**How to Perform the Skin Allergy Test**

- Utilize protective smocks or capes for you and your clients during the service.
- Perform necessary patch tests as outlined in the directions.
- Wear suitable gloves for all applications.

**Before you begin any chemical service...**

Go Copper, Be Envied

**New Shades EQ Cream Copper Envy Shades**

- The most desirable fashion trend on the New York City runways?
- Captivating, high-glass copperers... filling the look to the left with high-fashion coppers your clients crave with Shades EQ Cream...

**Introducing the New Copper Red Family in Shades EQ Cream**

- Provides rich, vibrant copper red results with Rubilane® copper dye.

**Rubilane® Technology**

<table>
<thead>
<tr>
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**THE STYLIST’S CHOICE IN DEMI-PERMANENT COLOR**

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<td>- Correct and add condition to overly-lightened or damaged hair</td>
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**Styling**

- Renovate wavy styles help you achieve defined, beautiful waves. (see below)
- Hydrate high-pH solutions help you achieve defined, beautiful waves. (see below)

**Pre-Service Steps**

**Pre-Service Best Practices**

- Precisely follow package instructions for haircolor, lightener and texture products.
- Write suitable grays for all applications.
- Perform necessary patch tests as outlined in the directions.
- Wear suitable gloves for all applications.

**Rubilane® Technology**

The healthy-looking, high-shine results.

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**Sizing**

- 2.0 oz. + 1.0 oz. 10 volume
- 2.0 oz. + 1.0 oz. 20 volume
- 2.0 oz. + 1.0 oz. 30 volume
- 2.0 oz. + 1.0 oz. 6RR (6.66)
- 2.0 oz. + 1.0 oz. 7CR (7.46)
- 2.0 oz. + 1.0 oz. 7GC (7.34)
- 2.0 oz. + 1.0 oz. 7GC (7.34)

**REDKEN Color Collection**

**Chromatics**

- Advanced Performance Color
- Color Fusion System
- Redken Chromatics Oil in Cream
- Redken Chromatics Oil in Foam
- Redken Chromatics Oil in Cream
- Redken Chromatics Oil in Foam

**Color Fusion**

- Advanced Performance Color
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**Shades EQ**

- Provides rich, vibrant copper red results with Rubilane® copper dye.

**Shades EQ Cover Plus**

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**Introducing the New Copper Red Family in Shades EQ Cream**

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**Redken Color Collection**

- Redken offers advanced color treatments plus a complete collection of haircare and styling products to enhance your salon.

**Pre-Service Steps**

**Pre-Service Best Practices**

- Precisely follow package instructions for haircolor, lightener and texture products.
- Write suitable grays for all applications.
- Perform necessary patch tests as outlined in the directions.
- Wear suitable gloves for all applications.

**How to Perform the Skin Allergy Test**

- Abrasion evenly. Wash the ear and apply a cotton bud... apply a little of the unixed colorant product sufficient to cover an area of 1/22 cm. (See the size of a small cent.) Rub it up, dry it... dry it to dry between applications. Carefully remove the colorant container.

**Strand Test**

- Studio EQ Color or Cover Plus may be readily accepted by porous hair that may be readily accepted by porous hair that may be readily accepted by porous hair that may be readily accepted by porous hair that may be readily accepted by porous hair that may be readily accepted by porous hair that
### 1. Technical Information

#### Formulation

- **EXAMPEL:**
  - **BAcKGrOuND cOlOr AND TONE**
    - Background color is the portion of the color base that helps produce balanced, natural-looking color results.
    - Select a shade with a similar tonal value to the background color.
  - **DECIDE**
    - Decide on the desired color effect or correction.
    - Consider the client’s natural hair color level and any desired color correction.
  - **FOrmulatiON**
    - Formulate the color mixture using the appropriate shade and concentration.
    - Follow the mixing ratio guidelines for best results.

#### Mixing and Processing

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<th>STAGE</th>
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<tbody>
<tr>
<td>1. Natural Level: 8 light blonde/0% gray</td>
<td>2 oz. 07WN Chai Tea</td>
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</tr>
<tr>
<td>2. Target Color: medium warm neutral blonde</td>
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### 2. Application

- **CLEAN**
  - Pre-treat the hair with Redken Shades EQ Cream.
  - Follow with Redken Chemistry Pro-oxide Cream Developer.

- **DEFINE**
  - Use the opposite diagonal to 1. pre-treat the hair with Redken Shades EQ Cream.
  - Follow Glaze steps 1–4.
  - Isolate select strands in a foil or paint freehand.
  - For optimal gray coverage, use Shades EQ Cover Plus.

### 3. Refresh

- **FOR a REFRESH:**
  - Soften the natural base
  - Dilute level density
  - Cover up to 75% with demi-permanent results*

- **FOR a CORRECTION:**
  - Correct uneven, brassy or overly vibrant tones
  - Harmonize tone from scalp to ends
  - Add dimension with lowlights

### 4. Services

#### Shades EQ Cover Plus

- **BRIGHTENING CONDITIONING COLOR**
  - Family (Copper red)
  - EXamPlE:
    - Formula: 2 oz. 07WN Chai Tea

#### Shades EQ Cream

- **EQuAlIZING cONDITIONING cOlOr**
  - Mix 1:1
  - EXamPlE:
    - Formula: 2 oz. 07WN Chai Tea

#### Shades EQ Plus

- **BRANcH SHAdES**
  - Mix 1:1
  - EXamPlE:
    - Formula: 2 oz. 07WN Chai Tea

---

*For optimal gray coverage, use Shades EQ Cover Plus for up to 30 minutes as needed.*