



# COLOR FUSION

## ADVANCED PERFORMANCE COLOR CREAM

### AMERICA'S FAVORITE PERMANENT COLOR



- Modern, permanent color cream delivers healthy-looking, multi-dimensional results
- **Colorbond Technology** locks-in color with intense conditioning and radiant shine
- Formulated with a 12-level modern system
- Use with **Pro-oxide** Cream developer 10, 20, 30, 40 volume

### NEW COOL FASHION COLLECTION

- Cool background
- Mutes warm undertones and adds more depth
- Completely intermixable with other **Color Fusion** shades for endless color possibilities\*

### NEW G-LOCK TECHNOLOGY

- Starts cool and stays cool for up to 8 weeks\*\*
- Larger dye molecules\*\*\* lock in color

\*With the exception of R5 shades  
 \*\*On chemically treated hair  
 \*\*\*Than a traditional dye molecule

### FORMULATION GUIDELINES

1. Determine your client's natural hair color level using the **Color Fusion** natural level finder tool found in the swatch book. Remember to consider percentage of gray (use the gray percentage finder found in the swatch book), hair texture, condition and hair density.
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 **Color Fusion** shade and volume of developer needed to achieve the target color.

### GUIDELINES FOR COVERING GRAY

For the best natural tonal results when using **Natural Balance**, **Natural Fashion**, **Fashion**, or **Cool Fashion** shades, formulate with the NEUTRAL (N) or GOLD/beige (Gb) shades in these proportions:

	N or Gb	Proportion of other shades	COVER FUSION
<b>% of Gray</b>			<b>Pure Shade</b>
<b>Up to 25%</b>	½ oz. (15 ml)	1 ½ oz. (45 ml)	Not recommended
<b>25-50%</b>	1 oz. (30 ml)	1 oz. (30 ml)	Not recommended
<b>50-75%</b>	1 ½ oz. (45 ml)	½ oz. (15 ml)	2 oz. (60 ml)
<b>75-100%</b>	1 ¾ oz. (52.5 ml)	¼ oz. (7.5 ml)	2 oz. (60 ml)

### HAIRCOLOR APPLICATION BEST PRACTICES

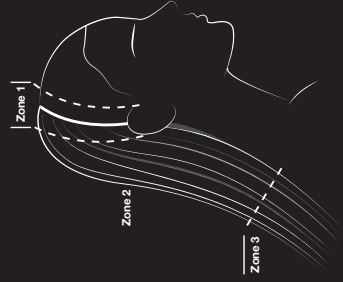
1. Pre-treat the hair with Redken **PreArt** and **Hair Cleansing Cream**. Follow with **Extreme CAT** or **Redken Chemistry** as needed. Dry hair.
2. Apply color generously to Zone 1 (the scalp area) using **fine ¼" diagonal partings**.
3. Use the opposite diagonal to cross-check and ensure proper application.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

**LOG-ON TO REDKENPRO.COM AND CLICK ON EDUCATION ON DEMAND FOR MORE INFORMATION.**

### THE REDKEN COLOR MANTRA

SHOW OFF YOUR PROFESSIONAL SKILLS.  
 CREATE PHENOMENAL HAIRCOLOR.

APPLY IN ZONES.  
 MAXIMIZE COLOR RESULTS.  
 MINIMIZE STRESS ON HAIR.



Redken uses the term "Zones" to refer to different areas of the hair strand. Understanding Zones will help you achieve phenomenal, even color results every time!

**ZONE 1:** Regrowth or root area, approximately the first ½ inch of hair

**ZONE 2:** Mid-shaft area, begins where Zone 1 ends

**ZONE 3:** Overly porous hair that extends past the shoulders (not all hair has a Zone 3)

### WE APPLY COLOR IN ZONES BASED ON PH SCIENCE BECAUSE:

Each Zone accepts color differently based on the condition of the hair

We care for the integrity of even the most sensitized parts of the hair

The combination of alkaline and acidic color maximizes color results and minimizes stress on hair

Alkaline color should only touch virgin hair. Use any alkaline color formula on Zone 1. Always use acidic **Shades EQ** color on Zones 2 and 3 for amazing condition and shine while maintaining maximum respect for previously-colored hair.