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#REDKENCOLOR

EXPERIENCE THE
HAIRCOLOR BREAKTHROUGH

Only Redken, the leader in salon haircolor in the U.S., could take your color results to this dimension. **Chromatics** uses breakthrough **ODS² + Protein Extract Technology** to deliver multi-dimensional 4D color deep into every hair strand for stunning, high-shine color.

- **2X FORTIFIED HAIR***
- **ZERO AMMONIA, ZERO ODOR**
- **UP TO 100% GRAY COVERAGE**
- **MULTI-DIMENSIONAL, 4D COLOR RESULTS**

All of these benefits and more with:
- **Chromatics Beyond Cover for 100% gray coverage with 2X smoother¨ results**

OIL-POWERED, CARE-OBSESSED. | **ODS²** + PROTEIN EXTRACT TECHNOLOGY

*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

OIL-POWERED, CARE-OBSESSED. | ODS²+ PROTEIN EXTRACT TECHNOLOGY

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 long-lawsting color and stunning shine

HOW IT WORKS:

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 COLOR

*Haircolor System with 20 Volume Oil in Cream Developer and Redken Hair Cleansing Cream Shampoo vs. uncolored hair treated with a non-conditioning shampoo

CHROMATICS

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.

REDKEN HAIRCOLOR COLLECTION

ALKALINE COLOR

CHROMATICS
Oil-powered, care-obsessed.
Zero ammonia, permanent haircolor.

COLOR FUSION
NEW **SUPER GLOW SHADES**
Natural-looking, multi-dimensional results with condition and shine.

COLOR GELS LACQUERS
NEW **NN FAMILY**
Rich, saturated results with exceptional gray coverage.

REDKEN BREWS COLOR CAMO
5-minute custom gray camouflage.

LIGHTENERS

BLONDING
The professional solution to all of your blonding needs.

ACIDIC COLOR

SHADES EQ GLOSS & CREAM
The haircolor that thinks it's a conditioner.

CITY BEATS
POWERED BY SHADES EQ
Vibrant conditioning color cream stays on-tone at every stage of evolution.

2. FORMULATION

FOR A MORE TRADITIONAL COVERAGE RESULT:

- For clients with less than 50% gray who want additional coverage, consider adding a small amount of N or NW (.03) into desired shade. For example on 30% gray, mix 1½ 7AB (7.1) + ½ 7N (7.7)
- 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 (7.7)
- Mix N or NW (.03) 1 level darker than your desired level.
- Extend processing time by 5 to 10 minutes (total processing time 40-45 minutes).

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 vol. 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

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) Chromatics and 1½ oz. 6G (6.3) Chromatics + 2 oz. 20 vol. Chromatics Oil in Cream Developer

GUIDELINES FOR COVERING GRAY HAIR

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

	CHROMATICS N AND NW SHADES	CHROMATICS N and NW SHADES (pre-blended) OR CHROMATICS N BEYOND COVER	
0-50% gray	Desired Shade		
50-75% gray			
75-100% gray		(Mix 1 oz. desired shade with 1 oz. N or NW)	(Mix 1 oz. desired shade with 1 oz. N or NW.)

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.
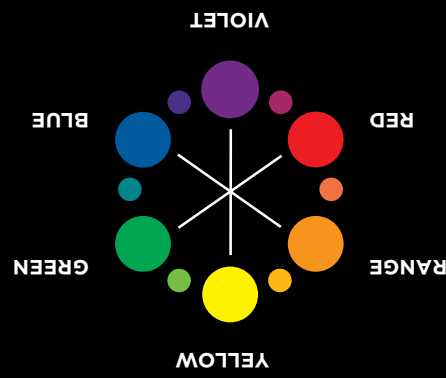
NOTE: Only use Chromatics Oil in Cream Developer with Chromatics Haircolor.

For standard lift and gray coverage use 20 volume Chromatics Oil in Cream Developer.

Select a shade to enhance, balance or counteract undertones.

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.

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 value.

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.

1. TECHNICAL INFORMATION

UNDERSTANDING THE LABEL

EXAMPLE:

6RV
6.62

Level	6
Primary Tone (violet)	6.62
Secondary Tone (violet)	

Color wheel labels:
- 0 NATURAL
- 1 BLUE/ASH
- 2 VIOLET/IRIDESCENT
- 3 GOLD
- 4 COPPER
- 5 RED
- 6 RED VIOLET/MAHOGANY
- 7 GREEN
- 8 MOCHA
- 9 PEARL

(RED / YELLOW / ORANGE / BLUE / GREEN / VIOLET)

CHROMATICS TRADITIONAL LEVEL SYSTEM CHART

LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE TONE
10	ULTRA PALE BLONDE	PALE YELLOW	VIOLET
9	VERY LIGHT BLONDE	YELLOW	BLUE/VIOLET
8	LIGHT BLONDE	YELLOW/ORANGE	BLUE
7	MEDIUM BLONDE	ORANGE	BLUE/GREEN
6	DARK BLONDE	RED/ORANGE	GREEN
5	LIGHT BROWN	RED	YELLOW/GREEN
4	MEDIUM BROWN	RED/VIOLET	
3	DARK BROWN	VIOLET	
2	DARKEST BROWN	BLUE/VIOLET	
1	BLACK	BLUE	

3. MIXING & PROCESSING

Chromatics is mixed in a 1:1 ratio of color cream to Chromatics Oil in Cream Developer. Example 2 oz. SN (5) Chromatics + 2 oz. 20 vol. Chromatics Oil in Cream Developer.

