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Facebook.com/Redken

2 oz. (60ml) Shades EQ Processing Solution 2 oz. (60ml) Shades EQ Gloss 06ABn Brown Smoke FORMULA 3:

2 oz. (60ml) Shades EQ Processing Solution 2 oz. (60ml) **Shades EQ Gloss** 04ABn Dark Roast FORMULA 2:

2 oz. (60ml) 20 Volume Pro-oxide Cream Developer 2 oz. (60ml) Cover Fusion 4NABn FORMULA 1:

> Vatural Level 3 with existing level 7 highlights STARTING LEVEL:





ΥΛΕΝΩ УY Ν Η L BEDKEN

 $2 \ oz. \ (60 ml)$ Shades EQ Processing Solution for Precision Application 2 oz. (60ml) Shades EQ Gloss 06ABn Brown Smoke FORMULA 2 (ZONE 2):

> 2 oz. (60ml) 10 Volume Pro-oxide Cream Developer 2 oz. (60ml) Color Gels Lacquers 4ABn Dark Roast FORMULA 1 (ZONE1):

warmth Vatural level 3 with existing level 6 highlights and unwanted STARTING LEVEL:







@katigarceau



REDKEN'S COOLEST COVERAGE FAMILY WITH SHADES EQ MATCH FOR EASY REFRESH

The new Color Gels Lacquers Ash Brown shades contain a Blue / Pearl (.19) reflect for the coolest coverage result. They are designed to provide ultra-cool results that last until your client's next visit. Refresh Zones 2-3 with a shade from the Shades EQ Gloss Ash Brown family for the perfect 1:1 liquid color pair.

LIQUID COLOR FOR THE COOLEST COVERAGE RESULTS! Our coolest superior coverage family within Color Gels Lacquers

Up to 100% coverage with black to gray background

Cooler than the NN family

STAR STAR STAR

EW SHADES!

Can be used alone or intermixed with any Color Gels Lacquers shades (excluding red dye technology shades)





GELS LACQUERS HIGH SATURATION PERMANENT LIQUID LACQUER

· Low ammonia. Locked-in saturation. Liquid shine

• Provides exceptional gray coverage, from a few strands to high percentages of gray

Select Dye System contains 100% oxidative, long-lasting dyes for holding power and resistance to fading

• Formulated with a traditional 10-level system

Over 50 shades in 13 tonal families, plus Clear

COLOR GELS LACQUERS

N	Green Natural	Controls unwanted red tones when lifting						
3	Ash Blue	Offers maximum refinement of warmth						
	Natural Ash	tural Ash Controls warmth when lifting while ensuring natural results						
2	Ash Brown							



ABn = ASH BROWN **BLUE/PEARL REFLECT**



Primary tone = .1 (Blue) Secondary tone = .9 (Pearl)

BLACK TO GRAY BACKGROUND

ABn = ASH BROWN BLUE/PEARL REFLECT Deposits ultra cool blue and pearl tones.



N	Natural	Helps control warmth on pigmented hair and provides never too warm gray coverage
NN	Natural Natural	Extreme coverage neutral tones specifically formulated for resistant grays and resistant hair textures
GB	Gold Beige	Delivers sophisticated results that are never too warm
NW	Natural Warm	Provides exceptional gray coverage by adding depth and warmth to non-pigmented hair
NG	Natural Gold	Natural, soft golden shades
WG	Warm Gold	Creates warm results with golden accents and provides excellent gray coverage
СВ	Copper Brown	Burnished copper with complete gray coverage
RB	Ruby Brown	Delivers soft ruby-like results and excellent gray coverage
RO	Red Orange	Accent colors with no brown in the base
RR	Red Red	Intense reds with increased tonal depth and no brown create exciting results on naturally pigmented hair
RV	Red Violet	Jewel tones with no added brown deliver vibrant results
VRo	Violet Rose	Deposits cool, violet-based rose tones
Clear	Color Gels Lacquers Clear	Non-pigmented; use alone when no toning is desired or use for diluting other Color Gels Lacquers shades

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

ALLERGY ALERT TEST

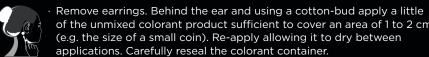
This product is not intended for use on persons under the age of 16. An allergy alert test must be done **48 hours** before each application of this colorant, as an allergy can develop suddenly, even if you have previously applied this product or another colorant on your client.

