



THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

# SHADES EQ CREAM

EQUALIZING CONDITIONING COLOR

## SHADES EQ CREAM SHADES

DESCRIPTION & LEVEL OF DEPOSIT

- NATURAL GREEN TONE: Green
- NATURAL ASH TONE: Blue/Violet
- WARM NATURAL TONE: Gold
- WARM BEIGE TONE: Gold/Violet
- GOLD IRIDESCENT TONE: Gold/Iridescent
- GOLD TONE: Gold
- GOLD COPPER TONE: Gold/Orange
- BROWN COPPER TONE: Copper/Gold
- BROWN RED TONE: Mahogany/Red
- COPPER TONE: Orange
- COPPER RED TONE: Orange/Red
- RED RED TONE: Red
- RED VIOLET TONE: Red/Violet
- VIOLET TONE: Violet

BROWN TO TAN BACKGROUND COLOR

NO BACKGROUND COLOR

9 VERY LIGHT BLONDE

- 09NA Slate Blonde
- 09WN Summer Wheat
- 09WB Golden Vanilla
- 09GC Golden Sienna

8 LIGHT BLONDE

- 08GI Iced Gold
- 08C Persimmon
- 08CR Candle Flame

7 MEDIUM BLONDE

- 07NGr Moon Sparkle
- 07WN Chai Tea
- 07G Sequin Chic
- 07GC Burnished Copper
- 07RR Strawberry Lemonade
- 07RV NEW Malbec

6 DARK BLONDE

- 06NA Cool Cocoa
- 06GI Antiqued Gold
- 06BC Rich Amber
- 06C Shiny Penny
- 06CR Firecracker
- 06V Fresh Lavender

5 LIGHT BROWN

- 05NGr Starlight
- 05WN Sandy Sable
- 05WB Golden Hazel
- 05G Gilded Age
- 05BR Garnet Sand
- 05RR Polished Ruby
- 05RV NEW Pinot Noir

4 MEDIUM BROWN

- 04V Rich Iris

3 DARK BROWN

- 03NA Dark Chocolate
- 03BR Burgundy Wine
- 03RR Chocolate Cherry

2 DARKEST BROWN

CLEAR



# SHADES EQ COVER PLUS

BRIGHTENING CONDITIONING COLOR CREAM

## SHADES EQ COVER PLUS SHADES

- MOCHA TONE: Violet/Gold
- NATURAL
- WARM MOCHA TONE: Gold/Violet
- GOLD BEIGE TONE: Gold/Mauve
- GOLD TONE: Gold
- COPPER COPPER TONE: Orange
- RED RED TONE: Red

BROWN TO TAN BACKGROUND COLOR

NO BACKGROUND COLOR

- 8M Frosted Latte
- 8N Almond Cream
- 8WM Caramel Latte
- 8CC Fire Rush
- 7GB Golden Dune
- 7G Honeycomb
- 6M Iced Coffee
- 6N Toasted Almond
- 6WM Rich Coffee
- 6CC Firelight
- 6RR Lipstick Red
- 5GB Soft Russet
- 5G Maple Syrup
- 4M Cool Mocha
- 4N Chocolate Mousse
- 4WM Dark Mocha
- 4RR Crimson
- 3G Golden Mocha
- 2N Double Espresso

CLEAR

Shade contains Carmin® R1™ red dye  
 Shade contains Rubilane® copper dye  
 Shade contains R5 red dye

MIXING & PROCESSING

	MIXING RATIO COLOR: DEVELOPER	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES
SHADES EQ CREAM	Mix 1:1	10 volume Pro-oxide Cream Developer	None	Glaze, Refresh, Correct and more!	20 (up to 30 for optimal gray blending)
SHADES EQ COVER PLUS	Mix 1:1	10 or 20 volume Pro-oxide Cream Developer	1-1 ½	Blend Gray, Brighten, Correct and more!	20

Shades EQ Cream and Shades EQ Cover Plus each have a unique base, not recommended to mix these two lines together.

