



NEW CITYSCAPE COLLECTION
MONOCHROMATIC COLOR. LUMINOUS SHINE. ZERO AMMONIA.
**CHROMATICS
ULTRA RICH**
SHADE CHART

CHROMATICS ULTRA RICH

MONOCHROMATIC COLOR. LUMINOUS SHINE. ZERO AMMONIA.

Introducing the NEW Cityscape collection from Chromatics Ultra Rich: 5 highly reflective monochromatic shades inspired by the New York Cityscape at sunset. Give your clients radiant, true-to-tone color they'll love with 2X fortified results*, 100% gray coverage and luminous shine. Featuring rich new rich reds with Carmin'R™ technology plus opulent gold beiges, for a beautifully complete palette.

ODS² + PROTEIN EXTRACT TECHNOLOGY

NEW CITYSCAPE COLLECTION
5 NEW SHADES IN 2 NEW SHADE FAMILIES!

GOLD beige	RED red	RED violet
10Gb 10.31	6Rr 6.66	5Rv 5.62
7Gb 7.31		
5Gb 5.31		

FEATURING CARMIN'R™ Breakthrough Dye Technology

- Redken's most intense red dye
- Color stays truer to red tone for up to 40 shampoos*
- High tenacity color
- Carmin'R shades should not be used in combination with any other shades.



Crystal Renn wears Chromatics Ultra Rich
Haircolor by Redken Artist Chiala Marvici

PRE-SERVICE STEPS

PRE-SERVICE BEST PRACTICES

- Before you begin any **chemical service...**
- Precisely follow package instructions for haircolor, lightener and texture products
- Wear suitable gloves for all applications
- Perform necessary patch tests as outlined in the directions
- Utilize protective smocks or capes for you and your clients during the service

SKIN ALLERGY TEST

PERFORM A SKIN ALLERGY TEST 48 HOURS BEFORE EACH USE OF THIS PRODUCT, AS ALLERGIES CAN DEVELOP SUDDENLY, EVEN THOUGH YOUR CLIENT HAS PREVIOUSLY USED A HAIRCOLOR PRODUCT FROM THIS BRAND OR ANOTHER.

If your client has a tattoo, the risk of an allergic reaction may be increased.

SKIN ALLERGY TEST INSTRUCTIONS

- Use soap and water to clean an area the size of a quarter in the bend of your client's elbow. Pat dry.
- Using a plastic utensil, mix 1 part **Chromatics Ultra Rich** to 1 part 20 volume **Oil in Cream Developer** in a plastic or glass container. Tightly recap the hair colorant and developer. Do not use metal utensils.
- Apply mixture to the test area with a cotton swab or ball.
- Let test spot dry. **Instruct client not to wash, cover or disturb for 48 hours.**
- Instruct client to examine test area periodically over the next 48 hours. If he/she experiences any reactions such as redness, burning, itching, swelling, skin abrasions, eruptions or irritation in or around the test area, DO NOT COLOR YOUR CLIENT'S HAIR UNTIL HE OR SHE HAS CONSULTED A DOCTOR.

STRAND TEST

Chromatics Ultra Rich may be readily accepted by porous hair that has been chemically treated or damaged from environmental exposure or heat styling. Always conduct a preliminary strand test to determine how the hair will accept color. Apply **Chromatics Ultra Rich** to a small section of hair and process 35 minutes; adjust the formula accordingly.

ADDITIONAL REDKEN PRODUCTS

Redken offers advanced in-salon treatments plus a complete collection of haircare and styling products to enhance your talents:



REDKEN CHEMISTRY

Customized in-salon services help you treat and transform every client's hair—while increasing your revenue.

STYLING

Innovative products create any look from runway volume to flexible texture. Includes **Pillow Proof Blow Dry**, the first and last step for every style.



REDKEN FOR MEN

High-performance groomers including shampoos, conditioners and treatments deliver smart solutions to hair's effortless styles.

HAIRCARE

Scientifically advanced, benefit-driven shampoos, conditioners and treatments deliver smart solutions to hair's specific needs.



DIAMOND OIL

Provides shatterproof strength and multi-faceted shine to dull, damaged hair. A silicone-free blend of oils penetrates each level of the hair fiber to nourish and strengthen.

