

SHADES ALK FAQs



11

FAQs



WHAT'S NEW WITH REDKEN HAIRCOLOR?

Power of a color. Care of a gloss. Key ingredients only*. Introducing new **Shades ALK** Liquid-Cream Demi with an alkaline pH that provides up to 75% gray coverage, up to 8-weeks of vibrancy, and visibly healthier hair in one use. *formula simplified and optimized for targeted performance

WHY AN ALKALINE DEMI?

More than ever, haircolor clients are looking for the secret to healthier looking hair. They don't only want to conceal their first grays, they also expect shine, hair that feels hydrated and has vitality with restored movement and bounce. **Shades ALK** provides all of these benefits plus a lower commitment than permanent hair color by offering an easy transition with grow-out compared to a full coverage permanent color.

WHAT MAKES THE GROW-OUT EASIER?

Shades ALK has 1-level lift vs. 2-level lift from a traditional permanent color, and it features colored-coverage vs. full coverage.

TECHNOLOGY

WHAT IS THE TECHNOLOGY?

The power of a color. High-performance 100% oxidative dyes penetrate the cuticle for up to 1-level of lift and maximized full-bodied color payoff for true-to-tone color that lasts up to 8 weeks, or 32 washes. Our fully intermixable 50-shade palette including 5 families that cover up to 75% grays and all others* that cover up to 50% in just 20-minutes without ammonia or heat using 10 volume **Pro-oxide** Cream Developer. *except Clear

WHAT IS THE HYDRO-MAGNETIC COMPLEX?

The care of a gloss. **Shades ALK** features our proprietary 14% Hydro-Magnetic Complex. Our breakthrough in hair color, this complex formulated with humectants, emollients, and a tripeptide, attracts and binds to the hair fiber instantly replenishing the 4 signs of healthy, youthful-looking hair: color, shine, hydration, and restored vitality with movement and bounce.

WHAT ARE TRIPEPTIDES?

Peptides are the building blocks of protein. A tripeptide is a molecule of three amino acids linked together by peptide bonds.

WHAT ARE THE HUMECTANTS USED IN THE FORMULA? WHAT IS THE EMOLLIENT?

Shades ALK has glycerin and propanediol. Humectants can act like a magnet to attract moisture into the hair fiber. **Shades ALK** also features the emollient shea butter which is rich in fatty acids like omega 6 and 9, vitamin E and specific lipids such as phytosterols.

WHAT IS THE ALKALINE AGENT USED IN PLACE OF AMMONIA?

In place of an ammoniated alkaline system, **Shades ALK** uses ethanolamine (also known as monoethanolamine or MEA).

HOW MUCH MEA IS USED?

Shades ALK uses an MEA only system that's been optimized to provide up to 1-level of lift when using 10 volume **Pro-oxide** Cream Developer in the recommended mixing ratio.

ARE THE DYES USED PPD OR PTD? DO I NEED TO PERFORM AN AAT WHEN USING SHADES ALK?

Shades ALK uses PTD (p-paratoluenediamine). No matter the type of dyes, it is always recommended and important to follow all safety guidelines when using **Shades ALK** including performing an Allergy Alert Test / Skin Allergy Test and wearing gloves.

ARE SHADES ALK OXIDATIVE AND DIRECT DYES?

Shades ALK shades are 100% oxidative dyes, except for Clear which has no dye.

WHAT IS THE PH OF SHADES ALK IN MIXTURE?

When **Shades ALK** is combined in a 1:1.5 ratio with 10 Volume **Pro-oxide** Cream Developer, the pH of the mixture can range from 9.8-10.0.

DOES SHADES ALK HAVE BONDER INSIDE TECHNOLOGY? WHY NOT?

No, **Shades ALK** does not have Bonder inside technology because the inclusion of bonder depends on the intended use of the hair color product and not all hair needs bonding.

WHAT ARE CONSUMERS SAYING AFTER THEIR SHADES ALK SERVICE?

- Hair feels and looks healthy, smooth, nourished/conditioned, and intensely moisturized/hydrated.
- Hair is glossy with vibrant looking color.
- Hair has natural movement/bounce.
- Natural curl pattern is maintained*, curls are shaped/defined*.

*asked of those with a CP3+

THERE ARE 46% LESS INGREDIENTS IN SHADES ALK THAN OUR TRADITIONAL CREAM PERMANENT COLOR (COLOR FUSION). WHAT INGREDIENTS ARE NOT FOUND IN SHADES ALK THAT CAN OFTEN BE FOUND IN OTHER ALKALINE FORMULAS?

