THE HAIRCOLOR BREAKTHROUGH
2X FORTIFIED HAIR*

NEW CHROMATICS COPPER ENY SHADES
The most desirable fashion trend on the New York City runways? Captivating, high-glam coppers. Now you can create the high-fashion coppery colors that Redken’s signature multi-dimensional results. Go copper, be envied.

COPPER RED
Vibrant copper red tones with warmth and dimension.

COPPER GOLD
Radiant copper golds with balanced warmth.

COLD COPPER
Shimmering golden coppers with luminous reflection.

PRE-SERVICE STEPS
PRE-SERVICE BEST PRACTICES
- Precise color mapping for hair, scalp, and face options
- Perform necessary patch tests as outlined in the directions
- Utilize protective caps and capes for you and your clients during the service

HOW TO PERFORM THE SKIN ALLERGY TEST
- Remove earrings. Behind the ear and using a cotton-bud apply a little of the warmed colorant product to several areas of 1 to 2 cm² (e.g., the base of a small coin). Allow it to dry between applications. Carefully removal the colored areas.
- Leave for 48 hours without washing, covering or touching. If during this period you or your client experience any adverse reactions, such as itching, redness or swelling in or around the test areas, DO NOT APPLY THE PRODUCT.

STRAIN TEST
CHROMATICS may be easily accepted by precious hair that has been chemically treated, damaged or over-processed. Always conduct a strain test on a small section of hair to ensure color lift prior to applying CHROMATICS. To your smartphone

ADDITIONAL REDKEN PRODUCTS
Redken offers advanced take-home treatments plus a complete collection of haircare and styling products to enhance your talents.

REDKEN CHEMISTRY
Customized take-home treatments help you achieve salon-quality results. Learn more about your options.

STYLING
Rain or shine, style with Redken’s collection of products to keep your style on point.

REDKEN FOR MEN
High performance products including shampoos, gels, styling sprays, waxes and hair color for men to create advanced looks.

HAIRCARE
Scientifically advanced, benefit driven, professional products that offer a clearer and cleaner alternative to hair color.

REDKEN HAIRCOLOR COLLECTION

NATURE’S RESCUE
Paraben-free, silicon-free, in-salon treatment that provides moisture and nourishment to the hair.

INTRA FORCE
Complex of ingredients works with hair, providing luminosity and lasting luster. Provides protection from UV rays, free radicals, and UV light. 60% grey coverage in just 30 minutes.

NEW CURVACEOUS
Complete collection of Technologies and treatments specifically developed to bring out the best in every curl.

SHADE CHART

ODS²+ PROTEIN EXTRACT TECHNOLOGY
- ZERO AMMONIA, ZERO ODOR
- 4D COLOR RESULTS
- UP TO 100% GRAY COVERAGE

HOW IT WORKS
ODS² (Oil Delivery System) is a breakthrough zero ammonia system that revolutionizes the way active ingredients are delivered to the hair strand.

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

This hair strand is 2X FORTIFIED and infused with MULTI-DIMENSIONAL COLOR.
To enhance tones, select a shade with a similar tonal value. Every balanced, chromatic, and color combination needs to achieve the target color.

### 1. TECHNICAL INFORMATION

#### UNDERSTANDING THE LABEL

<table>
<thead>
<tr>
<th>Number</th>
<th>Shade Type</th>
<th>Primary Time (GOLD)</th>
<th>Secondary Time (GOLD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Natural</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>2</td>
<td>Blue/Lavish</td>
<td>9.60</td>
<td>9.60</td>
</tr>
<tr>
<td>3</td>
<td>Gold</td>
<td>9.60</td>
<td>9.60</td>
</tr>
<tr>
<td>4</td>
<td>Copper</td>
<td>9.60</td>
<td>9.60</td>
</tr>
<tr>
<td>5</td>
<td>Mahogany/Red Violet</td>
<td>9.60</td>
<td>9.60</td>
</tr>
<tr>
<td>6</td>
<td>Red</td>
<td>9.60</td>
<td>9.60</td>
</tr>
<tr>
<td>7</td>
<td>Green</td>
<td>9.60</td>
<td>9.60</td>
</tr>
</tbody>
</table>

#### BACKGROUND COLOR

The color wheel is divided in the portion of the color base that helps produce balanced, natural-looking results and gives the shade its foundation. Every CHROMATICS shade has some amount of background color, each containing the perfect amount needed for its purpose.

