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190 INGREDIENT GLOSSARY
Backed by state-of-the-art science and a legacy of innovation that dates back to 1960.

Started by a Hollywood actress and her hairdresser, we were the first company to take a scientific approach to hair and discover the formula that remains the alpha and omega of haircare to this very day: PROTEIN + MOISTURE + ACIDIC pH = HEALTHY HAIR.

Our groundbreaking research revolutionized the haircare industry, propelling Redken to the top of the US professional market.

Today, we are trusted by more than a million hair professionals in the US alone.

Combining scientific rigor with an elevated aesthetic, we are known to create scientific hair prescriptions to deliver powerful hair transformations that preserve the health of the hair for performance-obsessed professionals and their clients all around the world.
Redken is the only professional color brand with multimillion-dollar media campaign driving over 100,000k clients into salons around the country to ask for a Shades EQ Gloss Service.
Redken is known for providing inspiring and innovative products and services to the professional industry for more than 60 years. Everything we do is designed to empower and inspire you with the tools you need to learn, earn and live best!

1960

PAULA KENT & JHERI REDDING START REDKEN
- A revolution in haircare begins with pH and protein science
- Amino Pon and PPT gain a cult following
- Visionary hairstylist Vidal Sassoon tours the country on behalf of Redken

1970s

REDKEN PIONEERS EDUCATION IN THE INDUSTRY
The first Redken Symposium hosts 500 salon professionals in 1974

1980s

REDKEN LAUNCHES BREAKTHROUGH INNOVATION
- Shades EQ Gloss, one of the biggest breakthroughs in haircolor, launches in 1983
- Redken expands to 13 countries around the world

REDKEN ADDS "5TH AVENUE NYC" TO ITS NAME
- In 1993, Redken is sold to L'Oréal
- After a devastating earthquake, Redken moves from California to L'Oréal headquarters on 5th Avenue in NYC
- Redken establishes itself as a fashion brand at the forefront of trends
- The Redken Exchange, the industry's leading resource for learning, opens its doors in 1996

2000s

REDKEN BECOMES THE RUNWAY AUTHORITY
Redken leads backstage beauty, with a presence at fashion week in New York, London, Milan, and Paris

REDKEN DOMINATES HAIRCOLOR
- Bonder technology meets lightening
- Shades EQ. Redken's best in class demi-permanent color, celebrates its 35th birthday
- Redken is the #1 talked-about brand on social media, with 1M+ followers and influencers

2010s

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The first Redken Symposium hosts 500 salon professionals in 1974

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REDKEN REINVENTS HAIRCARE
- Acidic Bonding Concentrate brings the acidic power of Shades EQ to haircare
- Redken Haircare gets a packaging makeover, going back to its heritage of PROTEIN + MOISTURE + ACIDIC pH
- Shades EQ Gloss gets upgraded with bonding technology
- Redken launches the first 10 minute, liquid permanent color: Color Gels Lacquers 10 Minute

2020s

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POWERED BY SCIENCE
PRESCRIBED BY PROS

MORE POWER TO YOU
OUR EXPERTISE

HAIRCARE

GIVES HAIR WHAT IT NEEDS MOST:
POWERED BY SCIENCE

- Customized regimens prescribed by pros
- Helps to target any client hair concern
- For all hair types and textures

HAIRCOLOR

UNIQUELY PROFESSIONAL pH BALANCED, ZONE-BASED APPROACH TO COLOR

- Balanced formulas, from acidic to alkaline, achieve professional color results with minimum stress on hair
- Innovative formulas at the forefront of hair color technology
- Latest trends and innovative techniques co-created with the best pros in the world

STYLING

PROFESSIONAL STYLING SOLUTIONS

- A smart range of all-in-one styling treatments to create effortless looks at home
- A full range of hold styling solutions for pros
- For all hair types and textures

MENS

REDKEN BREWS

- In 1967, Redken pioneered the 1st professional grooming line for men
- Today Redken Brews is the complete destination for style, care, skin and Color Camo, the champion of 5-minute, gray blending color service for men without the foils or fuss
Lori Zabel
REDKEN ARTIST
Lori has been inspiring salon professionals around the globe for over a decade as North American Haircolorist of the Year, Haircutter of the Year, People’s Choice of the Year, and Master Stylist at Dopp Dop Salon in New York City. Through imagination and participation, Lori guides her audiences on a journey of artistic discovery. Her haircolor tips are immediately usable in the salon and will save you time and increase your bottom line.

Follow Lori on Instagram @lorizabel

Chris Baran
GLOBAL ARTISTIC DIRECTOR
Chris is known for his salon industry passion. He has owned salons, is a multiple industry award-winner and a coach to salon professionals ranging from students to advanced stylists. Chris helped develop the core curriculum that Redken’s education is built upon. His cutting, finishing, train-the-trainer and coaching skills bring salon professionals and students to a higher level faster.

Follow Chris on Instagram @coachchrishbaran

Brayden Pelletier
REDKEN ARTIST
Brayden Pelletier’s approach is simple...master the "WHYS" behind what you do, and unlock endless creativity and uncompromising consistency. Brayden is the owner of Just b Hair Salon, with 2 locations in Atlanta, and understands how to be creative and consistent behind the chair, while creating a specific look and feel based on his clients needs.

Follow Brayden on Instagram @justbhair

Sean Godard
REDKEN ARTIST
Based out of Brooklyn, NY, Sean is an in demand editorial and session colorist and finisher. 3x NAHA nominee and winner of 2019 Salon Team of the Year. His work has appeared in fashion and industry magazines around the world. He has worked on ad campaigns for Redken, Ulta Beauty and many other designers and fashion/lifestyle brands. Sean has worked backstage with many celebrities at the MTV Video Music Awards both in NYC and LA. He is one of the top colorists in the Redken network with over 15 years with the brand and is a member of the Ulta Beauty Pro Team. Sean spends his time traveling and spreading the Redken love around the globe.

Follow Sean on Instagram @seangodard

Sam Villa
GLOBAL ARTISTIC AMBASSADOR
Whether teaching face-to-face in small hands-on programs, on the main stage, or reaching his millions of social media followers, Sam changes people. He is known for doing things differently to challenge, inspire and motivate change. Sam’s talents stretch far beyond his brilliant cutting and finishing skills; he has a plethora of business skills that enliven stylists to think about how they speak to their guests to add value behind the chair.

Follow Sam on Instagram @samvillahairstylist

Hugo Urias
DIRECTOR REKEN CREATES DESIGN
Specializing in hair design and finishing, Hugo’s passion for education and obsession for the craft are valued assets. Hugo’s trainings are easy to understand, yet challenge the learner to try a different approach. His learner-focused teachings have resulted in increased performance from salon professionals in client retention, retail sales, and overall mastery of skill sets.

Follow Hugo on Instagram @hueshoot

Ruth Roche
REDKEN MASTER ARTIST
From winning NAHA 5 times, to making editorial appearances in the New York Times and Vanity Fair, to owning a salon and working behind the chair, Ruth Roche is an industry powerhouse, as inspirational as she is relatable. A true creative master, Ruth is known for both conceptual avant-garde styles, and everyday hair. Whether unusual or wearable, there’s always an element of beauty involved. Ruth’s down-to-earth coaching style puts people at ease, allowing them to understand and retain information better. The open safe community she cultivates with stylists enables them to develop their confidence and skills to a level where they can create anything imaginable.

Follow Ruth on Instagram @ruthroche

Shannon King
REDKEN ARTIST
Born in Baltimore to parents who were both stylists, King grew up in the salon industry and, eager to follow in his parent’s footsteps, began working in Baltimore straight out of beauty school. Shannon is one of an elite group of facilitators at The Redken Exchange in NYC. King’s number one job is as Owner/ Director of the Hair & Co BLYN salons “I love being behind the chair. That’s where it all starts, and that’s where it all comes together.”

Follow Shannon on Instagram @shannonwilliamking

Follow Ruth on Instagram @ruthroche

Follow Shannon on Instagram @shannonwilliamking

Follow Lori on Instagram @lorizabel

Follow Sean on Instagram @seangodard

Follow Brayden on Instagram @justbhair

Follow Hugo on Instagram @hueshoot

Follow Shannon on Instagram @shannonwilliamking

Follow Sam on Instagram @samvillahairstylist

Follow Chris on Instagram @coachchrishbaran

Follow Hugo on Instagram @hueshoot

Follow Shannon on Instagram @shannonwilliamking

Follow Lori on Instagram @lorizabel

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Follow Shannon on Instagram @shannonwilliamking
OUR BRAND AMBASSADORS

STAY INSPIRED BEHIND THE CHAIR BY KEEPING UP WITH THE LATEST TRENDS AND TECHNIQUES FROM OUR REDKEN BRAND AMBASSADORS

Hailing from fashion-forward New York City to the hottest salons in Hollywood, and everywhere in between, our Redken Brand Ambassadors are the industry’s top authorities in haircolor and styling. Want to see their latest work and learn how they use Redken to achieve the looks today’s clients demand? Visit RedkenPro.com/MeetTheAmbassadors

SCAN THE QR CODE TO LEARN MORE AND STAY INSPIRED!

Cassandra McGlaughlin @cassandraplatinum
Elizabeth Faye @heyelizabethfaye
Matt Rez @colorbymattrez
Philip Foresto @philipforesto
Rodney Cutler @cutlersalon
Adrienne Dara @adriennedara
Johnny Ramirez @johnyramirez
Rachel Redd @rachel_redd
Ryan Pearl @ryanpearl23
REDKEN EDUCATION

LEARN BETTER
With our unique personal-based approach to education.

EARN BETTER
By elevating salon professionals’ skills in business, design and color, training, personal development and wealth building.

LIVE BEST!
When salon professionals realize their hopes and dreams!

MISSION:
HELP ALL HAIRDRESSERS LEARN BETTER AND EARN BETTER

VISION:
ALL HAIRDRESSERS LIVE THEIR BEST LIFE

CONNECTING YOU TO THE CONNECTIONS THAT MATTER MOST!
We believe that by creating professional hair transformations, that we can empower women with the confidence to make a statement in their life.

We are: Powered by Science, prescribed by pros and inspired by the ambitious, self made, demanding and daring spirit of NYC.

We connect hair entrepreneurs to the connections that matter most and believe it is our responsibility to help all hairdressers to learn, earn and LIVE BEST!

We believe that it is through knowledge that you can become who you want to be.

We strive to empower you with the most scientific approach to the most innovative products to be the most successful and connected stylist 24/7.

We commit to providing the best in class education in all areas of your business. Learn, earn and live best with the Redken Power Network of the best artists in the world. More connections, more education more power to you!
WE BUILD
STYLISTS' CAREERS
THE REDKEN STYLIST CAREER PATH

WHAT IS IT?
Incremental levels of education that allow a salon professional to elevate their skill set and progress through a career path to become a recognized expert in their territory. Following the Redken stylist career path, a salon stylist can eventually become a Redken artist.

THE ONLY CLEAR PATH FOR GROWTH FOR A SALON PROFESSIONAL.

STYLIST
Redken offers a comprehensive Education Menu over 65 classes, featuring product knowledge, technical, business, advanced classes and certifications. Plus, there are over 1000 complimentary virtual classes per year to build the skill and knowledge of every stylist.

SPECIALIST
Do you want to take your passion for Redken to the next level? Take part in a 4-phase, interactive workshop to become the go-to person in your salon and increase your income. From haircolor to finishing and wealth-building, you will become fluent in everything Redken!

AUTHORITY
Are you ready to choose a discipline that focuses on and advances your skill in the area you’re most passionate about? The Redken Authority series will set you up to become Redken Certified. In this 4-phase, interactive workshop, you’ll dig deep into the principles, learn seasonal trends, get wealth-building strategies and prepare yourself for Certification.

CERTIFICATION
Be recognized and rewarded for your exceptional technical skills and true passion for haircolor, design or finishing. As a member of one of these elite groups, clients and other salon professionals will view you as a master. Plus, you’ll be recognized for your expertise and commitment to excellence. Requires passing a written and technical exam. Becoming certified gives you the credentials needed to become a Redken Artist.

ARTIST
For Stylists who have earned status as a Redken Specialist, Redken Authority and Redken Certification and have a passion for helping others grow. A global group of dedicated individuals, Redken Artists are certified to educate on behalf of Redken, using their specialized talents to help other salon professionals develop their skills in all disciplines.

Log on to RedkenPro.com for more information on these programs.
EDUCATION FOR EVERY STEP IN YOUR CAREER

CLASS MENU

FOUNDATIONS

HAIRCOLOR
Redken Haircolor Collection
Blonde Idol Product Knowledge
Chromatic Product Knowledge
Color Camo Product Knowledge
Color Fusion Product Knowledge
Color Gels 10 Product Knowledge
Color Gels Lacquers Product Knowledge
Lightening Product Knowledge
SEQ Cream & Cover Plus PK
SEQ Gloss Product Knowledge
Haircare Product Knowledge
Tonal Care Product Knowledge
Redken Brews Product Knowledge

EXPERIENCED

HAIRCOLOR
Balayage!
Color Emergency
Custom Coverage: Coverage Techniques
Express Highlighting: All On Top
Blonding Techniques: Seasonal Trends
Haircolor Techniques: Seasonal Trends

DESIGN
Design Techniques: Seasonal Trends
Clipper Cutting Perfected

STYLING
Blow Dry Boot Camp
Textured Hair Styling
Finishing Techniques: Seasonal Trends

BUSINESS
Step Up!
Salon Emotion
Suite Emotion

MASTER

HAIRCOLOR
Train The Trainer—Haircolor
Blonding For All Hair Types and Textures

DESIGN
Train The Trainer—Design
Train The Trainer—Barber

STYLING
Train The Trainer—Finishing

BUSINESS
Train The Trainer—Facilitator

EXPLORE: FOUNDATION CLASSES
REDKEN USERS NEW TO REDKEN
These classes provide the cornerstones of Redken product knowledge. They will provide the needed details of ingredient technologies, mixing and processing, proper usage and hair types recommended.

EXPERIENCE: TECHNIQUE CLASSES
REDKEN USERS FOR 0-2 YEARS
Stylist needs to build their confidence with all Redken products and foundational principles
• Complete knowledge in Principles: Haircolor, Design, Finish, Correction, Foiling
• Knowledge in all Redken information

EVOLVE: MASTER CLASSES
REDKEN USERS FOR 2-4 YEARS
Stylist builds their speed and technical skills. They are increasing their knowledge in all Redken products and how to create more wealth and success through using the product
• Build technical skill & confidence in trends & techniques
• Focused on increasing confidence in communication skills

TRAIN THE TRAINER CLASSES
REDKEN USERS FOR 4+ YEARS
This is the pivotal point for the service provider where visible changes to their guests may need to be made. Stylists should focus on the “look” instead of the individual service
• Creating “looks” increases multiple additional services, chemical services and advanced skill & techniques
• Become a leader and mentor

Log on to RedkenPro.com for more information on these programs.
“Thank you for putting so much time and commitment into the education of stylists around the country. I learned so much and will definitely take what I learned and use it behind the chair.”
—DANNY MCCLURE

REDKEN ARTIST: GEORGE GARCIA

“This was my first experience at The Redken Exchange and it was great! Being a part of the Redken Family is such a privilege and I am so happy to have had this experience. Thank you Redken!”
—KASHA LEDFORD

“I’ve taken a lot of classes at The Redken Exchange. Amazing educators! We brought five stylists and everyone is so excited about what we learned. Love Redken Education!”
—GINA HUMPHREY

REDKEN ARTIST: SAM VILLA

Get inspired at The Redken Exchange, the industry’s leading resource for learning in NYC! Our mission is to empower YOU to learn better, earn better and live BEST!

We are excited to offer:
- IN PERSON CLASSES/HYBRID
- EXCHANGE ON TOUR CLASSES/HYBRID
- EXCHANGE AT SHOWS

Learn how you can access our education offerings with industry experts and educators. Experience our amazing facilitators, learn the latest techniques, with interactivity, culture and fun!

To register, go to RedkenPro.com/Education
JOIN US "2023 TOGETHER AGAIN” AT THE REDKEN SYMPOSIUM ON TOUR.
A 2 1/2 day event filled with networking, hands on and a grand opening bash where you can make the connections that matter.
COME BE PART OF IT!

DATE & LOCATION COMING SOON!
Make sure to follow @Redken on instagram and online at Redkenpro.Com/eduction to stay up to date with 2023 shows and events near you!
Access is our new e-learning and networking platform for salon professionals. It allows you to access training on product launches, digital upskilling, trend discovery, technique mastery, business management and much more—anytime and anywhere.

LEARN THE LATEST TRENDS AND TECHNIQUES HAPPENING AROUND THE WORLD FROM AWARD-WINNING REDKEN ARTISTS!
Curly, straight or wavy. Dry, oily or combination. Blonde or brunette. We study the composition of all hair types and textures to create solutions that work for everyone. No exceptions.

THE REDKEN HAIRCARE COLLECTION INCLUDES:

**BONDING CARE**
- Acidic Bonding Concentrate

**MOISTURE & SOFTNESS**
- All Soft
- All Soft Mega

**STRENGTH REPAIR**
- Extreme
- Extreme Length
- Extreme Bleach Recovery

**COLOR CARE**
- NEW Blondage High Bright
- Color Extend Blondage
- Color Depositing Masks
- Color Extend Magnetics
- Color Extend Brownlights
- Color Extend Graydiant

**FRIZZ CONTROL**
- Frizz Dismiss

**VOLUME**
- Volume Injection

**CLEAN**
- Hair Cleansing Cream
- Pre Art

**SCALP**
- Scalp Relief

**PROFESSIONAL SERVICES**
- Acidic Concentrates

GET MORE HAIRCARE INFORMATION ONLINE—IT’S FREE!

Visit LorealAccess.com, your one stop shop for individual tutorials or to advance your career. Learn via video tutorials, course modules, or live webinars... anytime, everywhere!
OUR UNIQUE APPROACH TO HAIRCARE
POWERED BY SCIENCE, PRESCRIBED BY PROS.

PROTEIN + MOISTURE + ACIDIC pH = HEALTHY HAIR
Made with the highest quality ingredients. Tested by salon professionals. Each customized formula is based on the 3 key principles of healthy hair:

Pr + Mo + pH
PROTEIN  MOISTURE  ACIDIC pH
ACIDIC BONDING CONCENTRATE

STRONGER HAIR, IMMEDIATE RESULTS**

TECHNOLOGY/KEY INGREDIENTS

Bonding Complex contains Citric Acid, an Alpha hydroxy acid. The Acidic Bonding Concentrate System helps fortify weakened bonds to improve strength and hair resiliency after salon bleach or color services.