	MIXING RATIO	LEVELS OF LIFT (COLOR : DEVELOPER)	OIL IN CREAM DEVELOPER	USAGE	MINUTES	SPECIAL INSTRUCTIONS
Chromatics Ultra Rich	Mix 1:1	Minimal Lift Up to 1	10 volume	Standard Lift/Gray Coverage	35	For traditional, monochromatic gray coverage, formulate with NN or G families
		Up to 2	20 volume			
		Additional Lift Up to 3	30 volume			
Chromatics	Mix 1:1	Minimal Lift Up to 1	10 volume	Standard Lift/Gray Coverage	35	For modern, prismatic gray coverage, formulate with the N or NW families
		Up to 2	20 volume			
		Additional Lift Up to 3	30 volume			
Chromatics Beyond Cover	Mix 1:1	Up to 2	20 volume	75-100% Gray Coverage	35	*Use this ratio to help maintain the proper balance of Chromatics dyes: ⅓ Chromatics Remixed and ⅔ Chromatics. For best results, use 20 vol. Chromatics Oil in Cream Developer (No heat)
Chromatics Remixed	Mix 1:1*	Varies according to formulation	10 volume	Tonal modifier for on/off scalp	35	*Chromatics is mixed in a 1:1 ratio of color cream to Chromatics Oil in Cream Developer. Color tone and longevity may be compromised otherwise.
			20 volume			
			30 volume			

THE REDKEN COLOR MANTRA

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 on hair. The combination of alkaline and acidic color results maximizes color integrity and minimizes stress on hair.

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. Process according to Mixing and Processing chart. Rinse, shampoo and condition with Color Extend Magnetics.

HAIRCOLOR APPLICATION BEST PRACTICES

1. Pre-treat the hair with Pre-Art and Hair Cleansing Cream. Follow with Extreme CAT or Redken Chemistry.
2. Apply color generously to Zone 1 (the scalp area) using the ¼" diagonal line.
3. Use the opposite diagonal to crosscheck and ensure proper application.
4. Use a timer to ensure accurate timing. Do not over or under process.

REFRESH ZONES 2 AND 3 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 Crystal Clear Shades EQ or reduce timing and strand test often.
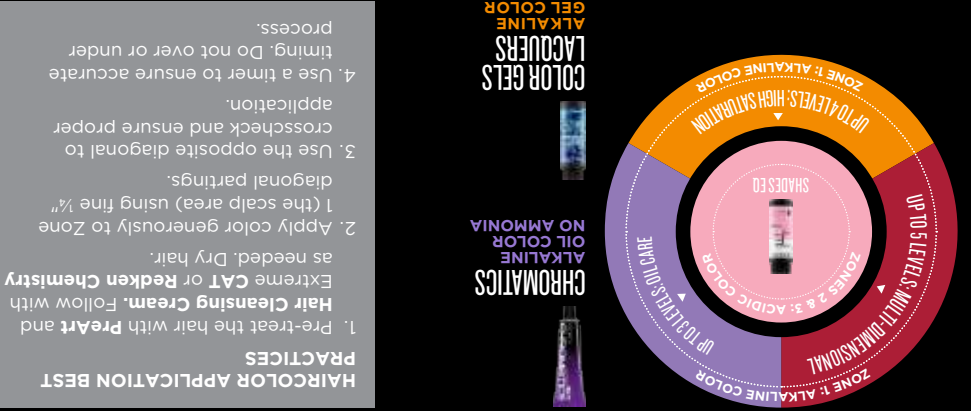
Zone 1 Formula: SN (5) Chromatics + 20 vol. Chromatics Oil in Cream Developer

Zone 2 Formula: SN (5) Chromatics + 30 vol. Chromatics Oil in Cream Developer

CHROMATICS TRADITIONAL VIRGIN APPLICATION EXAMPLE:

1. Apply selected formula with a higher volume of Chromatics Oil in Cream Developer.
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 Magnetics. Condition with Color Extend Magnetics.

RETOUCH APPLICATION

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

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 Magnetics. Condition with Color Extend Magnetics.

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 Magnetics and dry the hair to check your color results before applying your Shades EQ formula to Zones 2 and 3.

Alkaline/Permanent color should only touch virgin hair. For amazing condition and shine while maintaining maximum respect for previously-colored hair, use any alkaline color formula on Zone 1 and use acidic Shades EQ color on Zones 2 and 3.

CHROMATICS REMIXED

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

- VIOLET
- BLUE

CHROMATICS BEYOND COVER

Shades and swatch panels — bottom shade grid:

NATURAL | ASH/green | ASH/blue | ASH/violet | ASH/red | NATURAL/brown | VIOLET/brown | VIOLET/red | IRIDESCENT/gold | GOLD | GOLD/copper | GOLD/red | COPPER | RED | RED/violet | RED/violet | COPPER/gold | GOLD/beige | GOLD/mocha | copper | MOCHA | NATURAL/WARM

CHROMATICS

PRISMATIC PERMANENT COLOR, ZERO AMMONIA.

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

Shade legend:
- Shade contains Rubilane copper dye
- Shade contains R5 red dye
- Shade contains CarmR'n R red dye