

REDEFINING ALKALINE

COVERAGE



LEGEND
REDKEN LABS 400
POWERED BY SCIENCE
PRESCRIBED BY PROS
BRAND IN THE U.S. #1 PRO HAIR

This visual demo compares Shades ALK 6N gray coverage alongside Wella Color Touch 6/0 and Schwarzkopf Igora Vibrance 6-0. Shades ALK 6N achieves up to 75% gray coverage* without the need for multiple developers and no ammonia.

VIBRANCY



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This visual demo compares Shades ALK 7C vibrancy alongside Wella Color Touch 7/4 and Schwarzkopf Igora Vibrance 7-77. Shades ALK 7C advanced dye calibration retains copper reflects for high-impact vibrancy that stays true-to-tone after 32 washes.

NATURAL TONE



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This visual demo compares Shades ALK 8G alongside Wella Color Touch 8/3 and Schwarzkopf Igora Vibrance 9-55+7-55. Shades ALK 8G offers bright naturalness from day 1 to 32 washes, preserving natural tone without fading brassiness.

NEUTRALIZATION



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This visual demo compares Shades ALK 8AB neutralization alongside Wella Color Touch 7/1+0/00 and Schwarzkopf Igora Vibrance 7-1+0-00. Shades ALK 8AB instantly neutralizes undesired warmth for up to 8 weeks.

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COMPETITIVE SIZE UP

REDKEN LABS 400



RED 5502










RE

Shades ALK

/IGORA VIBRANCE

/COLOR TOUCH

 COVERAGE	75%, 5 families/24 shades	70%, only 7 natural extra shades	70% only with 16 Color Touch Plus shades
 LONGEVITY	32 washes on all shades	Core: 25 washes 9.5 series: 12 washes 10 series: 6 washes	28 washes
 SHINE	2.3x*	2x*	No numerical
 DEVELOPER	Only need one	Two dedicated	Two dedicated
 AMMONIA	No	No	Yes, with Color Touch Plus
 100% INTERMIXABLE	Yes	Yes	No
 VALUE	\$2.21 Cost per application	\$2.50/+13%	\$2.79/+26%
 SHADES EQ TONAL MATCH			
 VISIBLY HEALTHIER HAIR IN 1 SERVICE			

*VS. UNCOLORED HAIR ALL SCHWARZKOPF AND WELLA CLAIMS
BASED OFF PUBLICLY AVAILABLE DATA

C1 - Internal use

MAKE THE SWITCH

	Schwarzkopf Igora vibrance	Redken Shades ALK		Schwarzkopf Igora vibrance	Redken Shades ALK		Schwarzkopf Igora vibrance	Redken Shades ALK	Schwarzkopf tone numbering system	Redken tone numbering system
Natural Extra	9-00	9N + 9NA	Beige & Golds	9-42	9AG	Pastels	9.5-4	9AG + 10NB	0 Natural (Neutral)	.0 Natural
	8-00	8N + 8NA		7-42	7AG		9.5-46	2 pt 9GI + 1 pt CLEAR	1 Cendre (Blue/Violet)	.1 Blue/Ash
	7-00	7N + 7NA		8-46	9GI + 7GI		9.5-47	10C + drop 8G	2 Ash (Blue)	.2 Violet/Iridescent
	6-00	6N + 6NA		7-48	6VG + 8VG		9.5-49	9GI + CLEAR + drop 8VG	3 Matte (Green)	.3 Gold
	5-00	5N + 5NA		6-46	6G + 7GI		9.5-5	3 pt CLEAR + 1 pt 8G	4 Beige (Muted Gold)	.4 Copper
	4-00	4N + 4NA		4-46	4G + 4NB		9.5-9	3 pt 9V + 1 pt CLEAR	5 Gold	.5 Red Violet/Mahogany
Naturals	3-00	3N + 3NA		9-55	8G + CLEAR		10-1	10T	6 Chocolate (Warm Brown)	.6 Red
	9-0	9N		7-55	6G + 8G		10-12	10P	7 Copper (Orange)	.7 Green
	8-0	8N		5-5	4G + 6G		10-4	3 pt 9AG + 1 pt CLEAR	8 Red	.8 Mocha
	7-0	7N		9-57	8G + 10C		10-42	10N + 10T	9 Violet	.9 Pearl
	6-0	6N	7-57	8G + 6G + 7C	10-91	10T				
	5-0	5N	5-57	4G + 6G + 7C	10-5	CLEAR + drop 8G				
Cendres and Cools	4-0	4N	6-6	5NCh + 7NCh	Boost 0-00	CLEAR				
	3-0	3N	4-6	5NCh + 4NB						
	1-0	1NA	9-65	10NB + 9GI						
	9-1	8AB + CLEAR	7-65	8NB + 7GI						
	8-11	6T + 10T	5-65	2 pt 5N + 1 pt 4G						
	7-1	8AB + 6AB	5-67	4CB + 6CB						
	6-12	6AB + 6T	6-68	6CB + 6R						
	5-1	5AB	4-68	4CB + 4R						
	9-12	9V	9-7	2 pt 10C + 1 pt 7C						
	8-19	8P	7-77	7C						
Chocolates	6-16	5NCh + 7NCh	5-7	5C						
	5-16	5NCh	6-78	5C + 7C + 6R						
	7-21	6T + 8P	7-88	3 pt 6R + 1 pt 7C						
	9-24	9AG + 9V	5-88	4R + 6R						
	7-24	7AG + 6V	9.5-1	2 pt CLEAR + 1 pt 8AB						
	Reds	9-4	10NB + 8NB + 9AG	9.5-11	2 pt 10T + 1 pt 8AB					
7-4		8NB + 6NB + 7AG	9.5-21	10T + 9V						
Pastels		5-4	6NB + 4NB + drop 7AG	9.5-24	9AG + 9V + CLEAR					