BENEFITS

- 2X STRONGER**
- 88% VISUAL REDUCTION OF SPLIT ENDS**
- 14X SMOOTHER**
- REPAIRS STRENGTH**
- HELPS PROTECT FROM COLOR FADE**
- 90% MORE CONDITIONED**
- TAMES FRIZZ***
- TAMES FRIZZ***
- 14X SMOOTHER**
- STYLIST AGREE, HAIR LOOKS LESS DAMAGED*
- ADDS SHINE
- HEAT PROTECTION UP TO 450°F***
- IMPROVES ELASTICITY & FLEXIBILITY**
- REINFORCES WEAK BONDS**
- 90% MORE CONDITIONED**
- 88% VISUAL REDUCTION OF SPLIT ENDS**
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- HEAT PROTECTION UP TO 450°F***
- IMPROVES ELASTICITY & FLEXIBILITY**
- REINFORCES WEAK BONDS**

*EXPERT TEST, USE AS A SYSTEM OF ACIDIC BONDING CONCENTRATE INTENSIVE TREATMENT, SHAMPOO, & CONDITIONER
**USE OF ACIDIC BONDING CONCENTRATE INTENSIVE TREATMENT, SHAMPOO & CONDITIONER VS. NON-CONDITIONING SHAMPOO
***USE OF ACIDIC BONDING CONCENTRATE SHAMPOO, CONDITIONER, & LEAVE-IN TREATMENT VS. NON-CONDITIONING SHAMPOO

NEW

IMPROVES ELASTICITY & FLEXIBILITY**

HELPS PROTECT FROM COLOR FADE**

HEAT PROTECTION UP TO 450°F***

IMPROVES ELASTICITY & FLEXIBILITY**
ACIDIC BONDING CONCENTRATE

Shampoo & Conditioner

HAIR TYPE:
• All hair types and textures, even the most processed hair

BENEFITS:
• 56% reduction of breakage*
• 11x smoother hair that looks shiny and healthy**
• Reinforces weakened bonds† and helps protect from color fade
• Shampoo: Rich, luxurious lather
• Conditioner: Thick, concentrated formula for intense conditioning

USAGE: Apply Shampoo daily on damp hair. Lather and rinse. Follow with Conditioner.

ACIDIC PERFECTING CONCENTRATE

Leave-in Treatment

HAIR TYPE:
• All hair types and textures, even the most processed hair

BENEFITS:
• 59% reduction of breakage***
• 10x smoother hair***
• Heat protection up to 230°C
• 88% reduction of visible split ends

USAGE:
• Apply to clean, damp hair. Leave in.
• Style as usual

NEW Intensive Treatment

HAIR TYPE:
• Post bleached or severely damaged, bleached hair

BENEFITS:
• Instantly restores hair strength, fluidity, and porosity after bleaching
• Transformative results in 1 use:
  • 14x smoother****
  • 2x stronger****
  • 90% more conditioned****

USAGE:
• Apply to damp hair and leave on for 5-10 minutes.
• Rinse. Then apply Acidic Bonding Concentrate Shampoo, lather and rinse.
• Follow with Acidic Bonding Conditioner.
SHAMPOO & CONDITIONER
HAIR TYPE: Dry, brittle hair

**BENEFITS:**
- Shampoo:
  - Formulated with 2% Moisture Complex
  - Gently cleanses and softens
- Conditioner:
  - Formulated with 5% Moisture Complex
  - Detangles and provides increased manageability and shine

**USAGE:**
Apply Shampoo daily on damp hair. Lather and rinse. Follow with Conditioner.

HEAVY CREAM
Rinse-out Treatment Mask
HAIR TYPE: Dry, brittle hair

**BENEFITS:**
- Formulated with 12% Moisture Complex
- Deeply conditions for improved manageability and intense softness

**USAGE:**
- Daily or weekly as an intensive treatment
- After shampooing, apply to towel-dried hair
- Leave on 5–15 minutes, rinse thoroughly

ARGAN-6
Oil Leave-in Treatment
HAIR TYPE: Dry, brittle hair

**BENEFITS:**
- Formulated with 12% Moisture Complex
- Omega 6-enriched oil provides concentrated softness, deep conditioning and lasting suppleness

**USAGE:**
- Apply on damp or dry hair, concentrating on the mid-lengths and ends
- Re-apply on dry hair, as needed
ALL SOFT MEGA
PROFESSIONAL SOLUTION TO NOURISH SEVERELY DRY, COARSE HAIR

BENEFITS
• Delivers instant nourishment and replenishment
• Adds shine and manageability

TECHNOLOGY/KEY INGREDIENTS
Nourishing Complex contains Aloe, a superfood. The All Soft Mega System helps to soften and detangle severely dry, coarse hair.

SHAMPOO
HAIR TYPE: Severely dry, coarse hair
BENEFITS:
• Formulated with 1% Nourish Complex
• Gently cleanses and nourishes hair
• Replenishes and nourishes for softness and shine
USAGE: Apply daily on damp hair. Lather and rinse.

CONDITIONER
HAIR TYPE: Severely dry, coarse hair
BENEFITS:
• Formulated with 7% Nourish Complex
• Detangles, replenishes and nourishes severely dry hair
• Replenishes and nourishes for softness and shine
USAGE: Daily use after shampooing.

HYDRAMELT
Leave-in Treatment
HAIR TYPE: Severely dry, coarse hair
BENEFITS:
• Formulated with 7% Nourish Complex
• Provides all-day nourishment
USAGE: After conditioning, apply to clean towel-dried hair. Leave-in. Style as usual.
EXTREME
PROFESSIONAL SOLUTION FOR DAMAGED HAIR

BENEFITS
• Helps to provide strength repair & fortification to all types of damaged hair
• 73% reduction in breakage*
• Formulas infused with protein
• Helps prevent breakage and split ends

TECHNOLOGY/KEY INGREDIENTS
Strength Complex contains Protein. All hair is essentially comprised of Protein. Proteins are made up of Keratin and amino acids that can become weakened over time. The Extreme System helps to strengthen damaged hair and promote overall hair health.

*WHEN USING SYSTEM OF EXTREME SHAMPOO, CONDITIONER & ANTI-SNAP VS. NON-CONDITIONING SHAMPOOS
CONDITIONER
HAIR TYPE: Damaged hair
BENEFITS:
• Formulated with 4% Strength Complex
• Detangles and helps strengthen*
• Helps prevent breakage and split ends*
USAGE: Daily use after Extreme shampoo. Follow with Anti-Snap.

CAT
Protein Reconstructing Rinse-out Treatment
HAIR TYPE: Damaged hair
BENEFITS:
• Formulated with 2% Strength Complex
• Restructuring treatment reconditions distressed hair
• Can be used as a pre-color service treatment
USAGE:
• After shampooing, squeeze excess water from hair. Apply CAT, distributing through hair.
• Leave on 3–5 minutes. Rinse.

ANTI-SNAP
Anti-Breakage Leave-in Treatment
HAIR TYPE: Damaged hair
BENEFITS:
• Formulated with 1% Strength Complex
• 73% reduction in breakage**
• Helps fortify and smoothes the cuticle to reduce breakage and help prevent split ends*
USAGE: Apply to fragile or damaged areas of hair or all-over. Do not rinse. Style as usual.

SHAMPOO
HAIR TYPE: Damaged hair
BENEFITS:
• Formulated with 3% Strength Complex
• Cleanses and strengthens*
• Helps prevent breakage and split ends*
USAGE: Daily use on damp hair. Follow with Extreme Conditioner and Anti-Snap.

MASK
Rinse-out Treatment
HAIR TYPE: Damaged hair
BENEFITS:
• Optimized for strength repair and conditioning
• Suitable for color-treated hair
USAGE:
• After shampooing, apply to towel-dried hair
• Leave on 3–5 minutes, rinse thoroughly
• Use at least once a week in place of Extreme Conditioner.

PLAY SAFE
Leave-in Treatment
HAIR TYPE: Damaged hair
BENEFITS:
• Protects hair from heat up to 230°C
• Reduces the appearance of split ends by 70%
• Infused with plant protein and tourmaline
USAGE: Apply to clean, damp hair prior to blow drying or heat styling. Leave in. Do not rinse

*WHEN USING SYSTEM OF EXTREME SHAMPOO, CONDITIONER & ANTI-SNAP
**WHEN USING SYSTEM OF EXTREME SHAMPOO, CONDITIONER & ANTI-SNAP
VS. NON-CONDITIONING SHAMPOOS
EXTREME LENGTH
PROFESSIONAL SOLUTION FOR BREAKAGE-PRONE HAIR

BENEFITS
• Healthy hair can grow 3-6” in a year. Achieve up to 6” of length in a year with Extreme Length system of Shampoo, Conditioner and Sealer
• Formulated with Biotin
• Strengthens hair from root to tip, reducing breakage by 81%*

TECHNOLOGY/KEY INGREDIENTS
Length Fortifying Complex contains Biotin, a vitamin. The Extreme Length System helps to fortify and protect lengths for 81% less breakage.*

SHAMPOO & CONDITIONER
HAIR TYPE: Breakage-prone hair
BENEFITS:
• Shampoo:
  – Formulated with 1% Length Care Complex
  – Gently cleanses
  – Helps promote strong hair**
• Conditioner:
  – Formulated with 4% Length Care Complex
  – Formulated with Castor Oil
  – Helps strengthen fragile strands and ends for longer hair**
  – Provides nourishment and conditioning

USAGE:
• Apply Shampoo daily on damp hair.
• Follow with Conditioner and Sealer

SEALER
Split End Leave-in Treatment
HAIR TYPE: Breakage-prone hair
BENEFITS:
• Formulated with 4% Length Care Complex
• Visibly reduces the appearance of split ends by 78%**
• Helps strengthen weak, fragile hair**
• Adds manageability and smoothness

USAGE:
• Use as a complete system with Extreme Length Shampoo and Conditioner
• Apply on clean, towel-dried hair, concentrating on mid-lengths through ends. Leave in.

NEW TRIPLE ACTION TREATMENT
HAIR TYPE: All hair types and textures looking to grow hair longer
BENEFITS:
• Formulated with our most potent Length Care Complex yet with Niacinamide, Biotin & Castor Oil.
• 2X stronger hair in a single use***
• Visibly reduces split ends by 68%***
• Healthier looking and feeling hair instantly
• Targets the scalp, lengths and ends to reduce breakage

USAGE:
• After shampooing with Extreme Length shampoo, massage into the scalp and hair for 3-5 minutes.
• Rinse thoroughly. In case of contact with eyes, rinse immediately.

*WHEN USED AS A SYSTEM OF EXTREME LENGTH SHAMPOO, CONDITIONER & SEALER VS. NON-CONDITIONING SHAMPOO
**WHEN USED AS A SYSTEM OF EXTREME LENGTH SHAMPOO, CONDITIONER & SEALER
***SYSTEM OF EXTREME LENGTH SHAMPOO & MASK VS. NON-CONDITIONING SHAMPOO
EXTREME BLEACH RECOVERY
PROFESSIONAL SOLUTION FOR BLEACHED, FRAGILE HAIR

BENEFITS
• System with Cica (Centella Asiatica) increases hair’s resilience after lightening services
• Instantly transforms fragile, bleached hair to be soft, smooth, manageable and strong
• Restores a healthy touch from one lightening service to the next
• Helps to strengthen hair, reduce breakage and prevent split ends

TECHNOLOGY/KEY INGREDIENTS
Gentle Conditioning Complex contains Centella Asiatica, a medicinal plant. The Extreme Bleach Recovery System helps to strengthen hair and restore a healthy touch from one lightening service to the next.

SHAMPOO
HAIR TYPE: Bleached, fragile hair
BENEFITS:
• Formulated with 4% Gentle Conditioning Complex
• Gently cleanses hair and scalp
• Provides rich lather
USAGE: Daily use on damp hair. Follow with Lamellar Water and Cica Cream.

LAMELLAR WATER
Rinse-out Treatment
HAIR TYPE: Bleached, fragile hair
BENEFITS:
• Formulated with 3% Gentle Conditioning Complex
• Liquid texture instantly fills porosity
• Moisturizes, conditions and detangles hair
• Provides softness and smoothness
USAGE:
• After Extreme Bleach Recovery Shampoo, wring hair and apply 1–4 doses on mid-lengths to ends based on hair length
• 1 dose = 10ml (see dose markers on bottle)
• Work into a light lather. Rinse
• Follow with Cica Cream

CICA CREAM
Leave-in Treatment
HAIR TYPE: Bleached, fragile hair
BENEFITS:
• Formulated with 4% Gentle Conditioning Complex
• Deeply conditions hair
• Adds smoothness
USAGE: After Extreme Bleach Recovery Shampoo and Lamellar Water, apply to damp hair. Leave in.
NEW

BLONDAGE
HIGH BRIGHT SYSTEM
INSTANTLY BRIGHTER BLONDE IN ONE USE*

HAIR TYPE
• Blondes looking to brighten hair that has dulled post-salon visit.

BENEFITS
• Removes buildup & dulling agents
• Fills porosity & seals cuticle
• Instantly brightens and conditions
• 9 out of 10 stylists saw brightening after one use

TECHNOLOGY/KEY INGREDIENTS
Formulated with Vitamin C, known for its brightening benefits in skincare, and our Brightening Care Complex, this trio is formulated with chelators for instant results.

USAGE
• Apply Redken Blondage High Bright Pre-Treatment to damp hair and leave on for 5-10 minutes.
• Do not rinse.
• Then, apply Redken Blondage High Bright™ Shampoo; lather and rinse.
• Follow with Redken Blondage High Bright™ Conditioner in case of contact with eyes, rinse immediately.
COLOR EXTEND BLONDAGE
PROFESSIONAL TONING SOLUTION FOR BRASSY BLONDE HAIR

BENEFITS
- Instantly cancels unwanted yellow undertones and brassiness
- Ultra-pigmented for a 5 minute transformation

TECHNOLOGY/KEY INGREDIENTS
Color Extend Blondage System with Violet Pigments help to instantly neutralize unwanted yellow undertones and brassiness in blonde hair.

VIOLET PIGMENTS
- Counteracts yellow undertones for a noticeably brighter blonde
- Custom tones every level of blonde

TRIPLE ACID PROTEIN COMPLEX
- Strengthens and increases hair elasticity for less breakage
- Deeply conditions to smooth cuticles for shine and increased manageability
**ICY BLONDE MASK**

**HAIR TYPE:** Bleached or blonde hair  

**BENEFITS:**  
- Enhances or deposits cool tones
- Helps counteract unwanted orange tones
- Instantly adds shine & conditions

**USAGE:** Apply to damp hair after shampooing with Color Extend Blondage shampoo.  
- Leave on 5-10 minutes.  
- Rinse thoroughly.

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**ROSE MASK**

**HAIR TYPE:** Bleached or blonde hair  

**BENEFITS:**  
- Enhances or deposits rosy tones
- Customized blonde in 5 minutes
- Instantly adds shine & conditions

**USAGE:** Apply to damp hair after shampooing with Color Extend Blondage shampoo.  
- Leave on 5-10 minutes.  
- Rinse thoroughly.

---

**HONEY BEIGE MASK**

**HAIR TYPE:** Bleached or blonde hair  

**BENEFITS:**  
- Enhances or deposits honey beige tones
- Customized blonde in 5 minutes
- Instantly adds shine & conditions

**USAGE:** Apply to damp hair after shampooing with Color Extend Blondage shampoo.  
- Leave on 5-10 minutes.  
- Rinse thoroughly.

---

**SHAMPOO**

**HAIR TYPE:** Bleached or blonde hair  

**BENEFITS:**
- Gently cleanses while toning unwanted yellow undertones and brassiness

**USAGE:** Apply Shampoo 2-3 times per week on damp hair. Follow with Conditioner.

---

**CONDITIONER**

**HAIR TYPE:** Bleached or blonde hair  

**BENEFITS:**
- Nourishes to increase smoothness and shine
- Strengthens blonde hair for less breakage

**USAGE:** After Shampoo, apply Conditioner and leave-in 1-3 minutes. Rinse.

---

**FOAM**

**HAIR TYPE:** Bleached or blonde hair  

**BENEFITS:**
- Instantly tones and neutralizes brass
- Instantly leaves hair smooth, bouncy, and soft
- Neutralizes brassy yellow undertones

**USAGE:** After Conditioner, apply to damp hair from root to ends. Comb through to evenly distribute. Style as usual.

---

**EXPRESS ANTI-BRASS FOAM**

**HAIR TYPE:** Bleached or blonde hair  

**BENEFITS:**
- Ultra-pigmented purple mask helps correct and neutralize yellow undertones
- Wheat protein, amino acids and glycerin provide toning
- Provides a visibly cooler, brighter blonde in just 5 minutes.

**USAGE:**
- After shampooing, towel dry hair. Apply mask to hair avoiding scalp area.  
- Comb through for even distribution and leave for 5 minutes. Rinse thoroughly.  
- In case of contact with eyes, rinse immediately.
**COLOR EXTEND**

**PROFESSIONAL SOLUTION FOR COLOR CARE**

**BENEFITS**
- Helps to keep hair color radiant and shiny

**TECHNOLOGY/KEY INGREDIENTS**
Color Care Complex contains Cranberry Oil, an antioxidant. The Color Extend System helps to care for the vibrancy of professional color in-between salon services.

**SHAMPOO**
- **HAIR TYPE:** Color-treated
- **BENEFITS:**
  - Formulated with 1% Color Care Complex
  - Gently cleanses
  - Helps provide color protection and maximizes vibrancy
  - Leaves hair shiny and manageable
- **USAGE:** Daily use on damp hair

**CONDITIONER**
- **HAIR TYPE:** Color-treated
- **BENEFITS:**
  - Formulated with 3% Color Care Complex
  - Detangles and helps protect against color fading
  - Provides mirror-like shine
- **USAGE:** Daily use after shampooing

**INGREDIENTS**
- **CRANBERRY OIL** Antioxidant
- **MICRO-NET** Helps promote color retention
- **CERAMIDE** Helps strengthen the hair
- **UVA & UVB FILTERS** Helps provide color protection
- **CRANBERRY OIL** Antioxidant
- **MICRO-NET** Helps promote color retention
- **CERAMIDE** Helps strengthen the hair
- **UVA & UVB FILTERS** Helps provide color protection
COLOR EXTEND MAGNETICS
PROFESSIONAL SOLUTION FOR GENTLE COLOR CARE

BENEFITS
• Low pH, acidic formulas
• Fortifies hair and helps lock-in color

TECHNOLOGY/KEY INGREDIENTS
Color Extend Magnetics System is acidic, which helps to balance the pH levels of the hair. This system cares for the tone and vibrancy of professional color in-between salon services.

SHAMPOO & CONDITIONER
HAIR TYPE: Color-treated hair

BENEFITS:
• Formula with amino-ions helps seal in color
• Strengthens the hair fiber and helps lock-in color
• Shampoo:
  – Formulated with an acidic pH of 5.0–5.6
  – Non-stripping, lightweight and gentle
• Conditioner:
  – Formulated with an acidic pH of 3.5–4.5
  – Eases detangling and adds a soft, smooth, conditioned feel

USAGE: Apply Shampoo daily on damp hair. Follow with Conditioner.
COLOR EXTEND BROWNLIGHTS
PROFESSIONAL TONING SOLUTION FOR BRASSY BRUNETTE HAIR

BENEFITS
• Progressive toning system with blue pigments cancels unwanted orange undertones
• Prolongs cool brunette color
• Eliminates brassiness

TECHNOLOGY/KEY INGREDIENTS
Color Extend Brownlights System with Blue Pigments help to neutralize unwanted orange undertones and brassiness in gray coverage, balayaged or natural brunettes.

BLUE PIGMENTED SHAMPOO
HAIR TYPE: Highlighted, color-treated, gray coverage and natural brunette hair
BENEFITS:
• Gently cleanses without stripping
• Instantly nourishes
• Helps prolong cool brunette color and fight brassiness
USAGE: Use 2–3 times per week in addition to Color Extend Brownlights Conditioner

BLUE PIGMENTED CONDITIONER
HAIR TYPE: Highlighted, color-treated, gray coverage and natural brunette hair
BENEFITS:
• Nourishes and hydrates
• Adds manageability and shine
• Helps prolong cool brunette color and fight brassiness
USAGE: Use 2–3 times per week in addition to Color Extend Brownlights Shampoo
COLOR EXTEND
GRAYDIANT

PROFESSIONAL TONING SOLUTION FOR GRAY AND SILVER HAIR

BENEFITS
- Dual-action system tones and conditions
- Brightens gray and silver hair instantly
- Cancels unwanted yellow undertones

TECHNOLOGY/KEY INGREDIENTS
Color Extend Graydiant System with a Silver Pigment System helps to neutralize unwanted yellow undertones and restores brightness to gray and silver hair.