- **Shades ALK** features key ingredients for targeted performance. There is no ammonia, no fragrance, no silicones, no mineral oil, no SLS, no SLES, no drying alcohol.

To find out more, please refer to the following link:
inside-our-products.loreal.com/ingredients | L'OREAL

WHAT KEY INGREDIENTS CAN BE FOUND IN SHADES ALK?

Active ingredients	Active ingredients include MEA (monoethanolamine) as the alkaline engine, dye precursors, anti-oxidants, chelating agents and other materials to help stabilize the formula.
Base ingredients	Shea butter, glycerin and propanediol, tripeptide, plus surfactants, waxes, oil, and thickening polymers that work together to form a creamy yet fluid texture enabling the colorant to blend easily and quickly when mixed with developer.

HOW DO SHADES ALK SHADES LOOK IN THE BOWL/BOTTLE WHEN PROCESSING?

Shades ALK may look different than you are expecting while it processes. For example, the Copper shades may look purple in the bowl/bottle or while processing on head, and the Gold shades can look green. Don't worry! This is normal and does not indicate that anything is wrong with the formula.

THE PALETTE & GRAY COVERAGE

WHAT IS THE PALETTE?

Shades ALK is launching with a fully intermixable 50 shade palette that includes all levels 1-10 plus Clear.

	Black-to-Gray Background				Brown-to-Tan Background								No Background				
	T	AB	P	V	AG	VG	NCh	NA	N	NB	GI	G	CB	C	R	RV	CLEAR
10																	
9																	
8																	
7																	
6																	
5																	
4																	
3																	
2																	
1																	
																	CLEAR

IS THERE BACKGROUND?

Yes. Cool shades T-V have a black-to-gray background that provides a cool foundation needed to diminish warmth, AG-CB have a brown-to-tan background for balanced, natural results, C-RV have no background for vibrant, true-to-tone results. Clear has no background and no tone.

HOW IS SHADES ALK CLEAR USED?

Use **Shades ALK Clear** alone to provide up to 1-level of lift without tonal deposit or use mixed with any other **Shades ALK** shade to reduce its tonal deposit. When using **Shades ALK** in an all-over application, it's recommended to dilute the tonal deposit in 1/2 (1 part **Shades ALK** shade : 1 part **Shades ALK Clear**) or lightening the formula by mixing with a lighter and/or warmer shade before pulling through porous ends. **Shades ALK Clear** is mixed like any other **Shades ALK** shade in a 1:1.5 ratio with 10 volume **Pro-oxide Cream Developer**.

WHAT DOES IT MEAN TO HAVE UP TO 75% GRAY COVERAGE? HOW DOES IT COMPARE TO OTHER SHADES?

To cover gray means to minimize the contrast between natural hair and gray hair. To what degree that contrast is minimized is the difference between coverage that is translucent to coverage that is opaque and everything in-between. **Shades ALK** provides colored coverage, with superior performance with N, NA, NCh, NB, GI shades.

- Use N, NA, NCh, NB, GI shades for up to 75% gray coverage
- Use VG, AG, G, and CB shades for up to 50% gray coverage
- Reflective shades C, R, and RV will provide colored coverage depending on their level of deposit
- Cool shades T, AB, P and V will provide coverage depending on their level of deposit, for example lighter levels 9-10 will not provide coverage, but deeper levels can. Lighter levels may appear more blended.



WHAT SHADES CAN BE USED ALONE TO PROVIDE UP TO 75% GRAY COVERAGE?

N, NA, NCh, NB, GI shades can be used alone for up to 75% gray coverage.

IF YOU MIX COVERAGE SHADES WITH OTHER SHADES ALK SHADES, WILL IT COMPRISE THE COVERAGE?

Yes, coverage can be compromised. For optimal gray coverage (up to 75%) use N, NA, NCh, NB and GI shades alone or mixed with one another.

WHAT'S THE RESULT WHEN MIXING AN N, NA, NCh, NB, AND/OR GI SHADE WITH OTHER SHADES?

Results are as you would expect when mixing shades together. Depending on the mix ratio, the tonalities will combine, and the gray coverage may be compromised.

IF I HAVE RESISTANT GRAY, CAN I USE 20 VOL. DEVELOPER AND/OR PROCESS LONGER?

