

# SHADES EQ

## EQUALIZING CONDITIONING COLOR GLOSS



LEVEL OF DEPOSIT	TONE	BLACK TO GRAY BACKGROUND COLOR										BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR									
		Silver/Blue	Green/Yellow	Blue	Blue/Violet	Blue/Violet	Blue/Violet	Blue/Violet	Red/Violet	Gold	Gold/Violet	Gold/Mauve	Yellow	Yellow/Yellow	Yellow/Orange	Orange	Orange/Red	Red/Orange	Red	Orange/Orange	Copper/Red	Red	Red/Red	Red/Violet	Violet Rose	Violet	Violet Violet				
10 ULTRA PALE BLONDE		NEW! 010N Delicate Natural																				NEW! 010VV Lavender Ice									
9 VERY LIGHT BLONDE		09S1 Chrome	09B Sterling	09NA Mist	09P Opal Glow	09N Café au Lait	09NB Irish Crème	09NW Cream Soda	09GI Hamptons	09GB Butter Cream	09G Vanilla Crème					09AA Papaya	09RB Blush							09VRO Rosé	09V Platinum Ice						
8 LIGHT BLONDE		08S1 Silver	08GN Ivy	08VB Violet Frost	08NA Volcanic	08N Mojave			08GI St. Barths			08GG Gold Dip	08WS Golden Apricot	08C Cayenne			08CB Sunrise							08VRO Rose Quartz	08V Iridescent Quartz						
7 MEDIUM BLONDE		07S1 Steel		07VB Violet Star	07NA Pewter	07P Mother of Pearl	07N Mirage	07NB Chestnut	07NW Milk Tea			07GB Butterscotch	07G Saffron			07C Curry	07CB Spicestone	07CC Urban Fever			07RR Flame			07VRO Crushed Amethyst	07V Crushed Amethyst						
6 DARK BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.	06S1 Iron	06GN Moss	06VB Violet Lagoon	06NA Granite	06N Moroccan Sand	06NB Brandy		06GI Tenerife	06GB Toffee	06G St. Tropez	06GG Midas Touch	06WG Mango			06A Bonfire	06CB Amber Glaze	06RB Cherry Cola			06RR Blaze			06VRO Mauve Rose	06V Mauve Rose						
5 LIGHT BROWN				05NA Smoke		05N Walnut		05NW Macchiato			05G Caramel				05C Chili	05CB Brownstone	05RB Manzanita	05CC Electric Shock			05RV Sangria			05V Cosmic Violet	05V Cosmic Violet						
4 MEDIUM BROWN				04NA Storm Cloud		04N Chicory	04NB Maple					04WG Sun Tea				04CB Clove					04RV Cabernet	04VRO Violet Rose	04V Violet Rose								
3 DARK BROWN	01 and 03 shades contain the greatest amount of pigment and deepest deposit.					03N Espresso	03NB Mocha Java	03NW Cocoa Bean								03A Terra Cotta	03RB Mahogany					03RV Merlot	03V Orchid	03V Orchid							
1 BLACK				01B Onyx																											
PASTELS/KICKERS/CLEAR		000 Crystal Clear	Pastel Silver Green	Pastel Aqua Blue											Pastel Peach						Pastel Pink										
KICKERS															Orange Kicker						Red Kicker										
CLEAR																															

### 1. TECHNICAL INFORMATION

#### UNDERSTANDING THE LABEL

**EXAMPLE:** 06CR

Level or Depth: 06  
No Lift  
Family (Copper Red)  
Shade Name: Sunset

#### 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.

#### 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.

#### TRADITIONAL LEVEL SYSTEM (SHADES EQ)

LEVEL	DESCRIPTION	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	

### 3. MIXING & PROCESSING

MIXING RATIO COLOR : DEVELOPER	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
Mix 1:1	Shades EQ Processing Solution or Processing Solution for Precision Application	None	Gloss, Refresh, Correct	20	Use only with Shades EQ Processing Solution or Processing Solution for Precision Application

**FOR RESISTANT HAIR OR MORE VIBRANT RESULTS:**  
Process for 15 minutes with plastic cap under a pre-heated warm dryer. Remove cap and cool for 5 minutes at room temperature.