COLOR CORRECTION
Silver pigment system brightens and tones unwanted yellow undertones

CONDITIONING
Amino acids strengthen and smooth coarse, wiry texture

PURPLE SHAMPOO
HAIR TYPE: Gray and silver hair
BENEFITS:
- Gently cleanses
- Helps eliminate yellow undertones in gray and silver hair*
- Improves rough, wiry texture for a smooth finish

USAGE: Use 2–3 times per week in addition to Color Extend Graydiant Conditioner

* AFTER USING SYSTEM TWICE A WEEK FOR TWO WEEKS

SILVER CONDITIONER
HAIR TYPE: Gray and silver hair
BENEFITS:
- Conditions and strengthens hair for increased manageability and shine**
- Soft and shiny hair

USAGE: Use 2–3 times per week in addition to Color Extend Graydiant Shampoo

** WITH USE OF COLOR EXTEND GRAYDIANT SYSTEM OF SHAMPOO & CONDITIONER VS. NON-CONDITIONING SHAMPOO
FRIZZ DISMISS
PROFESSIONAL SOLUTION TO SMOOTH FRIZZY HAIR

BENEFITS
• Smooths frizz and helps to protect hair from humidity
• Formulas enriched with sustainably-sourced Babassu Oil from Brazil
• Instant Deflate provides 24-hour frizz and humidity protection
• Suitable for color-treated hair*

TECHNOLOGY/KEY INGREDIENTS
Smoothing Complex contains Babassu Oil, a fair-traded oil extracted from nuts grown on the Babassu palm. The Frizz Dismiss System helps fight frizz and provides humidity protection.

*FRIZZ DISMISS SHAMPOO, CONDITIONER, MASK AND REBEL TAME
**SHAMPOO**
**HAIR TYPE:** Frizz-prone hair  
**BENEFITS:**  
- Formulated with 1% Smoothing Complex  
- Gently cleanses, smooths hair and controls frizz*  
- Suitable for color-treated hair  
**USAGE:** Daily use on damp hair. Follow with Frizz Dismiss Conditioner.
**VOLUME INJECTION**

**PROFESSIONAL SOLUTION FOR FINE, FLAT OR PROCESSED HAIR**

**BENEFITS**
- For instant root lift and body
- Hair looks and feels healthier after one use
- Improves softness, smoothness & shine

**TECHNOLOGY/KEY INGREDIENTS**

_Bodifying Complex_ contains Filloxane, a silicone. The _Volume Injection System_ helps to provide instant volume to fine, flat or processed hair.

- **FILLOXANE**
  Known to penetrate the cuticle to the cortex and spreads along the fiber to help add more texture, volume and substance to hair

- **POLYMERS**
  Helps provide polished lift and volume

- **SOFTENING POLYMERS**
  Help provide softness, lift and body

**SHAMPOO**

_HAIR TYPE:_ Fine, flat or processed hair

**BENEFITS:**
- Formulated with 1% Bodifying Complex
- Cleanses with an abundant lather
- Hair has a lightweight finish

**USAGE:** Daily use on damp hair. Follow with Volume Injection Conditioner.

**CONDITIONER**

_HAIR TYPE:_ Fine, flat or processed hair

**BENEFITS:**
- Formulated with 2% Bodifying Complex
- Lightweight formula so hair does not feel weighed down
- Improves manageability & detangling
- Adds instant conditioning and shine

**USAGE:** Daily use after Volume Injection Shampoo.
HAIR CLEANSING CREAM

PROFESSIONAL SOLUTION FOR INSTANT DEEP CLEANSING

BENEFITS
- Formulated with 2% Cleansing Complex
- Removes product build-up, excess oil, and pollution particles in one use
- Leaves hair feeling thoroughly cleaned

TECHNOLOGY/KEY INGREDIENTS
Cleansing Complex contains AHA Fruit Acid, a combination of Sugar cane, lemon fruit extract, apple fruit, and camellia leaf extracts. Hair Cleansing Cream shampoo helps to remove pollution residue, hard water minerals, excess oils, and product buildup in hair.

HOW TO USE
1. Apply Hair Cleansing Cream to wet hair, massage into a lather and rinse
2. Repeat if necessary

IF EXCESS BUILD-UP EXISTS:
1. Apply Hair Cleansing Cream; lather & rinse

PRE ART

CLARIFYING TREATMENT FOR ALL HAIR TYPES

BENEFITS
- Pre-shampoo intense clarifying treatment
- Formulated with 3% Clarifying Treatment Complex
- Effectively removes pollution particles, daily grit, excess sebum and styling build-up
- Ideal before any chemical service
- Levels the porosity of hair for even color results

HOW TO USE
1. Apply Pre Art Treatment to damp hair, leave on for 5–10 minutes; do not rinse
2. Apply Hair Cleansing Cream; lather & rinse

IF EXCESS BUILD-UP EXISTS:
1. Apply Pre Art Treatment and cover with a plastic cap and process for 5–10 minutes at room temperature –OR– under a pre-heated warm dryer; do not rinse
2. Apply Hair Cleansing Cream; lather (may be processed for 5 minutes); rinse
**SCALP RELIEF**

**DANDRUFF CONTROL SHAMPOO FOR THE RELIEF OF DANDRUFF AND ITS SYMPTOMS**

**BENEFITS**
- Dermatologist-tested for safety
- Piroctone Olamine helps combat the symptoms of dandruff
- Shampoo gently cleanses hair and soothes the scalp
- Leaves scalp clarified and relieved
- Leaves hair shiny, light and airy

**TECHNOLOGY/KEY INGREDIENTS**

Scalp Relief Anti-Dandruff shampoo with **Piroctone Olamine**, an anti-dandruff active, helps to soothe, relieve and clarify the scalp in only one use.

**INTERBOND SCALP SYSTEM**

**HOW IT WORKS:**
1. **Carry:** Specialized ingredients are carried to the scalp and hair
2. **Release:** Specialized ingredients release and break apart
3. **Bind:** Specialized ingredients bind to the scalp and hair

**HOW TO USE**
- Shake well before each use.
- Apply to wet hair. Massage into lather. Leave on 5 minutes. Rinse.
- For best results, use at least twice a week or as directed by a physician. Can be used daily.

**HYDRO-ZONE SYSTEM**

Hydrates, clarifies and rebalances the scalp and maintains its moisture equilibrium

**PIROCTONE OLAMINE**
For the relief of the symptoms of dandruff

**GLYCERIN**
Helps hydrate the scalp
ACIDIC CONCENTRATES

VISIBLY REDUCE SURFACE DAMAGE IN A SINGLE TREATMENT*

BENEFITS
• Completely customizable treatment for any client need
• Targets the three essential building blocks of hair to replenish essential moisture & balance protein levels
• 3x more moisture in a single application**
• Hair instantly looks shinier & smoother
• Improves hair’s elasticity & porosity

TECHNOLOGY/KEY INGREDIENTS

ACIDIC MOISTURE CONCENTRATE

10% GLYCERIN
To help moisturize and promote softness

ACIDIC AMINO PROTEIN CONCENTRATE

7% CATIONIC + AMINO ACID
To help balance protein levels of hair

ACIDIC pH SEALER

pH OF 3.0–4.0
To help rebalance hair’s pH

*USING FULL SYSTEM OF ACIDIC CONCENTRATES
**WHEN USING ACIDIC MOISTURE CONCENTRATE ALONE
### HOW DO I APPLY?

**STEP 1**

**DIAGNOSE**  
Your client’s need for protein and/or moisture

**STEP 2: CUSTOMIZE**

**AS A STANDALONE**  
Apply up to 15ml of Acidic Moisture Concentrate to replenish moisture  
-OR-  
Up to 15ml of Acidic Protein Amino Concentrate to balance protein levels in hair

**AS A MIXTURE**  
Apply up to 15ml of Acidic Moisture Concentrate to replenish moisture  
- LAYER -  
Up to 15ml of Acidic Protein Amino Concentrate to balance protein levels in hair

**STEP 3**

**SEAL**  
With 10–15 pumps of Acidic pH Sealer for a smooth finish

### HOW DO I KNOW WHAT TO MIX?

**IF HAIR LACKS MOISTURE:**

- Up to 15ml of Acidic Moisture Concentrate
- 10–15 pumps of Acidic pH Sealer

**IF HAIR LACKS PROTEIN:**

- Up to 15ml of Acidic Protein Amino Concentrate
- 10–15 pumps of Acidic pH Sealer

**IF HAIR LACKS BOTH MOISTURE & PROTEIN:**

- Up to 15ml of Acidic Protein Amino Concentrate
- Up to 15ml of Acidic Moisture Concentrate
- 10–15 pumps of Acidic pH Sealer

### HOW DO I KNOW HOW MUCH TO MIX?

**ACIDIC CONCENTRATES TREATMENT GUIDE**

**CUSTOMIZABLE PROTEIN & MOISTURE MIXTURES TO MEET ALL CLIENT NEEDS**

<table>
<thead>
<tr>
<th>SYMPTOMS</th>
<th>CAUSES</th>
<th>NEEDS</th>
<th>DAMAGE</th>
<th>POROSITY LEVEL</th>
<th>MIXTURE RATIO</th>
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<tbody>
<tr>
<td>Dry and weak hair</td>
<td>Daily use of heat tools</td>
<td>Strength and softness</td>
<td>Mechanical</td>
<td>High</td>
<td>1 part Moisture</td>
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<td>2 parts Moisture : 1 part Protein</td>
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<td>Excessive frizz, unmanageable hair, lack of smoothness</td>
<td>Daily use of hot tools and exposure to humidity</td>
<td>Texture control, smoothing, moisture</td>
<td>Mechanical</td>
<td>High</td>
<td>2 parts Protein : 1 part Moisture</td>
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<td>Breakage, split ends, brittle and weak hair</td>
<td>Excessive lightening, overlapping, or overprocessing</td>
<td>Strength &amp; moisture</td>
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<td>Dry, weak hair and breakage</td>
<td>Single process color or permanent wave services</td>
<td>Color protection, strength, moisture</td>
<td>Chemical</td>
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<td>2 parts Protein : 1 part Moisture</td>
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<td>Dry, highly-sensitized, and frizzy hair</td>
<td>Double process color and permanent wave services</td>
<td>Color protection, repair, control</td>
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**ONGOING REDKEN EDUCATION AVAILABLE TO BECOME A DIAGNOSIS EXPERT**
The Redken Haircolor collection allows you, the professional stylist, to give your clients exceptional haircolor with every salon appointment.

THE REDKEN HAIRCOLOR COLLECTION INCLUDES:

PERMANENT
- Color Fusion: Cream color with multidimensional results
- Color Gels Lacquers: Liquid color with shiny, saturated results
- NEW Color Gels Lacquers 10 Minute: Liquid color with a 10 minute processing time
- Chromatics: Ammonia-free cream color with dimensional results
- Chromatics Ultra Rich: Ammonia-free cream color with monochromatic results

DEMI-PERMANENT
- Shades EQ Gloss: The haircolor that thinks it’s a conditioner!
- Shades EQ Bonder Inside: All-in-One Toner + Bonder
- Shades EQ Cream: Equalizing conditioning cream color
- Shades EQ Cover Plus: Brightening & covering cream color
- Redken Brews Color Camo

LIGHTENERS
- Flash Lift Family
- Blonde Idol Family

DOWNLOAD REDKEN'S STYLE STATION MOBILE APP
- Create the perfect shade from thousands of color formulas and conversion recipes
- Inspire with virtual color try on with over 70 unique shades
- Have a shade chart at your fingers 24/7

Redken Style Station is available free for iPhone, iPad, and Android.
Our unique approach to 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: End of hair

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.

The Redken Color Mantra

Zone 1: Alkaline Color

Liquid Color
- Chromatics
  • Up to 3 levels of lift
  • No ammonia
  • Oil delivery system
  • Up to 100% gray coverage
- LiQuid Color Shades Eq Bonder Inside
  • All-in-One: Toner + Bonder
  • Tone + Repair* in 1 Step
  • Intense shine and ultra-conditioning

Zone 2&3: Acidic Color

Liquid Color
- Shades Eq Gloss
  • Demi-permanent gloss
  • Ultimate shine & condition
  • No lift
  • 100+ premixed shades
- Shades Eq Bonder Inside
  • All-in-One: Toner + Bonder
  • Tone + Repair* in 1 Step
  • Intense shine and ultra-conditioning

Gel Lacquers
- Color Gels Lacquers
  • Up to 4 levels of lift
  • Shiny, saturated results
  • Express application and processing
  • Up to 100% gray coverage

Fusion
- Liquid Color Shades Eq Gloss
  • Demi-permanent gloss
  • Ultimate shine & condition
  • No lift
  • 100+ premixed shades

- Liquid Color Shades Eq Bonder Inside
  • All-in-One: Toner + Bonder
  • Tone + Repair* in 1 Step
  • Intense shine and ultra-conditioning

*vs. without Shades Eq Bonder Inside

Redken uses the term "Zones" to refer to different areas of the hair strand.
EXPERIENCE THE NEW FLASH LIFT POWER 9 BONDER INSIDE
Protect disulfide bonds during the lightening process while lifting through red, orange and yellow undertones.

LIGHTEN
WITH BONDER BUILT IN FOR BETTER CONDITION
EXPERIENCE THE NEW FLASH LIFT POWER 9 BONDER INSIDE

TONE
WITH ACIDIC SHADES EQ + SHADES EQ BONDER INSIDE
Liquid demi-permanent toners are best to use after a lightening service. Their acidic conditioning power provides incredible shine and optimal care to even the most sensitized strands!

CARE
WITH ACIDIC HAIRCARE TO REINFORCE
ACIDIC BONDING CONCENTRATE SYSTEM
Concentrated Bonding Care Complex with Citric Acid, an Alpha Hydroxy Acid, helps to fortify weakened bonds to improve strength and the hair’s resiliency after salon bleach or color services.
LEVEL SYSTEMS

The **Traditional Level System** offers more increments of color at darker levels, providing more options for gray coverage while maintaining reflect. Keep in mind that no level system is universal. The principles, however, are universal.

The **American Level System** offers more increments of lighter brown shades between levels 2 and 6, allowing for more color formulation at levels 3, 4 and 5. Keep in mind that no level system is universal. The principles, however, are universal.

---

### BEFORE YOU BEGIN ANY CHEMICAL SERVICE

- Precisely follow package instructions for haircolor, lightener and texture products.
- Wear suitable gloves for all applications.
- Perform necessary allergy tests as outlined in the directions.
- Utilize protective smocks or capes for you and your clients during the service.

---

### SKIN ALLERGY TEST

**PERFORM A SKIN ALLERGY TEST BEFORE EACH USE OF HAIRCOLOR, AS ALLERGIES CAN DEVELOP SUDDENLY, EVEN THOUGH YOUR CLIENT HAS PREVIOUSLY USED A HAIRCOLOR FROM THIS BRAND OR ANOTHER.**

If your client has a tattoo, the risk of an allergic reaction may be increased.

### SKIN ALLERGY TEST INSTRUCTIONS

- **FOR PERMANENT HAIRCOLOR:**
  - Use soap and water to clean an area the size of a quarter in the bend of your client’s elbow. Pat dry.
  - Using a plastic utensil, mix the following ratios of color in a plastic or glass container, then tightly recap the hair colorant and developer. Do not use metal utensils.
  - **FOR PERMANENT HAIRCOLOR:**
    - Mix ½ oz. of color and ½ oz. 20 vol. of the dedicated developer.
  - **FOR DEMI-PERMANENT HAIRCOLOR:**
  - Apply mixture to the test area with a cotton swab or ball.
  - 1. Let test spot dry. Instruct client not to wash, cover or disturb for 45 hours.
  - 2. Instruct client to examine test area periodically over the next 45 hours. If he/she experiences any reactions such as redness, burning, itching, swelling, skin abrasions, eruptions or irritation in or around the test area, **DO NOT COLOR YOUR CLIENT’S HAIR UNTIL THEY HAVE CONSULTED A DOCTOR.**

---

### STRAND TEST

Haircolor 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 the formula to a small section of hair and process according to instructions; adjust the formula accordingly.

---

### COLOR WHEEL

Every tone and color relationship is defined within the Color Wheel. Colors that are opposite one another counteract warmth and result in neutralization.

---

### LEVEL SYSTEMS

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>DESCRIPTION</th>
<th>UNDERTONE CORRECTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Ultra Pale Blonde</td>
<td>Pale Yellow/Violet</td>
</tr>
<tr>
<td>9</td>
<td>Very Light Blonde</td>
<td>Yellow/Violet</td>
</tr>
<tr>
<td>8</td>
<td>Light Blonde</td>
<td>Yellow/Orange/Blue/Violet</td>
</tr>
<tr>
<td>7</td>
<td>Medium Blonde</td>
<td>Orange/Blue</td>
</tr>
<tr>
<td>6</td>
<td>Dark Blonde</td>
<td>Red/Orange/Blue/Green</td>
</tr>
<tr>
<td>5</td>
<td>Light Brown</td>
<td>Red/Green</td>
</tr>
<tr>
<td>4</td>
<td>Medium Brown</td>
<td>Red/Violet/Blue/Yellow/Green</td>
</tr>
<tr>
<td>3</td>
<td>Dark Brown</td>
<td>Blue</td>
</tr>
<tr>
<td>2</td>
<td>Darkest Brown</td>
<td>Blue/Violet</td>
</tr>
<tr>
<td>1</td>
<td>Black</td>
<td>Blue</td>
</tr>
</tbody>
</table>

### WORKING WITH UNDERTONES

Undertones are the unrefined warm tones exposed during the lifting process. Always consider the exposed undertones visible at the target level. To counteract undertones, use the Color Wheel to select a shade level with tonal value opposite to the undertone exposed at the target level. Remember, opposites neutralize. To enhance undertones, select a shade with a tonal value similar to the undertone exposed at the target level.

### BACKGROUND COLOR AND TONE

Background is the portion of the color base that helps produce balanced, natural-looking results and gives the shade its foundation. Tone is the portion of the base that gives a shade its unique character.

### FORMULATION GUIDELINES

1. Determine your client’s natural haircolor level. Remember to consider percentage of gray, 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 (refer to Level System). This step does not apply to Shades EQ Gloss, Shades EQ Bonder Inside.
4. Select the shade to enhance, balance or counteract undertones and achieve the target color.
BEST PRACTICES

1. Pre-treat the hair with Pre Art and Hair Cleansing Cream. Follow with Extreme CAT as needed. Dry hair.
2. Apply color generously using fine ¼ inch diagonal partings.
3. Use the opposite diagonal to crosscheck and ensure proper application.
4. Use a timer for accurate timing. Do not over or under-process.

When lifting or lightening natural hair, the scalp area will always be warmer/brighter and the mid-shaft and ends will appear darker and drabber. To ensure even color from scalp to ends, create formulas with the appropriate family shades.