IMPORTANT: Hair colorants can cause severe allergic reactions. For you and your client, to help reduce the risk of an allergic reaction, it is essential to follow the precautions below: Wear suitable disposable gloves during the preparation, application and rinsing of the product

Temporary "black henna" tattoos may increase the risk of allergy Do not color the hair if:

- 1. Your client has a rash on their face or sensitive, irritated and damaged scalp,
- 2. Your client has ever experienced any reaction after coloring their hair,
- 3. Your client has experienced a reaction to a temporary "black henna" tattoo in the past.

HOW TO PERFORM THE ALLERGY ALERT TEST:



of the unmixed colorant product sufficient to cover an area of 1 to 2 cm² (e.g. the size of a small coin). Re-apply allowing it to dry between applications. Carefully reseal the colorant container.

Leave for 48 hours without washing, covering or touching. If during this period you or your client notice any abnormal reactions, such as itching, redness or swelling in or around the test area, DO NOT APPLY THE PRODUCT.

STRAND TEST

Color Gels Lacquers 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 **Color Gels** Lacquers to a small section of hair and process according to directions.

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.



HAIRCARE Innovative collection creates any look Scientifically advanced, benefit-driven from runway volume to flexible texture products deliver smart solutions to hair's specific needs.



PRE-ART

STYLING

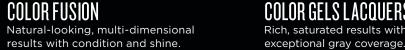
Ideal before any chemical service.

REDKEN BREWS High-performance men's grooming essentials create effortless styles.

REDKEN HAIRCOLOR COLLECTION



COLOR FUSION Zero ammonia, permanent haircolor. results with condition and shine.







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BLONDING The professional solution to all of your blonding needs.

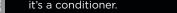


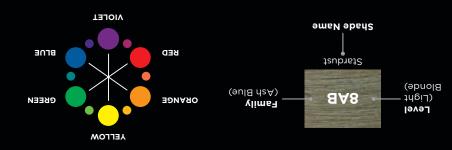
CHROMATICS

Oil-powered, care obsessed.

SHADES EQ GLOSS & CREAM The haircolor that thinks







BACKGROUND COLOR AND TONE

to the undertone exposed at the target level. character undertones, select a shade with a tonal value similar Tone is the portion of the base that gives a shade its unique and black to gray background helps to diminish warmth when lifting. foundation. Brown to tan background helps ensure gray coverage produce balanced, natural looking results and gives the shade its Background Color is the portion of the color base that helps

COLOR GELS LACQUERS LEVEL SYSTEM

options for gray coverage while maintaining reflect. offers more increments of color at darker levels providing more Color Gels Lacquers is based on the traditional level system that The hair's natural color level is the starting point in formulation.

FORMULATION GUIDELINES

hair texture, condition, and hair density. the swatch book. Remember to consider percentage of gray, Color Gels Lacquers Natural Warm (WW) family swatches found in J. Determine your client's natural hair color level using the

- desired by your client. 2. Determine the target color (final level and tone)
- (see Color Wheel). 3. Determine the undertone found at the target level
- to achieve the target color. counteract undertones and volume of developer needed 4. Select the Color Gels Lacquers shade to enhance, balance or

FORMULATION EXAMPLE FOR LIFTING NATURAL PIGMENT:

1. Natural Level: 5 Light Brown/0% gray

2. Target Color: Level 7 Medium Blonde with natural tones

4. Formula: 2 oz. 7NA Pewter Color Gels Lacquers + 2 oz. 20 vol. Undertone at Level 7: Orange

Pro-oxide Cream Developer

a green tone. The tones will change at each level. Color Wheel. For example: 5UW will have a red tone and 5UA will have NOTE: The tones of the NW and NA families will vary according to the

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FORMULATION

TECHN

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select a formula no more than two levels lighter than the natural hair. and gray hair. To maintain the most control when covering gray, To cover gray means to minimize the contrast between natural hair

Color Gels Lacquers + 2 oz. 20 vol. Pro-oxide Cream Developer 4. Formula: 1 ½ oz. 6WW Brandy Color Gels Lacquers + ½ oz. 6NG St. Tropez

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CB or BB NM' MG'

2. Target Color: Level 6 Dark Blonde with natural golden tones

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Proportion of other shades

or warming and enhancing tonal families, follow the chart below.

For the most effective gray coverage when using the cooling and correcting

UD to 100% ABn only NU only N only WG only WG only CB only RB only

7 Color Gels Lacquers families can be used alone to provide gray coverage

To enhance undertones, select a shade with a tonal value similar to the

Undertones are the unrefined warm tones exposed during the lifting

the undertone exposed at the target level. Remember, opposites neutralize.

To counteract undertones, select a shade level with tonal value opposite to

process. Always consider the exposed undertones visible at the target level.