**FOR RESISTANT GRAY:**  
Process for 15 minutes with plastic cap under a pre-heated warm dryer. Remove cap and cool for 5 minutes at room temperature.

**FOR A SHEER COLOR RESULT:**  
Process for 20 minutes at room temperature with a diluted formula. When less color deposit is desired, use 000 Crystal Clear Shades EQ. When lighter color deposit is desired, use 09 or 010 shades.

### 2. FORMULATION

#### FORMULATION GUIDELINES

- Determine your client's natural hair color level using the Shades EQ Neutral Brown/Blonde (NB) family swatches found in the swatch book. Remember to consider percentage of gray, hair texture, condition and hair density.
- Determine the target color desired by your client.
- Select the Shades EQ shade to enhance, balance or cool to achieve the target color.

#### FORMULATION EXAMPLE:

- Natural Level: 5 light brown/0% gray
- Target Color: Light golden brunette
- Formula: 2 oz. 05G Caramel Shades EQ + 2 oz. Shades EQ Processing Solution

Redken recommends that no more than 1/2 oz. of Color Kickers be added to any Shades EQ formula: 1 1/2 oz. Shades EQ, 1/2 oz. Color Kicker, 2 oz. Shades EQ Processing Solution or Processing Solution for Precision Application.

#### SWATCHES

All swatches are full-strength formulas on pre-lightened (to pale yellow) hair. Shades EQ results will vary based on the level of hair to which it is applied. Follow the chart below to see how Shades EQ Color Gloss will color different levels of hair.

	STARTING LEVEL	06AA BONFIRE
PRE-LIGHTENED		
MEDIUM		
DARK		

#### GUIDELINES FOR GRAY HAIR

Shades EQ will effectively blend and color gray hair. Using an NB shade in your formula creates a balance of dyes for optimum results on gray hair. The percentage of gray hair equals the percentage of NB in the formulation.

% OF GRAY	NB	OTHER COLOR GLOSS
Up to 25%	1/2 oz.	1 1/2 oz.
25-50%	1 oz.	1 oz.
50-75%	1 1/2 oz.	1/2 oz.
75-100%	1 3/4 oz.	1/4 oz.

#### DILUTION SOLUTION

Shades EQ can be diluted with 000 Crystal Clear or an 09 or 010 shade to lessen or lighten the tone of any Shades EQ formula. (If less color deposit is required, use 000 Crystal Clear; for lighter deposit, use an 09 or 010 shade.) Use the following chart to customize the formula:

FORMULA	01-03	04-06	07-010	PROPORTIONS
Maximum dilution				• 1/2 oz. Color Gloss • 1 1/2 oz. 000 Crystal Clear or an 09 or 010 shade • 2 oz. Shades EQ Processing Solution or Processing Solution for Precision Application
Moderate dilution				• 1 oz. Color Gloss • 1 oz. 000 Crystal Clear or an 09 or 010 shade • 2 oz. Shades EQ Processing Solution or Processing Solution for Precision Application
Minimal dilution				• 1 1/2 oz. Color Gloss • 1/2 oz. 000 Crystal Clear or an 09 or 010 shade • 2 oz. Shades EQ Processing Solution or Processing Solution for Precision Application
Full Strength				• 2 oz. Color Gloss • 2 oz. Shades EQ Processing Solution or Processing Solution for Precision 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

**ON-SCALP**  
For all on-scalp applications, start with dry hair and divide into 4 sections. Take 1/4" (0.5 cm) partings for even saturation. Process according to Mixing and Processing chart. Rinse, shampoo and condition with Color Extend Magnetics.

**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 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.

### 4. APPLICATION

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. Always use with pH-Bonder to help protect hair's integrity.