METALLIC BLUR

NATURAL LEVEL 4,
MEDIUM BROWN

BASE FORMULA (OPTIONAL)
- 2 oz. 5NW (5.03) **Chromatics**
- 2 oz. 20 vol. **Chromatics** Oil in Cream Developer

HIGHLIGHT FORMULA
- 2 scoops **Flash Lift** Maximum Power Lightening Powder
- 2 oz. 30 vol. **Pro-oxide** Cream Developer

BLUR FORMULA 1
- 2 oz. 06GI Tenerife **Shades EQ Gloss**
- 2 oz. **Shades EQ** Processing Solution

BLUR FORMULA 2
- 1 oz. 08WG Golden Apricot **Shades EQ Gloss**
- 1 oz. Clear **Shades EQ Gloss**
- 2 oz. **Shades EQ** Processing Solution

GLAZE FORMULA
- 1 ½ oz. 09Gi Hamptons **Shades EQ Gloss**
- ½ oz. Clear **Shades EQ Gloss**
- 2 oz. **Shades EQ** Processing Solution

PASTEL BLUR

NATURAL LEVEL 7,
MEDIUM BLONDE WITH HIGHLIGHTS

PRE-LIGHTEN
ZONE 1 FORMULA
- 2 scoops **Flash Lift** Maximum Power Lightening Powder
- 2 oz. 20 vol. **Pro-oxide** Cream Developer

ZONE 2 FORMULA
- 2 scoops **Flash Lift** Maximum Power Lightening Powder
- 2 oz. 30 vol. **Pro-oxide** Cream Developer

GLAZE FORMULA-TONE
(optional step to even out levels of hair after prelightening)
- 2 oz. 09N Cafe Au Lait **Shades EQ Gloss**
- 2 oz. **Shades EQ** Processing Solution

BLUR FORMULA 1
- 2 oz. 09V Platinum Ice **Shades EQ Gloss**
- 2 oz. **Shades EQ** Processing Solution

BLUR FORMULA 2
- 1 ½ oz. 09RB Blush **Shades EQ Gloss**
- ½ oz. 09AA Papaya **Shades EQ Gloss**
- 2 oz. **Shades EQ** Processing Solution
(Option to add Crystal Clear to dilute)

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#SPREADTHEBLUR

REDKEN
5TH AVENUE NYC

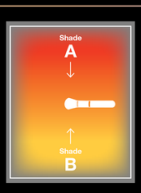
NEW
CHROMATICS REMIXED
COLOR CONTROL SERIES. ZERO AMMONIA.

Mix these pure tones with any **Chromatics** shade to create customized color effects.
- Cool down color by controlling warmth and undertones
- Adjust tone and reflect
- Perfect for color correction services, cool highlights and special effects
- Intermixable with all **Chromatics** shades

NEW V Violet
Diminishes yellow undertones in the hair. Mix with cooling shades for additional control or an N shade for customized control. When mixed with an Rv or Vr shade, it adds additional intensity.

NEW B Blue
Neutralizes orange undertones in the hair. Mixes best with Ab and Aa shades for ultimate control. Add to N shades for subtle shifts in tone.

NEW G Green
Neutralizes red undertones in the hair. Added to Ag shades, provides additional neutralization. When added to N shades, contributes slight cooling effects.



NEW BLUR

Introducing **Blur**, a new fashion haircolor technique **created by Redken Artists.** Use the professional Blur Brush to create **blurred color** with **multi-tonal results** and **incredible dimension**.

Discover the Blur, technique at Redken.com, then share your looks at #SpreadTheBlur.

CHROMATICS — ODS² + PROTEIN EXTRACT TECHNOLOGY

- **ZERO AMMONIA, ZERO ODOR**
- **4D COLOR RESULTS**
- **UP TO 100% GRAY COVERAGE**

ODS² (Oil Delivery System) is a breakthrough Zero Ammonia carrier system that revolutionizes the way active ingredients are delivered to the hair strand:
- The cuticle is enveloped in a layer of protective oil-based formula, allowing for active ingredients to be propelled into the cortex.
- **Hair is 2X fortified***, with multi-dimensional color and stunning shine.