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Orange

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J9loiV

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Red/Orange

Yellow/Urange

SENOT MARW LARUTAN

MNL

MNΣ

MN1

MNS

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MNZ

MN۶

MN

ЛАЯОТАИ

ААТИРАГ МЯАW

COOLING FAMILIES: GN, AB, NA

PROVIDING COVERAGE IN A VARIETY OF REFLECTS

1. Natural Level: 4 Medium Brown/75-100% gray

ΓΟ ΜΟΙ ΑΤΙΟΝ ΕΧΑΜΡLE FOR COVERING GRAY:

Undertone at Level 6: Red/orange

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,n8A N or NN

%SZ-0S

%05-57

Vp to 25%

Ve10 fo %

% of Gray

in a variety of tonal reflects:

COVERAGE FAMILIES

undertone exposed at the target level.

WORKING WITH UNDERTONES

Yellow/Green

Blue/Green

J9loiV∖9ul8

Green

aula

J9IOIV

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4N4

ANZ

AN3

ΆNζ

AN8

AN6

ANO

APPLICATION

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Proportion of other shades

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WARMING FAMILIES: GB, NG, RO,

ВКОМИ СОРРЕК

Always refresh with Shades EQ.

Cream. Follow with Extreme CAT or Redken Chemistry

Pre-treat the hair with Redken PreArt and Hair Cleansing

Zones 2 and 3 for amazing condition and shine while maintaining

stress on hair

results and minimizes

color maximizes color

alkaline and acidic

The combination of

color formula on Zone J. Always use acidic Shades EQ color on

Alkaline color should only touch virgin hair. Use any alkaline

parts of the hair

besitienes teom

We care for the

ZONE 3: Overly porous hair that extends past the shoulders

Jinderstanding Zones will help you achieve pHenomenal,

Redken uses the term "Zones" to refer to different areas of the

integrity of even the

WE APPLY COLOR IN ZONES BASED ON PH SCIENCE BECAUSE:

ZONE 1: Regrowth or root area, approximately the first % inch of hair

<u>s əuoz</u>

∋mulov 04

30 volume

9mulov 02

amulov Of

condition of the hair

Each Zone accepts

even color results every time!

SINOZ NI AIdd

LACQUERS COLOR GELS

pased on the

hair strand.

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MIXING

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color differently

HAIR COLOR APPLICATION BEST PRACTICES

maximum respect for previously-colored hair.

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ITE STRESS ON HAIR

RAXIMIZE COLOR RESULTS.

СВЕАТЕ РНЕИОМЕИАL НАІРСОГОР.

THF REDKEN COLOR MANTR,

ЛАЯ ИАТ И МЯАW

SHOW OFF YOUR PROFESSIONAL SKILLS.

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ZONE 2: Mid-shaft area, begins where Zone 1 ends