CERAFILL THINNING HAIR SOLUTIONS

Easy to navigate universal systems offer proven results for all types of thinning hair, from early signs to advanced stages. Dermatologist endorsed.

CURVACEOUS

Complete collection of haircare and styling products specially formulated to bring out the best in every curl.

REDKEN HAIRCOLOR COLLECTION



CHROMATICS

Prismatic Permanent Color. Zero Ammonia.

- ODS² + Protein Extract Technology
- Advanced Zero Ammonia, Zero Odor formula
- Multi-dimensional results with up to 100% gray coverage
- Also includes **Ultra Rich** for monochromatic results: **Beyond Cover** for 100% gray coverage on 75-100% gray hair, and **Remixed** for corrective and custom color effects

COLOR FUSION

Advanced Performance Color Cream

- ColorBond Technology™**
- 100% oxidative dyes for healthy-looking, multi-dimensional results
- Lighten, darken, match natural color or cover gray
- Also includes **Cover Fusion** for 100% coverage on 50-100% gray hair; **Extra Lift** for up to 5 levels of lift; and **Hi-Fusion** to boost intensity color effects

COLOR GELS

Permanent Conditioning Haircolor

- Select Dye System with 100% oxidative, long-lasting, UV stable dyes
- Brighten, darken, change or correct
- Exceptional gray coverage from a few strands to high percentages
- Also includes **Fashion Gels** for ultra-high lift with superior tonal control

BLONDE IDOL

Lightening for Every Level

- High Lift Conditioning Cream Haircolor** for up to 5 levels of lift
- Base Breakers** for 1 level of lift in just 10 minutes
- Complete portfolio of lighteners to meet all your needs with up to 8 levels of lift
- Your ultimate toolkit for highlights, balayage and all-over blonde

PERMANENT COLOR

DEMI-PERMANENT COLOR



SHADES EQ

Equalizing Conditioning Color

- Ammonia-free, acidic demi-permanent liquid
- Glaze, refresh and correct. Refresh all Redken permanent color!
- Blend 50% gray with a sheer result
- Also includes **Shades EQ Cream** to blend 50% gray with a deeper result and **Cover Plus** for up to 75% gray blending

TEMPORARY COLOR



COLOR REBEL

Hair Makeup

- Temporary color in vibrant and natural shades
- Goes on easy, dries fast
- Won't smudge off on clothes
- Makeup-inspired sponge applicator

MENS



REDKEN FOR MEN

Color Camo

- 5 min. Custom Gray Camouflage
- Advanced ammonia-free, permanent dye technology with demi-permanent results offers 5 minute processing time
- Use to camouflage and blend gray
- Contains protein and quinoa oil for strength and shine
- 6 natural-looking shades in 2 families

*Haircolor System with 20 vol. Oil in Cream Developer and Redken Hair Cleansing Cream Shampoo vs. uncolored hair treated with a non-conditioning shampoo
**Leaves hair 2X smoother than before coloring
***Behindthehair.com Stylist Choice Award Winner

CRYSTAL RENN'S ULTRA RICH FORMULA



FORMULA
Natural Level 3, Dark Brown

Zone 1
2 oz. 20 vol. Chromatics Oil in Cream Developer
2 oz. 5Gb (5.31) Chromatics Ultra Rich

Zone 2
2 oz. 5Gb (5.31) Chromatics Oil in Cream Developer
2 oz. 50 vol. Chromatics Oil in Cream Developer