1. SURROUND

A mixture of **DYES**, **OIL** and **PROTEIN EXTRACTS** surrounds hair's cuticle

2. PROPEL

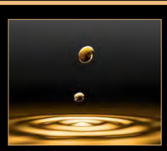
ODS² propels **DYES** and **PROTEIN EXTRACTS** into the cortex

3. 2X FORTIFIED*

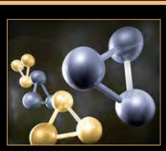
The hair strand is **2X FORTIFIED*** and infused with **MULTI-DIMENSIONAL COLOR**

CHROMATICS BEYOND COVER — ODS² + PROTEIN EXTRACT & ARGAN TECHNOLOGY

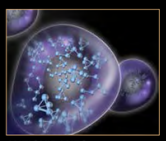
- **ODS² + Protein Extract and Argan Technology** leaves hair **2X fortified* and 2X smoother****
- **Pre-blended shades for 75% or more gray**
- **100% gray coverage** with fashionable true-to-tone color
- **Zero Ammonia, Zero Odor** technology for the ultimate in client comfort
- Advanced formula enriched with **argan oil, ceramides, antioxidants and protein extracts**



ARGAN OIL



CERAMIDES + PROTEIN EXTRACTS



ANTIOXIDANTS ACAI + VITAMIN E

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** 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 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** 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.

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

REDKEN FOR MEN
High-performance groomers including haircare, styling and the industry's first professional haircolor for men to create effortless styles.

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.

NEW 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.
- Revolutionary **ODS² (Oil Delivery System) + Protein Extract Technology** leaves hair 2X fortified*
- Advanced zero ammonia, zero odor formula offers the ultimate in comfort for stylists and clients
- Up to 100% gray coverage
- 4D color results for ultimate gray coverage, multi-dimensional reflect, radiant shine and lasting vibrancy
- Over 75 stunning shades for unlimited color possibilities

COLOR FUSION
Advanced Performance Color Cream
- 100% oxidative dyes deliver healthy-looking, multi-dimensional permanent haircolor results
- Use to lighten, darken, match natural color or cover gray
- **Colorbond Technology™** locks in and protects color with intense conditioning and radiant shine
- Also includes **Cover Fusion Low Ammonia 100% Coverage Color Cream** for superior, naturally reflective coverage on hair that's over 50% gray
- Over 100 shades in 6 categories, including **Cover Fusion** and **Color Fusion Extra Lift**

SHADES EQ
Equalizing Conditioning Color
- *1 ammonia-free, long-lasting, acidic, liquid demi-permanent haircolor***
- Use to glaze, refresh, correct and blend gray
- Features acidic pH and wheat amino acids for healthy, shiny color with incredible conditioning
- Also includes **Shades EQ Cream** for superior gray blending with no-lift, no-ammonia acid pH technology and **Shades EQ Cover Plus** for up to 75% gray coverage with demi-permanent results
- Over 95 shades, including **Shades EQ Cream** and **Shades EQ Cover Plus**

COLOR GELS
Permanent Conditioning Haircolor
- Select Dye System contains 100% oxidative, UV-stable, long-lasting dyes, permanent liquid color resistant to fading
- Use for excellent gray coverage
- Contains protective wheat proteins and smoothing avocado oil
- Over 50 shades in 13 tonal families, plus **Clear** and **Fashion Gels**

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

CHROMATICS REMIXED
- Pure tones to create custom color effects including controlling warmth and undertones plus color correction

*Fortifies the cuticle for 2X less breakage when using CHROMATICS Permanent Haircolor System with 20 volume 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
***BeHealthyHair.com Stylist Choice Award Winner

CHROMATICS
PRISMATIC PERMANENT COLOR. ZERO AMMONIA.

