SHADES EQ

EQUALIZING CONDITIONING COLOR GLOSS

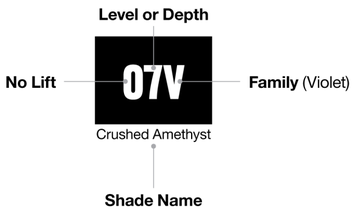
DESCRIPTION & LEVEL OF DEPOSIT	TITANIUM TONE: Silver/Blue	GREEN NATURAL TONE: Green/Yellow	BLUE TONE: Blue	NATURAL TONE: Blue/Violet	NEUTRAL BROWN BLONDE TONE: Red/Violet	GOLD BEIGE TONE: Gold/Mauve	GOLD TONE: Yellow	WARM GOLD TONE: Yellow/Orange	COPPER TONE: Orange	AUBURN/ AUBURN ACCENT TONE: Orange/Red	COPPER BROWN TONE: Red/Orange	RED BROWN TONE: Red	MAHOGANY VIOLET TONE: Violet/Red	RED TONE: Red	RED VIOLET TONE: Red/Violet	VIOLET TONE: Violet
	BLACK TO GRAY BACKGROUND COLOR			BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR		
9 VERY LIGHT BLONDE — 07, 08 and 09 shades have the least amount of pigment to provide the lightest levels of deposit. — LIGHT SHADES	09T Chrome		09B Sterling	09N Cafe au Lait	09NB Irish Creme	09GB Butter Cream	09G Vanilla Creme			09AA Papaya		09RB Blush				09V Platinum Ice
8 LIGHT BLONDE		08GN Ivy		08N Mojave				08WG Golden Apricot	08C Cayenne				08MV Cedar			08V Iridescent Quartz
7 MEDIUM BLONDE					07NB Chestnut	07GB Butterscotch	07G Saffron		07C Curry		07CB Spicestone		07MV Birch			07V Crushed Amethyst
6 DARK BLONDE — 04, 05 and 06 shades are described as medium in their level of deposit. — MEDIUM SHADES	06T Iron	06GN Moss		06N Moroccan Sand	06NB Brandy	06GB Toffee	06G St. Tropez	06WG Mango		06AA Bonfire	06CB Amber Glaze	06RB Cherry Cola		06R Rocket Fire		
5 LIGHT BROWN				05N Walnut			05G Caramel		05C Chili		05CB Brownstone		05MV Teak		05RV Sangria	
4 MEDIUM BROWN					04NB Maple			04WG Sun Tea								
3 DARK BROWN — 01 and 03 shades contain the greatest amount of pigment and deepest deposit. — DARK SHADES				03N Espresso	03NB Mocha Java		03G Cinnamon			03A Terra Cotta		03RB Mahogany		03R Roxy Red	03RV Merlot	03V Orchid
1 BLACK			01B Onyx													
Vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other **Shades EQ** formulas. — KICKERS			Blue Kicker				Yellow Kicker			Orange Kicker				Red Kicker		Violet Kicker

NOTE: 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 or 09 light level shades.

1. TECHNICAL INFORMATION

UNDERSTANDING THE LABEL

EXAMPLE:

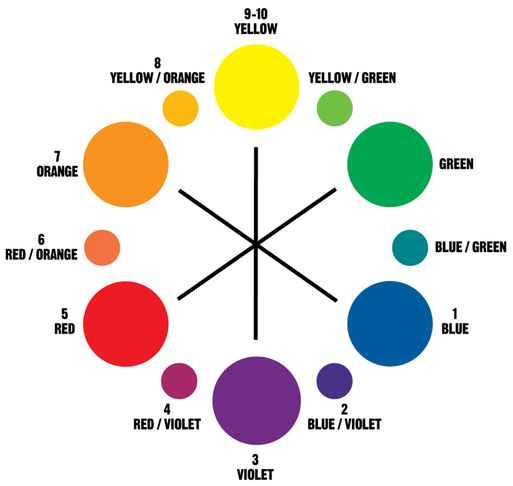


BACKGROUND COLOR AND TONE

Background Color is the portion of the color base that helps produce balanced, natural looking results and gives the shade its foundation. Tone is the portion of the base that gives a shade its unique character.