REFRESH FORMULA
2 oz. 06GB Toffee Shades EQ Gloss

2 oz. Shades EQ Processing Solution

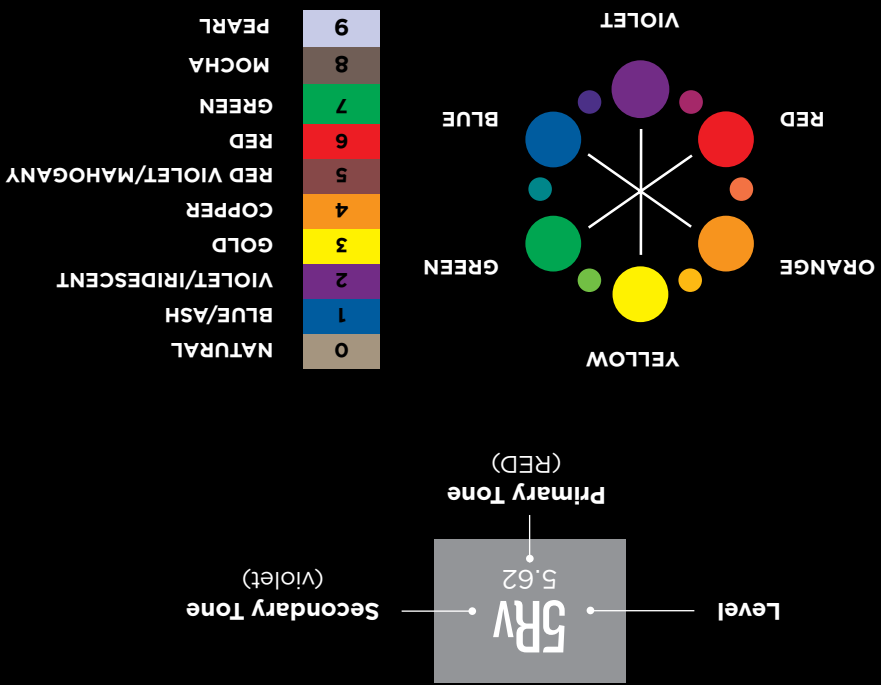
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- To your smart phone
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For more information: RedkenPro.com
Technical Assistance: 1-800-423-5280
The Redken Exchange: 1-800-545-8157
Certification Programs: RedkenPro.com
Redken Distributor Locator: 1-800-542-7256

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DESCRIPTION & LEVEL	NATURALS										ADJUSTING COOLS		COOL BROWNS & BEIGES		REDS AND VIOLETS		COPPERS		GOLDS		WARM BROWNS & BEIGES	
NATURAL natural	10N	9N	8N	7N	6N	5N	4N	3N	2N	1N	10A	9A	8A	7A	6A	5A	4A	3A	2A	1A	10G	9G
ULTRA PALE BLONDE	10.0	9.0	8.0	7.0	6.0	5.0	4.0	3.0	2.0	1.0	10.12	9.12	8.12	7.12	6.12	5.12	4.12	3.12	2.12	1.12	10.3	9.3
VERY LIGHT BLONDE	9.0N	8.0N	7.0N	6.0N	5.0N	4.0N	3.0N	2.0N	1.0N		9.0A	8.0A	7.0A	6.0A	5.0A	4.0A	3.0A	2.0A	1.0A		9.0G	8.0G
LIGHT BLONDE	8.0N	7.0N	6.0N	5.0N	4.0N	3.0N	2.0N	1.0N			8.0A	7.0A	6.0A	5.0A	4.0A	3.0A	2.0A	1.0A			8.0G	7.0G
MEDIUM BLONDE	7.0N	6.0N	5.0N	4.0N	3.0N	2.0N	1.0N				7.0A	6.0A	5.0A	4.0A	3.0A	2.0A	1.0A				7.0G	6.0G
DARK BLONDE	6.0N	5.0N	4.0N	3.0N	2.0N	1.0N					6.0A	5.0A	4.0A	3.0A	2.0A	1.0A					6.0G	5.0G
LIGHT BROWN	5.0N	4.0N	3.0N	2.0N	1.0N						5.0A	4.0A	3.0A	2.0A	1.0A						5.0G	4.0G
MEDIUM BROWN	4.0N	3.0N	2.0N	1.0N							4.0A	3.0A	2.0A	1.0A							4.0G	3.0G
DARK BROWN	3.0N	2.0N	1.0N								3.0A	2.0A	1.0A								3.0G	2.0G
DARKEST BROWN	2.0N	1.0N									2.0A	1.0A									2.0G	1.0G
BLACK	1.0N										1.0A										1.0G	

UNDERSTANDING THE LABEL



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, select a shade with an opposite tonal value. Remember, to counteract, select a shade with a similar tonal value. To enhance tones, select a shade with a similar tonal value.

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. Every **Chromatics Ultra Rich** shade has some amount of background color. Each contains the perfect amount needed for its purpose. Tone is the portion of the base that gives a shade its unique character.