ON-SCALP APPLICATION

1. Start with dry hair. Divide into 4 sections.
2. Use a bowl and brush or bottle. Apply color taking ¼ inch partings for even saturation.
3. Process as directed (refer to Mixing and Processing charts).
4. Rinse. Shampoo with Hair Cleansing Cream, Extreme or Color Extend Magnetics. Condition with Extreme or Color Extend Magnetics.

VIRGIN HAIR

According to the Principles of Haircolor, color lifts lighter and brighter in Zone 1. To compensate, two alternatives are possible when applying color to virgin hair:

TRADITIONAL VIRGIN APPLICATION

Consists of adjusting the formula with a higher volume developer in Zone 2, starting the application in Zone 2 and finishing with Zone 1.

EXAMPLE USING CHROMATICS:

Zone 1 Formula: 5N (6.0) Chromatics + 20 vol. Chromatics Oil in Cream Developer
Zone 2 Formula: 6N (6.0) Chromatics + 30 vol. Chromatics Oil in Cream Developer

1. Apply selected formula to Zone 2 (the mid-shaft).
2. Immediately apply to Zone 1 (the scalp area) the formula with the lower developer. Begin processing time after the Zone 1 application is complete.
3. Process at room temperature for 35 minutes.
4. Rinse and shampoo with Hair Cleansing Cream, Extreme or Color Extend Magnetics. Condition with Extreme or Color Extend Magnetics.

MODERN VIRGIN APPLICATION

Consists of using a lighter and warmer formula in Zone 2, applying color to Zone 1 first, and then to Zone 2.

EXAMPLE USING CHROMATICS:

Zone 1 Formula: 6NW (6.03) Chromatics + 20 vol. Chromatics Oil in Cream Developer
Zone 2 Formula: 6N (6.0) Chromatics + 30 vol. Chromatics Oil in Cream Developer

1. Apply selected formula to Zone 1 (the scalp area).
2. Immediately apply to Zone 2 (the mid-shaft) the slightly lighter and warmer formula.
3. Begin processing time after the Zone 2 application is complete.
4. Process at room temperature for 35 minutes.
5. Rinse and shampoo with Hair Cleansing Cream, Extreme or Color Extend Magnetics. Condition with Extreme or Color Extend Magnetics.

REFRESH

Apply selected formula to Zone 1.

REFRESH ZONES 2 AND 3

RECOMMENDED SHADES EQ GLOSS TO REFRESH ALL PERMANENT HAIRCOLOR

While using permanent haircolor on the regrowth (Zone 1), apply Shades EQ Gloss or Shades EQ Bonder Inside to Zone 2 and process at room temperature for 20 minutes. If Zone 3 is present, dilute formula with Shades EQ Gloss or Shades EQ Bonder Inside Crystal Clear.

GLOSS OR CORRECT

1. Apply Shades EQ Gloss or Shades EQ Bonder Inside to Zone 1, taking ½ inch partings.
2. Apply and fully saturate Zone 2, taking ¼ inch partings.
3. Process as directed (refer to Mixing and Processing charts).
4. Rinse, shampoo and condition with Extreme or Color Extend Magnetics.

ADVANCED BLENDING OR COVERING GRAY

Refer to each brand for specific guidelines.

OFF-SCALP APPLICATION

WEAVE OR HIGHLIGHTS

After wrapping the last foil, process as directed (refer to Mixing and Processing charts). Rinse and shampoo with Hair Cleansing Cream, Extreme or Color Extend Magnetics. Condition with Extreme or Color Extend Magnetics.

LOWLIGHTS

Isolate strands in a foil or paint freehand. Strand test for proper deposit. Formulas should be slightly lighter than natural level and include some warmth.
# Permanent Color

## At a Glance

<table>
<thead>
<tr>
<th>Category</th>
<th>Form</th>
<th>Levels of Lift</th>
<th>Dye System</th>
<th>Minutes</th>
<th>Characteristics</th>
</tr>
</thead>
</table>
| **Color Fusion** | Permanent Alkaline Cream Color | Up to 4 levels & deposit | 100% oxidative | 35–45 | • Multi-dimensional color results  
• Intense conditioning  
• Radiant shine  
• Includes Hi-Fusion and Extra Lift shades  
• Includes proprietary red dye technology  
• Up to 100% dimensional gray coverage with natural, modern reflects  
• Pre-blended shades for hair with 50% or more gray  
• 10 tonal families with coverage and tone in one step  
• Low ammonia formula  
• Superior conditioning |
| **Cover Fusion** | Permanent Alkaline Liquid Color | Up to 2 levels & deposit | 100% oxidative | 20–45 | • Multi-dimensional gray coverage with shiny, saturated results  
• Express application and processing  
• Liquid format is best for blended techniques like smudges and melts  
• Includes proprietary red dye technology  
• Up to 100% coverage in only 10 minutes  
• Same Color Gels Lacquers coverage now available in 10 minutes  
• Innovative alkaline buffer system: zero risk of over-processing  
• High kinetic dyes for fast root color saturation |
| **Color Gels Lacquers 10 Min** | Permanent Alkaline Liquid Color with a 10 minute processing time | Up to 3 levels & deposit | 100% oxidative | 10–15 | • Multi-dimensional color results  
• 2X fortified hair*  
• Zero ammonia, zero odor  
• Up to 100% gray coverage  
• Lasting vibrancy  
• Oil Delivery System (ODS)  
• Includes Chromatics Remixed shades  
• Includes proprietary red dye technology |

## Color Fusion

<table>
<thead>
<tr>
<th>Category</th>
<th>Form</th>
<th>Levels of Lift</th>
<th>Dye System</th>
<th>Minutes</th>
<th>Characteristics</th>
</tr>
</thead>
</table>
| **10 Min Chromatics** | Permanent Alkaline Oil-Delivery Color | Up to 3 levels & deposit | 100% oxidative | 35 | • Monochromatic color with shiny, uniform results  
• 2X fortified*  
• Zero ammonia, zero odor  
• Up to 100% gray coverage  
• Oil Delivery System (ODS)  
• Includes proprietary red dye technology |
| **Beyond Cover** | Permanent Alkaline Oil-Delivery Color | Up to 2 levels & deposit | 100% oxidative | 30 | • Monochromatic color with shiny, uniform results  
• 2X fortified*  
• Zero ammonia, zero odor  
• Up to 100% gray coverage  
• Oil Delivery System (ODS)  
• Includes proprietary red dye technology |
| **Ultra Rich** | Permanent Alkaline Oil-Delivery Color | Up to 3 levels & deposit | 100% oxidative | 45 | • Monochromatic color with shiny, uniform results  
• 2X fortified*  
• Zero ammonia, zero odor  
• Up to 100% gray coverage  
• Oil Delivery System (ODS)  
• Includes proprietary red dye technology |

---

*Haircolor System with 20 Volume Oil in Cream Developer and Redken Hair Cleansing Cream Shampoo  
**Leaves hair 2X smoother than beforecoloring
## HAIRCOLOR AT A GLANCE

### SHADES EQ

<table>
<thead>
<tr>
<th>SHADES EQ GLOSS</th>
<th>SHADES EQ BONDER INSIDE</th>
<th>SHADES EQ CREAM</th>
<th>SHADES EQ COVER PLUS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CATEGORY</strong></td>
<td><strong>FORM</strong></td>
<td><strong>LEVELS OF LIFT</strong></td>
<td><strong>DYE SYSTEM</strong></td>
</tr>
<tr>
<td>Demo-Permanent</td>
<td>Acidic Liquid Color</td>
<td>Deposit only</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>Acidic Liquid</td>
<td>Acidic Cream Color</td>
<td>Up to 1-1½ levels</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>Liquid Gloss</td>
<td>Acidic Liquid Color</td>
<td>20</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>Ultimate shine</td>
<td>Acidic Cream Color</td>
<td>Up to 30 for optimal gray blending</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>&amp; condition</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>Tones + Repairs in 1 Step</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>Built-in bonding strengthens and protects more than the leading bonding additive* for a stronger hair fiber*</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>Formulated with Triple Acid Complex</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>No lift—no need to worry about banding or harsh regrowth</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>Acidic demi-permanent liquid gloss</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>Ultimate shine and ultra-conditioning</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>Tones + Repairs in 1 Step</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>Built-in bonding strengthens and protects more than the leading bonding additive** for a stronger hair fiber*</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>Formulated with Triple Acid Complex</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>No lift—no need to worry about banding or harsh regrowth</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>100% oxidative</td>
</tr>
<tr>
<td><strong>CHARACTERISTICS</strong></td>
<td><strong>MINUTES</strong></td>
<td><strong>CHARACTERISTICS</strong></td>
<td><strong>MINUTES</strong></td>
</tr>
<tr>
<td>Acidic demi-permanent liquid gloss</td>
<td>20</td>
<td>Acidic demi-permanent liquid gloss</td>
<td>20</td>
</tr>
<tr>
<td>Ultimate shine and ultra-conditioning</td>
<td>Up to 30 for optimal gray blending</td>
<td>Ultimate shine and ultra-conditioning</td>
<td>Up to 30 for optimal gray blending</td>
</tr>
<tr>
<td>Tones + Repairs in 1 Step</td>
<td>20</td>
<td>Tones + Repairs in 1 Step</td>
<td>20</td>
</tr>
<tr>
<td>Built-in bonding strengthens and protects more than the leading bonding additive** for a stronger hair fiber*</td>
<td>Up to 30 for optimal gray blending</td>
<td>Built-in bonding strengthens and protects more than the leading bonding additive** for a stronger hair fiber*</td>
<td>Up to 30 for optimal gray blending</td>
</tr>
<tr>
<td>Formulated with Triple Acid Complex</td>
<td>20</td>
<td>Formulated with Triple Acid Complex</td>
<td>20</td>
</tr>
<tr>
<td>No lift—no need to worry about banding or harsh regrowth</td>
<td>20</td>
<td>No lift—no need to worry about banding or harsh regrowth</td>
<td>20</td>
</tr>
<tr>
<td>Acidity demi-permanent liquid gloss</td>
<td>20</td>
<td>Acidity demi-permanent liquid gloss</td>
<td>20</td>
</tr>
<tr>
<td>Ultimate shine condition</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>Acidic Cream Color</td>
</tr>
<tr>
<td>Zero lift—no banding or harsh regrowth</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>Acidic Cream Color</td>
</tr>
<tr>
<td>Zero ammonia</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>Acidic Cream Color</td>
</tr>
<tr>
<td>20 minute processing time</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>Acidic Cream Color</td>
</tr>
<tr>
<td>Gloss, tone, refresh, correct, add dimension &amp; blend gray</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>Acidic Cream Color</td>
</tr>
<tr>
<td>100% oxidative dyes for maximum longevity</td>
<td>Acidic Cream Color</td>
<td>20</td>
<td>Acidic Cream Color</td>
</tr>
</tbody>
</table>

### COLOR CAMO

<table>
<thead>
<tr>
<th>COLOR CAMO</th>
<th>HIGH LIFT</th>
<th>BASE BREAKERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demo-Permanent</td>
<td>Permanent</td>
<td>Permanent</td>
</tr>
<tr>
<td>Acidic Liquid Color</td>
<td>Alkaline Cream Color</td>
<td>Alkaline Liquid Color</td>
</tr>
<tr>
<td>Deposit only</td>
<td>Up to 5 levels &amp; deposit</td>
<td>1 level</td>
</tr>
<tr>
<td>100% oxidative</td>
<td>100% oxidative</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>5-10</td>
<td>45</td>
<td>10</td>
</tr>
<tr>
<td><strong>CHARACTERISTICS</strong></td>
<td><strong>MINUTES</strong></td>
<td><strong>CHARACTERISTICS</strong></td>
</tr>
<tr>
<td>6-minute custom gray camouflage for men</td>
<td>5-10</td>
<td>Conditioning cream haircolor</td>
</tr>
<tr>
<td>Gel-like viscosity adheres to gray hair</td>
<td>45</td>
<td>Let’s you “break the base” and bump up the natural level slightly</td>
</tr>
<tr>
<td>Gray is camouflaged, naturally blended and gradually fades without unnatural gold or red tones</td>
<td>10</td>
<td>Available in Cool and Clear</td>
</tr>
<tr>
<td>Up to 1 level of lift</td>
<td>10 minutes</td>
<td>Up to 1 level of lift in 10 minutes</td>
</tr>
</tbody>
</table>

### BLONDE IDOL

<table>
<thead>
<tr>
<th>COLOR CAMO</th>
<th>HIGH LIFT</th>
<th>BASE BREAKERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demo-Permanent</td>
<td>Permanent</td>
<td>Permanent</td>
</tr>
<tr>
<td>Permanent Alkaline Liquid Color</td>
<td>Permanent Alkaline Cream Color</td>
<td>Permanent Alkaline Liquid Color</td>
</tr>
<tr>
<td>Deposit only</td>
<td>Up to 5 levels &amp; deposit</td>
<td>1 level</td>
</tr>
<tr>
<td>100% oxidative</td>
<td>100% oxidative</td>
<td>100% oxidative</td>
</tr>
<tr>
<td>5-10</td>
<td>45</td>
<td>10</td>
</tr>
<tr>
<td><strong>CHARACTERISTICS</strong></td>
<td><strong>MINUTES</strong></td>
<td><strong>CHARACTERISTICS</strong></td>
</tr>
<tr>
<td>Conditioning cream haircolor</td>
<td>5-10</td>
<td>Conditioning cream haircolor</td>
</tr>
<tr>
<td>Let’s you “break the base” and bump up the natural level slightly</td>
<td>45</td>
<td>Conditioning cream haircolor</td>
</tr>
<tr>
<td>Available in Cool and Clear</td>
<td>10</td>
<td>Conditioning cream haircolor</td>
</tr>
<tr>
<td>Up to 1 level of lift in 10 minutes</td>
<td>10 minutes</td>
<td>Conditioning cream haircolor</td>
</tr>
</tbody>
</table>

*vs. without Shades EQ Bonder Inside
**Flash Lift + competitor additive & Shades EQ Gloss + competitor additive vs. Flash Lift Bonder Inside & Shades EQ Bonder Inside

---

### PRE-COLOR CLEAN

**PRE-ART CLARIFYING TREATMENT FOR ALL HAIR TYPES**

Ideal before any chemical service

**HAIR CLEANSING CREAM**

**CLARIFYING SHAMPOO FOR ALL HAIR TYPES**

Ideal before any chemical service

See pages 36 in the Haircare section for more information.
PERMANENT COLOR

COLOR FUSION
ADVANCED PERFORMANCE COLOR CREAM

NATURAL-LOOKING, MULTI-DIMENSIONAL RESULTS WITH CONDITION AND SHINE
• Color Bond Technology locks in color with intense conditioning and radiant shine
• INCLUDES: Cover Fusion Low Ammonia 100% Coverage Color Cream for superior coverage on hair that’s over 50% gray

TECHNOLOGY/KEY INGREDIENTS
COLOR FUSION
• 100% oxidative dyes
• Healthy-looking, multi-dimensional results
• Lighten, darken, match natural haircolor, cover gray or create high-fashion techniques
• Includes:
  – Cool Fashion
  – Natural Balance
  – Natural Fashion
  – Fashion

COLOR BOND TECHNOLOGY
Our haircolor system, with proprietary dyes, that locks in color, repairs hair surface, perfects its shine, and protects vibrancy.

COVER FUSION
• 100% oxidative dyes
• Pre-blended shades for hair with 50% or more gray
• Up to 100% dimensional gray coverage with natural, modern reflects
• 10 tonal families with coverage and tone in one step
• Low ammonia formula
• Helps address aging hair concerns such as loss of shine and elasticity

EXTRA LIFT
• 100% oxidative dyes
• For high-end blondes with up to 5 levels of lift

REVITAL AGE COLOR BOND TECHNOLOGY
Exclusively to Cover Fusion, reflects 100% coverage with higher saturation of color while providing superior hair conditioning.

EXTRA LIFT
• 100% oxidative dyes
• For high-end blondes with up to 5 levels of lift
### MIXING & PROCESSING

<table>
<thead>
<tr>
<th>MIXING RATIO (COLOR DEVELOPER)</th>
<th>PRO-OXIDE DEVELOPER</th>
<th>LEVELS OF LIFT</th>
<th>USAGE</th>
<th>MINUTES</th>
<th>SPECIAL INSTRUCTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mix 11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 volume</td>
<td>Up to 1</td>
<td>Minimal lift</td>
<td></td>
<td>35–45 minutes</td>
<td>• For modern, multi-dimensional gray coverage, formulate with the N or Gb families</td>
</tr>
<tr>
<td>20 volume</td>
<td>Up to 2</td>
<td>Standard lift/gray coverage</td>
<td></td>
<td></td>
<td>Do not use heat</td>
</tr>
<tr>
<td>30 volume</td>
<td>Up to 3</td>
<td>Additional lift</td>
<td></td>
<td></td>
<td>For superior gray coverage on 50% or more gray hair, formulate with Cover Fusion</td>
</tr>
<tr>
<td>40 volume</td>
<td>3+</td>
<td>Maximum lift</td>
<td></td>
<td></td>
<td>Do not use heat</td>
</tr>
<tr>
<td>Mix 11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 volume</td>
<td>Varies according to formulation</td>
<td>Tonal amplifier for on or off-scalp</td>
<td></td>
<td>35–45 minutes</td>
<td>To help maintain the proper balance of Hi-Fusion and Color Fusion dyes: ¾ oz. Hi-Fusion + ¼ oz. Color Fusion. Color tones and longevity may be compromised otherwise Do not use heat</td>
</tr>
<tr>
<td>20 volume</td>
<td>Varies according to formulation</td>
<td>Tonal highlighter for off-scalp only</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mix 11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Violet, Light Neutral and Blue: 40 volume</td>
<td>Up to 5</td>
<td>Extra lift for all levels</td>
<td></td>
<td>35–45 minutes</td>
<td>Color Fusion Extra Lift shades are only intermixable with each other Violet is for starting levels 7–10 Light Neutral is for starting levels 6–10 Blue is for starting levels 5–7 Titanium is for starting levels 3–5 Do not use heat</td>
</tr>
<tr>
<td>Mix 11</td>
<td>20 volume</td>
<td>50–100% gray coverage</td>
<td>35 minutes (up to 45 for resistant hair)</td>
<td>Use only with 20 vol. Pro-oxide Cream Developer Do not use heat</td>
<td></td>
</tr>
</tbody>
</table>

### FORMULATION EXAMPLES

#### FOR LIFTING NATURAL PIGMENT:
1. Natural Level: 5 Lightest Brown/0% Gray
2. Target Color: Level 7 Medium Blonde with natural tones
3. Undertone at Level 7: Orange/Yellow
4. Formula: 1/4 Color Fusion + 20 vol. Pro-oxide Cream Developer

#### FOR COVERING GRAY:
1. Natural Level: 4 Light Brown/25–50% Gray
2. Target Color: Level 6 Dark Blonde with soft golden tones
3. Undertone at Level 6: Orange
4. Formula: 2 oz. 6Gb Color Fusion + 2 oz. 20 vol. Pro-oxide Cream Developer

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

<table>
<thead>
<tr>
<th>COLOR FUSION</th>
<th>COVER FUSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>% OF GRAY</td>
<td>N OR GB</td>
</tr>
<tr>
<td>UP TO 25%</td>
<td>1/2 oz.</td>
</tr>
<tr>
<td>25–50%</td>
<td>1 oz.</td>
</tr>
<tr>
<td>50–75%</td>
<td>1 ½ oz.</td>
</tr>
<tr>
<td>75–100%</td>
<td>1 ¾ oz.</td>
</tr>
</tbody>
</table>