Shades ALK N, NA, NCh, NB and GI shades have been formulated to provide up to 75% gray coverage when mixed with 10 volume. They have not been validated for use with higher levels of developer. If you are looking for more coverage or prefer to use 20 volume, we recommend using a permanent haircolor such as **Color Gels Oils**.

IS SHADES ALK LONG LASTING?

Yes. **Shades ALK** uses only oxidative dyes to provide up to 8-weeks of true-to-tone color, color longevity, and color vibrancy.

CAN ALL SHADES ALK SHADES BE INTERMIXED? EVEN THE RED SHADES?

Yes, even the red shades! Vibrancy and long-lastingness is not an issue with these shades featuring PR6 (4R, 6R, 4RV, 6RV). No **Shades ALK** shades contain R5.

CAN SHADES ALK BE MIXED WITH SHADES EQ?

No. **Shades ALK** is only intermixable with other **Shades ALK** shades; **Shades EQ** shades are only intermixable with other **Shades EQ** shades.

USAGE

HOW ARE SHADES ALK MIXED, PROCESSED, ETC.?

MIXING RATIO COLOR: DEVELOPER	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTION
1:1.5	10 volume Pro-oxide Cream Developer	Up to 1	Gray coverage up to 75%, brightening, darkening, low-lightening, correction, tone- shifting	20	Apply to dry hair. Process at room temperature. Do not use heat.

WHY IS THE MIX RATIO DIFFERENT FROM OTHER REDKEN PERMANENT AND DEMI PERMANENT COLOR?

The 1:1.5 mix ratio ensures a product consistency that is creamy and thick, yet easy to apply with bowl & brush and bottle and to pull through the ends. Additionally, it provides the optimal rate of dye oxidation and up to 75% coverage within the 20 minute development time for robust, saturated results.

WHAT IS THE BENEFIT OF AN ALKALINE DEMI AND HAVING UP TO 1-LEVEL OF LIFT?

Providing 1-level of lift not only helps to cover grays, it also helps to provide the power to fight through or enhance undertones, helping to even out the 'canvas' while depositing color. **Shades ALK** has the ability to lift the level of naturally pigmented hair up to 1-level. How much lift is achieved depends on multiple factors including, but not limited to, density, hair texture, natural level, hair porosity, etc.

WHAT IS THE PROPER USAGE OF ALK SHADES? CAN THEY BE APPLIED FOR 20 MIN. ON ALL ZONES 1-3?

Shades ALK should process for the full 20 minutes at room temperature to ensure full oxidation of the dyes. For hair that is porous (Zones 2-3), we recommend the following options:

1. Diluting your formula in ½ with equal parts **Shades ALK Clear** (1 part **Shades ALK** shade : 1 part **Shades ALK Clear**)
2. Lightening your formula by mixing with a lighter and/or warmer shade.

Pro Tip: If you are unsure of the hair's history or if the hair is porous, we recommend a strand test before pulling any color through the ends.

CAN I USE A BOTTLE TO APPLY? BOWL AND BRUSH?

Yes, the liquid-cream consistency of **Shades ALK** enables it to be applied with whichever method you choose.

CAN SHADES ALK BE APPLIED TO DAMP HAIR?

We recommend applying **Shades ALK** to dry hair for best gray coverage and for optimal results. Applying to wet or damp hair can compromise color longevity, rate of oxidation, and evenness of deposition.

DOES SHADES ALK NEED TO BE SHAMPOOED FROM THE HAIR?

Yes. We recommend shampooing **Shades ALK** from the hair.

CAN I USE SHADES ALK IMMEDIATELY FOLLOWING A LIGHTENING SERVICE?

Yes, for off-scalp applications when a boost or brightening is needed. If the hair is overly porous and/or only deposition is needed, we recommend using **Shades EQ**.

CAN I USE SHADES ALK IMMEDIATELY FOLLOWING A TEXTURE SERVICE, SUCH AS A PERM? RELAXER?

No. We recommend applying **Shades ALK** at least 2-weeks prior to or waiting at least 2-weeks following a chemical texture service.

CAN I USE SHADES ALK ON ALL HAIR TYPES, TEXTURES AND CURL PATTERNS?

Yes.

THE REDKEN COLOR MANTRA

WHAT WAS THE REDKEN COLOR MANTRA?