THE COLOR WHEEL

SHADES EQ is a no-lift, deposit only haircolor. 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.



2. FORMULATION

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 ½ oz. of **Color Kickers** be added to any **Shades EQ** formula: 1 ½ oz. (45 ml) **Shades EQ**, ½ oz. (15ml) **Color Kicker**, 2 oz. (60 ml) **Shades EQ** Processing Solution.

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%	½ oz. (15 ml)	1 ½ oz. (45 ml)
25–50%	1 oz. (30 ml)	1 oz. (30 ml)
50–75%	1 ½ oz. (45 ml)	½ oz. (15 ml)
75–100%	1 ¾ oz. (52.5 ml)	¼ oz. (7.5 ml)

DILUTION SOLUTION

Shades EQ can be diluted with **000 Crystal Clear** or an 09 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 shade.) Use the following chart to customize the formula:

FORMULA	01-03	04-06	07-09	PROPORTIONS
Maximum dilution				½ oz. (15 ml) Color Gloss 1 ½ oz. (45 ml) 000 Crystal Clear or an 09 shade 2 oz. (60 ml) Processing Solution
Moderate dilution				1 oz. (30 ml) Color Gloss 1 oz. (30 ml) 000 Crystal Clear or an 09 shade 2 oz. (60 ml) Processing Solution
Minimal dilution				1 ½ oz. (45 ml) Color Gloss ½ oz. (15 ml) 000 Crystal Clear or an 09 shade 2 oz. (60 ml) Processing Solution
Full Strength				2 oz. (60 ml) Color Gloss 2 oz. (60 ml) Processing Solution

3. MIXING & PROCESSING

MIXING RATIO COLOR : DEVELOPER	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
Mix 1:1	**SHADES EQ** Processing Solution	None	Glaze Refresh Correct	20 (up to 40 for gray hair)	• Use only with **SHADES EQ** Processing Solution

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

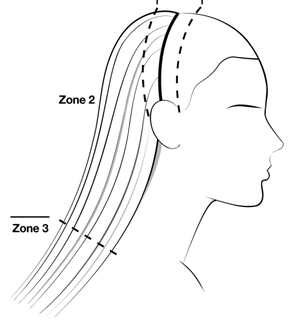
FOR RESISTANT GRAY:
20 minutes with plastic cap under a pre-heated warm dryer. Remove cap and process for additional 20 minutes at room temperature.

FOR LIGHTER COLOR DEPOSIT OR POROUS HAIR:
Up to 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 shade.

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)

FOR A GLAZE:

1. Start with dry hair. Divide into 4 sections.
2. Apply **SHADES EQ** to the first inch of hair or regrowth (Zone 1) taking ¼ inch partings.
3. Apply and fully saturate mid-shaft and ends (Zones 2–3) taking ¼ inch partings. Process as directed.
4. Rinse, shampoo and condition with **COLOR EXTEND**.

FOR A RETOUCH:
Follow Glaze Steps 1 and 2. Bring through mid-shaft and ends (Zones 2–3) for up to 20 minutes as needed.

FOR A REFRESH:
While using permanent haircolor on regrowth (Zone 1), apply **SHADES EQ** to mid-shaft and ends (Zones 2–3) as needed. Strand Test for proper deposit.

IMMEDIATELY FOLLOWING A REDKEN TEXTURE SERVICE:
Strand Test for proper deposit. Follow Glaze Steps 1-3. Rinse and condition with **EXTREME**.

FOR A FILLER IN A TINTBACK SERVICE:
Follow Glaze Steps 1–4. Fill formulas should be soft and warm. For example, 06WG Mango is soft vs. 06R Rocket Fire.

FOR A LOWLIGHT:
Isolate select strands in a foil or paint freehand. For optimal results, a strand test is recommended. Lowlight formulas should be slightly lighter than the natural level and include some warmth.