### DEVELOPER
Pro-oxide Cream Developer (10, 20, 30 and 40 volume) is the appropriate developer to use with Color Fusion. It has a smooth consistency for easy mixing and provides predictable performance for all types of applications.
### COLOR FUSION

**EXTRA LIFT**

<table>
<thead>
<tr>
<th>Color</th>
<th>Base</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIOLET</td>
<td>7–10</td>
<td>Level 7</td>
</tr>
<tr>
<td>LIGHT NEUTRAL</td>
<td>6–10</td>
<td>Level 6</td>
</tr>
<tr>
<td>BLUE</td>
<td>5–7</td>
<td>Level 6</td>
</tr>
<tr>
<td>TITANIUM</td>
<td>3–5</td>
<td>Level 5</td>
</tr>
</tbody>
</table>

**COLOR FUSION**

**COVER FUSION**

<table>
<thead>
<tr>
<th>Color</th>
<th>Base</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BROWN TO TAN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NATUREALS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NATURAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COPPER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COPPER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NATURAL BROWN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COPPER</td>
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<td>COPPER</td>
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<tr>
<td>COPPER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COPPER</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**COLOR FUSION EXTRA LIFT**

<table>
<thead>
<tr>
<th>Color</th>
<th>Base</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO BACKGROUND</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COLOR FUSION</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EL-V</td>
<td>3–10</td>
<td>Level 7</td>
</tr>
<tr>
<td>EL-LN</td>
<td>6–10</td>
<td>Level 6</td>
</tr>
<tr>
<td>EL-B</td>
<td>5–7</td>
<td>Level 5</td>
</tr>
<tr>
<td>EL-T</td>
<td>3–5</td>
<td>Level 5</td>
</tr>
</tbody>
</table>
COLOR GELS LACQUERS
THE SHINE OF A GLOSS, THE SATURATION & COVERAGE OF A LACQUER

TECHNOLOGY/KEY INGREDIENTS

LOW AMMONIA BASE WITH UP TO 100% GRAY COVERAGE

INTENSE SATURATION AND SHINE

LIQUID FORMAT For blended techniques like smudges & melts

THE PERFECT LIQUID PAIR WITH SHADES EQ GLOSS

EXPRESS APPLICATION & PROCESSING TIME

ADVANCED RED DYE TECHNOLOGY For the most vibrant, long-lasting reds
**MIXING & PROCESSING**

<table>
<thead>
<tr>
<th>COLOR GELS LACQUERS</th>
<th>MIXING RATIO (COLOR : DEVELOPER)</th>
<th>PRO-OXIDE DEVELOPER</th>
<th>LEVELS OF LIFT</th>
<th>USAGE</th>
<th>MINUTES</th>
<th>OFF-SCALP/HEAT OPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mix 11</td>
<td>10 volume</td>
<td>Up to 1</td>
<td>Minimal Lift</td>
<td>20 minutes</td>
<td></td>
<td>Do not use heat</td>
</tr>
<tr>
<td></td>
<td>20 volume</td>
<td>Up to 2</td>
<td>Standard Lift/Gray Coverage</td>
<td>30 minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>30 volume</td>
<td>Up to 3</td>
<td>Additional Lift</td>
<td>40 minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>40 volume</td>
<td>3+</td>
<td>Maximum Lift</td>
<td>45 minutes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**FASHION SHADES: RED DYE TECHNOLOGIES**

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>R6</td>
<td>Creates pure red tones for long-lasting color that's vivid and bright.</td>
</tr>
<tr>
<td>RR</td>
<td>RED/RED</td>
</tr>
<tr>
<td>7RR</td>
<td>Flame</td>
</tr>
<tr>
<td>6RR</td>
<td>Blaze</td>
</tr>
<tr>
<td>5RR</td>
<td>Sangria</td>
</tr>
<tr>
<td>4RR</td>
<td>Lava</td>
</tr>
<tr>
<td>5RV</td>
<td>Sangria</td>
</tr>
<tr>
<td>4RV</td>
<td>Cabernet</td>
</tr>
<tr>
<td>RO</td>
<td>RED/ORANGE</td>
</tr>
<tr>
<td>7RO</td>
<td>Marigold</td>
</tr>
<tr>
<td>6RO</td>
<td>Bonfire</td>
</tr>
<tr>
<td>5RO</td>
<td>Paprika</td>
</tr>
<tr>
<td>RV</td>
<td>RED/VIOLET</td>
</tr>
<tr>
<td>5RV</td>
<td>Rubilane®</td>
</tr>
</tbody>
</table>

**PROVIDING COVERAGE IN A VARIETY OF REFLECTS**

For the most effective gray coverage when using the cooling and correcting or warming and enhancing tonal families, follow the chart below.

<table>
<thead>
<tr>
<th>COOLING FAMILIES: GN, AB, NA</th>
<th>WARMING FAMILIES: GB, NG, RD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>% OF GRAY</strong></td>
<td><strong>ABn, N OR NN</strong></td>
</tr>
<tr>
<td>UP TO 25%</td>
<td>-</td>
</tr>
<tr>
<td>25-50%</td>
<td>½ oz. (15 ml)</td>
</tr>
<tr>
<td>50-75%</td>
<td>1 oz. (30 ml)</td>
</tr>
<tr>
<td>75-100%</td>
<td>1½ oz. (45 ml)</td>
</tr>
</tbody>
</table>

Get inspired with more formulas and techniques at your fingertips! Download our Style Station App.
**MIXING CARMIN’ OR R5 SHADES OUTSIDE THE RANGE CAN CAUSE UNPREDICTABLE RESULTS.**

**ALL CARMIN’™ AND R5 SHADES SHOULD BE USED ALONE OR INTERMIXED WITH ANY OTHER R5 OR CARMIN’ SHADE.**

---

**SUPERIOR GRAY COVERAGE FAMILY**

*COVERAGE OF A LACQUER COLOR GELS LACQUERS
THE SHINE OF A GLOSS, THE SATURATION OF A LACQUER
LEVEL OF DEPOSIT
BLACK TO GRAY BACKGROUND COLOR
BROWN TO TAN BACKGROUND COLOR
BROWN TO TAN BACKGROUND COLOR
NO BACKGROUND COLOR

<table>
<thead>
<tr>
<th>LEVEL OF DEPOSIT</th>
<th>BLACK TO GRAY BACKGROUND COLOR</th>
<th>BROWN TO TAN BACKGROUND COLOR</th>
<th>NO BACKGROUND COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 ULTRA PALE BLONDE</td>
<td>Cool Natural</td>
<td>Marm Natural</td>
<td>Fashion</td>
</tr>
<tr>
<td>9 VERY LIGHT BLONDE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 LIGHT BLONDE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 MEDIUM BLONDE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 DARK BLONDE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 LIGHT BROWN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 MEDIUM BROWN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 DARK BROWN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Darkest Brown</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 BLACK</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0 CLEAR</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TECHNOLOGY KEY**

Shade contains RubiLanes® copper dye**

Shade contains Carmin’ Red dye**

Shade contains R5 red dye**

Indicates Superior Gray Coverage Family
NEW
COLOR GELS LACQUERS 10 MIN
THE FIRST PROFESSIONAL LIQUID PERMANENT COLOR WITH A 10 MINUTE PROCESSING TIME

TECHNOLOGY/KEY INGREDIENTS

10 MINUTE PROCESSING TIME
UP TO 100% GRAY COVERAGE
SMART PAUSE TECHNOLOGY
Helps prevent over-processing
1:1 SHADE MATCH WITH COLOR GELS LACQUERS
No banding between applications
LIQUID FORMAT
For faster application
NO DEDICATED DEVELOPER NEEDED

MIXING & PROCESSING

<table>
<thead>
<tr>
<th>MIXING RATIO (COLOR : DEVELOPER)</th>
<th>PRO-OXIDE DEVELOPER</th>
<th>LEVELS OF LIFT</th>
<th>USAGE</th>
<th>MINUTES</th>
<th>OFF-SCALP / HEAT OPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 volume</td>
<td>Up to 1</td>
<td>Minimal Lift/Gray Coverage</td>
<td>10–15 minutes</td>
<td>Do not use heat</td>
<td></td>
</tr>
<tr>
<td>30 volume</td>
<td>1+</td>
<td>Minimal Lift/Gray Blending</td>
<td>10–15 minutes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Use with Pro-oxide Cream Developer

FORMULATION EXAMPLES
FOR COVERING GRAY:
1. Natural Level: 4 Medium Brown/50% Gray
2. Target Color: Level 5 Light Brown with natural warm tones
3. Undertone at Level 6: Orange
4. Formula: 2 oz. 5NW Macchiato Color Gels Lacquers 10 Min + 2 oz. 20 vol Redken Pro-oxide Cream Developer

UP TO 100% GRAY COVERAGE WITH ALL SHADE FAMILIES

<table>
<thead>
<tr>
<th>% OF GRAY</th>
<th>ASH BROWN</th>
<th>NATURAL ASH</th>
<th>NATURAL</th>
<th>NATURAL</th>
<th>NATURAL</th>
<th>NATURAL WARM</th>
</tr>
</thead>
<tbody>
<tr>
<td>UP TO 100%</td>
<td>AlN</td>
<td>NA</td>
<td>NN</td>
<td>N</td>
<td>NW</td>
<td></td>
</tr>
</tbody>
</table>
COLOR GELS LACQUERS 10 MIN
THE FIRST PROFESSIONAL LIQUID PERMANENT COLOR
WITH A 10 MINUTE PROCESSING TIME

<table>
<thead>
<tr>
<th>BLACK TO GRAY BACKGROUND COLOR</th>
<th>BROWN TO TAN BACKGROUND COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLUE/PEARL</td>
<td>NATURAL</td>
</tr>
<tr>
<td>PEARL/BLUE/VIOLET</td>
<td>NATURAL</td>
</tr>
<tr>
<td>BLUE/VIOLET</td>
<td>NATURAL</td>
</tr>
<tr>
<td>BLUE/VIOLET</td>
<td>NATURAL*</td>
</tr>
<tr>
<td>NATURAL*</td>
<td>NATURAL WARM*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEVEL OF DEPOSIT</th>
<th>ASH BROWN*</th>
<th>NATURAL</th>
<th>NATURAL</th>
<th>NATURAL</th>
<th>NATURAL</th>
<th>NATURAL WARM*</th>
</tr>
</thead>
<tbody>
<tr>
<td>COOL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NATURAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 10 | ULTRA PALE BLONDE | SNA 1.00 | SNA 1.00  | SNN 1.00  | SNN 1.00  | SNN 1.00  |
| 9  | VERY LIGHT BLONDE |          | Café au Lait |          |          |          |
| 8  | LIGHT BLONDE |          |            |          |          |          |
| 7  | MEDIUM BLONDE | SAB 6.01 | SAB 6.01  | SNN 6.00  | SNN 6.00  | SNN 6.00  |
| 6  | DARK BLONDE |         |            |          |          |          |
| 5  | LIGHT BROWN | SAB 4.19 | SAB 4.19  | SNN 4.00  | SNN 4.00  | SNN 4.00  |
| 4  | MEDIUM BROWN |          |            |          |          |          |
| 3  | DARK BROWN |          |            |          |          |          |
| 2  | DARKEST BROWN |          |            |          |          |          |
| 1  | BLACK     |          |            |          |          |          |

COLORS:
- SNA 1.00: café au lait
- SNA 1.00: Café au Lait
- SNN 1.00: Brown Smoke
- SNN 6.00: Cappuccino Mousse
- SNN 4.00: Coffee Grounds
- SNN 1.00: Midnight

TONE:
- SAB 6.01: Granite
- SAB 4.19: Dark Roast

HUE:
- SAB 6.01: Brown Smoke
- SAB 4.19: Dark Roast
CHROMATICS
AMMONIA-FREE PERMANENT COLOR

OIL-POWERED, CARE-OBSESSED, PERMANENT HAIRCOLOR.
- Breakthrough ODS2 (Oil Delivery System) + Protein Extract Technology delivers rich color results deep into every hair strand
- 2x fortified hair
- Up to 100% gray coverage

TECHNOLOGY/KEY INGREDIENTS
OIL POWERED, CARE OBSESSED, ODS2 + PROTEIN EXTRACT TECHNOLOGY.

WHAT'S THE DIFFERENCE?

CHROMATICS ULTRA RICH
• 2x fortified hair*
• Monochromatic color results
• Zero ammonia, zero odor
• Cool fundamentals
• Luminous shine
• Up to 100% gray coverage

CHROMATICS BEYOND COVER
• 2x fortified hair*, 2x smoother hair**
• Multi-dimensional color results
• Zero ammonia, zero odor
• 100% gray coverage for hair with 75% or more gray
• Pre-blended shades for easy formulation
• Includes protein extracts, ceramides, and antioxidants

CHROMATICS & CHROMATICS REMIXED
• 2x fortified hair*
• Multi-dimensional color results
• Zero ammonia, zero odor
• Up to 100% gray coverage

CHROMATICS REMIXED
• Breakthrough ODS2 (Oil Delivery System) + Protein Extract Technology
• Delivers rich color results deep into every hair strand
• 2x fortified hair
• Up to 100% gray coverage
### Guideline for Covering Gray Using Chromatics

**Mixing & Processing**

<table>
<thead>
<tr>
<th>MIXING RATIO COLOR DEVELOPER</th>
<th>MIXING RATIO COLOR DEVELOPER</th>
<th>MIXING RATIO COLOR DEVELOPER</th>
<th>MIXING RATIO COLOR DEVELOPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHROMATICS CHROMATICS CHROMATICS</td>
<td>CHROMATICS CHROMATICS CHROMATICS</td>
<td>CHROMATICS CHROMATICS CHROMATICS</td>
<td>CHROMATICS CHROMATICS CHROMATICS</td>
</tr>
<tr>
<td>Mix 11</td>
<td>Mix 11</td>
<td>Mix 11</td>
<td>Mix 11</td>
</tr>
<tr>
<td>10 volume</td>
<td>10 volume</td>
<td>20 volume</td>
<td>20 volume</td>
</tr>
<tr>
<td>20 volume</td>
<td>20 volume</td>
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<td>30 volume</td>
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<td>[1:1]</td>
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<tr>
<td>10 volume</td>
<td>20 volume</td>
<td>30 volume</td>
<td>30 volume</td>
</tr>
<tr>
<td>[1:1]</td>
<td>[1:1]</td>
<td>[1:1]</td>
<td>[1:1]</td>
</tr>
</tbody>
</table>

**Oil in Cream Developer**

- **Chromatics Oil in Cream Developer**
- **Chromatics Oil in Cream Developer**
- **Chromatics Oil in Cream Developer**
- **Chromatics Oil in Cream Developer**

**Usage**

- **Minimal Lift**
- **Standard Lift**
- **Additional Lift**

** Minutes**

- 35 minutes

**Special Instructions**

- For modern, prismatic gray coverage, formulate with the N or NW families.
- Do not use heat.
- For best results, use 20 vol. Chromatics Oil in Cream Developer.
- Do not use heat.
- Use this ratio to help maintain the proper balance of Chromatics Remixed and Chromatics dyes: 1/4 oz. Chromatics Remixed and 1 1/4 oz. Chromatics. Color tone and longevity may be compromised otherwise.
- Do not use heat.
- For traditional, monochromatic gray coverage, formulate with NN or G families.
- Do not use heat.

**Chromatics Beyond Cover**

**Chromatics Ultra Rich**

### Formulation Examples

**For Lifting Natural Pigment**

1. **Natural Level:** 5 Light Brown/0% Gray
2. **Target Color:** Level 7 Medium Blonde with natural tones
3. **Undertone at Level 7:** Orange
4. **Formula:** Mix 2 oz. 7N (7) Chromatics + 2 oz. 20 vol. Chromatics Oil in Cream Developer

**For Covering Gray Using Chromatics Beyond Cover**

1. **Natural Level:** 4 Medium Brown/75–100% Gray
2. **Target Color:** Level 6 Dark Blonde with soft golden tones
3. **Undertone at Level 6:** Red/Orange
4. **Formula:** Mix 2 oz. 6Gi (6.32) Chromatics Beyond Cover + 2 oz. 20 vol. Chromatics Oil in Cream Developer

**For Covering Gray Using Chromatics Ultra Rich**

1. **Natural Level:** 4 Medium Brown/50–75% Gray
2. **Target Color:** Level 6 Dark Blonde with soft golden tones
3. **Undertone at Level 6:** Red/Orange
4. **Formula:** Mix ½ oz. 6NW (6.03) and 1 ½ oz. 6G (6.3) Chromatics Ultra Rich + 2 oz. 20 vol. Chromatics Oil in Cream Developer

### Guidelines for Covering Gray for Chromatics

**Chromatics** Clear is the non-pigmented version of Chromatics that lets you create a variety of creative, corrective and customizable effects. Chromatics Oil in Cream Developer (10, 20 and 30 volumes) is the dedicated developer for Chromatics. Depending on hair texture and density, you may see from 1–3 levels of lift depending on the developer selected and how it is used.

**Chromatics Oil in Cream Developer**

- **10 volume**
  - Up to 1
  - Minimal Lift
  - 35 minutes
  - For modern, prismatic gray coverage, formulate with the N or NW families.
  - Do not use heat.

- **20 volume**
  - Up to 2
  - Standard Lift/gray coverage
  - 35 minutes
  - For best results, use 20 vol. Chromatics Oil in Cream Developer.
  - Do not use heat.

- **30 volume**
  - Up to 3
  - Additional Lift
  - 35 minutes
  - Use this ratio to help maintain the proper balance of Chromatics Remixed and Chromatics dyes: 1/4 oz. Chromatics Remixed and 1 1/4 oz. Chromatics. Color tone and longevity may be compromised otherwise.
  - Do not use heat.

### Chromatics Remixed

- **10 volume**
  - Varies according to formulation
  - Tonal Modifier for on/off scalp
  - 35 minutes
  - For traditional, monochromatic gray coverage, formulate with NN or G families.
  - Do not use heat.

### Chromatics Ultra Rich

- **10 volume**
  - Up to 1
  - Minimal Lift
  - 35 minutes
  - For traditional, monochromatic gray coverage, formulate with NN or G families.
  - Do not use heat.

- **20 volume**
  - Up to 2
  - Standard Lift/gray coverage
  - 35 minutes
  - Do not use heat.

- **30 volume**
  - Up to 3
  - Additional Lift
  - 35 minutes
  - Do not use heat.

