SHADES EQ

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

PATENT PENDING **ACIDIC LIQUID TECHNOLOGY,**
INFUSED WITH **BONDER INSIDE** FOR ADDED **STRENGTH**

LEVEL OF DEPOSIT	TONE		BLACK TO GRAY BACKGROUND COLOR						BROWN TO TAN BACKGROUND COLOR															NO BACKGROUND COLOR						
			SILVER/ BLUE	BLUE	BLUE/ PEARL	BLUE/ VIOLET	BLUE/ VIOLET	BLUE/ VIOLET	BLUE/ VIOLET	BLUE/ GREEN	VIOLET	BLUE/ MAHOGANY	BLUE/ VIOLET	BLUE/ GOLD	RED/ VIOLET	VIOLET/ GOLD	GOLD	GOLD/ VIOLET	GOLD/ MAUVE	YELLOW	YELLOW/ YELLOW	YELLOW/ ORANGE	GOLD/ ORANGE	ORANGE	ORANGE/ RED	RED/ ORANGE	RED	GOLD/ ROSE	ORANGE/ ORANGE	COPPER/ RED	RED/RED	VIOLET/ ROSE	VIOLET	VIOLET VIOLET
10 ULTRA PALE BLONDE	07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.	LIGHT SHADES	TITANIUM	BLUE	ASH BROWN	VIOLET BLUE	NATURAL ASH	PEARL	NATURAL PEARL	MATTE	NATURAL VIOLET	NATURAL CHOCOLATE	NATURAL	ASH GOLD	NEUTRAL BROWN BLONDE	VIOLET GOLD	NATURAL WARM	GOLD IRIDESCENT	GOLD BEIGE	GOLD	GOLD GOLD	WARM GOLD	HONEY COPPER	COPPER	AUBURN/ AUBURN ACCENT	COPPER BROWN	RED BROWN	GOLD/ROSE	COPPER COPPER	COPPER RED	RED RED	VIOLET ROSE	VIOLET	VIOLET VIOLET
9 VERY LIGHT BLONDE			010T Platinum				010NA Marble	010P Ivory Pearl	010NP Pearlescent Luster		010NV Iconic Lilac		010N Delicate Natural	010AG Misty Beige	010NB Caramel Cloud	010VG Baby	010NW Iced Piña	010GI Tahitian Sand		010G Lemon Icing		010WG Honey Gold			010AA Butternut			010GRo Sparkling Wine					010VV Lavender Ice
8 LIGHT BLONDE			09T Chrome	09B Sterling			09NA Mist	09P Opal Glow		09M Sand Dunes			09N Café au Lait	09AG Glossy Greige	09NB Irish Crème	09VG Iridescence	09NW Cream Soda		09GB Butter Cream	09G Vanilla Crème			09HC Honey Butter		09AA Papaya		09RB Blush		09CR Summer Sunshine		09VRo Rosé	09V Platinum Ice	09VV Lilac Ice
7 MEDIUM BLONDE			08T Silver			08VB Violet Frost	08NA Volcanic		08NP Opal Shimmer		08NV Lavender Jewel	8NCh Chocolate Souffle	08N Mojave			08VG Gilded Taupe		08GI St. Barths			08GG Gold Dip	08WG Golden Apricot	08HC Honey Bee	08C Cayenne					08CR Sunrise			08V Iridescent Quartz	
6 DARK BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.	MEDIUM SHADES	07T Steel			07VB Violet Star	07NA Pewter	07P Mother of Pearl				07NCh Fondue	07N Mirage	07AG Smokey Beige	07NB Chestnut		07NW Milk Tea		07GB Butterscotch	07G Saffron				07C Curry	07AA Turmeric	07CB Spicestone		07GRo Golden Fizz	07CC Urban Fever				
5 LIGHT BROWN			06T Iron		06ABn Brown Smoke		06NA Granite					06NCh Ganache	06N Moroccan Sand		06NB Brandy				06GB Toffee	06G St. Tropez			06HC Honeycomb						06CR Sunset	06RR Blaze			
4 MEDIUM BROWN													05N Walnut				05NW Macchiato			05G Caramel								05CC Electric Shock				
3 DARK BROWN	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.	DARK SHADES			04ABn Dark Roast		04NA Storm Cloud			04M Smoked Cedar					04NB Maple																		
2 DARKEST BROWN													03N Espresso		03NB Mocha Java																		
1 BLACK																																	

KICKERS:
NO ADDED BROWN/ BACKGROUND
Color Kickers are vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other Shades EQ Gloss formulas.

CLEAR:
NO BACKGROUND COLOR
Clear adds more shine and can be used alone or to dilute the intensity of any shade.

KICKERS/CLEAR

000 Crystal Clear | Yellow Kicker | Orange Kicker | Red Kicker | Violet Kicker

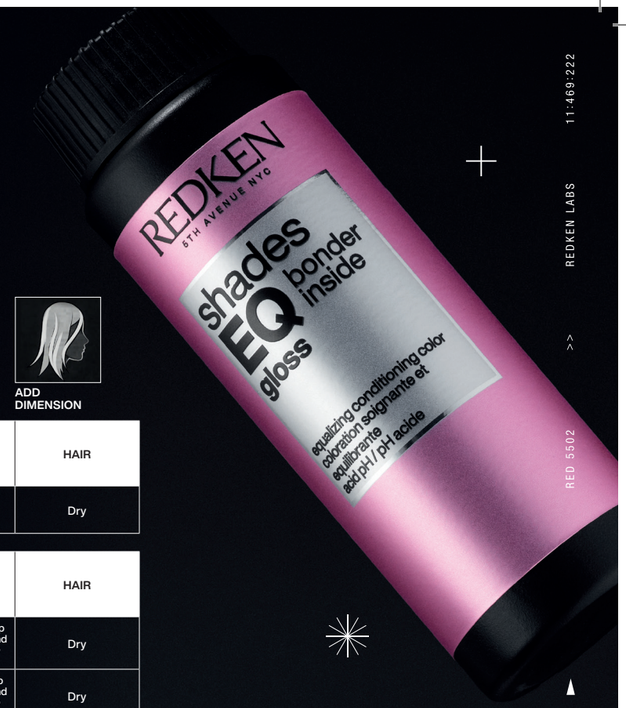
The level of deposit and intensity in any **Shades EQ** formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with 000 Crystal Clear, 09, or 010 light level shades

