SHADES ALK

POWER OF A COLOR. CARE OF A GLOSS. KEY INGREDIENTS ONLY.*

KEY: Superior Gray Coverage Families (Up to 75%)

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/ MAHOGANY	GOLD/VIOLET	YELLOW	RED/ORANGE	ORANGE	RED	RED/VIOLET
			TITANIUM	ASH BLUE	PEARL	VIOLET	ASH GOLD	VIOLET GOLD	NATURAL CHOCOLATE	NATURAL ASH	NATURAL	NEUTRAL BROWN BLONDE	GOLD CHOCOLATE	GOLD IRIDESCENT	GOLD	COPPER BROWN	COPPER	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.	LIGHT SHADES	10T Platinum		10P Ivory Pearl	9V Platinum Ice	9AG Glossy Greige			9NA Mist	10N Delicate Natural	10NB Caramel Cloud		9GI Hamptons			10C Orange Zest		
9 VERY LIGHT BLONDE				8AB Snow Moon	8P Misty Pearl			8VG Gilded Taupe		8NA Volcanic	8N Mojave	8NB Blanched Almond	8GCh Cocoa Butter		8G Almond Sugar				
8 LIGHT BLONDE							7AG Smokey Beige		7NCh Fondue	7NA Pewter	7N Mirage			7GI Lanzarote			7C Curry		
7 MEDIUM BLONDE																			
6 DARK BLONDE	4, 5 and 6 shades are described as medium in their level of deposit.	MEDIUM SHADES	6T Iron	6AB Funnel Cloud		6V Fresh Lavender		6VG Desert Taupe		6NA Granite	6N Moroccan Sand	6NB Brandy	6GCh Chocolate Glaze		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	4GCh Brownie Batter		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.	DARK SHADES								3NA Dark Chocolate	3N Espresso								
2 DARKEST BROWN																			
1 BLACK										1NA Dark Ash									
	Clear can be used alone to provide up to 1 level of lift without deposit or mixed with any other shade to dilute its tonal deposit. The level of deposit and intensity in any Shades ALK formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with Clear, 9, or 10 light level shades.		Clear																

**Formula simplified and optimized for targeted performance

USAGE OVERVIEW

MIXING	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
1 : 1.5	10 volume Pro-Oxide Cream Developer	Up to 1	• Gray coverage up to 75% • Brightening • Darkening • Low-Lighting • Correction • Tone-Shifting	20	• Apply to dry hair • Process at room temperature • Do not use heat

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, GCh, GI	ADDITIONAL SHADE
0-25%	0.5oz (15mL)	1.5oz (45mL)
25-50%	1oz (30mL)	1oz (30mL)
50-75%	1.5oz (45mL)	0.5oz (15mL)
75-100%	1.75oz (52.5mL)	0.25oz (7.5mL)

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

RED 55 02 >> RED KEN LA 88 11 i469 i222

TECHNICAL INFORMATION

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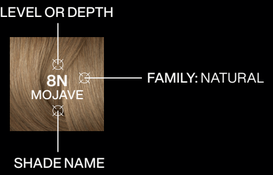
UNDERSTANDING THE LABEL

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.

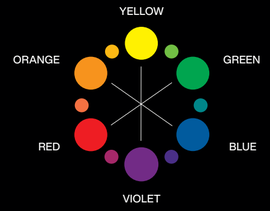
TYPES OF SHADES ALK BACKGROUNDS

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	TONE	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

2

FORMULATION GUIDELINES

1. Determine your client's natural hair color level . 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 ALK** shade to enhance, balance or cool to achieve the target color.

FORMULATION EXAMPLE:

1. Natural Level: 6 dark blonde/0% gray
2. Target Color: Dark blonde golden brunette
3. 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 Clear or use a 9 or 10 level shade to lessen the saturation of any Shades ALK shade. If less color deposit is required, use Clear; for less depth, use a level 9 or 10 shade. Use the following chart to customize the formula:

DILUTION STRENGTH	SHADE	CLEAR
MAXIMUM DILUTION	½ oz	$1^{1/2}$ oz
MODERATE DILUTION	1 oz	1 oz
MINIMUM DILUTION	$1^{1/2}$ 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.

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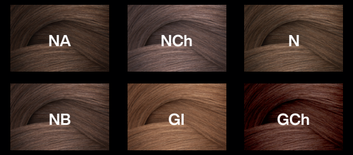

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