BEYOND COVER CHROMATICS
AGE-DEFYING PERMANENT COLOR

DESCRIPTION & LEVEL OF DEPOSIT	NATURAL	ADJUSTING COOLS			COOL BROWNS & BEIGES				REDS & VIOLETS					COPPERS			GOLDS			WARM BROWNS & BEIGES				NATURAL WARM
	NATURAL	ASH/ ash	ASH/ blue	ASH/ violet	ASH/ green	ASH/ gold	IRIDESCENT/ gold	VIOLET/ brown	BROWN/ red	VIOLET/ violet	VIOLET/ red	RED/ violet	RED/ red	RED	COPPER	COPPER/ gold	COPPER/ red	GOLD	GOLD/ copper	GOLD/ red	GOLD/ beige	GOLD/ iridescent	GOLD/ mocha	BROWN/ copper	NATURAL WARM
10 ULTRA PALE BLONDE	10N 10		10Ab 10.12				10Ig 10.23											10G 10.3		10Gr 10.36	10Gb 10.31				10NW 10.03
9 VERY LIGHT BLONDE	9N 9		9Ab 9.1			9Ago 9.13									9C 9.4			9G 9.3	9Gc 9.34			9Gi 9.32			9NW 9.03
8 LIGHT BLONDE	8N 8	8Aa 8.11		8Av 8.12	8Ag 8.17		8Ig 8.23									8Cg 8.43		8G 8.3		8Gr 8.36	8Gb 8.31				8NW 8.03
7 MEDIUM BLONDE	7N 7		7Ab 7.1			7Ago 7.13									7C 7.4		7Cr 7.46		7Gc 7.34			7Gi 7.32			7NW 7.03
6 DARK BLONDE	6N 6	6Aa 6.11			6Ag 6.17		6Ig 6.23				6Vr 6.26		6Rr 6.66	6R 6.6		6Cg 6.43		6G 6.3		6Gr 6.36	6Gb 6.31		6Gm 6.35	6Bc 6.54	6NW 6.03
5 LIGHT BROWN	5N 5		5Ab 5.1			5Ago 5.13	5Ig 5.23	5Vb 5.25	5Br 5.56	5Vv 5.22		5Rv 5.62			5C 5.4		5Cr 5.46					5Gi 5.32			5NW 5.03
4 MEDIUM BROWN	4N 4				4Ag 4.17						4Vr 4.26		4Rr 4.66	4R 4.6				4G 4.3			4Gb 4.31		4Gm 4.35	4Bc 4.54	4NW 4.03
3 DARK BROWN	3N 3							3Vb 3.25	3Br 3.56	3Vv 3.22															3NW 3.03
2 DARKEST BROWN	2N 2																								2NW 2.03
1 BLACK			1Ab 1.1																						

DESCRIPTION & LEVEL OF DEPOSIT	COOL BROWNS & BEIGES				COPPERS	WARM BROWNS & BEIGES				NATURAL WARM
	ASH/ gold	IRIDESCENT/ gold	BROWN/ violet	BROWN/ red	COPPER/ red	GOLD/ beige	GOLD/ iridescent	BROWN/ copper	NATURAL WARM	
10 ULTRA PALE BLONDE	10Ago 10.13						10Gi 10.32			
9 VERY LIGHT BLONDE						9Gb 9.31			9NW 9.03	
8 LIGHT BLONDE	8Ago 8.13						8Gi 8.32			
7 MEDIUM BLONDE		7Ig 7.23			7Cr 7.46	7Gb 7.31			7NW 7.03	
6 DARK BLONDE			6Bv 6.52	6Br 6.56			6Gi 6.32			
5 LIGHT BROWN		5Ig 5.23			5Cr 5.46	5Gb 5.31		5Bc 5.54	5NW 5.03	
4 MEDIUM BROWN			4Bv 4.52	4Br 4.56						

CLEAR — **CHROMATICS CLEAR**
Clear is the colorless version of **Chromatics** It may be used alone to lift without deposit or to dilute or ous tomize a shade.