#### 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 enhance tones, select a shade with a similar tonal value. To balance tones, select a shade with a opposite tonal value. Remember, opposite neutralizes. To enhance tones, select a shade with a similar tonal value.

#### 2. FORMULATION

**FORMULATION GUIDELINES**

1. Determine your client’s natural hair color level. Remember to consider lifts and low lifts.
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 with color and volume of CHROMATICS Oil-In-Cream Developer needed to achieve the target color.

*NOTE: ONLY USE CHROMATICS OIL IN CREAM DEVELOPER WITH CHROMATICS OIL-IN-CREAM.*

Select a shade to enhance, balance, or counteract undertones. For standard lift and gray coverage, use 20 volume CHROMATICS Oil-In-Cream Developer.

#### EXPERIENCE NEW CHROMATICS FIRSTHAND

Scan to watch CHROMATICS in action and access 1,000+ formulas.

Get the free mobile scanner at: REDKEN.COM

### 3. MIXING & PROCESSING

**MIXING RATIOS (OIL-IN-CREME DEVELOPER)**

<table>
<thead>
<tr>
<th>CHROMATICS</th>
<th>Mix</th>
<th>Developer</th>
<th>LEVELS OF 1:1</th>
<th>USAGE</th>
<th>MINUTES</th>
<th>SPECIAL INSTRUCTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHROMATICS</td>
<td>Mix 1</td>
<td>10 volume</td>
<td>Up to 1</td>
<td>Minimal Lift</td>
<td>36</td>
<td>For modern, multi-dimensional gray coverage, formulate with 10 or 15% families.</td>
</tr>
<tr>
<td>CHROMATICS</td>
<td>Mix 2</td>
<td>20 volume</td>
<td>Up to 3</td>
<td>Standard Lift/Gray Coverage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHROMATICS</td>
<td>Mix 3</td>
<td>30 volume</td>
<td>Up to 3</td>
<td>Advanced Lift</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**APPLICATION EXAMPLE:**

**ZONES 1-3**

*Zone 1 Formula: 5% (CHROMATICS)*

1. Mix 20 volume CHROMATICS Oil-In-Cream Developer.
2. Apply selected formula with a higher volume of CHROMATICS Oil-In-Cream Developer to Zone 1 (the scalp area).
3. Immediately apply to Zone 1 (the scalp area) a new mixture of the same Zone 1 formula with a lower volume of CHROMATICS Oil-In-Cream Developer.
4. Process at room temperature for 10 minutes.
5. Rinse and shampoo with Hair Cleansing Cream or Color Extend. Condition with Color Extend.

**TO REFRESH ZONES 2 AND 3**

**OPTION 1:** with CHROMATICS

1. Use the Zone 2 formula and apply to Zone 2 for the last 10 minutes. Or apply a formula slightly lighter and warmer than Zone 1 for the last 10 minutes; the formula may be divided up for the 2 zones. Use a smaller formula for the lighter of the 2 zones.

**OPTION 2:** with SHADES EQ

1. Formulate SHADES EQ to match the Zone 1 result. Apply Zone 2 and process at room temperature for up to 10 minutes. While simultaneously processing CHROMATICS Zones 3 (if present), divide formulas with SHADES EQ CLEAN or reduce timing and amount used.

Note: Your client becomes familiar with your CHROMATICS formulas, you may want to use Zone 1 formula after processing, shampoo the hair with Hair Cleansing Cream or Color Extend and dry the hair, then the second color results before applying your SHADES EQ formulas to Zones 2 and 3.

**OFF-SCALE**

ForPreview 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. Condition with Color Extend.