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ΝΑΤURAL

^{αλ6} CLEAR	العطو contains R5 red dye 🔇 🔇 کhade contains Carmin'R red dye 🛞			Rubilane® copper dye	l znietnoz ebed2 🔕			30,1 WNI 1,03 1AginbiM						*Orange Bar Superior Coverage Family **All Carmin'R™ and R5 shades should be used alone or intermixed with any other R5 or Carmin'R shade. Mixing Carmin'R or R5 shades outside the range can cause unpredictable results.		
								Chocolate					91.2 nBA2 2001 Ebony			2 DARKEST BROWN 2
				3RB 3.65				3NW 3.03 Cocoa Bean		ZN 3.0 Espresso	Double Espresso					3 Векоми 3
04VR0 4.205 Violet Rose	4RV 4.62	488 4.66			Clove	4MC 4.33	4NG 4.3	50.4 WN∔ 9Iq6M		4N 4.0 Chicory	4NN 4.00 Sbruot 4.00	10.4 AN4 Form Cloud	4ABn 4.19 Dark Roast		46N 4.07	иеріли вкоми 4
	SRV 5.62 €80 5.62		5RO 5.64	29.2 992 SinezneM	Brownstone		5NG 5.3 5NG 5.3	5NW 5.03 MM 5.03	SGB 5.31 Truffle	0.2 N2 JunieW	SUN 5.00 Café Mocha	SMOKE SNA 5.01		r.a aAa tıqpiliwT		гіент вкоми 5
06VRo 6.205 Mauve Rose		93.6 688 6.66 В1а2е	6RO 6.64		6CB 6.45	Mgudo eMc e [.] 22	6ИG 6.3 51. Тгореz	8رandy 8رandy		6.0 6.0 6 Nð	6NN 6.00 Chocolate Mousse	ro.a Ana 91ingiy	6LBn 6.19 8rown Smoke		20.9 ND9	D ¥&K BГОИDE 9
		אר 7.66 פאפ 7.66	780 7.64 ⊘ Marigold				7NG 7.3 Saffron	۲۹۵ ۲.03 ۲۹۳ ۲.03 ۲۹۹	7GB 7.31 Butterscotch	0.7 N7 0.7 N7	ZNN 7.00 Cocoa Powder	ro.7 ANT Y93W99	SEIGAHS NBN ABN	I.X 8AT		мерілм вгоире Д
Rose Guartz						8 WG 8.33 Golden Apricot	8NG 8.3	80W 8.03 5afari		0.8 N8 9vs[0M	8NN 8.00 Crème Brulee	ro.8 AN8 Joinsolov		1.8 8A8 Stardust	70.8 ND8	гіент вгоире 8
8026 09780 9.205								50.9 WN9 50.8 WN9	968 9.31 Magazina	0.9 N9 Jisı Lafé		ro.e Ane tziM				леву Light Blonde 9
							10ΝϾ 10 [.] 3	ΣΟ.ΟΓ WNOΓ ΦΟΥΡΕΙΟΝΟΙ ΣΟΟΓΟΙΟΙΟΙΟΙΟΙΟΙΟΙΟΙΟΙΟΙΟΙΟΙΟΙΟΙΟΙΟΙΟΙΟΙ		10N 10.0 Crème Latté		ro.or Anor nəəuQ won2			c	OГ ULTRA PALE BLONDE
	ИО ВАСКЕВОЛИР СОГОВ							то теи вескевоυиг					ір согов	ооралования с		DEPOSIT LEVEL OF
ΛΙΟΓΕΤ ΒΟΖΕ	RED VIOLET	KED KED	RED ORANGE	К∩В∖ ВКОМИ∗	СОРРЕЯ ВКОЖИ*	МАЯМ GOLD*	ΝΑΤΟΚΑΓ ΘΟΓD	*МЯА₩ ЈАЯ∪ТАИ	GOLD BEIGE	*ЈАЯЛТАИ	*ЈАЯUТАИ ЈАЯUТАИ	Н2А ЈАЯОТАИ	*NWOAB H2A	ASH BLUE	ВВЕЕИ ИРТ ИВАL	
ΛΙΟΓΕΤ/ΒΟΖΕ	RED/VIOLET	BED/BED	RED/ORANGE	ΒΕD/ΛΙΟΓΕΤ	ОВАИGE		GOLD	ΝΑΤΟβΑΓ ΓΕΛΕΓ	COLD/BEIGE	BLUE/VIOLET	ΒΓ ΩΕ\ΛΙΟΓΕΤ	СОВВЕСТІЛЕ ТОИЕ	ВГЛЕ\ЬЕ∀ВГ	BLUE	леггом/өвееи	

соог

COLOR COLOR

for superior gray coverage

for Covering Gray Hair" section

Refer to the "Guidelines

BEDKEN

Color Extend Magnetics. Condition with Color Extend Magnetics.

Process according to Mixing and Processing chart after wrapping

reduce timing or use a diluted formula. Strand test for proper deposit.

temperature for up to 20 minutes. If Zone 3 (porous ends) is present,

Start the processing time after the Zone 1 application is complete.

& Processing chart. Rinse, shampoo and condition with Color Extend/ Take 1/4" (0.5 cm) partings for even saturation. Process according to Mixing

For all on-scalp applications, start with dry hair and divide into 4 sections.

Do not use heat

OFF-SCALP/ HEAT OPTION

NOIHSA

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

Apply selected formula with a higher volume of **Pro-oxide** Cream Developer to Zone 2 (the mid-shaft).

Formulate Shades EQ to match Zone I result. Process at room

Apply selected formula to Zone I (the regrowth).

Zone 1 Formula: 2 oz. 50 Walnut Color Gels Lacquers +

Zone 2 Formula: 2 oz. 5N Walnut Color Gels Lacquers +

TRADITIONAL VIRGIN APPLICATION EXAMPLE:

2 oz. 20 vol. **Pro-oxide** Cream Developer

2 oz. 30 vol. **Pro-oxide** Cream Developer

the last foil. Rinse and shampoo with Hair Cleansing Cream or

For weave or highlighting applications, start with dry hair.

974-3CALP

TO REFRESH ZONES 2 AND 3

ΝΟΙΤΑϽΙΔ94 ΗΣΟΟΤ39

Color Extend Magnetics.

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91AJ2-N0

Maximum Lift

Additional Lift

Gray Coverage

Standard Lift/

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+Σ

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VCONE SELS COLOR