### Understanding the Label

- **Natural**
- **Blue/Ash**
- **Violet/Iridescent**
- **Gold**
- **Copper**
- **Red Violet/Mahogany**
- **Red**
- **Green**
- **Mocha**
- **Pearl**

### Overcoming the Label

- **0**
- **1**
- **2**
- **3**
- **4**
- **5**
- **6**
- **7**
- **8**
- **9**

**PERMANENT COLOR**

**CHROMATICS**

**BEYOND COVER**

**CHROMATICS ULTRA RICH**

**GET INSPIRED WITH MORE FORMULAS AND TECHNIQUES AT YOUR FINGERTIPS!**

Download our Style Station App.
THE SHADES EQ FAMILY INCLUDES

- Shades EQ Gloss to gloss, tone, refresh, correct, add dimension & blend gray
- Shades EQ Bonder Inside to tone and repair in one step
- Shades EQ Cream for long-lasting color results
- Shades EQ Cover Plus for blending up to 75% gray

DEMI-PERMANENT COLOR

SHADES EQ GLOSS
THE HAIRCOLOR THAT THINKS IT’S A CONDITIONER

- Acidic demi-permanent liquid color
- Ultimate shine & condition
- Zero lift, zero ammonia
- Unlimited service & revenue potential in 20 minutes
- 100+ perfectly premixed shades
- Gloss, tone, refresh, correct, add dimension & blend gray
- Blend of direct and oxidative dyes for custom tones

SHADES EQ BONDER INSIDE
DON’T JUST COLOR, REPAIR*

- Acidic demi-permanent liquid color
- Tones + Repairs* in 1 step
- Built-in bonding strengthens and protects more than the leading bonding additive** for a stronger hair fiber*
- Formulated with Triple Acid Complex: Citric Acid, Taurine, & Erythorbic Acid
- Intense shine, ultra-conditioning, long-lasting color results and healthy-looking & feeling hair
- For all hair types and textures – improves curl definition

SHADES EQ CREAM
EQ TECHNOLOGY IN A CREAM FORMAT

- Acidic demi-permanent cream color
- Ultimate shine & condition
- Zero lift, zero ammonia
- 20 minute processing time
- Gloss, tone, refresh, correct, add dimension & blend gray
- 100% oxidative dyes for maximum longevity

SHADES EQ COVER PLUS
RICH COVERAGE WITHOUT THE WAIT

- Demi-permanent cream color
- Blend 75% gray, brighten, correct & add dimension
- 20 minute processing time
- 100% oxidative dyes for maximum longevity
- Zero ammonia
- Up to 1.5 Levels of lift

SHADES EQ PROCESSING SOLUTION

- Dedicated developer for all Shades EQ Gloss and Shades EQ Bonder Inside shades
- 2% hydrogen peroxide
- Specifically formulated to maintain an acidic pH and stabilize viscosity

SHADES EQ GLOSS TO GEL PROCESSING SOLUTION

- Love Shades EQ Gloss? Now you can double the love—and your artistic options—with Shades EQ Gloss To Gel Processing Solution!
- Transforms any Shades EQ liquid color formula into a versatile gel for greater control and precise application
- Perfect for lowlights, contouring and defining
- Now you have two processing options for customized control and unlimited creative possibilities

*vs. without Shades EQ Bonder Inside
**Flash Lift + competitor additive & Shades EQ Gloss + competitor additive vs. Flash Lift Bonder Inside & Shades EQ Bonder Inside
DON’T JUST COLOR, REPAIR*

SHADES EQ BONDER INSIDE
HELPS REPAIR WEAK BONDS DURING A COLOR SERVICE

BENEFITS
- Acidic demi-permanent with built in bonder
- Intense shine and ultra-conditioning
- Tones and repairs* hair in 1 step
- No additive needed, no compromise to color results

TECHNOLOGY/KEY INGREDIENTS

TONE + REPAIR* IN 1 STEP
- Built-in bonding helps strengthen & protect more than the leading bonding additive**
- No additive needed, no compromise to color results

FORMULATED WITH TRIPLE ACID COMPLEX
1. Citric Acid: bonding active
2. Taurine: bonding active
3. Erythorbic Acid: antioxidant

Acidic pH + bonding actives help reduce residual alkalinity that occurs during an alkaline lightening service and helps repair* weak bonds

HAIR LOVES SHADES EQ
- Intense shine
- Ultra conditioning
- Long-lasting color results
- Healthy-looking & feeling hair
- For all hair types & textures—improves curl definition

*Tone & repair in 1 step

*vs. without Shades EQ Bonder Inside
**Flash Lift + competitor additive & Shades EQ Gloss + competitor additive vs. Flash Lift Bonder Inside & Shades EQ Bonder Inside

GLOSS
- Adds shine and condition on all hair types
- CALLING ALL CURLY CLIENTS! Offer your curly clients a Clear Gloss Service for added condition and shine

TONY
- Tone down or intensify natural or color-treated hair
- Tone pre-lightened or highlighted hair

REFRESH
- Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth (Zone 1)
- 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
- Correct uneven, brassy or overly vibrant tones on lighter level hair while repairing
- Correct uneven, brassy or overly vibrant tones
- Harmonize tone from scalp to ends
- Lessen banding

DIMENSION
- Use Shades EQ Processing Solution for Precision Application to add dimension with lowlights, root smudge
- Color block and add contour with precise placement

COVER
- Blend gray without lifting the hair’s natural pigment
- Blends up to 75% gray with demi-permanent results*
- Blends up to 75% gray with demi-permanent results*

CLEAR
- Deposit shine only. Suitable for sensitized clients.
- Dilute color intensity
- Dilute level intensity
- Soften the natural base
- Dilute color intensity
- Dilute level density
- Brightening effect

BRIGHTEN
- N/A
- Soften the natural base prior to a highlight service
- Add reflect and shine to dull or faded color

*Hard to see in gray coverage families

HAIRCOLOR: SHADES EQ BONDER INSIDE

124 | HAIRCOLOR: SHADES EQ BONDER INSIDE

125 | HAIRCOLOR: SHADES EQ
DILUTION SOLUTION
Shades EQ can be diluted with a clear shade to lessen intensity or lighten tone. Shades EQ Gloss Crystal Clear mixes with Shades EQ Processing Solution for Precision Application, and offers no lift.
- Shades EQ Bonder Inside Crystal Clear adds enhanced shine and repair. Mixing Shades EQ Bonder Inside clear with Shades EQ Crystal Clear or another toner will diminish the bonding effect.

USE THE FOLLOWING PROPORTIONS TO CUSTOMIZE YOUR FORMULA:

<table>
<thead>
<tr>
<th>FORMULA LEVEL</th>
<th>01-03</th>
<th>04-06</th>
<th>07-010</th>
<th>SHADE</th>
<th>CLEAR</th>
<th>DEVELOPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAXIMUM DILUTION</td>
<td>½ oz.</td>
<td>1½ oz.</td>
<td>2 oz.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MODERATE DILUTION</td>
<td>1 oz.</td>
<td>1 oz.</td>
<td>2 oz.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MINIMAL DILUTION</td>
<td>1½ oz.</td>
<td>½ oz.</td>
<td>2 oz.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FULL STRENGTH</td>
<td>1 ¾ oz.</td>
<td>¼ oz.</td>
<td>2 oz.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTE: For optimum penetration and durability of color results, Redken recommends processing for the standard time of 20 minutes. To achieve lighter results, use diluted formulas, not reduced processing time.

MIXING & PROCESSING

<table>
<thead>
<tr>
<th>MIXING RATIO (COLOR : DEVELOPER)</th>
<th>DEVELOPER</th>
<th>LEVELS OF LIFT</th>
<th>MINUTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mix 1:1</td>
<td>Shades EQ Processing Solution or Shades EQ Gloss to Gel Processing Solution</td>
<td>None</td>
<td>20 minutes</td>
</tr>
<tr>
<td>Mix 1:1</td>
<td>Shades EQ Processing Solution or Shades EQ Gloss to Gel Processing Solution</td>
<td>None</td>
<td>20 minutes</td>
</tr>
<tr>
<td>Mix 1:1</td>
<td>10 volume Pro-oxide Cream Developer</td>
<td>None</td>
<td>20 minutes (up to 30 for optimal gray blending)</td>
</tr>
<tr>
<td>Mix 1:1</td>
<td>10 or 20 volume Pro-oxide Cream Developer</td>
<td>1½</td>
<td>20 minutes</td>
</tr>
</tbody>
</table>

FORMULATION EXAMPLES

FOR SHADES EQ GLOSS:
1. Natural Level: 5 Light Brown/0% Gray
2. Target Color: Light Golden Brunette
3. Formula: 2 oz. 01G Caramel Shades EQ Gloss
   + 2 oz. Shades EQ Processing Solution

FOR SHADES EQ BONDER INSIDE:
1. Natural Level: 5 Light Brown/0% Gray/Level 10 Highlights
2. Target Color: Platinum Natural Blonde
3. Formula: 2 oz. 010N Delicate Natural Shades EQ Bonder Inside
   + 2 oz. Shades EQ Processing Solution

GUIDELINES FOR GRAY HAIR
Using an NB shade in your formula creates a balance of dyes for optimum results on gray hair. The percentage of gray hair equals the percentage of NB in the formulation.

<table>
<thead>
<tr>
<th>SHADES EQ GLOSS</th>
<th>% OF GRAY</th>
<th>NB SHADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-25%</td>
<td>½ oz.</td>
<td>1½ oz.</td>
</tr>
<tr>
<td>25-50%</td>
<td>1 oz.</td>
<td>1 oz.</td>
</tr>
<tr>
<td>50-75%</td>
<td>1½ oz.</td>
<td>½ oz.</td>
</tr>
<tr>
<td>75-100%</td>
<td>1¾ oz.</td>
<td>¼ oz.</td>
</tr>
</tbody>
</table>

OTHER SHADES EQ PRODUCTS
Color Kickers are vibrant, high-purity shades. They do not contain brown, which makes them excellent for enhancing Shades EQ Gloss formulas.
000 Crystal Clear is an unpigmented shade you can use alone to add incredible shine or mix with any other shade to dilute color intensity (refer to the "Dilution Solution" chart).
Shades EQ Processing Solution and Processing Solution for Precision Application are the dedicated developers for Shades EQ Gloss and Shades EQ Bonder Inside, formulated to maintain an acidic pH and stabilize viscosity.

Get inspired with more formulas and techniques at your fingertips! Download our Style Station App.
SHADES EQ GLOSS
EQUALIZING CONDITIONING COLOR GLOSS

### BLACK TO GRAY BACKGROUND COLOR

<table>
<thead>
<tr>
<th>Level of Deposit</th>
<th>TONE</th>
<th>BLACK</th>
<th>SILVER/PASTELS/KICKERS/CLEAR</th>
<th>VIOLET/PEARL</th>
<th>BLUE/GOLD</th>
<th>COPPER/RED</th>
<th>ROSE/PLUM/PINK</th>
<th>RED/OLIVE</th>
<th>BRONZE/COPPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>HAIRCOLOR: SHADES EQ GLOSS</td>
<td>SHADES EQ GLOSS</td>
<td>ULTRA PALE</td>
<td>DEPOSIT</td>
<td>can be used alone</td>
<td>Clear adds more shine</td>
<td>Excellent additives</td>
<td>background. These are</td>
<td>high-purity shades with</td>
</tr>
<tr>
<td>9</td>
<td></td>
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<tr>
<td>1</td>
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<td></td>
</tr>
</tbody>
</table>

### BROWN TO TAN BACKGROUND COLOR

- SHADES EQ GLOSS
- ULTRA PALE
- DEPOSIT
- can be used alone
- Clear adds more shine
- Excellent additives
- background. These are
- high-purity shades with
- Level 9+
- following levels or above:
- optimal results, use on the
- hair's starting level. For
- end results depending on

### NO BACKGROUND COLOR

The level of deposit in Shades EQ GLOSS can be adjusted to achieve the desired hair color by following the formula provided. The image shows a color chart with shades outlined in pink for Shades EQ Bonder Inside.
<table>
<thead>
<tr>
<th>LEVEL OF DEPOSIT</th>
<th>BLACK TO GRAY BACKGROUND COLOR</th>
<th>BROWN TO TAN BACKGROUND COLOR</th>
<th>NO BACKGROUND COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 ULTRA PALE BLONDE</td>
<td>BLACK</td>
<td>BROWN</td>
<td>SILVER/BLUE</td>
</tr>
<tr>
<td>9 VERY LIGHT BLONDE</td>
<td>TITANIUM</td>
<td>PEARL</td>
<td>BLUE</td>
</tr>
<tr>
<td>8 LIGHT BLONDE</td>
<td>NATURAL ASH</td>
<td>ASH GOLD</td>
<td>BLUE/VIOLET</td>
</tr>
<tr>
<td>7 MEDIUM BLONDE</td>
<td>ULTRA LACEY</td>
<td>NATURAL</td>
<td>BLUE/VIOLET</td>
</tr>
<tr>
<td>6 MEDIUM BLONDE</td>
<td>SOLEIL</td>
<td>SOLEIL GOLD</td>
<td>BLUE/VIOLET</td>
</tr>
<tr>
<td>5 MEDIUM BLONDE</td>
<td>NATURAL</td>
<td>NATURAL</td>
<td>VIOLET</td>
</tr>
<tr>
<td>4 MEDIUM BLONDE</td>
<td>BONDI CANDY</td>
<td>BONDI CANDY GOLD</td>
<td>VIOLET</td>
</tr>
<tr>
<td>3 MEDIUM BLONDE</td>
<td>COCOA</td>
<td>COCOA GOLD</td>
<td>VIOLET</td>
</tr>
<tr>
<td>2 MEDIUM BLONDE</td>
<td>CAFE Au LAIT</td>
<td>CAFE Au LAIT GOLD</td>
<td>VIOLET</td>
</tr>
<tr>
<td>1 MEDIUM BLONDE</td>
<td>Caramel</td>
<td>Caramel GOLD</td>
<td>VIOLET</td>
</tr>
</tbody>
</table>

**NEW!**

*vs. without Shades EQ Bonder Inside
Mixing Ratio
COLOR : DEVELOPER
DEVELOPER
PRO-OXIDE CREAM
LEVELS
OF LIFT
MINUTES
SPECIAL
INSTRUCTIONS

HIGH LIFT CONDITIONING CREAM
• Cream haircolor
• 9 shades, from icy platinum to balanced beige
• Up to 5 levels of lift in 1 step
• Use with 20, 30 or 40 volume Pro-oxide Cream Developer

BASE BREAKERS
• Ideal solution when the contrast between the natural color and highlights presents a challenge
• Lets you “break the base” and bump up the natural level slightly
• Use Cool to control warmth and Clear when warmth is desired or not a concern
• Up to 1 level of lift in 10 minutes

For on/off-scalp applications, process at room temperature for up to 45 minutes. Do not use heat.

MIXING & PROCESSING

FOR BLONDE IDOL HIGH LIFT:
1. Natural Level: 7, Medium Brown, 0% Gray
2. Target Color: 10, Ultra Pale Neutral Blonde
3. Undertone at Level: Pale Yellow
4. Formula: Violet (.2) Blonde Idol High Lift Conditioning Cream + 40 vol. Pro-oxide Cream Developer

FOR BLONDE IDOL BASE BREAKERS:
1. Natural Level: 6, Dark Blonde, 0% Gray
2. Target Color: 7, Medium Blonde
3. Undertone at Level: Orange
4. Formula: Cool Blonde Idol Base Breaker + 10 vol. Pro-oxide Cream Developer

Create the coolest blondes for every client, from balanced beige to icy platinum. Blonde Idol High Lift offers 12 shades in a cream base. Up to 5 levels of lift in 1 step—perfect for balayage, highlights and more!

YOUR ULTIMATE TOOLKIT FOR LIGHTENING AT EVERY LEVEL

Create the coolest blondes for every client, from balanced beige to icy platinum. Blonde Idol High Lift offers 12 shades in a cream base. Up to 5 levels of lift in 1 step—perfect for balayage, highlights and more!

FOR BLONDE IDOL HIGH LIFT:
1. Natural Level: 7, Medium Brown, 0% Gray
2. Target Color: 10, Ultra Pale Neutral Blonde
3. Undertone at Level: Pale Yellow
4. Formula: Violet (.2) Blonde Idol High Lift Conditioning Cream + 40 vol. Pro-oxide Cream Developer

FOR BLONDE IDOL BASE BREAKERS:
1. Natural Level: 6, Dark Blonde, 0% Gray
2. Target Color: 7, Medium Blonde
3. Undertone at Level: Orange
4. Formula: Cool Blonde Idol Base Breaker + 10 vol. Pro-oxide Cream Developer
### Shades Description

<table>
<thead>
<tr>
<th>SHADE</th>
<th>DESCRIPTION</th>
<th>IDEAL FOR NATURAL LEVELS</th>
<th>DESIRED REFLECT (WARM OR COOL)</th>
<th>SHADES EQ GLOSS REFRESH FORMULAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural .0</td>
<td>Produces natural results with little refinement</td>
<td>5-7</td>
<td>Neutral</td>
<td>¼ oz. 09N Café Au Lait Shades EQ Gloss</td>
</tr>
<tr>
<td>Beige .13</td>
<td>Creates soft, beige results. Best used on pale yellow undertones</td>
<td>5-7</td>
<td>Warm</td>
<td>½ oz. 09GB Butter Cream Shades EQ Gloss</td>
</tr>
<tr>
<td>Pearl .9</td>
<td>Violet blue tones neutralize strong gold undertones</td>
<td>7-10</td>
<td>Cool</td>
<td>½ oz. 09P Opal Glow Shades EQ Border Inside</td>
</tr>
<tr>
<td>Titanium .32</td>
<td>Provides more cooling than neutralization. Best for deep orange/gold undertones</td>
<td>3-5</td>
<td>Cool</td>
<td>½ oz. 09T Chrome Shades EQ Gloss</td>
</tr>
<tr>
<td>Violet .2</td>
<td>Violet tones control yellow and pale yellow undertones</td>
<td>7-10</td>
<td>Cool</td>
<td>½ oz. 09V Platinum Ice Shades EQ Border Inside</td>
</tr>
<tr>
<td>Violet Violet .32</td>
<td>A double dose of violet for maximum refinement of gold undertones</td>
<td>7-10</td>
<td>Cool</td>
<td>½ oz. 09V Platinum Ice Shades EQ Border Inside</td>
</tr>
<tr>
<td>Natural Ash .01</td>
<td>Soft blue tones to refine orange/gold undertones</td>
<td>6-7</td>
<td>Cool</td>
<td>½ oz. 09B Sterling Shades EQ Gloss</td>
</tr>
<tr>
<td>Blue .1</td>
<td>Blue tones provide maximum refinement of orange undertones</td>
<td>5-7</td>
<td>Cool</td>
<td>½ oz. 09B Sterling Shades EQ Gloss</td>
</tr>
</tbody>
</table>

### Mixing and Processing

**Mixing Ratio**

- Mix 1:2
- 20-40 volume (40 vol. maximum)

**Processing**

- Up to 5
- 45 minutes

**Special Instructions**

- For on/off scalp applications, process at room temperature for up to 45 minutes. Do not use heat.

