

REDKEN  
5TH AVENUE NYC

SHADE CHART  
INTRODUCING REDKEN'S COOLEST COVERAGE FAMILY  
NEW NATURAL ASH BROWN  
WITH SHADES EQ MATCH FOR EASY REFRESH



**STARTING LEVEL:**  
Natural Level 4 with existing level 7 highlights

**FORMULA 1:**  
2 oz. (60ml) Cover Fusion 4N4B  
2 oz. (60ml) 20 Volume Pro-Oxide Cream Developer

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

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



**FORMULA 1 (ZONE 1):**  
2 oz. (60ml) Color Gels Lacquers 4ABn Dark Roast  
2 oz. (60ml) 10 Volume Pro-Oxide Cream Developer

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

**HIGHLIGHT FORMULA 1:**  
Natural level 3 with existing level 6 highlights and unwanted warmth

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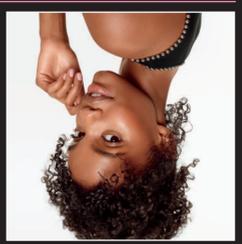
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CHOCOLATE  
MELT



COFFEE  
MOCHA

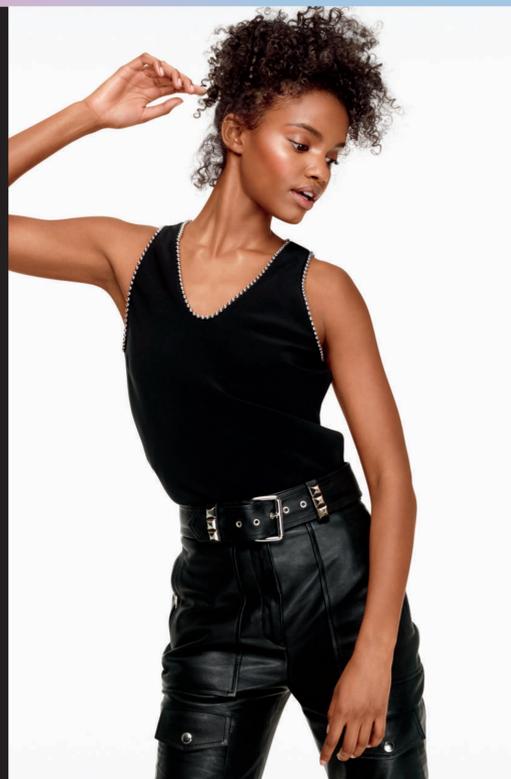
# INTRODUCING REDKEN'S COOLEST COVERAGE FAMILY

WITH SHADES EQ MATCH FOR EASY REFRESH

The new Natural Ash Brown shades contain a Blue / Pearl (39) reflect for the coolest coverage result. They are designed to provide ultra-cool results that last until your client's. The **Cover Fusion** Natural Ash Brown family features a 1:1 match with the **Shades EQ Gloss** Ash Brown family for easy refresh on Zones 2-3.



3 NEW SHADES  
NABn = NATURAL ASH BROWN  
BLUE / PEARL REFLECT



## 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
- Do not use metal utensils.
- 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**
- Clean an area the size of a quarter in the bend of your client's elbow with soap and water.
  - Pat dry.
  - Using a plastic utensil, mix ½ oz. (15 ml) of **Shades EQ** and ½ oz. (15 ml) of **Shades EQ Processing Solution** (the ratio should be 1 part haircolor to 1 part developer) in a plastic or glass container. Tightly recap the haircolor 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 test area 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**  
**Shades EQ** 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 see how the hair will accept color. If ends are very porous, use a diluted or lighter formula. Apply **Shades EQ** to a small section of hair and process according to directions.

- FULL STRENGTH**
- 1 cap (¼ oz./3.75 ml) selected shade
  - 1 cap (¼ oz./3.75 ml) **Shades EQ** Processing Solution
- MODERATE STRENGTH**
- 1 cap (¼ oz./3.75 ml) selected shade
  - 1 cap (¼ oz./3.75 ml) 000 Crystal Clear or 09 shade
  - 2 caps (½ oz./7.5 ml) **Shades EQ** Processing Solution

## ADDITIONAL REDKEN PRODUCTS

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



**PRE-ART**  
Ideal before any chemical service



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



**STYLING**  
Innovative collection creates any look from runway volume to flexible texture and finishes it with hold and shine.



