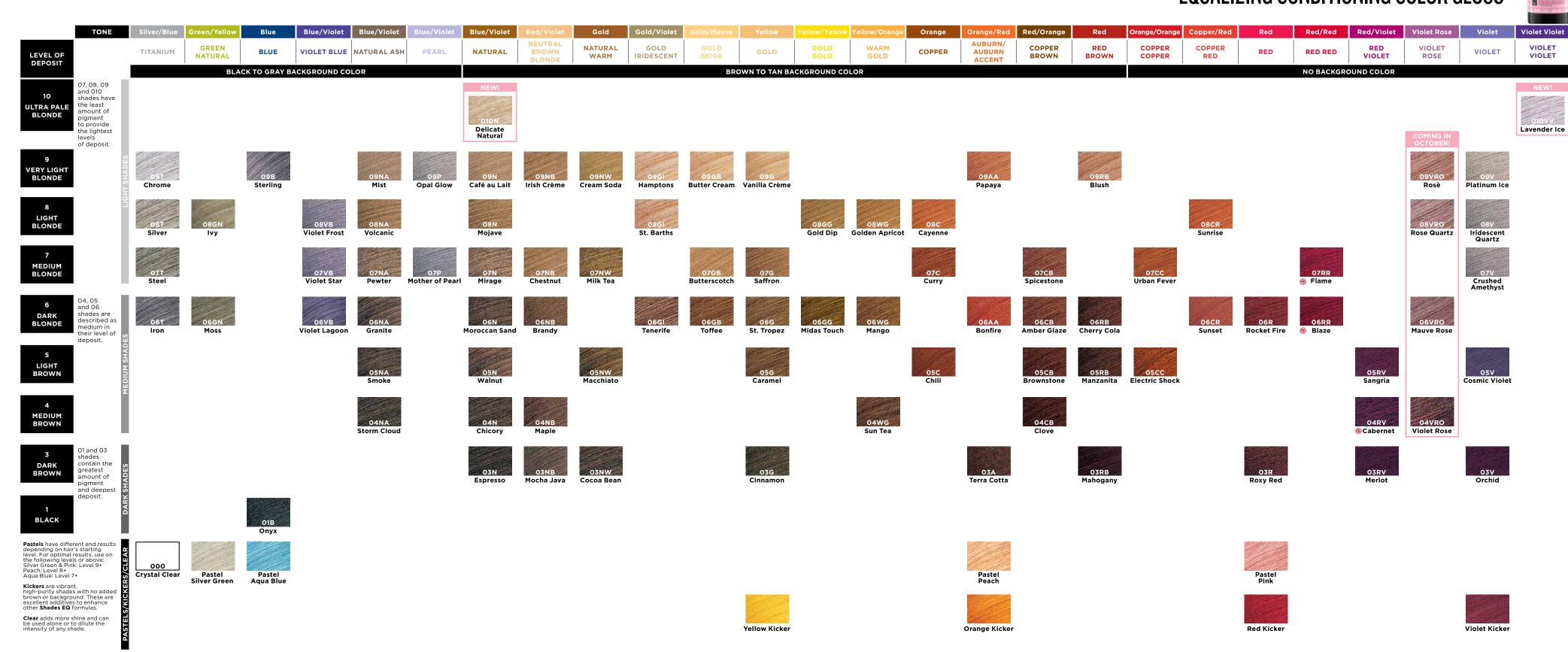
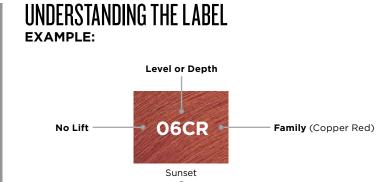
# **EQUALIZING CONDITIONING COLOR GLOSS**



Shade contains R5 red dye

REDKEN



**Shade Name** 

# 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.

#### 10 Very Light Blonde Yellow Light Blonde Yellow/Orange Medium Blonde Orange Dark Blonde Red/Orange Light Brown Red Red/Violet Medium Brown Violet 3 Dark Brown Darkest Brown Blue/Violet Black

ORANGE

TRADITIONAL LEVEL SYSTEM (SHADES EQ)

Ultra Pale Blonde

# FORMULATION GUIDELINES

- 1. 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.
- 2. Determine the target color desired by your client.
- 3. Select the **Shades EQ** shade to enhance, balance or cool to achieve the target color.

#### **FORMULATION EXAMPLE:**

- 1. Natural Level: 5 light brown/0% gray 2. Target Color: Light golden brunette
- 3. Formula: 2 oz. 05G Caramel **Shades EQ** + 2 oz. **Shades EQ** Processing Solution
- Redken recommends that no more than  $\frac{1}{2}$  oz. of **Color Kickers** be added to any **Shades EQ** formula: 1½ oz. **Shades EQ**,

#### ½ 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  1½ oz.  1 oz.	
Up to 25%	½ oz.		
25-50%	1 oz.		
50-75%	1½ oz.	½ oz.	
75-100%	1 ¾ oz.	½ oz.	

**YELLOW** 

VIOLET

Pale Yellow

Violet

Violet

Blue

Green

Blue/Violet

Blue/Green

Yellow/Green

# **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				<ul> <li>½ oz. Color Gloss</li> <li>1½ oz. 000 Crystal Clear or an 09 or 010 shade</li> <li>2 oz. Shades EQ Processing Solution or Processing Solution for Precision Application</li> </ul>
Moderate dilution				<ul> <li>1 oz. Color Gloss</li> <li>1 oz. 000 Crystal Clear or an 09 or 010 shade</li> <li>2 oz. Shades EQ Processing Solution or Processing Solution for Precision Application</li> </ul>
Minimal dilution				<ul> <li>1½ oz. Color Gloss</li> <li>½ oz. 000 Crystal Clear or an 09 or 010 shade</li> <li>2 oz. Shades EQ Processing Solution or Processing Solution for Precision Application</li> </ul>
Full Strength				2 oz. Color Gloss     2 oz. 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.

## 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 ½ 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. Always use with **pH-Bonder** to help protect hair's integrity.







#### ON-SCALP

For all on-scalp applications, start with dry hair and divide into 4 sections. Take  $\frac{1}{4}$ " (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.
- 4. Use a timer to ensure accurate timing. Do not over or under process. 5. Always refresh with **Shades EQ.**