

5TH AVENUE NYC

REDKEN

SHADE CHART

REDKEN'S COOLEST COVERAGE FAMILY

NEW ASH BROWNS

WITH SHADES EQ MATCH FOR EASY REFRESH

NEW SHADES!

Color Gels Lacquers

CHOCOLATE MELT

STARTING LEVEL: Natural level 3 with existing level 7 highlights and unwanted warmth

FORMULA 1 (ZONE 1): 2 oz. (60ml) Cover Fusion 4NABn
2 oz. (60ml) Pro-oxide Cream Developer

FORMULA 2: 2 oz. (60ml) Shades EQ Gloss 04ABn Dark Roast
2 oz. (60ml) Shades EQ Processing Solution

FORMULA 3: 2 oz. (60ml) Shades EQ Gloss 06ABn Brown Smoke
2 oz. (60ml) Shades EQ Processing Solution

FORMULA 2 (ZONE 2): 2 oz. (60ml) Shades EQ Gloss 06ABn Brown Smoke
2 oz. (60ml) Shades EQ Processing Solution For Precision Application

FORMULA 1 (ZONE 1): 2 oz. (60ml) Pro-oxide Cream Developer
2 oz. (60ml) Color Gels Lacquers 4ABn Dark Roast

FORMULA 2 (ZONE 2): 2 oz. (60ml) Pro-oxide Cream Developer
2 oz. (60ml) Color Gels Lacquers 4ABn Dark Roast

FORMULA 3: 2 oz. (60ml) Shades EQ Gloss 06ABn Brown Smoke
2 oz. (60ml) Shades EQ Processing Solution

For more information: <https://www.orelaccess.com>

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REDKEN'S COOLEST COVERAGE FAMILY

NEW ASH BROWNS

WITH SHADES EQ MATCH FOR EASY REFRESH

The new **Color Gels Lacquers** Ash Brown shades contain a Blue / Pearl (19) reflect for the coolest coverage result. They are designed to provide ultra-cool results that last until your client's next visit. Refresh Zones 2-3 with a shade from the **Shades EQ Gloss** Ash Brown family for the perfect 1:1 liquid color pair.

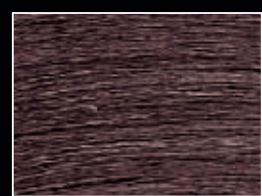
LIQUID COLOR FOR THE COOLEST COVERAGE RESULTS!

- Our coolest superior coverage family within Color Gels Lacquers
- Up to 100% coverage with black to gray background
- Cooler than the NN family
- Can be used alone or intermixed with any Color Gels Lacquers shades (excluding red dye technology shades)



ASH BROWN SHADE BREAKDOWN

ABn = ASH BROWN
BLUE/PEARL REFLECT



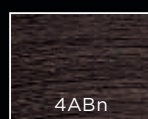
Primary tone = 1 (Blue)
Secondary tone = 9 (Pearl)

BLACK TO GRAY BACKGROUND

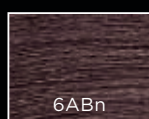
ABn = ASH BROWN
BLUE/PEARL REFLECT
Deposits ultra cool blue and pearl tones.



Cool Ebony



Dark Roast



Brown Smoke

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

ALLERGY ALERT TEST

This product is not intended for use on persons under the age of 16. An allergy alert test must be done **48 hours** before each application of this colorant, as an allergy can develop suddenly, even if you have previously applied this product or another colorant on your client.

IMPORTANT: Hair colorants can cause severe allergic reactions. **For you and your client,** to help reduce the risk of an allergic reaction, it is essential to follow the precautions below:

- **Wear suitable disposable gloves** during the preparation, application and rinsing of the product
- Temporary "black henna" tattoos may increase the risk of allergy
- Do not color the hair if:
 1. Your client has a rash on their face or sensitive, irritated and damaged scalp,
 2. Your client has ever experienced any reaction after coloring their hair,
 3. Your client has experienced a reaction to a temporary "black henna" tattoo in the past.

HOW TO PERFORM THE ALLERGY ALERT TEST:

- Remove earrings. Behind the ear and using a cotton-bud apply a little of the unmixed colorant product sufficient to cover an area of 1 to 2 cm² (e.g. the size of a small coin). Re-apply allowing it to dry between applications. Carefully reseal the colorant container.
- Leave for 48 hours without washing, covering or touching. If during this period you or your client notice any abnormal reactions, such as itching, redness or swelling in or around the test area, **DO NOT APPLY THE PRODUCT.**

STRAND TEST

Color Gels Lacquers 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 **Color Gels Lacquers** to a small section of hair and process according to directions.

ADDITIONAL REDKEN PRODUCTS

Redken offers advanced in-salon treatments plus a complete collection of haircare and styling products to enhance your talents:



PRE-ART

Ideal before any chemical service.



REDKEN CHEMISTRY

Customized in-salon services help you treat and transform every client's hair—while increasing your revenue.



STYLING

Innovative collection creates any look from runway volume to flexible texture and finishes it with hold and shine.



HAIRCARE

Scientifically advanced, benefit-driven products deliver smart solutions to hair's specific needs.



REDKEN BREWS

High-performance men's grooming essentials create effortless styles.

COLOR GELS LACQUERS

HIGH SATURATION PERMANENT LIQUID LACQUER

- Low ammonia. Locked-in saturation. Liquid shine
- Provides exceptional gray coverage, from a few strands to high percentages of gray
- Select Dye System contains 100% oxidative, long-lasting dyes for holding power and resistance to fading
- Formulated with a traditional 10-level system
- Over 50 shades in 13 tonal families, plus Clear

COLOR GELS LACQUERS

GN	Green Natural	Controls unwanted red tones when lifting
AB	Ash Blue	Offers maximum refinement of warmth
NA	Natural Ash	Controls warmth when lifting while ensuring natural results
ABn	Ash Brown	Ultra-cool ash tones for the coolest brunette coverage results
N	Natural	Helps control warmth on pigmented hair and provides never too warm gray coverage
NN	Natural Natural	Extreme coverage neutral tones specifically formulated for resistant grays and resistant hair textures
GB	Gold Beige	Delivers sophisticated results that are never too warm
NW	Natural Warm	Provides exceptional gray coverage by adding depth and warmth to non-pigmented hair
NG	Natural Gold	Natural, soft golden shades
WG	Warm Gold	Creates warm results with golden accents and provides excellent gray coverage
CB	Copper Brown	Burnished copper with complete gray coverage
RB	Ruby Brown	Delivers soft ruby-like results and excellent gray coverage
RO	Red Orange	Accent colors with no brown in the base
RR	Red Red	Intense reds with increased tonal depth and no brown create exciting results on naturally pigmented hair
RV	Red Violet	Jewel tones with no added brown deliver vibrant results
VRO	Violet Rose	Deposits cool, violet-based rose tones
Clear	Color Gels Lacquers Clear	Non-pigmented; use alone when no toning is desired or use for diluting other Color Gels Lacquers shades

REDKEN HAIRCOLOR COLLECTION

ALKALINE COLOR

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

COLOR FUSION
Natural-looking, multi-dimensional results with condition and shine.

COLOR GELS LACQUERS
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.