See Redken.com for more detailed instructions on mixing.
LIGHTENERS
AT A GLANCE

POWDER LIGHTENERS

NEW FALL 2022
FLASH LIFT POWER 9
BONDER INSIDE
MAXIMUM POWER 2-IN-1 LIGHTENER +
BONDER POWDER
• On and off-scalp
• Up to 9 levels of lift
• Protects strong disulfide bonds
• Process up to 50 minutes

FLASH LIFT BONDER INSIDE
POWERFUL 2-IN-1 LIGHTENER + BONDER POWDER
• On and off-scalp
• Up to 8 levels of lift
• Protects strong disulfide bonds
• Process up to 50 minutes

FLASH LIFT
POWERFUL LIGHTENING POWDER
• On and off-scalp
• Up to 8 levels of lift
• Process up to 50 minutes

UP TO 7
DE-DUSTED POWDER LIGHTENER
• On and off-scalp
• Up to 7 levels of lift
• Process up to 50 minutes

CREAM LIGHTENERS

BLONDE ICING
CONDITIONING CREAM LIGHTENER
• On and off-scalp
• Up to 7 levels of lift
• Process up to 50 minutes
FLASH LIFT
POWERFUL LIGHTENING POWDER

BENEFITS
- Redken's first powder lightener to achieve up to 8 levels of lift
- Customizable for every client's needs— from extreme platinum blonde results to edgy, dramatic highlights

MIXING & PROCESSING
- Wear suitable disposable gloves
- Flash Lift has a variable mixing ratio, which ranges from 1:1 to 1:2
- In a non-metallic bowl, use the calibrated Flash Lift scoop to measure 15 g (1 scoop = 15 g) of lighter with either:
  - ½ OZ. OF DEVELOPER FOR A PERFECT 1:1 RATIO, ALLOWS FOR:
    - Ideal consistency for open-air and freehand techniques
    - Strong adherence and maximum lightening power
  - 0.8 OZ. OF DEVELOPER FOR A 1:1.5 RATIO, ALLOWS FOR:
    - Creamier consistency for open-air techniques and a full head of foils
    - Ease of spreadability for full head foils and ombré techniques
  - 1 OZ. OF DEVELOPER FOR A 1:2 RATIO, ALLOWS FOR:
    - Ideal consistency for on-scalp techniques
    - Ease of spreadability for full head foils and ombré techniques

APPLICATION OFF-SCALP ON-SCALP
RATIO 1:1 1:1.5 1:2 1:1 1:1.5 1:2
FLASH LIFT 1 scoop (15 g) 1 scoop (15 g)

PRO-OXIDE CREAM DEVELOPER
- ½ oz. (15 ml)
  10, 20, 30 or 40 volume
- 0.8 oz. (22.5 ml)
  10, 20, 30 or 40 volume
- 1 oz. (30 ml)
  10, 20 or 30 volume

ALUMINUM FOILS
- When performing highlights with foil application, exclusively use foils red Soft Alloy 8079, 20um, or Soft Alloy 1200, 18um (Norms EN 573-3)

TIMING
OFF-SCALP APPLICATION:
- Up to 50 minutes at room temperature determined according to the desired results. DO NOT USE HEAT.
- When processing is complete, rinse, shampoo and condition with Extreme.

ON-SCALP APPLICATION:
- Up to 50 minutes determined according to the desired results. DO NOT USE HEAT.
- DO NOT COVER THE HAIR. When processing is complete, rinse, shampoo and condition with Extreme.

DEVELOPER
- Pro-oxide Cream Developer (available in 10, 20, 30 and 40 volume) has a super smooth consistency for easy mixing and application, and provides predictable performance for all types of applications.
NEW

FLASH LIFT POWER 9 BONDER INSIDE

LIFT HIGH. LIFT BRIGHT. LIFT STRONG.
UP TO 9 LEVELS OF LIFT IN 1 APPLICATION

**BENEFITS**
- Up to 9 levels of lift with built in bonding — no additive needed
- Protects strong disulfide bonds
- Breaks through red, orange, and yellow undertones
- Powerful, clean, even lift
- Formulated with Glycine and Citric Acid
- For all hair types and textures
- Dust-free formula

**MIXING & PROCESSING**
- Wear suitable disposable gloves
- **Power 9 Bonder Inside** has a variable mixing ratio, which ranges from 1:1 to 1:1.5 for off-scalp and 1:2 for on-scalp applications.

<table>
<thead>
<tr>
<th>APPLICATION</th>
<th>BALAYAGE OR FREE HAND</th>
<th>HIGHLIGHTS IN FOILS</th>
<th>ON-SCALP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RO-OXIDE CREAM DEVELOPER</strong></td>
<td>1:1</td>
<td>1:5</td>
<td>1:2</td>
</tr>
<tr>
<td>Flash Lift Pods Bonder Inside</td>
<td>1 scoop (15 g)</td>
<td>1 scoop (15 g)</td>
<td>1 scoop (15 g)</td>
</tr>
<tr>
<td>Pro-Oxide Cream Developer</td>
<td>15 ml (0.5 oz.)</td>
<td>22.5 ml (0.76 oz.)</td>
<td>30 ml (1 oz)</td>
</tr>
<tr>
<td></td>
<td>10, 20, 30 or 40 volume</td>
<td>10, 20, 30 or 40 volume</td>
<td>10, 20, 30 volume</td>
</tr>
<tr>
<td>Aluminum Foils</td>
<td>Up to 50 minutes depending on desired result. Do not use heat.</td>
<td>Up to 50 minutes depending on desired result. Do not use heat. Do not cover the hair. Leave hair free.</td>
<td></td>
</tr>
</tbody>
</table>

**FOILS**
To be used exclusively with aluminium foil
ref soft alloy 1236, 18µm (a-Product Club shf500-sl) (Norms EN572-3)
**BLONDE ICING**

**CONDITIONING CREAM LIGHTENER**

**BENEFITS**
- Redken’s most luxurious conditioning lightener featuring Lumisilk Technology
- Preserves the lipidic rate of natural hair and provides luminous shine and extreme silky condition, with a gentle fragrance
- Soft, rich consistency offers a smooth application with maximum control and up to 7 levels of lift
- Mixes with Blonde Icing Conditioning Cream Developer (20, 30 and 40 volume)

**MIXING & PROCESSING**
- Wear suitable disposable gloves
- Blonde Icing has a variable mixing ratio, which ranges from 1:1 to 1:3
- In a non-metallic bowl, use the calibrated Blonde Icing scoop to measure 30 g of lightener with either:
  - 1 oz. of developer for a perfect 1:1 ratio
  - 2 oz. of developer for a 1:2 ratio
  - 3 oz. of developer for a 1:3 ratio, ideal consistency for on-scalp techniques
- Mixes in a 1:3 ratio to a rich, cream consistency for even results from roots to ends

- Mixes with all volumes of Pro-oxide Cream Developer (10, 20, 30 or 40 volume) and can be used to detail, highlight or go all-over blonde

**MIXING RATIOS**

<table>
<thead>
<tr>
<th>APPLICATION</th>
<th>OFF-SCALP</th>
<th>ON-SCALP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UP TO 7</strong></td>
<td>1 scoop (11 g)</td>
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<tr>
<td>PRO-OXIDE</td>
<td>1 oz, 10, 20, 30 or 40 volume</td>
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</tr>
<tr>
<td>CREAM DEVELOPER</td>
<td></td>
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**TIMING**

**OFF-SCALP APPLICATION:**
- Process at room temperature until desired lightness is achieved, for up to a maximum of 50 minutes.
- DO NOT USE HEAT. When processing is complete, rinse, shampoo and condition with Extreme.

**DEVELOPER**
- Pro-oxide Cream Developer (available in 10, 20, 30 and 40 volume) has a super smooth consistency for easy mixing and application, and provides predictable performance for all types of applications.

---

**UP TO 7**

**DE-DUSTED LIGHTENER**

**BENEFITS**
- Protects as it lightens with an exclusive conditioning agent and no added fragrance
- Predictable, extra light results with up to 7 levels of lift; ideal for on/off-scalp applications
- Mixes easily for fast application and stays moist with minimal swelling
- Mixes with all volumes of Pro-oxide Cream Developer (10, 20, 30 or 40 volume) and can be used to detail, highlight or go all-over blonde

**MIXING & PROCESSING**
- Wear suitable disposable gloves
- Mix product in a well-ventilated area
- Before first use, shake internal bag
- In a non-metallic bowl, combine the recommended amount of Up to 7 with Pro-oxide Cream Developer (10, 20, 30 or 40 volume) and mix well until a creamy consistency is achieved
- Mixes in a 1:3 ratio to a rich, cream consistency for even results from roots to ends

**MIXING RATIOS**

<table>
<thead>
<tr>
<th>APPLICATION</th>
<th>OFF-SCALP</th>
<th>ON-SCALP</th>
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### REDKEN SALON GEAR

**FORM, FUNCTION & FASHION**

<table>
<thead>
<tr>
<th>BRUSH TYPE</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WIDE LONG BRISTLE BRUSH</strong></td>
<td>Use for quick global applications. Great for refreshing ends after a retouch.</td>
</tr>
<tr>
<td><strong>WIDE SHORT BRISTLE BRUSH</strong></td>
<td>Great for retouch applications. Allows for precise color placement to avoid overlapping and banding.</td>
</tr>
<tr>
<td><strong>NARROW LONG BRISTLE BRUSH</strong></td>
<td>Provides more control in your application. Great when doing smaller detail areas in color blocking techniques.</td>
</tr>
<tr>
<td><strong>NARROW SHORT BRISTLE BRUSH</strong></td>
<td>Amazing for lighter retouch applications. The narrow width provides control and the short bristles allow for precise color placement.</td>
</tr>
<tr>
<td><strong>CHROMATICS DOUBLE ROW BRUSH</strong></td>
<td>Allows for easy global applications. The double rows of bristles load the right amount of Chromatics onto the hair for better saturation with its thick consistency.</td>
</tr>
<tr>
<td><strong>CHROMATICS WIDE DOUBLE ROW BRUSH</strong></td>
<td>Wider rows allow for quicker global applications. The double rows of bristles load the right amount of Chromatics onto the hair for better saturation with its thick consistency.</td>
</tr>
<tr>
<td><strong>ANGLED FREEHAND BRUSH</strong></td>
<td>Perfect for hand-painted effects. The angle helps produce a soft diffused result, feathering towards the scalp without leaving hard lines.</td>
</tr>
<tr>
<td><strong>BLUR BRUSH</strong></td>
<td>Great for diffusing lines and creating soft transitions, especially when using creative coloring techniques.</td>
</tr>
<tr>
<td><strong>BALAYAGE BRUSH</strong></td>
<td>Rounded edges help create seamless transitions and avoid hard lines, making it the perfect brush for balayage. It also features raised edges on its handle, allowing for more control.</td>
</tr>
<tr>
<td><strong>EDGE BRUSH</strong></td>
<td>Beveled edges allow you to easily create and soften edgy vertical lines, adding depth, dimension and drama to your looks.</td>
</tr>
<tr>
<td><strong>SILVER TINT BOWL</strong></td>
<td>Ideal for mixing cream haircolor formulas. The perfect companion to our brushes.</td>
</tr>
<tr>
<td><strong>APPLICATOR BOTTLE</strong></td>
<td>Ideal for mixing and applying liquid haircolor.</td>
</tr>
<tr>
<td><strong>REDKEN TUBE KEY</strong></td>
<td>Helps you easily dispense every drop from your color tubes.</td>
</tr>
<tr>
<td><strong>MEASURING CUP</strong></td>
<td>Ensures precise measuring for formula predictability.</td>
</tr>
<tr>
<td><strong>MINI WHISK</strong></td>
<td>Use for easy, uniform mixing of any color formulation.</td>
</tr>
<tr>
<td>Product Name</td>
<td>Description</td>
</tr>
<tr>
<td>------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>ETCHING WAND</td>
<td>Great when hand-painting shorter hair or lightening hairlines free hand with ultra-fine babylights.</td>
</tr>
<tr>
<td>MINI SPATULA</td>
<td>Helps maintain the ideal consistency when you need to remix your lightener.</td>
</tr>
<tr>
<td>BLONDE IDOL PADDLE</td>
<td>Use with balayage and hand-painted techniques. Place under strands to be highlighted for a supportive surface that ensures thorough saturation and even lightening results.</td>
</tr>
<tr>
<td>WIDE BALAYAGE PADDLE</td>
<td>Wider surface gives more control when working with wider sections. Place under strands to be highlighted for a supportive surface that ensures thorough saturation and even lightening results.</td>
</tr>
<tr>
<td>CREATIVE COLOR MÊCHES</td>
<td>Strips have a lightweight construction that provide a great way to isolate the hair when performing highlights, balayage, and other creative coloring techniques.</td>
</tr>
<tr>
<td>TECHNIQUE BOARD</td>
<td>Great supportive surface when performing creative haircolor techniques.</td>
</tr>
<tr>
<td>REDKEN SPRAY BOTTLE</td>
<td>Sleek design elevates every spritz of water!</td>
</tr>
<tr>
<td>DURASILK APRON</td>
<td>Protect your clothing when you're working behind the chair.</td>
</tr>
<tr>
<td>DURASILK CAPE AND WRAP</td>
<td>Protect clients' clothing during cut and color services.</td>
</tr>
<tr>
<td>HAIR CLIPS PACK</td>
<td>Keep hair sectioned and secure during services.</td>
</tr>
<tr>
<td>LIQUID COLOR ORGANIZER TRAY</td>
<td>Holds 30 bottles.</td>
</tr>
<tr>
<td>CREAM COLOR ORGANIZER TRAY</td>
<td>Holds 42 tubes.</td>
</tr>
<tr>
<td>SALON ESSENTIALS</td>
<td></td>
</tr>
<tr>
<td>CHROMATICS APRON</td>
<td>Protect your clothing and show your love of Chromatics when you're working behind the chair.</td>
</tr>
<tr>
<td>CHROMATICS CAPE</td>
<td>Protect clients' clothing during cut and color services.</td>
</tr>
</tbody>
</table>
THE REDKEN STYLING COLLECTION INCLUDES:

ESSENTIAL STYLERS
Strong enough for a pro, on-trend for your clients
• Dry Shampoo
• Styling Prep Must-Haves
• Blow-Dry Prep
• Volume
• Shine
• Texture
• Curls

PRESCRIPTIVE STYLING
For all levels of design & finishing
• Hairspray
• Volume
• Texture
• Heat Styling

3 LEVELS OF CONTROL
Some products have a number to represent the level of control it will provide. The higher the number, the greater the control.
• Mild Control: 01–05
• Medium Control: 06–15
• Maximum Control: 16–32

ALL HAIR TYPES, ALL TEXTURES, ALL STYLES. INSPIRED BY PROFESSIONAL STYLISTS. THE REDKEN STYLING COLLECTION HAS MUST-HAVE PRODUCTS FOR YOUR WORK BEHIND THE CHAIR AND THAT YOUR CLIENTS WILL WANT TO TAKE HOME WITH THEM.
ESSENTIAL STYLERS

STRONG ENOUGH FOR A PRO, ON-TREND FOR YOUR CLIENTS

- Dry Shampoo
- Styling Prep Must-Haves
- Blow-Dry Prep
- Volume
- Shine
- Texture
- Curls
**STYLING AT A GLANCE**

**ESSENTIAL STYLERS**

- **DRY SHAMPOO**
  - Deep Clean Dry Shampoo
  - Invisible Dry Shampoo

- **STYLING PREP MUST-HAVES**
  - One United
  - Oil For All

- **SHINE**
  - Shine Flash

- **TEXTURE**
  - Dry Texture

- **BLOW-DRY PREP**
  - Quick Blowout
  - Big Blowout

- **VOLUME**
  - Volume Maximizer

- **CURVACEOUS**
  - Curl Refiner
  - Full Swirl
  - Ringlet

**NEW**
DEEP CLEAN DRY SHAMPOO
Maximum Oil Absorption
HAIR TYPE: All hair types
BENEFITS:
• Maximum oil absorption
• Great for 3–4 day hair
• Formulated with rice starch
USAGE:
• Shake well before use
• For use on dry hair
• Hold can 10 inches away from hair
• Spray on roots to ends
• Massage into scalp with fingers and brush hair thoroughly until powder is fully removed

INVISIBLE DRY SHAMPOO
Fragrance & Residue-free
HAIR TYPE: All hair types
BENEFITS:
• Fragrance and residue-free
• Perfect for 1–2 day hair
• Formulated with potato starch
• Great for dark hair
USAGE:
• Shake well before use
• For use on dry hair
• Hold can 10 inches away from hair
• Spray on roots to ends
• Massage into scalp with fingers and brush hair thoroughly until powder is fully removed

AWARD-WINNING DRY SHAMPOOS

ESSENTIAL STYLERS

AS SEEN ON TIK TOK

NOW IN VIBRANT, EASY TO READ PACKAGING

STYLING: DRY SHAMPOO
STYLING PREP

ONE UNITED
All-In-One Multi-Benefit Treatment
HAIR TYPE: All hair types

BENEFITS:
• Sulfate-free, paraben-free, and no heavy waxes for lightweight, instant results
• For every hair type and texture
• Instantly prep, protects and perfects

25 CARING BENEFITS:

<table>
<thead>
<tr>
<th>MANAGEABILITY</th>
<th>PROTECTION</th>
<th>BEAUTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Ideal cutting lotion</td>
<td>16. Helps shield against external aggressors</td>
<td>24. Style refresher</td>
</tr>
<tr>
<td></td>
<td></td>
<td>25. Lightweight results</td>
</tr>
</tbody>
</table>

GENERAL USAGE:
• After shampooing, spray evenly on damp or towel-dried hair. Rinse out after 1-2 minutes for lightweight conditioning. Leave in for nourishment
• Use on towel-dried hair to ease detangling
• When layering, always apply the lightest product first, which is typically One United

PROFESSIONAL USAGE:
• Detangling lotion
• Cutting lotion
• Pre-color treatment:
  – Begin with Pre Art or Hair Cleansing Cream to clarify hair.
  – Apply color to Zone 1. If color is not being pulled through, apply One United to the mid-lengths and ends to condition while color processes

OIL FOR ALL
Invisible Multi-Benefit Oil
HAIR TYPE: All hair types

BENEFITS:
• Weightless hair oil - protects hair from heat, seals in moisture, helps tame frizz

12 CARING BENEFITS:

1. Instantly adds shine
2. Ultra lightweight formula
3. Smooths hair
4. Reduces blow-dry time
5. Adds softness to hair
6. Improves hair manageability
7. Provides lightweight control
8. Controls frizz
9. Blow-dry prep
10. Improves blow dry experience
11. Adds shine after dry shampoo
12. Style refresher

USAGE:
• Apply on damp hair, concentrating on mid-lengths and ends, to seal in moisture
• Blow-dry or air-dry
• Reapply on dry hair as needed for added shine
HAIR TYPE: All hair types

BENEFITS:
- Flash-drying lightweight formula
- Heat protection up to 450°F
- Smooths and adds shine
- Nourishes and conditions

USAGE:
- Mist all over damp hair & blow-dry as usual
- Combine with other styling products as desired
**BIG BLOWOUT**

**HEAT PROTECTING BLOWOUT JELLY**

HAIR TYPE: All hair types

**BENEFITS:**
- Instant volume & texture
- Silky, soft finish with a natural bounce
- Heat protection up to 450°F
- Frizz protection without the crunch

**USAGE:**
- Apply to damp hair
- Blow dry or combine with other styling products as desired
VOLUME MAXIMIZER
THICKENING SPRAY

HAIR TYPE: Fine hair types
BENEFITS:
• Lightweight formula with no greasy feel
• Creates volume and body
• Provides root lift
• Lightly scented
USAGE:
• Spray directly into hair or spray into hands and distribute throughout hair, root to ends
• Apply at roots for major root lift
• Spray onto damp hair
• Blow-dry

PAIRS GREAT WITH:
Volume Injection Shampoo & Conditioner for long-lasting volume and body
SHINE FLASH
GLASS-LIKE SHINE SPRAY

HAIR TYPE: All hair types

BENEFITS:
• Lightweight mist
• Provides a silky finish with no greasy feel
• Weightless and instant shine
• Smoothes frizz and flyaways
• Revives dry, dull ends of hair

USAGE:
• Lightly mist on dry hair for an instant shine boost
• Use after flat ironing for an on-trend glass-like finish
• To tame fly-aways, mist on a brush and gently brush through hair
NEW DRY TEXTURE
FINISHING SPRAY