**HAIRCARE**  
Scientifically advanced, benefit-driven products deliver smart solutions to hair's specific needs.

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

## COLOR FUSION

AMERICA'S FAVORITE ADVANCED PERFORMANCE COLOR CREAM

- Modern, permanent color cream delivers healthy-looking, multi-dimensional results
- Formulated with a 10-level modern system
- Use with **Pro-oxide** Cream Developer—10, 20, 30 and 40 volume

**COLOR BOND TECHNOLOGY**  
**Color Bond Technology** is our haircolor system, with proprietary dyes, that locks in color, repairs hair surface, perfects its shine, and protects vibrancy.



## COVER FUSION

UP TO 100% COVERAGE. NATURAL DIMENSION. BUILT-IN TONE.

- Up to 100% dimensional gray coverage with natural, modern reflects
- Pre-blended shades for hair with 50% or more gray
- 6 tonal families with coverage and tone in one step
- Low ammonia formula
- Use with 20 volume **Pro-oxide** Cream Developer

**REVITALAGE COLORBOND TECHNOLOGY**  
**Color Bond Technology** is our haircolor system, with proprietary dyes, that locks in color, repairs hair surface, perfects its shine, and protects vibrancy.



## SHADE CATEGORIES AND TONAL FAMILIES

- nb** **natural balance**  
Formulated to produce "natural balanced" results
- nf** **natural fashion**  
Create vibrant yet believable results, even on gray hair
- f** **fashion**  
For ultra-vibrant results on natural haircolor
- cf** **cool fashion**  
For long-wear color with depth and a cool background
- hf** **hi-fusion 2-in-1 tonal amplifier and highlighter**  
Use as an amplifier to boost intensity or create vibrant highlights
- cf** **cover fusion**  
100% coverage, low ammonia color cream for superior, naturally reflective coverage on hair that is over 50% gray
- el** **color fusion extra lift**  
Achieve up to 5 levels of lift with maximum control of warmth in a single process

## REDKEN HAIRCOLOR COLLECTION



**ALKALINE COLOR**

- CHROMATICS**  
Oil-powered, care obsessed. Zero ammonia, permanent haircolor.
- COLOR FUSION**  
Natural-looking, multi-dimensional results with condition and shine.
- COLOR GELS LACQUERS**  
Rich, saturated results with exceptional gray coverage.
- REDKEN BREWS COLOR CAMO**  
5-minute custom gray camouflage.



**ACIDIC COLOR**

**SHADES EQ GLOSS & CREAM**  
The haircolor that thinks it's a conditioner.



**LIGHTENERS**

**BLONDING**  
The professional solution to all of your blonding needs.



# COLOR FUSION

## ADVANCED PERFORMANCE COLOR CREAM

	COOL FASHION*							NATURAL BALANCE				NATURAL FASHION								FASHION**									
	ASH ash	ASH violet	VIOLET ash	VIOLET violet	VIOLET gold	GOLD violet	BROWN red	RED brown	ASH green	ASH blue	ASH violet	NEUTRAL	GOLD beige	GOLD gold	GOLD orange	GOLD copper	GOLD red	BROWN copper	BROWN red	MOCHA red	MAHOGANY violet	COPPER	COPPER red	COPPER copper	RED	RED red	RED violet	VIOLET red	TITANIUM
	BLACK TO GRAY BACKGROUND COLOR							BLACK TO GRAY BACKGROUND COLOR				BROWN TO TAN BACKGROUND COLOR								NO BACKGROUND COLOR									
12** HIGH LIFT								12Ab				12N																	
10 LIGHTEST BLONDE							10Gv1	10Ab				10N	10Gb																
9 VERY LIGHT BLONDE	9Av							9Ag		9Av		9N	9Gb																
8 LIGHT BLONDE		8Va	8Vv					8Ag	8Ab			8N	8Gb			8Gr													8T
7 MEDIUM BLONDE	7Aa1							7Ag		7Av		7N	7Gb	7Gg	7Go	7Gc		7Bc					7Cr	7Cc	7R				7T
6 DARK BLONDE							6Br*	6Ag	6Ab			6N	6Gb	6Gg			6Bc			6Mr	6Mv	6C	6Cr	6R	6Rr	6Rv		6T	
5 LIGHTEST BROWN		5Va*						5Ag				5N	5Gb	5Gg	5Go	5Gc	5Gr	5Bc	5Br				5Cr	5Cc	5R	5Rv	5Vr	5T	
4 LIGHT BROWN							4Rb*	4Ag	4Ab			4N	4Gb				4Gr	4Bc	4Br	4Mr	4Mv	4C			4R	4Rr			
3 MEDIUM BROWN												3N	3Gb					3Br								3Rv	3Vr		
2 DARK BROWN												2N																	
1 BLACK								1Ab																					
HI-FUSION																													
CLEAR																													

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.