The Redken color mantra is about coloring hair in 'Zones'. The term 'Zones' refers to specific areas of the hair strand, which is divided into 3 areas:

Zone 1 – the new growth or the first ½ -1 inch of new growth

Zone 2 – the mid-shaft

Zone 3 – the ends of the hair, anything past the shoulders, hair that's been excessively damaged or porous (not all hair has a Zone 3).

Each Zone will accept color differently based on the condition of the hair. Understanding Zones will help you achieve even color results. At Redken, we recommend applying color in Zones based on pH science because we care for the integrity of even the most sensitized parts of the hair. The combination of alkaline (at Zone 1) and acidic (at Zones 2-3) maximizes color results and minimizes stress on hair.

HOW DOES AN ALKALINE DEMI FIT WITH OUR MANTRA?

Our Color Mantra still stands, yet it's necessary to take an updated approach especially when considering the last sentence. While using a coloring product with an acidic pH like **Shades EQ** on Zones 2-3 can minimize stress on the hair, it may or may not maximize color results. This is especially true if you are looking to brighten the ends of the hair, rather than refresh them. The last sentence of the current mantra assumes that we are always doing a standard touch-up and refresh, and the formula isn't changing over time, or the ends are not 'browning out', becoming dull, or becoming overly saturated. There are occasions when an acidic colorant is not the best tool to use to achieve the results you and your client are looking for. To brighten or to achieve lift, an alkaline product is necessary.

WHAT'S NEW WITH THE MANTRA?

The last sentence is changing to: The choice of alkaline or acidic haircolor based on zone can maximize color results and minimize stress on hair.

SHADES ALK POSITIONING

HOW IS AN ALKALINE TONER DIFFERENT FROM AN ACIDIC TONER?

Typically, acidic toners will only deposit color without lifting the natural pigment. There is only the ability to darken, and if the canvas is uneven there can be difficulty creating an even end result. Alkaline toners can help to create a more even canvas while depositing color. The result is often more even from root to tip.

- As an analogy, imagine a room with different colored-walls. To get an even result on every wall, a primer would be required. Essentially, that's what you're getting when using an alkaline toner. An acidic toner would be like painting without priming leaving the highs and lows more visible.

CAN I USE SHADES ALK AND SHADES EQ IN THE SAME SERVICE?

Yes! It's possible to use the two together in multiple ways. Here are some examples:

- Blend + Gloss: **Shades ALK** at the Zone 1 and **Shades EQ** as a refresh on Zones 2-3
- Lift + Balance: **Shades ALK** as a lowlight and **Shades EQ** as an overall gloss following a highlight service or **Shades ALK** between foils followed by **Shades EQ** as an overall gloss.

IF I USE SHADES ALK ON ZONES 2-3 IN A SERVICE, DOES THAT MEAN I WILL ALWAYS BE REFRESHING WITH SHADES ALK FOR FUTURE SERVICES?

No. As with every appointment, start with a consultation and assess the hair. Consider the starting point, the target, and what's necessary to get there. If the hair is overly porous and/or only requires deposition, then the appropriate product of choice is **Shades EQ**.

HOW WILL I USE SHADES ALK DIFFERENTLY THAN SHADE EQ?

Shades ALK will be used when you are looking for more robust color deposit, when you require lift from the natural level, a boost in vibrancy from previously color-treated hair that's faded, and when your client wants tone-on-tone gray coverage that only an alkaline demi can provide.

Shades EQ is used when you are looking for sheer color deposit, when there is no lift desired or required from the natural level, when previously color-treated hair that's faded needs only deposit or shine.

WHAT DOES IT MEAN TO BE A TONAL MATCH?

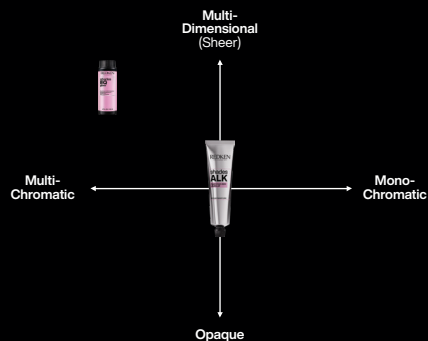
It means that **Shades ALK** follows the same reflect system as all other Redken haircolor brands (.0 = neutral, .1 = ash, .2 = violet, etc.). The difference between **Shades ALK** and **Shades EQ** will be found in saturation. **Shades ALK** (more saturated) provides rich, full-bodied tonal deposit, while **Shades EQ** (less saturated) provides sheer, translucent tonal deposit.

