When lighter color deposit is desired, use 09 shade.

**FOR LIGHTER COLOR DEPOSIT OR POROUS HAIR:**
15 minutes with plastic cap under a pre-heated warm dryer. Remove cap and cool for 5 minutes.

**FOR RESISTANT GRAY:**
15 minutes with plastic cap under a pre-heated warm dryer. Remove cap and cool for 5 minutes.

**FOR RESISTANT HAIR OR MORE VIBRANT RESULTS:**
20 minutes with plastic cap under a pre-heated warm dryer. Remove cap and process for additional 20 minutes at room temperature.

**FOR LIGHTER COLOR DEPOSIT OR POROUS HAIR:**
Up to 20 minutes at room temperature with a diluted formula. When less color deposit is desired, use 000 Crystal Clear Shades EQ. When lighter color deposit is desired, use 09 shade.
SHADES EQ GLOSS
EQUALIZING CONDITIONING COLOR

There’s no limit to what you can do with Shades EQ! Voted the #1 demi-permanent haircolor in the U.S.*, Shades EQ provides healthy, shiny results with incredible conditioning, so you can glaze, refresh and correct with confidence.

Acidic pH | Ensures gentle processing for outstanding condition and shine
---|---
Long-lasting colorants | Create vibrant haircolor that fades on tone
No-lift, no-ammonia formula | Won’t lighten hair’s natural pigment; prevents swelling and cuticle damage
Wheat amino acids | Help lock in moisture and protect condition of hair
Silicone | Improves shine and wet combability
Fast, easy service | 20 minute processing time

Use Shades EQ alone, intermix or try it in techniques with other Redken haircolors. No other long-lasting, demi-permanent haircolor has so many service options!

GLAZE
- Enhance, enrich, change, match, tone down or intensify natural or color-treated hair
- Tone pre-lightened or highlighted hair
- Blend or color gray, without lifting the hair’s natural pigment

REFRESH
- Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth
- Restore color to highlights
- Add color immediately following a Redken texture service, to restore any color loss that may have occurred

CORRECT
- Fill over-lightened hair before a tintback service
- Correct uneven, brassy or overly vibrant tones
- Lowlight hair when more depth is desired

FORMULATION GUIDELINES
1. 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.
2. Determine the target color desired by your client.
3. Select the Shades EQ shade to enhance, balance or cool to achieve the target color.

HAIRCOLOR APPLICATION BEST PRACTICES
1. Pre-treat the hair with Redken PreArt and Hair Cleansing Cream. Follow with Extreme CAT or Redken Chemistry as needed. Dry hair.
2. Apply color generously to Zone 1 (the scalp area) using fine ¼” diagonal partings.
3. Use the opposite diagonal to cross-check your application to ensure proper application.
4. Use a timer to ensure accurate timing. Do not over or under process.

Log-on to Redken Education On Demand for an easy step-by-step video!

*Behindthechair.com Stylist Choice Award Winner 2001–2012
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