Schwarzkopf level system	Redken level system
	10 Ultra Pale Blonde
9 Extra Light Blonde	9 Very Light Blonde
8 Light Blonde	8 Light Blonde
7 Medium Blonde	7 Medium Blonde
6 Dark Blonde	6 Dark Blonde
5 Light Brown	5 Light Brown
4 Medium Brown	4 Medium Brown
3 Dark Brown	3 Dark Brown
	2 Darkest Brown
1 Black	1 Black

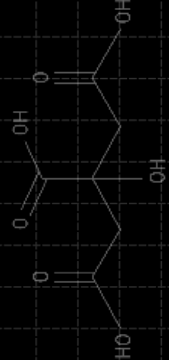
These are meant for guidelines only, color may vary based on condition and type of hair.

COLOR TOUCH TO SHADES ALK

	Wella Color Touch/ Color Touch Plus	Redken Shades ALK		Wella Color Touch/ Color Touch Plus	Redken Shades ALK		Wella Color Touch/ Color Touch Plus	Redken Shades ALK		Wella tone numbering system	Redken tone numbering system		
Plus	88/07	8N + 8NB	Rich Naturals	10/1	2 pt CLEAR + 1 pt 8AB	Vibrant Reds	4/77	4NB + drop 5NCh	Special	0/00	CLEAR		
	88/03	8N + 8G		9/36	9GI		4/71	4NA + drop 5NCh		0/04	10C		
	77/07	7N + 6NB + 8NB		9/16	2 pt 9V + 9GI		8/43	7C + CLEAR + drop 8G		/0	10C + CLEAR		
	77/03	7N + 6G + 8G		9/3	8G + CLEAR + drop 10C		7/47	6CB + CLEAR + drop 7C		/18	10T + 10P + CLEAR		
	66/07	6N + 6NB		8/81	6T + 10P		7/43	7C + drop 8G		/36	2 pt CLEAR + 1 pt 9GI		
	66/04	6N + 6CB		8/38	7GI + 9GI		7/4	7C		/7	10NB + CLEAR		
	66/03	6N + 6G		8/3	8G		7/45	7C + drop 8G		/8	10P + CLEAR		
	55/07	5N + 4NB + 6NB		7/89	6T + 8AB		6/57	5NCh + 7NCh + 6RV		/00	CLEAR		
	55/06	4NA + 6RV		7/3	6G + 8G		6/47	6CB		/06	1 pt 8VG + 3 pt CLEAR		
	55/05	2 pt 5NCh + 1 pt 6R		7/1	6AB + 8AB		6/45	6R		/18	10T + CLEAR		
	55/04	4NB + 6CB		6/37	2 pt 6G + 1 pt 6NB		6/4	4CB + 5C		/86	1 pt 9V + 3 pt CLEAR + drop 10P		
	55/03	5N + 4G + 6G		6/35	6G + 6NB		5/5	4CB + 6R					
	44/07	4N + 4NB		6/3	6G		5/4	4CB + 5CB					
	44/06	4NA + 4RV		5/37	4G + 6G + 4NB + 6NB		4/57	2 part 4CB + 1 part 4RV					
44/05	5NCh + 4R	5/3	4G + 6G	4/6	4CB								
Pure Naturals	10/01	9NA + CLEAR	Deep Browns	5/1	5AB	Relights	4/5	2 part 4CB + 1 part 4R	Instamatic	Smokey Amethyst	CLEAR + drop 8VG		
