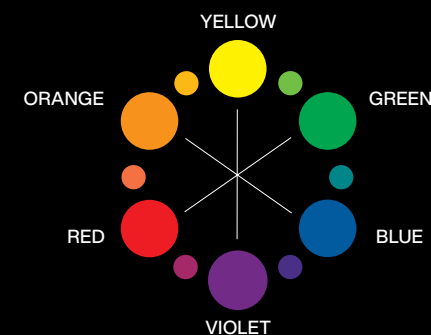
**TYPES OF SHADES ALK BACKGROUNDS**

Shades ALK has three distinct backgrounds for every salon need: black to gray, brown to tan, and no background.

- BLACK TO GRAY**  
Provides the cool foundation needed to diminish warmth
- BROWN TO TAN**  
Provides the foundation needed for balanced, natural results
- NO BACKGROUND**  
Pure reflect shades that provide vibrant, true-to-tone results

**TRADITIONAL LEVEL SYSTEM**

LEVEL	TO NE	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	



**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.

**FORMULATION GUIDELINES**

- Determine your client's natural hair color level. Remember to consider percentage of gray, hair texture, condition, and hair density.
- Determine the target color desired by your client.
- Select the **Shades ALK** shade to enhance, balance or cool to achieve the target color.

**FORMULATION EXAMPLE:**

- Natural Level: 6 dark blonde/0% gray
- Target Color: Dark blonde golden brunette
- Formula: 2 oz. 6G St. Tropez **Shades ALK** + 3 oz. 10 Volume Pro-Oxide Cream Developer

**SWATCHES**

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

**DILUTION SOLUTION**

**Shades ALK** can be diluted with Crystal Clear or use a 9 or 10 level shade to lessen or lighten the tone of any **Shades ALK**. If less color deposit is required, use Crystal Clear; for lighter deposit, use a 9 or 10 shade. Use the following chart to customize the formula:

DILUTION STRENGTH	SHADE	CLEAR
MAXIMUM DILUTION	½ oz	1½ oz
MODERATE DILUTION	1 oz	1 oz
MINIMUM DILUTION	1½ oz	½ oz
FULL STRENGTH	1 oz	-

**PRO TIP:**

For optimum penetration and durability of color results, it is recommended to process for the standard time of 20 minutes.

To achieve lighter results: use diluted formulas, not reduced processing time.

**USAGE OVERVIEW**

MIXING	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
1:1.5	10 volume Pro-Oxide Cream Developer	Up to 1	<ul style="list-style-type: none"> <li>Gray coverage up to 75%</li> <li>Brightening</li> <li>Darkening</li> <li>Low-Lighting</li> <li>Correction</li> <li>Tone-Shifting</li> </ul>	20	<ul style="list-style-type: none"> <li>Apply to dry hair</li> <li>Process at room temperature</li> <li>Do not use heat</li> </ul>

**GUIDELINES FOR GRAY HAIR**

All **Shades ALK** families provide up to 50% gray coverage. There are 5 superior coverage families that will provide up to 75% coverage on their own. Using one of the superior gray coverage shades in your formula creates a balance of dyes for optimum results on gray hair. **Shades ALK** will provide a colored opacity for gray hair.

**SUPERIOR GRAY COVERAGE FAMILIES**



SCAN THE QR CODE TO DOWNLOAD THE FULL **SHADES ALK** EDUCATION GUIDE

**QUICK MIX CHART**

SHADES ALK	10 VOLUME	TOTAL
0.5oz (15mL)	0.75oz (22.5mL)	1.25oz (37.5mL)
1oz (30mL)	1.5oz (45mL)	2.5oz (75mL)
1.5oz (45mL)	2.25oz (67.5mL)	3.75oz (112.5mL)
2oz (60mL)	3oz (90mL)	5oz (150mL)

**PROVIDING OPTIMAL COVERAGE IN A VARIETY OF REFLECTS**

% OF GRAY	NCh, NA, N, NB, GI	ADDITIONAL SHADE
0-25%	½ oz	1½ oz
25-50%	1 oz	1 oz
50-75%	1½ oz	½ oz
75-100%	1¾ oz	¼ oz

Note: For over 75% gray, consider using a Permanent for full coverage.

**SHADES ALK** POWER OF A COLOR. CARE OF A GLOSS. KEY INGREDIENTS ONLY.\*\*

MULTI-PATENTED FORMULA INFUSED WITH HYDRO-MAGNETIC COMPLEX

LEVEL OF DEPOSIT	TONE	BLACK TO GRAY BACKGROUND COLOR				BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR			
		SILVER/BLUE	ASH/BLUE	BLUE/VIOLET	VIOLET	BLUE/GOLD	VIOLET/GOLD	BLUE/MAHOGANY	BLUE/VIOLET	BLUE/VIOLET	RED/VIOLET	GOLD/VIOLET	YELLOW	RED/ORANGE	ORANGE	RED	RED/VIOLET		
10 ULTRA PALE BLONDE	7, 8, 9 and 10 shades have the least amount of pigment to provide the lightest levels of deposit.	10T Platinum	10P Ivory Pearl																
9 VERY LIGHT BLONDE				9V Platinum Ice	9AG Glossy Greige		9NA Mist	9N Café au Lait		9GI Hamptons									
8 LIGHT BLONDE			8AB Snow Moon	8P Misty Pearl		8VG Gilded Taupe	8NA Volcanic	8N Mojave	8NB Blanched Almond		8G Almond Sugar								
7 MEDIUM BLONDE					7AG Smokey Beige		7NA Pewter	7N Mirage		7GI Lanzarote				7C Curry					
6 DARK BLONDE	4, 5 and 6 shades are described as medium in their level of deposit.	6T Iron	6AB Funnel Cloud		6V Fresh Lavender	6VG Desert Taupe	6NA Granite	6N Moroccan Sand	6NB Brandy		6G St. Tropez	6CB Amber Glaze		6R Rocket Fire	6RV Scarlet				
5 LIGHT BROWN			5AB Windstorm				5NCh Rich Chocolate	5NA Smoke	5N Walnut					5C Chili					
4 MEDIUM BROWN								4NA Storm Cloud	4N Chicory	4NB Maple			4G Hickory	4CB Clove	4R Lava	4RV Cabernet			
3 DARK BROWN	1, 2 and 3 shades contain the greatest amount of pigment and deepest deposit.							3NA Dark Chocolate	3N Espresso										
2 DARKEST BROWN																			
1 BLACK																			

\*\*Formula simplified and optimized for targeted performance



\*Superior Gray Coverage Family