WORKING WITH UNDERTONES

Undertones are the unrefined warm tones exposed during the lifting process. Always consider the exposed undertones visible at the target level. To counteract undertones, select a shade level with tonal value opposite to the undertone exposed at the target level. Remember, to counteract undertones, select a shade level with a tonal value similar to the undertone exposed at the target level.

LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE TONE
1	BLACK		
2	DARKEST BROWN		
3	DARK BROWN		
4	MEDIUM BROWN		
5	LIGHT BROWN		
6	DARK BLONDE		
7	MEDIUM BLONDE		
8	LIGHT BLONDE		
9	VERY LIGHT BLONDE		
10	ULTRA PALE BLONDE		
1	PALE YELLOW	YELLOW	VIOLET
2	YELLOW/ORANGE	YELLOW	VIOLET
3	BLUE	BLUE	VIOLET
4	ORANGE	ORANGE	BLUE
5	RED/ORANGE	RED	BLUE
6	BLUE/GREEN	BLUE	GREEN
7	RED	RED	GREEN
8	RED/VIOLET	RED	YELLOW/GREEN
9	BLUE/VIOLET	BLUE	YELLOW/GREEN
10	BLUE	BLUE	YELLOW/GREEN

GUIDELINES FOR COVERING GRAY HAIR

FORMULATION EXAMPLE FOR COVERING GRAY:

- Natural Level: 4 Medium Brown / 50-75% gray
- Target Color: Level 6 Dark Blonde with cool tones
- Undertone at Level 6: red/orange
- Formula: Mix 1½ oz. 6NN (6.0) **Chromatics Ultra Rich** and ½ oz. 6AB Developer
- Select the **Chromatics Ultra Rich** shade and volume of target color

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 (final level and tone) desired by your client.
- Determine the undertone found at the target level (see Level System Chart).
- Select the **Chromatics Ultra Rich** shade and volume of target color

FORMULATION EXAMPLE FOR LIFTING NATURAL PIGMENT:

- Natural Level: 5 Light Brown / 0% gray
- Target Color: Level 7 Medium Blonde with natural tones
- Undertone at Level 7: orange
- Formula: 2 oz. 7NN (7.0) **Chromatics Ultra Rich** + 2 oz. 20 vol.

1. TECHNICAL INFORMATION

2. FORMULATION

3. MIXING & PROCESSING

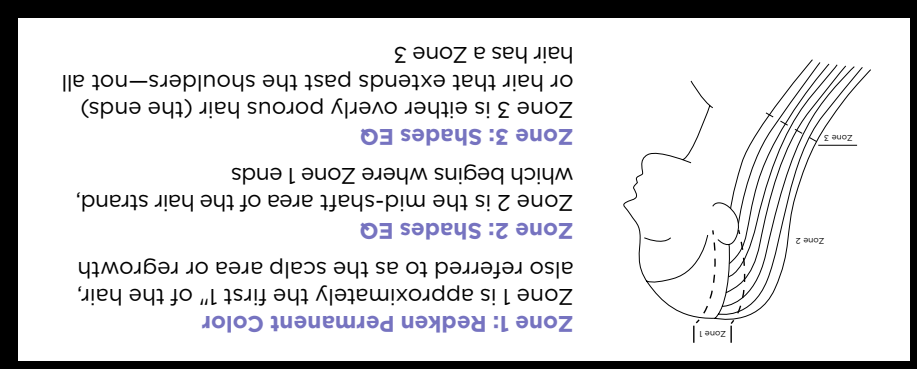
4. APPLICATION

THE REDKEN COLOR MANTRA™:

PERMANENT HAIRCOLOR SHOULD ONLY TOUCH VIRGIN HAIR.

REFRESHING WITH SHADES EQ WILL SET YOU APART!

Redken uses the term "Zones" to refer to specific areas of the hair strand. The hair is divided into 3 Zones. Each Zone will accept color differently based on the condition of the hair. Understanding Zones will help you achieve even color results.



ON-SCALP

For all on-scalp applications, start with dry hair and divide into 4 sections. Take ¼" (0.5 cm) partings for even saturation. Can be applied with bowl and brush or bottle. Process according to Mixing and Processing chart. Rinse, shampoo with **Hair Cleansing Cream**.