**Cool Fashion** shades can be intermixed with all **Color Fusion** shades including those containing **Carmin'R**, with the exception of shades containing **R5**.

⊙ Shade contains Rubilane® copper dye   ⊗ Shade contains R5 red dye   ⊕ Shade contains Carmin'R™ red

Swatches in Cover Fusion, natural balance, natural fashion, cool fashion and Hi-Fusion categories shown on white hair.

\*Contains C-LOCK Technology   \*\*Contains no background color

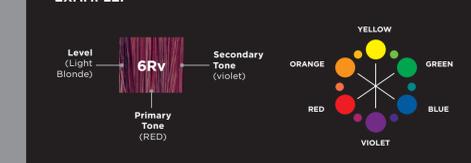
# EXTRA-LIFT

COLOR FUSION EXTRA LIFT**					
VIOLET	LIGHT NEUTRAL	BLUE	TITANIUM	MEDIUM NEUTRAL	GREEN
NO BACKGROUND COLOR					
EL-V1 Bases 7-10 Shown on Level 7	EL-LN Bases 6-10 Shown on Level 6	EL-B Bases 5-7 Shown on Level 5	EL-T Bases 3-5 Shown on Level 5	EL-MN Bases 1-5 Shown on Level 3	EL-G Bases 1-3 Shown on Level 3

# COVER FUSION

COVER FUSION									
NATURAL ASH brown	NATURAL ASH	NATURAL NATURAL	NATURAL GOLD beige	NATURAL GOLD iridescent	NATURAL GOLD	NATURAL GOLD copper	NATURAL BROWN copper	NATURAL COPPER red	NATURAL BROWN red
BROWN TO TAN BACKGROUND COLOR									
		9Nn	9Ng	9Ni	9N				
	8Na	8Nn				8Ng			
		7Nn	7Ng	7Ni	7N			7Ncr	
<b>NEW!</b>	6NAbn	6Na	6Nn			6Ng	6Nbc		6Nbr
		5Nn	5Ng	5Ni				5Ncr	
	4NAbn	4Na	4Nn					4Nbc	4Nbr
		3Nn							
	2NAbn	2Na							

### UNDERSTANDING THE LABEL



LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE
10	Lightest Blonde	Pale Yellow	Violet
9	Very Light Blonde	Yellow	Violet/Blue
8	Light Blonde	Yellow/Orange	Violet/Blue
7	Medium Blonde	Orange/Yellow	Blue/Violet
6	Dark Blonde	Orange	Blue
5	Lightest Brown	Red/Orange	Blue/Green
4	Light Brown	Red	Green
3	Medium Brown	Red/Violet	Yellow/Green
2	Dark Brown	Violet	
1	Black	Blue	

### 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. Brown-to-tan background helps ensure gray coverage and black-to-gray background helps to diminish warmth when lifting. Tone is the portion of the base that gives a shade its unique character undertones. Select a shade with a tonal value similar to the undertone exposed at the target level.

### 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, opposites neutralize. To enhance undertones, select a shade with a tonal value similar to the undertone exposed at the target level.

### 3. MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	PRO-OXIDE DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	OFF-SCALP/HEAT OPTION	SPECIAL INSTRUCTIONS
COLOR FUSION	Mix 1:1	10 volume	Up to 1	Minimal lift	35-45	No heat	For modern, multi-dimensional gray coverage, formulate with the N or Gb families. For superior gray coverage on 50% or more gray hair, formulate with Cover Fusion
		20 volume	Up to 2	Standard lift/gray coverage			
		30 volume	Up to 3	Additional lift			
		40 volume	3+	Maximum lift			
COLOR FUSION EXTRA LIFT	Mix 1:2	Violet, Light Neutral and Blue: 40 volume Pro-oxide Titanium: 30 or 40 volume Pro-oxide Medium Neutral and Green: 20 or 30 volume Pro-oxide	Up to 5	Extra lift for all levels	35-45	Warm heat for up to 15 minutes, then cool for 5 minutes at room temperature	Color Fusion Extra Lift shades are only intermixable with each other. Violet is for starting levels 7-10 Light Neutral is for starting levels 6-10 Blue is for starting levels 5-7 Titanium is for starting levels 3-5 Medium Neutral is for starting levels 1-5 Green is for starting levels 1-3
COVER FUSION	Mix 1:1	20 volume	Up to 2	50-100% superior gray coverage	35 (up to 45 for more resistant hair)	No heat	Use only with 20 volume Pro-oxide Cream Developer