WHAT IS THE TASTE OF COLOR? IS SHADES ALK MONOCHROMATIC OR MULTI-CHROMATIC? OPAQUE OR MULTI-DIMENSIONAL?

Shades ALK has a monochromatic taste of color and is multi-dimensional yet full-bodied. It is more saturated than **Shades EQ** and more sheer than a permanent color.

HOW DOES SHADES ALK DIFFER IN RESULTS TO SHADES EQ?

The taste of color of **Shades ALK** is slightly deeper, cooler, and more monochromatic than **Shades EQ**; the shades are more saturated, and therefore the coverage is better.



WHAT ARE MONOCHROME COLORS?

Monochrome colors are all the varieties of a single hue - the tints, shades, and tones. A monochromatic color scheme will range between lighter and darker versions of the base color or hue.

WHAT DOES IT MEAN FOR A HAIRCOLOR TO BE MONOCHROMATIC?

It means that shades perform true to their primary and secondary reflects (the shade name) without tertiary or additional reflects in the background. **Shades ALK** will follow a more monochromatic color scheme than **Shades EQ**, meaning there will be lighter or darker versions of the primary and/or secondary tone.

DO MONOCHROMATIC SHADES HAVE MORE GRAY COVERAGE?

Not necessarily. A shade could have a monochromatic reflect and not cover gray, such as a .1 (Ash) or .6 (Red) tone without background. The gray hair will appear 'colored' rather than 'covered'. Whether a shade is multi-dimensional with less coverage or opaque with more coverage is a result of saturation. For example, **Shades ALK** provides full-bodied results that can cover up to 75% gray, whereas **Shades EQ** provides multi-dimensional, less saturated gray coverage results.

WHEN I WANT TO COLOR CORRECT OR TINT BACK A CLIENT'S HAIR MORE THAN 2+ LEVELS, SHOULD I USE SHADES EQ OR SHADES ALK?

Both **Shades EQ** and **Shades ALK** can be used to darken hair. A 2-step Tint Back Service is for when the desired shade is 2 or more levels darker than the starting level. For this service **Shades EQ** is recommended to be used first as the filler, applying off-scalp only to the hair that's been previously lightened. After rinsing thoroughly and drying, **Shades ALK** can be applied to Zone 1 and pulled through after diluting 1:1 with Clear only as needed. If it's not necessary, our recommendation would be to use **Shades EQ** on Zones 2-3.

WHAT IS THE DIFFERENCE BETWEEN SHADES ALK, SHADES EQ, COLOR GELS 10, AND BASE BREAKERS?

	Shades ALK	Shades EQ	Color Gels 10 Minute	Blonde Idol Base Breakers
Formula Spotlight	Liquid-Cream formula with 14% Hydro-Magnetic Complex featuring tripeptide + glossing	Acidic pH, Calibrated Dyes, with or without Bonding	Fast Kinetic Dyes with Smart Pause Technology	Oxidative dyes
Type	Demi	Demi	Permanent	Permanent
Galenic	Liquid-Cream	Liquid	Liquid	Liquid
Engine	MEA	MEA	Ammonia and Ammonium Bicarbonate	Ammonia
pH	Alkaline	Acidic	Alkaline	Alkaline
Levels of Lift	Up to 1-Level	Zero	Up to 1+ Level	1 level
Processing Time	20 min.	20 min.	10-15 min.	10 min.
Level System	Traditional	Traditional	Traditional	N/A
Saturation	Medium	Sheer	High	Sheer
Gray Coverage	Up to 75% with N, NA, NCh, NB, GI shades; colored-coverage up to 50%*	Gray blending with NB shades + heat processing	Up to 100% in all shades	None
Mixing	1:1.5 10 volume Pro-Oxide Cream Developer	1:1 Shades EQ Processing Solution or Shades EQ Gloss to Gel Processing Solution	1:1 20 volume Pro-Oxide Cream Developer	1:1 20 volume Pro-Oxide Cream Developer
Recommended Hair Type	Natural, previously color-treated or pre-lightened hair with up to 75% gray	Natural, previously color-treated or pre-lightened hair for deposit-only services	50-100% gray, natural hair	Natural, highlighted hair
Number of Available Shades	50	100+	25	2

*except Clear

