**NEW COLOR GELS GOLD BEIGE**

Create sophisticated golds that shine.

Now, Color Gels is even more versatile and amazing! The new Color Gels GOLD BEIGE family gives you three new shades to create sophisticated, soft golden tones that are never too warm — JGB Champagne, JGB Praline Cream and JGB Tobacco. These exclusive Select Dye System ensures long-lasting results with suppleness and shine. Create the polished golden color clients crave.

**PRE-SERVICE STEPS**

**PRE-SERVICE BEST PRACTICES**

- 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 PRE-SERVICE STEPS ensures long-lasting results with suppleness and shine. Create the polished golden color clients crave.

**ADDITIONAL REDKEN PRODUCTS**

Redken offers advanced in-salon treatments plus a complete collection of haircare and styling products to enhance your clients’ experience.

**REDKEN CHEMISTRY**

A comprehensive system of products, Redken Chemistry helps you create customized in-salon services and transform every client’s hair... it also offers your salon profitable service opportunities and increased retail revenue when you recommend the appropriate take-home products.

**COLOR GELS PERMANENT CONDITIONING HAIRCOLOR**

- Versatile, reliable and dynamic permanent haircolor
- Provides exceptional gray coverage, from a few strands to high percentages of gray
- Use to brighten, darken, change or correct, or for highlighting and creative color effects
- Select Dye System contains 100% oxidative, UV-stable, long-lasting dyes for holding power and resistance to fading
- Contains protective wheat proteins and smoothing avocado oil
- Formulated with a traditional 10 level system
- Over 50 shades in 13 tonal families, plus Clear and FASHION GELS

**FASHION GELS**

- Achieve ultra-high lift with superior tonal control
- Lights beautifully and brightly brilliantly in one simple step

**COLOR GELS TONAL FAMILIES**

- J - Warm Beige Shades
  - JGB Champagne: Burnished copper with complete gray coverage
  - JGB Praline Cream: Golden caramel with complete gray coverage
  - JGB Tobacco: Burnished copper with complete gray coverage
- J - Neutral Beige Shades
  - JN06 Neutral: Soft neutral with complete gray coverage
  - JN08 Neutral: Soft neutral with complete gray coverage
- J - Cool Beige Shades
  - JCB7 Neutral: Soft warm blonde that is soft and rosy

**FASHION GELS BLONDE SERIES**

- J - Blonde Shades
  - JN7J Light Golden Blonde: A nude blonde with complete gray coverage
  - JN10J Medium Golden Blonde: A golden blonde that is never too warm
  - JN13J Light Golden Blonde: A nude blonde that is soft and rosy

**SHADES EQ**

Equalizing Conditioning Color Shines

- 1A Ammonia-free, iron-free, silicone-free, liquid polymer conditioner
- Use on light, medium and dark blonde hair
- Contains wheat amino acids for healthy, strong color with incredible conditioning
- Over 50 shades in 3 categories

**COLOR FUSION**

Advanced Performance Color Cream®

- 100% oxidative dye system with healthy looking, multi-dimensional, permanent haircolor results
- Use to lighten, darken, mix natural or color
- Custom-Tone Technology provides superior conditioning for healthy color with intense conditioning and radiant shine
- Over 60 shades in 5 categories

**COVER FUSION**

Low Ammonia 100% Coverage Color Creme

- Advanced ColorCure Technology provides superior, instantly transforming color with a 100% lift
- Over 60 shades in 3 categories
- Low odor, low ammonia experience
- Provides excellent gray coverage
- Contains protective wheat proteins and smoothing avocado oil
- Custom-Tone Technology provides superior conditioning for healthy color with intense conditioning and radiance
- Over 60 shades in 5 categories

**COLOR GELS**

Permanent Conditioning Haircolor

- Select Dye System contains 100% oxidative, UV-stable, long-lasting dyes, permanent liquid polymer conditioner
- Provides excellent gray coverage
- Contains protective wheat proteins and smoothing avocado oil
- Custom-Tone Technology provides superior conditioning for healthy color with intense conditioning and radiance
- Over 60 shades in 5 categories

**REDKEN FOR MEN COLOR GAND**

Custom Gray Camouflage

- Advanced ammonia-free, permanent dye technology with color-permanent results in 15 minutes
- Provides excellent gray coverage
- Contains protein and quinoa extract for strength and shine
- 6 radiant scaling shades in 3 families
1. **Technical Information**

**Understanding the Label**

**Example:**

- **The Color Wheel**

**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.

**Working with Undertones**

 Undertones are the unrefined warm tones exposed during the lifting process. Always consider the exposed undertones visible at the target level. Use the Color Wheel to counteract or enhance undertones. To counteract undertones, select a shade level with tonal value opposite to the undertone exposed at the target level. Remember, opposite undertones. To enhance undertones, select a shade with a tonal value similar to the undertone exposed at the target level.