**WHEN TO USE CLEAR:**

Use Shades EQ Cream Clear for added shine or to lock in previous color. Mix with other Shades EQ Cream shades for less color deposit.

Use Shades EQ Cover Plus Clear for added shine with a subtle brightening effect. Mix with other Shades EQ Cover Plus shades for less color deposit.

SHADES EQ LEVEL SYSTEM

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	

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# SHADES EQ COVER PLUS

BRIGHTENING CONDITIONING COLOR CREAM

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EQUALIZING CONDITIONING COLOR



SERVICES

	SHADES EQ CREAM	SHADES EQ COVER PLUS
<b>GLAZE</b>	<ul style="list-style-type: none"><li>Enhance, enrich, change, match tone down or intensify natural or color-treated hair while harmonizing contrast</li></ul>	
<b>REFRESH</b>	<ul style="list-style-type: none"><li>Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth (Zone 1)</li><li>Restore color to highlights</li><li>Add color immediately following a Redken texture service, to restore any color loss that may have occurred</li></ul>	<ul style="list-style-type: none"><li>Not recommended due to lifting Alkaline technology— refer to <b>Shades EQ Gloss</b> or <b>Shades EQ Cream</b></li></ul>
<b>CORRECT</b>	<ul style="list-style-type: none"><li>Correct uneven, brassy or overly vibrant tones</li><li>Harmonize tone from scalp to ends</li></ul>	<ul style="list-style-type: none"><li>Correct uneven, brassy or overly vibrant tones</li><li>Harmonize tone from scalp to ends</li><li>Lessen banding</li></ul>
<b>DEFINE</b>	<ul style="list-style-type: none"><li>Add dimension with lowlights</li><li>Color block and add contour with precise placement</li></ul>	
<b>COVER GRAY</b>	<ul style="list-style-type: none"><li>Blend gray with richer color and without lifting the hair's natural pigment</li></ul>	<ul style="list-style-type: none"><li>Blend up to 75% gray*</li></ul>
<b>BRIGHTENING</b>	<ul style="list-style-type: none"><li>No lift</li></ul>	<ul style="list-style-type: none"><li>Up to 1-1 ½ levels of lift depending on shade and hair type</li><li>Soften the base prior to a highlight service</li><li>Add reflect and shine to dull or faded color</li></ul>
<b>CLEAR</b>	<ul style="list-style-type: none"><li>Deposit shine only</li><li>Dilute color intensity</li><li>Dilute level density</li></ul>	<ul style="list-style-type: none"><li>Soften the base</li><li>Dilute color intensity</li><li>Dilute level density</li></ul>

\*N and G are superior gray coverage families

FORMULATION & TIPS

## 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.

## HAIRCOLOR 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 your application** to ensure proper application.
- Use a timer to ensure accurate timing. Do not over or under process.
- Always refresh with **Shades EQ**.

**Log-on to Redken.com** and **click on Education On Demand for an easy step-by-step video!**





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4 MEDIUM BROWN									04BV Dreamy Aubergine						04V Rich Iris
3 DARK BROWN		03NA Dark Chocolate						03BR Burgundy Wine							
2 DARKEST BROWN													03RR Chocolate Cherry		
1 BLACK															
	CLEAR														



# SHADES EQ COVER PLUS

BRIGHTENING CONDITIONING COLOR CREAM

## SHADES EQ COVER PLUS SHADES

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				7GB Golden Dune	7G Honeycomb		
	6M Iced Coffee	6N Tosted Almond	6WM Rich Coffee			6CC Firelight	6RR Lipstick Red
				5GB Soft Russet	5G Maple Syrup		
	4M Cool Mocha	4N Chocolate Mousse	4WM Dark Mocha				4RR Crimson
					3G Golden Mocha		
		2N Double Espresso					
	CLEAR						

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	MIXING RATIO COLOR: DEVELOPER	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES
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3	Dark Brown	Violet	
2	Darkest Brown	Blue/Violet	
1	Black	Blue	