### COLOR FUSION LEVEL SYSTEM

The hair's natural hair color level is the starting point in formulation. Color Fusion is based on an American 10 level system, which means there are more increments of lighter brown shades between levels 2 and 6, allowing for more color formulation options at levels 3, 4 and 5.

### FORMULATION GUIDELINES

- Determine your client's natural hair color level using the Color Fusion natural level finder tool found in the swatch book. Remember to consider percentage of gray (use the gray percentage finder found in the swatch book), 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 Color Fusion shade to enhance, balance or counteract undertones and volume of developer needed to achieve the target color.

**FORMULATION EXAMPLE FOR LIFTING NATURAL PIGMENT:**

- Natural Level: 4 Light Brown, 0% gray
- Target Color: Level 6 Bright, vibrant red
- Undertone at Level 6: Orange
- Formula: 2 oz. 6Rr Color Fusion + 2 oz. 20 vol. Pro-oxide Cream Developer

**GUIDELINES FOR COVERING GRAY HAIR**

For the best, natural, tonal results when using Natural Balance, Natural Fashion or Fashion shades, formulate with the NEUTRAL (N) or GOLD/beige (Gb) shades in these proportions:

% of Gray	COLOR FUSION		COVER FUSION
	N or Gb	Proportion of other shades	Pure Shade
Up to 25%	½ oz.	1½ oz.	Not recommended
25-50%	1 oz.	1 oz.	Not recommended
50-75%	1½ oz.	½ oz.	2 oz.
75-100%	1¾ oz.	¼ oz.	2 oz.

For superior gray coverage on 50% or more gray hair, use **Cover Fusion**.

**COLOR FUSION FORMULATION EXAMPLE FOR COVERING GRAY:**

- Natural Level: 4 Light Brown/25-50% gray
- Target Color: Level 6 Dark Blonde with soft golden tones
- Undertone at Level 6: Orange
- Formula: 2 oz. 6Gb Color Fusion + 2 oz. 20 vol. Pro-oxide Cream Developer

**COVER FUSION FORMULATION EXAMPLE:**

- Natural Level: 4 Light Brown, 75% gray
- Target Color: Level 6 Dark Blonde with natural, cool tones
- Undertone at Level 6: Orange
- Formula: 2 oz. 6Na Cover Fusion + 2 oz. 20 vol. Pro-oxide Cream Developer

### 2. FORMULATION

### 4. APPLICATION

### THE REDKEN COLOR MANTRA

SHOW OFF YOUR PROFESSIONAL SKILLS. CREATE PHENOMENAL HAIRCOLOR.

APPLY IN ZONES. MAXIMIZE COLOR RESULTS. MINIMIZE STRESS ON HAIR.

Redken uses the term "Zones" to refer to different areas of the hair strand. Understanding Zones will help you achieve phenomenal, even color results every time!

**ZONE 1:** Regrowth or root area, approximately the first 1/2 inch of hair

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

**ZONE 3:** Overly porous hair that extends past the shoulders (not all hair has a Zone 3)

**WE APPLY COLOR IN ZONES BASED ON pH SCIENCE BECAUSE:**

Each Zone accepts color differently based on the condition of the hair

We care for the integrity of even the most sensitized parts of the hair

The combination of alkaline and acidic color maximizes color results and minimizes stress on hair

Alkaline color should only touch virgin hair. Use any alkaline color formula on Zone 1. Always use acidic Shades EQ color on Zones 2 and 3 for amazing condition and shine while maintaining maximum respect for previously-colored hair.

### HAIR COLOR APPLICATION BEST PRACTICES

- Pre-treat the hair with Redken Pre Art 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 1/4" diagonal partings.
- Use the opposite diagonal to cross-check and ensure proper application.
- Use a timer to ensure accurate timing. Do not over or under process.
- Always refresh with Shades EQ.