REDKEN
5TH AVENUE NYC

SHADES [EQ] BONDER INSIDE

PATENT PENDING **ACIDIC LIQUID TECHNOLOGY,**
INFUSED WITH **BONDER INSIDE** FOR ADDED **STRENGTH**

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THE REDKEN *HAIR COLOR MANTRA*

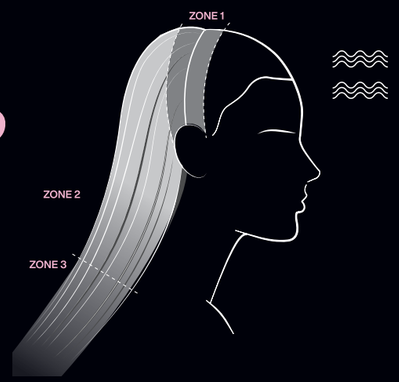
COLORING HAIR IN "ZONES"

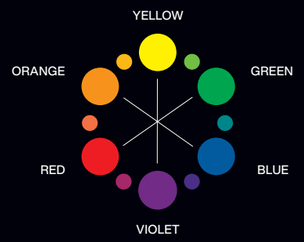
The term "zones" refers to specific areas of the hair strand.

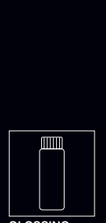
The hair is divided into 3 zones.

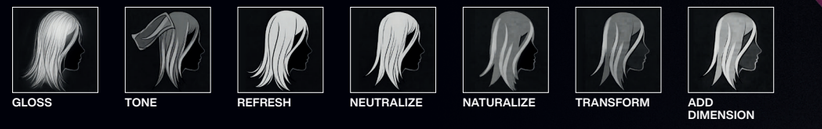
Each zone will accept color differently based on the condition of the hair

Understanding zones will help you achive even color results.







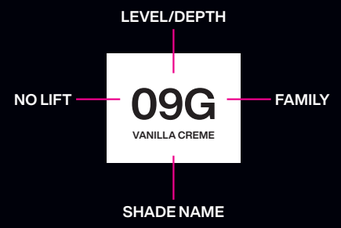


SEQ	DESIRED SHADE 1	DESIRED SHADE 2	PROCESSING SOLUTION/ GLOSS-TO-GEL DEVELOPER	TIME	HAIR
SEQ GLOSS	15 ml	15 ml	30 ml	20 min	Dry

% OF GRAY	NB SHADE	DESIRED SHADE	PROCESSING SOLUTION/ GLOSS-TO-GEL DEVELOPER	TIME	HAIR
UP TO 25%	15 ml	45 ml	60 ml	20 min with plastic cap under a warm dryer and let cool at room temp for 5 min	Dry
25–50%	30 ml	30 ml	60 ml	15 min with plastic cap under a warm dryer and let cool at room temp for 5 min	Dry
50–75%	45 ml	15 ml	60 ml	15 min with plastic cap under a warm dryer and let cool at room temp for 5 min	Dry

DESIRED DILUTION	CLEAR	DESIRED SHADE	PROCESSING SOLUTION/ GLOSS-TO-GEL DEVELOPER	TIME	HAIR
MINIMAL	15 ml	45 ml	60 ml	20 min	Dry
MODERATE	30 ml	30 ml	60 ml	20 min	Dry
MAXIMUM	45 ml	15 ml	60 ml	20 min	Dry

HOW TO READ THE LABEL



MIXING AND PROCESSING

USAGE	20 MINUTE PROCESSING
GLOSS, TONE, REFRESH, CORRECT, ADD DIMENSION	Process for the full recommended time at room temperature.
GRAY BLENDING, RESISTANT HAIR, MORE VIBRANT RESULTS	Process for 15 minutes with plastic cap under a preheated warm dryer. Remove cap and cool for 5 minutes at room temperature.
LIGHTER COLOR DEPOSIT, POROUS HAIR	Process for the full recommended time at room temperature. • When less color deposit is desired, use **Shades EQ Gloss** or **Shades EQ Bonder Inside** 000 Crystal Clear in your formula • When lighter color deposit is desired, use 09 or 010 level shades
MIXING	
• All shades are mixed in a 1:1 ratio of equal parts color:developer. • Use only with **Shades EQ Gloss Processing Solution** or **Processing Solution for Precision Application.** • The level of deposit and intensity in any **Shades EQ** formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with 000 Crystal Clear, Level 9, or Level 10 shades.	

TRADITIONAL LEVEL SYSTEM

LEVEL	TONE	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	

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TYPES OF SHADES EQ BACKGROUNDS

Shades EQ Gloss has **three distinct backgrounds** for every salon need: black to gray, brown to tan, and no background.

BLACK TO GRAY
Provides the cool foundation needed to diminish warmth

BROWN TO TAN
Provides the foundation needed for balanced, natural results

NO BACKGROUND
Pure reflect shades that provide vibrant, true-to-tone results



REDKEN LABS 400