2. **Formulation**

**Guidelines for Covering Gray Hair**

To cover gray means to minimize the contrast between natural hair and gray hair. To maintain the most control when covering gray, select a formula no more than two levels lighter than the natural hair.

**Superior Gray Coverage Families**

5 COLOR GELS families can be used alone to provide superior gray coverage in a variety of tonal effects.

- **% of Gray**
  - Up to 25%
  - 25–50%
  - 50–75%
  - 75–95%
  - 95 & up

**Providing Coverage in a Variety of Reflects**

For the most effective gray coverage when using the cooling and warming tonal families, follow the chart below.

**Formula Example for Lifting Natural Pigment**

1. Natural Level: 5 medium brown/75–100% gray
2. Target Color: 6 red
3. Underline at Level 7; 57g
4. Formula: 7/8 oz. 6/8 NG/RO; 1 oz. 5/8 RO

- **New 9GB**
- **9NA**
- **9NA**
- **9NA**
- **9NA**

**New 9GB**

**New 7GB**

**New 5GB**

3. **Mixing & Processing**

**Color Gels**

**Mixing Ratio (Color Gels/Developer)**

- **NATURAL**
- **WARM GOLD**
- **WARM COPPER**
- **WARM BLUE**
- **WARM SILVER**
- **CHROME COPPER**
- **CHROME BLUE**
- **CHROME SILVER**
- **ASH COPPER**
- **ASH BLUE**
- **ASH SILVER**
- **IRON COPPER**
- **IRON BLUE**
- **IRON SILVER**
- **RED COPPER**
- **RED BLUE**
- **RED SILVER**

- **Levels of Lift**
  - Up to 1
  - 20–30
  - 30–40
  - 40–50
  - 50 & up

- **Usage**
  - Minutes
  - OFF-SCALP
  - Heat Option
  - Special Instructions

**Fashion Gels**

**Mixing Ratio (Color Gels/Developer)**

- **NATURAL**
- **WARM GOLD**
- **WARM COPPER**
- **WARM BLUE**
- **WARM SILVER**
- **CHROME COPPER**
- **CHROME BLUE**
- **CHROME SILVER**
- **ASH COPPER**
- **ASH BLUE**
- **ASH SILVER**
- **IRON COPPER**
- **IRON BLUE**
- **IRON SILVER**
- **RED COPPER**
- **RED BLUE**
- **RED SILVER**

- **Levels of Lift**
  - Up to 1
  - 20–30
  - 30–40
  - 40–50
  - 50 & up

- **Usage**
  - Minutes
  - OFF-SCALP
  - Heat Option
  - Special Instructions

**Shades EQ**

- Equalizing Conditioning Color Gloss

4. **Application**

**Understanding the “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.

**On-Scalp**

For all on-scalp applications, start with dry hair and divide into 4 sections. Take ¼" (6.5 cm) partings for even saturation. Process according to Mixing & Processing chart. Rinse, shampoo and condition with COLOR EXTEND.

**Traditional Virgin Application Example**

- Zone 1 Formula: 2 oz. 1:1 BR Coffee Bean Color Gels + 2 oz. (60 ml) 35 volume Color Gels Developer
- Zone 2 Formula: 2 oz. 1:1 BR Coffee Bean Color Gels + 2 oz. (60 ml) 20 volume Color Gels Developer
- Zone 3 Formula: 2 oz. 1:1 BR Coffee Bean Color Gels + 2 oz. (60 ml) 15 volume Color Gels Developer
- **Apply selected formula with a higher volume of Color Gels Developer to Zone 2 (the mid-shaft).**
- Immediately apply to Zone 1 (the scalp area) a new mixture of the same Zone 2 formula with a lower volume of Color Gels Developer.
- **Start the processing time after the Zone 1 application is complete.**

**Retouch Application**

Apply selected formula to Zone 1 (the regrowth).

**To Refresh Zones 2 and 3**

**Option 1**

- Use the Zone 1 formula and apply to Zone 2 for the last 5–10 minutes. Strandtest to determine appropriate processing time.

**Option 2**

- Formulate SHAMES EQ Equalizing Conditioning Color Gloss to match Zone 1result. Process at room temperature for up to 20 minutes. If Zone 3 (porous ends) is present, reduce timing or use a diluted formula. Strand test for proper deposit.