Shade contains Rubilane® copper dye
Shade contains R5 red dye

REMIXED CHROMATICS
COLOR CONTROL SERIES. ZERO AMMONIA.

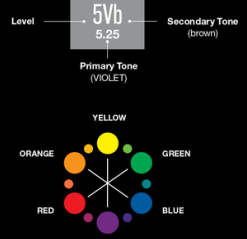
NEW **VIOLET** · NEW **BLUE** · NEW **GREEN**

Mix with any **Chromatics** shade in a 1:7 ratio for best results.

1. TECHNICAL INFORMATION

UNDERSTANDING THE LABEL

EXAMPLE:



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.

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.

CHROMATICS TRADITIONAL LEVEL SYSTEM CHART

LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE TONE
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	

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.

2. FORMULATION

FORMULATION GUIDELINES

1. Determine your client's natural hair color level. Remember to consider percentage of gray, hair texture, condition, and hair density
2. Determine the target color (final level and tone) desired by your client
3. Determine the undertone found at the target level (see Level System Chart)
4. Select the **CHROMATICS** shade and volume of **CHROMATICS Oil in Cream** Developer needed to achieve the target color

NOTE: Only use **CHROMATICS Oil in Cream** Developer with **CHROMATICS** Haircolor.

Select a shade to enhance, balance or counteract undertones. For standard lift and gray coverage use 20 volume **CHROMATICS Oil in Cream** Developer.

FORMULATION EXAMPLE FOR LIFTING NATURAL PIGMENT:

1. Natural Level: 5 light brown / 0% gray
2. Target Color: Level 7 medium blonde with natural tones
3. Undertone at Level 7: orange
4. Formula: 2 oz. 7N (7) **CHROMATICS** + 2 oz. 20 volume **CHROMATICS Oil in Cream** Developer

FOR A MORE TRADITIONAL COVERAGE RESULT:

1. For clients with less than 50% gray who want additional coverage, consider adding a small amount of N or NW (.03). For example on 30% gray: mix 1 ½ 7Ab (7.1) + ½ 7N (7)
2. For clients with 50% gray or more, mix equal parts of N or NW (.03) into desired shade. For example on 50% gray: mix ½ 7Ab (7.1) + ½ 7N (7)
3. Mix N or NW (.03) 1 level darker than your desired level.
4. Extend processing time by 5 to 10 minutes (total processing time 40 to 45 minutes).

GUIDELINES FOR COVERING GRAY HAIR

Formulate with Natural (N) or Natural WARM (NW)

FORMULATION EXAMPLE FOR COVERING GRAY:

1. Natural Level: 4 medium brown / 50–75% gray
2. Target Color: Level 6 dark blonde with soft golden tones
3. Undertone at Level 6: red/orange
4. Formula: Mix ½ oz. 6NW (6.03) and 1½ oz. 6G (6.3) **CHROMATICS** + 2 oz. 20 volume **CHROMATICS Oil in Cream** Developer

BEYOND COVER EXAMPLE FOR COVERING GRAY

1. Natural Level: 4 medium Brown / 75–100% gray
2. Target color: Level 6 dark blonde with soft golden tones
3. Undertone at Level 6: red orange
4. Mix: 2 oz. 6Gi (6.32) **CHROMATICS Beyond Cover** + 2 oz. 20 vol. **CHROMATICS Oil in Cream** Developer

3. MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	OIL IN CREAM DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
CHROMATICS	Mix 1:1	10 volume	Up to 1	Minimal Lift	35	For modern, multi-dimensional gray coverage, formulate with the N or NW families
		20 volume	Up to 2	Standard Lift/Gray Coverage		
		30 volume	Up to 3	Additional Lift		
CHROMATICS Beyond Cover	Mix 1:1	20 volume	Up to 2	75–100% Gray Coverage	35	For best results, use 20 vol. **Chromatics Oil in Cream** Developer (No heat)
CHROMATICS Remixed	Mix 1:1*	10 volume	Varies according to formulation	Tonal modifier for on/off scalp	35	Use this ratio to help maintain the proper balance of **Chromatics Remixed** and **Chromatics** dyes: ¼ **Chromatics Remixed** and ¾ **Chromatics**. Color tone and longevity may be compromised otherwise.
		20 volume				
		30 volume				

Chromatics is mixed in a 1:1 ratio of color cream to **Chromatics Oil in Cream** Developer.
Example 2 oz. 7Cr (7.46) **Chromatics** + 2 oz. 20 volume **Chromatics Oil in Cream** Developer.

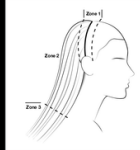
Chromatics Beyond Cover is mixed in a 1:1 ratio of color cream to **Chromatics Oil in Cream** Developer.
Example 2 oz. 7 Gb (7.31) **Chromatics Beyond Cover** + 2 oz. 20 volume **Chromatics Oil in Cream** Developer.

Chromatics Remixed is mixed in a 1:1 ratio of color cream to **Chromatics Oil in Cream** Developer.
1 7/8 oz. 3N(3) **Chromatics**+ 1/8 oz. **Violet Remixed** + 2 oz. 20 vol. **Chromatics Oil in Cream Developer.**

4. APPLICATION

UNDERSTANDING "ZONES"

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.



Zone 1 is approximately the first 1" of the hair—also referred to as the scalp area or regrowth

Zone 2 is the mid-shaft area of the hair strand and begins where Zone 1 ends

Zone 3 is either overly porous hair (ends) or hair that extends past the shoulders in length (not all hair has a Zone 3)

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

1. Pre-treat the hair with Redken **PreArt** and **Hair Cleansing Cream.** Follow with **Extreme CAT** or **Redken Chemistry** as needed. Dry hair.
2. Apply color generously to Zone 1 (the scalp area) using **fine** ¼" **diagonal partings.**
3. Use the opposite diagonal to **cross-check your application** to ensure proper application.
4. Use a timer to ensure accurate timing. Do not over or under process.

CHROMATICS TRADITIONAL VIRGIN APPLICATION EXAMPLE:

Zone 1 Formula: 5N (5) **CHROMATICS** + 20 volume **CHROMATICS Oil in Cream** Developer

Zone 2 Formula: 5N (5) chromatics + 30 volume **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.
3. Start the processing time after the Zone 1 application is complete.
4. Process at room temperature for 35 minutes.
5. Rinse and shampoo with **Hair Cleansing Cream** or **Color Extend.** Condition with **Color Extend.**

RETOUCH APPLICATION

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

TO REFRESH ZONES 2 AND 3

OPTION 1: with CHROMATICS

Use the Zone 1 formula and apply to Zone 2 for the last 5–10 minutes. Or apply a formula slightly lighter and warmer than Zone 1 the last 10 minutes; this formula may be mixed into the existing Zone 1 formula (always add an equal amount of **CHROMATICS Oil in Cream** Developer).

OPTION 2: with Shades EQ

Formulate **Shades EQ** to match the Zone 1 result. Apply to Zone 2 and process at room temperature for up to 20 minutes, while simultaneously processing chromatics. If Zone 3 is present, dilute formula with **Shades EQ** Clear or reduce timing and strand test often.

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** or **Color Extend** and dry the hair to check your color results before applying your **Shades EQ** formula to Zones 2 and 3.

OFF-SCALP

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** or **Color Extend**. Condition with **Color Extend.**

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5TH AVENUE NYC