- ### HAIR COLOR APPLICATION BEST PRACTICES
- Pre-treat the hair with Redken **PreArt** and **Hair Cleansing Cream**. Follow with **Extreme CAT** or Redken **Chemistry** as needed. Dry hair.
 - Apply color generously to Zone 1 (the scalp area) using **fine ¼" diagonal partings**.
 - Use the opposite diagonal to **cross-check your application** to ensure proper application.
 - Use a timer to ensure accurate timing.
 - Do not cover or under process.
 - Always refresh with **Shades EQ**.

CHROMATICS TRADITIONAL VIRGIN APPLICATION EXAMPLE:

Zone 1 Formula: 5NN (5.0) **Chromatics Ultra Rich** + 20 vol. **Chromatics Oil in Cream Developer**

Zone 2 Formula: 5NN (5.0) **Chromatics Ultra Rich** + 30 vol. **Chromatics Oil in Cream Developer**

1. Apply selected formula with a higher volume of **Chromatics Oil in Cream Developer** to Zone 2 (the mid shaft).

2. Immediately apply to Zone 1 (the scalp area) a new mixture of the same Zone 2 formula with a lower volume of **Chromatics Oil in Cream Developer**.

- Start the processing time after the Zone 1 application is complete.
- Process at room temperature for 35 minutes.
- Rinse and shampoo with **Hair Cleansing Cream**.
- Condition with **Color Extend Magnetics**.

RETOUCH APPLICATION

1. Apply selected formula to Zone 1 (the regrowth)

OFF-SCALP

Note: Until you become familiar with your **Chromatics** formulas, you may want to rinse Zone 1 formula after processing, shampoo the hair with **Hair Cleansing Cream** and dry the hair to check your color results before applying your **Shades EQ** formula to Zones 2 and 3.

For weave or highlighting applications, start with dry hair. Process according to Mixing and Processing chart after wrapping the last foil. Rinse and shampoo with **Hair Cleansing Cream**. Condition with **Color Extend Magnetics**.

MIXING RATIO (COLOR : DEVELOPER)	OIL IN CREAM DEVELOPER OF LIFT	LEVELS	USAGE	MINUTES	SPECIAL INSTRUCTIONS
75-100%	1 ½ oz.	Up to 2	Additional Lift	35	Use this ratio to help maintain the proper balance of Chromatics Remixed and 1% Chromatics Color Tone and Chromatics Gies . Chromatics Oil in Cream Developer (No heat)
50-75%	1 ½ oz.	Up to 3	Standard Lift/Gray Coverage	35	All Carmil'R and R5 shades should be used alone or only intermixed with other Carmil'R or R5 shades.
25-50%	1 oz.	Up to 3	Additional Lift	35	These shades cover up to 100% without mixing.
Up to 25%	½ oz.	Up to 1	Minimal Lift	35	Chromatics Ultra Rich : For traditional monochromatic gray coverage, formulate with NN or G families.
% of Gray	NN or G				Chromatics : For modern, pismatic gray coverage, formulate with the N or NW families.

For the best results when using **Chromatics Ultra Rich**, formulate with NATURAL NATURAL (NN) or GOLD (G) shades in these proportions:

SHADE	SHADES EQ GLOSS	SHADES EQ CREAM
1A	1.02.000	1.02.000
2A	1.02.000	1.02.000
3A	1.02.000	1.02.000
4A	1.02.000	1.02.000
5A	1.02.000	1.02.000
6A	1.02.000	1.02.000
7A	1.02.000	1.02.000
8A	1.02.000	1.02.000
9A	1.02.000	1.02.000
10A	1.02.000	1.02.000
1.0G	1.02.000	1.02.000
2.0G	1.02.000	1.02.000
3.0G	1.02.000	1.02.000
4.0G	1.02.000	1.02.000
5.0G	1.02.000	1.02.000
6.0G	1.02.000	1.02.000
7.0G	1.02.000	1.02.000
8.0G	1.02.000	1.02.000
9.0G	1.02.000	1.02.000
10.0G	1.02.000	1.02.000

Available April 2016

KEY: Shade contains Carmil'R red dye. Refresh Key: Shades EQ Gloss. Shades EQ Cream.

NEW: 5.31, 5.32, 6.3, 6.66, 7.31, 7.32, 7.46, 7.46, 8.3, 8.3, 9.32, 10.3, 10.31, 10.31