	10/0	10N		8/73	8G + 8NB		8/77	2 pt 6NB + 1 pt 5NCh		0/06	1 pt 8VG + 3 pt CLEAR	Muted Mauve	CLEAR + drop 9V
	9/03	2 pt 9N + 1 pt 10C		8/71	7NCh + CLEAR		6/75	5NCh + 7NCh + drop 6RV		/18	10T + CLEAR	Clear Dust	CLEAR + drop 10NB
	9/01	9NA		7/75	7NCh + drop 6RV		6/73	6NB + 6G					
	9/0	9N		7/73	6NB + 8NB + 6G + 8G		6/71	5NCh + 7NCh					
	8/03	2 pt 8G + 1 pt 8N		7/71	7NCh		6/7	6NB					
	8/0	8N		7/7	6NB + 8NB		5/75	5NCh + drop 4RV					
	7/03	7N + 8G + 6G		6/77	2 pt 6NB + 1 pt 5NCh		5/73	4NB + 6NB + 4G + 6G					
	7/0	7N		6/75	5NCh + 7NCh + drop 6RV		5/71	5NCh					
	6/0	6N		6/73	6NB + 6G								
	5/03	5N + 4G + 6G		6/71	5NCh + 7NCh								
	5/0	5N		6/7	6NB								
	4/0	4N		5/75	5NCh + drop 4RV								
	3/0	3N		5/73	4NB + 6NB + 4G + 6G								
2/0	1N + 3N	5/71	5NCh										
Rich Natural	10/81	10T + 10P											

Wella level system	Redken level system
10 Lightest Blonde	10 Ultra Pale Blonde
9 Very Light Blonde	9 Very Light Blonde
8 Light Blonde	8 Light Blonde
7 Medium Blonde	7 Medium Blonde
6 Dark Blonde	6 Dark Blonde
5 Light Brown	5 Light Brown
4 Medium Brown	4 Medium Brown
3 Dark Brown	3 Dark Brown
2 Darkest Brown	2 Darkest Brown
	1 Black

These are meant for guidelines only, color may vary based on condition and type of hair.



REDKEN COVERPLUS	REDKEN SHADES ALK
8N	8N
6N	6N
4RR	1 ½ oz. 4R + ½ oz. 6R
6CC	1 ½ oz. 7C + ½ oz. 5C
6RR	6R
5G	½ oz. 6G + ½ oz. 4G
3G	¾ oz. 4G + ¼ oz. 3N
2N	1 ½ oz. 3N + ½ oz. 1NA
7G	½ oz. 8G + ½ oz. 6G
4N	4N

REDKEN COVERPLUS	REDKEN SHADES ALK
8M	1 oz. 8NA + ¾ oz. 8AB + ¼ oz. 7AG
6M	1 oz. 6NA + ¾ oz. 6AB + ¼ oz. 7AG
4M	1 oz. 4NA + ¾ oz. 5AB + ¼ oz. 7AG
8WM	1 oz. 8G + ¾ oz. 8AB + ¼ oz. 7AG
6WM	1 oz. 6G + ¾ oz. 6AB + ¼ oz. 7AG
4WM	1 oz. 4G + ¾ oz. 5AB + ¼ oz. 7AG
05GB	¾ oz. 6G + ¾ oz. 6AB + ½ oz. 5N
07GB	¾ oz. 8G + ¾ oz. 8AB + ½ oz. 7N
CLEAR	CLEAR

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