HAIR TYPE: All hair types

BENEFITS:
- Medium control
- Adds lived-in texture, volume and body
- Effortless look with airy, touchable hold
- Oil absorbing starches create lift without buildup or crunch

USAGE:
- Hold 6-12 inches away from dry hair
- Mist all-over or in desired areas
- Use hands to work in product for added texture
PRESCRIPTIVE STYLING
FOR ALL LEVELS OF DESIGN & FINISHING

- Hairspray
- Volume
- Texture
- Heat Styling
STYLING
AT A GLANCE

HAIRSPRAY
- Triple Pure 32
- Triple Take 32
- Control Addict 28
- Forceful 23
- Quick Dry 18
- Quick Tease 15
- Fashion Work 12
- Wax Blast 10

VOLUME
- Guts 10
- Full Frame 07

TEXTURE
- Hardware 16
- Rough Paste 12
- Rewind 06

HEAT STYLING
- Hot Sets 22
- Iron Shape 11

PRESCRIPTIVE STYLING

STYLING AT A GLANCE | 171
TRIPLE TAKE 32
Extreme High-Hold Hairspray
HAIR TYPE: All hair types
BENEFITS:
- Long-lasting lift and body
- Super-fine, fast-drying mist
- Anti-Frizz 24-hour control
- Tri-actuator provides a fine-mist and zero crunch
USAGE: Mist 6–12 inches from dry, styled hair
PERFECT FOR: Styles that need extreme staying power plus flexibility. Great for French twists or long, loose waves

CONTROL ADDICT 28
Extra High-Hold Hairspray
HAIR TYPE: All hair types
BENEFITS:
- 24-hour control
- Humidity resistance
- Long-lasting style memory
- No Flaking or Residue
USAGE: Mist 6–12 inches from dry, styled hair
PERFECT FOR: Locking in looks with a traditional touch—think messy buns or high-fashion short cuts

WAX BLAST 10
High Impact Finishing Spray-Wax
HAIR TYPE: Fine hair types
BENEFITS:
- Medium control
- Body and dimension with a satin-matte finish
- Micro-Wax Complex for reshapeability
USAGE:
- Shake well. Mist on dry hair
- Shape desired style with hand
PERFECT FOR: Separation and definition for chic, choppy layers

TRIPLE PURE 32
Neutral Fragrance Hairspray
HAIR TYPE: All hair types
BENEFITS:
- Neutral fragrance for stylist & clients who prefer low odor products
- Long-lasting lift and body
- Super-fine, fast-drying mist
- 24-hour humidity resistance and control
- Tri-actuator provides a fine-mist and zero crunch
USAGE: Mist 6–12 inches from dry, styled hair
PERFECT FOR: Anyone who loves Triple Take 32 and wants a light, neutral fragrance

FORCEFUL 23
Super Strength Finishing Spray
HAIR TYPE: All hair types
BENEFITS:
- Long-lasting lift and body
- Super-fine, fast-drying mist
- 24-hour humidity resistance and control
- Flexible all day control
USAGE: Mist 6–12 inches from dry, styled hair
PERFECT FOR: Blowouts, updos and any style that needs strong, invisible control

QUICK DRY 18
Instant Finishing Spray
HAIR TYPE: All hair types
BENEFITS:
- Sets quickly with a firm hold
- High Shine
- Healthy-looking shine
- Fast-drying
USAGE:
- Hold 6–12 inches away and spray on dry, styled hair
- Reapply for additional control
PERFECT FOR: Chignons, sleek bobs and other styles that need resilient hold & shine

FASHION WORK 12
Versatile Working Spray
HAIR TYPE: All hair types
BENEFITS:
- 24-hour humidity resistance and all-day control
- Fast-drying
- Finishes styles flawlessly while adding satin-matte sheen
USAGE:
- Hold 6–12 inches away and spray on dry, styled hair
- Reapply for additional control
PERFECT FOR: Layering and building styles that look natural, never too “done”
**GUTS 10**
Volume Spray Foam

**HAIR TYPE:** All hair types

**BENEFITS:**
- Medium control
- Targeted root lift
- Adds volume and thickness

**USAGE:**
- Shake well
- Spray on damp hair and style
- Can be applied directly at the roots for added volume and texture

---

**FULL FRAME 07**
All-Over Volumizing Mousse

**HAIR TYPE:** Fine hair types

**BENEFITS:**
- Medium control
- Adds volume and movement to lengths/ends
- **Clean-Feel Technology** for touchable volume

**USAGE:** Apply a small amount to damp hair and blow-dry
**HARDWEAR 16**
Super-Strong Sculpting Gel

**HAIR TYPE:** All hair types

**BENEFITS:**
- Maximum control
- Sleek, long-lasting style
- Provides flake-free shape memory and added thickness with high shine

**USAGE:**
- For a lacquered finish, apply to damp hair and air-dry
- Blow-dry for controlled volume
- Use to slick back longer hair—it dries to a long-lasting, wet-looking finish

---

**REWIND 06**
Pliable Styling Paste

**HAIR TYPE:** All hair types

**BENEFITS:**
- Medium control
- Flexible, reworkable fibers
- Creates twists, shapes and texturizes

**USAGE:**
- Rub a small amount between hands and apply into damp hair to shape, mold or twist the style you want
- To layer: Rub product between palms and pull hands apart over hair so fibers create a "web of support"
HEAT STYLING
SIMPLY REAPPLY HEAT TO REACTIVATE FORMULAS AND RESTYLE!
NO ADDITIONAL PRODUCT NEEDED

HOT SETS 22
Thermal Setting Mist
HAIR TYPE: All hair types

BENEFITS:
• Maximum control
• Heat protection up to 450°F
• Sets styles with lasting hold

USAGE:
• Shake well before use for even application results
• For curling or flat irons, spray on dry hair section by section
• For a roller set, spray on damp hair
• Depending on hair length, 2–4 pumps per section will deliver the right amount.
• For damp hair application, slightly more is recommended
• Reapply heat to reactivate formula and restyle

PERFECT FOR
Strong definition with flat irons and curling irons

IRON SHAPE 11
Thermal Holding Spray
HAIR TYPE: All hair types

BENEFITS:
• Medium control
• Heat protection up to 450°F
• Boosts shine
• Adds touchable hold

USAGE:
• For curling or flat irons, spray on dry hair section by section
• Depending on hair length, 2–4 pumps per section will deliver the right amount.
• For damp hair application, slightly more is recommended
• Mist on damp or dry hair
• Reapply heat to reactivate formula and restyle

PERFECT FOR
Touchable shape with flat irons and curling irons

PRESCRIPTIVE STYLING
THE REDKEN BREWS COLLECTION INCLUDES:

**CARE**
- Daily Shampoo + Conditioner
- 3-in-1
- Mint Shampoo

**STYLE**
- Cream Pomade
- Clay Pomade
- Texture Pomade
- High Hold Pomade
- Holding Gel
- Molding Paste
- Fiber Cream

**THICKENING**
- Thickening Shampoo

**SKIN**
- Cleansing Bar

**COLOR**
- Color Camo

REDKEN BREWS blends barber expertise with NYC edge to deliver a complete grooming experience for every man.

- 13 stylers to create and maintain any look
- Haircare formulations that address men’s top concerns
- Men’s bar soap leaves skin feeling clean and balanced
- Express gray coverage for men in the salon

Join the Brews Crew @barbersandbrews
**DAILY SHAMPOO**
HAIR TYPE: All hair types

**BENEFITS:**
- Gently cleanses without stripping hair
- Lightweight formula helps keep hair manageable

**DAILY CONDITIONER**
HAIR TYPE: All hair types

**BENEFITS:**
- Gently cleanses without stripping hair
- Lightweight formula helps keep hair manageable

**3-IN-1 Shampoo, Conditioner & Body Wash**
HAIR & SKIN TYPE: All hair and skin types

**BENEFITS:**
- Cleanses and conditions hair and washes body for freshness from head to toe
- Provides hydration and softens skin
- Convenient all-in-one product is great for the gym or travel

**MINT SHAMPOO**
HAIR TYPE: All hair types

**BENEFITS:**
- Cleanses hair and delivers a cooling sensation on the scalp
- Refreshing and energizing mint scent

**CARE CLOTHING**

**THICKENING SHAMPOO**
HAIR TYPE: Thinning hair

**BENEFITS:**
- Helps improve the appearance of thin or thinning hair
- Gently cleanses and strengthens the hair
- Nourishes and invigorates the scalp
- Invigorating ginger mint fragrance
STYLING COLLECTION

MEDIUM CONTROL

FIBER CREAM
- Medium control, undone finish
- Shapes and texturizes hair
GREAT FOR: Loose styles, long hair or buns
USAGE: Rub a small amount in hands and work through damp or dry hair

HOLDING GEL
- Medium control, medium shine
- Defines with clean separation and grip
GREAT FOR: Curly hair and styles that need movement
USAGE: Squeeze into palm, rub hands together and work through damp hair

CREAM POMADE
- Medium control, smooth finish
- Water-based formula creates texture with low shine
GREAT FOR: Pompadours and smooth, flexible styles
USAGE: Rub small amount into hands and work through dry or damp hair

MAXIMUM CONTROL

HIGH HOLD POMADE
- Maximum control, shine finish
- No sticky feel or residue
GREAT FOR: Hair that needs extreme control to hold a style
USAGE: Rub a small amount in hands and work through damp or dry hair

CLAY POMADE
- Maximum control, gritty finish
- Creates roughed-up texture
GREAT FOR: Fine hair and effortless-looking styles
USAGE: Rub a small amount in hands and work through damp or dry hair

TEXTURE POMADE
- Maximum control, matte finish
- Separates and texturizes with lasting memory
- Contains mineral salts to provide immediate grip
GREAT FOR: Textured styles or grungy looks
USAGE: Rub a small amount in hands and work through damp or dry hair

MOLDING PASTE
- Maximum control, natural finish
- Firm yet moldable to work easily through hair
GREAT FOR: Styles that need texture and hold
USAGE: Rub a small amount in hands and work through damp or dry hair
**BREWS COLOR CAMO**

**THE SUBTLE, LOW MAINTENANCE MEN’S COLOR SERVICE**

- Ammonia-free, permanent dye technology with demi-permanent results
- 10 shades in natural and ash families
- Use with Redken’s 10 volume Pro-oxide Cream Developer

**BENEFITS**

- Ensures subtle, low maintenance results with no visible lift in hair that’s 50% gray or less
- Gel-like viscosity adheres to coarse gray hair without dripping
- Fragrance is discrete for more pleasant application

**PROCESSING TIME**

- 5-minute processing time for gray blending*
- 10-minute processing time with dark shades**

**DEVELOPER**

Pro-oxide Cream Developer has a super smooth consistency for easy mixing and application, and provides predictable performance for all types of applications. Use ONLY the 10 volume with Color Camo.

**SHADE SELECTION**

- Select a shade in the same range as his natural (pigmented) color
- Pick the tone you want to see: Ash = gray + blue/violet, which provides a smoky result; Natural = gray + green/gold, which provides a cool gold result

**HOT TIP:** To help ensure proper Color Camo shade selection, take the client’s eyebrows into consideration. Men’s brows are typically lighter than their hair, so this will help prevent you from selecting a color that is too dark.

**MIXING & PROCESSING**

1. Mix Color Camo with 10 volume Pro-oxide Cream Developer in a 1:1 ratio. Once mixed, apply immediately to hair.
2. Apply to towel-dried hair using a bowl & brush or applicator bottle in ¼ inch partings.
3. Start in the area where hair is the most gray—for most men it’s the temple area or hairline. Do not overlap with hair that has been previously colored.
4. Process 5 minutes (darkest and black shades, process 10 minutes) at room temperature. Processing time begins immediately upon finishing the application or after the first 3 minutes from beginning the application.
5. Rinse, shampoo and condition with the appropriate Redken Brews shampoo and conditioner.

**NOTE:** Color Camo is formulated to remain natural looking between services if used as directed. If darker ends result from repeated applications, you may only want to pull through the ends as needed for the last minute of processing.

**RETOUCH APPLICATION**

1. Repeat steps 1-5, applying to the re-growth area.
2. Rinse, shampoo and condition with the appropriate Redken Brews shampoo and conditioner.

---

**SHADE COLLECTION**

Color Camo shades are formulated with customized dyes for natural results.

<table>
<thead>
<tr>
<th>Before Color Camo</th>
<th>After Color Camo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Start Range (Level)</strong></td>
<td><strong>5 Min.</strong></td>
</tr>
<tr>
<td>Ash Tone (Gray + Blue/Violet)</td>
<td>Natural Tone (Gray + Green/Gold)</td>
</tr>
<tr>
<td>Light (Levels 7 and higher) (50% gray)</td>
<td>Light ash</td>
</tr>
<tr>
<td>Medium (Levels 4-6) (50% gray)</td>
<td>Medium ash</td>
</tr>
<tr>
<td>Dark (Level 4) (50% gray)</td>
<td>Dark ash</td>
</tr>
<tr>
<td>Darkest (Levels 2-3) (50% gray)</td>
<td>Darkest ash</td>
</tr>
<tr>
<td>Black (Level 1) (50% gray)</td>
<td>Black ash</td>
</tr>
</tbody>
</table>

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**COLOR**
### INGREDIENT GLOSSARY

Have you ever wondered why certain ingredients are used in a product formula? This ingredient glossary highlights key Redken haircare ingredients!

<table>
<thead>
<tr>
<th>INGREDIENT NAME</th>
<th>SCIENTIFIC NAME</th>
<th>BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-MEA</td>
<td>BEHENTRIMONIUM METHOSULFATE</td>
<td>Helps restore the lipid layer of the cuticle for brilliant, reflective shine</td>
</tr>
<tr>
<td>ALLANTOIN</td>
<td>ALLANTOIN</td>
<td>Helps soothe the scalp</td>
</tr>
<tr>
<td>ALOE VERA</td>
<td>ALOE BARBADENIS LEAF JUICE POWDER</td>
<td>Helps to nourish the hair fiber</td>
</tr>
<tr>
<td>ALPHA &amp; BETA HYDROXY ACIDS</td>
<td>SALICYLIC ACID, CITRIC ACID</td>
<td>Promotes exfoliation of the scalp</td>
</tr>
<tr>
<td>AMINO ACIDS</td>
<td>TAURINE (DERIVATIVE OF THE AMINO ACID, CYSTEINE) L YSINE DERIVATIVE (LYSINE HYDROCHLORIDE)</td>
<td>These amino acids help reinforce the hair</td>
</tr>
<tr>
<td>AMINO ACID: SILK, WHEAT</td>
<td>SILK AMINO ACIDS; WHEAT AMINO ACIDS</td>
<td>Helps strengthen and repair damaged strands</td>
</tr>
<tr>
<td>AMINO IONS</td>
<td>AMODIMETHICONE</td>
<td>Catonic-charged (silicone) ingredients that attract to the hair to help condition, smooth and help maintain the vibrancy of haircolor</td>
</tr>
<tr>
<td>HELIOTRINOL</td>
<td>HELIANTHUS ANNUUS (SUNFLOWER) SEED EXTRACT</td>
<td>Helps condition hair and protect it from environmental damage</td>
</tr>
<tr>
<td>APRICOT OIL</td>
<td>PRUNUS ARMEANIACA (APRICOT) KERNEL OIL</td>
<td>Penetrates and conditions hair for smoothness and shine from the inside out</td>
</tr>
<tr>
<td>AQUATORIL</td>
<td>PEG/PPG/POLYBUTYLENE GLYCOL/8/5/3 GLYCERIN</td>
<td>Emollient with hydrating properties</td>
</tr>
<tr>
<td>ARGAN OIL</td>
<td>ARGANIA SPINOSA KERNEL OIL</td>
<td>Rich in Omega-6, it provides internal replenishment of lipids for smoothness</td>
</tr>
<tr>
<td>AVOCADO OIL</td>
<td>PERSEA GRATISSIMA (AVOCADO) OIL</td>
<td>Provides replenishment and intense silky softness</td>
</tr>
<tr>
<td>BABASSU OIL</td>
<td>ORBIGNYA OLEIFERA SEED OIL</td>
<td>Moisturizes and enhances smoothness, frizz control, manageability and shine</td>
</tr>
<tr>
<td>BIOTIN</td>
<td>BIOTIN</td>
<td>A member of the Vitamin B complex that is important to the health of hair</td>
</tr>
<tr>
<td>PRACAXI OIL</td>
<td>BRAZILIAN PRACAXI OIL</td>
<td>Conditions hair with smoothing properties, helping to combat frizz</td>
</tr>
<tr>
<td>CAMELINA OIL</td>
<td>CAMELINA SATIVA SEED OIL</td>
<td>Delivers smoothing, conditioning, and helps fight frizz</td>
</tr>
<tr>
<td>CAMELINA OIL</td>
<td>CAMELIA OLEIFERA SEED OIL/ CAMELLIA JAPONICA SEED OIL</td>
<td>Provides moisture replenishment and shine while softening the cuticle</td>
</tr>
<tr>
<td>CANDELILLA WAX</td>
<td>EUPHORBIA CERIFERA (CANDELILLA) WAX</td>
<td>Helps smooth unruly strands, controls frizz and eliminates fly-aways</td>
</tr>
<tr>
<td>CARBOHYDRATE DERIVATIVE</td>
<td>MODIFIED POTATO STARCH</td>
<td>Provides a thickening effect so hair looks and feels denser</td>
</tr>
<tr>
<td>CASTOR OIL</td>
<td>RICINUS COMMUNIS (CASTOR) SEED OIL</td>
<td>Helps to nourish hair which is important for healthy and long hair</td>
</tr>
<tr>
<td>CATIONIC REFINERS</td>
<td>CATIONIC COMPOUND</td>
<td>Attracts to and neutralizes anionic charges on hair</td>
</tr>
<tr>
<td>CERAMIDE</td>
<td>2-OLEAMIDO-1,3-OCTADECANEDIOL</td>
<td>Strengthens hair fiber to help prevent breakage</td>
</tr>
<tr>
<td>CHAMOMILE EXTRACT</td>
<td>CHAMOMILLA RECUTITA (MATRICARIA) FLOWER EXTRACT</td>
<td>Naturally lightens and brightens color while adding shine</td>
</tr>
<tr>
<td>CICA</td>
<td>CENTELLA ASIATICA EXTRACT</td>
<td>Repairs, hydrates and restores fluidity on compromised hair</td>
</tr>
<tr>
<td>COCONUT OIL</td>
<td>COCOS NUCIFERA OIL</td>
<td>Replenishes vital moisture and conditions curls</td>
</tr>
<tr>
<td>CORIANDER OIL</td>
<td>CORIANDRUM SATIVUM (CORIANDER) SEED OIL</td>
<td>Seals and smooths the cuticle to boost shine</td>
</tr>
<tr>
<td>CRANBERRY OIL</td>
<td>VACCINUM MACROCARPON (CRANBERRY) SEED OIL</td>
<td>Provides lightweight conditioning to hair and infuses strands with resilient shine</td>
</tr>
<tr>
<td>MICA</td>
<td>SILICATE MINERALS</td>
<td>Adds shimmering, multi-dimensional shine</td>
</tr>
<tr>
<td>ELASTAPOL</td>
<td>OCTYLACRYLAMIDE/ACRYLATES/ BUTYLAMINOETHYL METHACRYLATE COPOLYMER</td>
<td>Activates curl definition and shields hair from frizz</td>
</tr>
<tr>
<td>INGREDIENT NAME</td>
<td>SCIENTIFIC NAME</td>
<td>BENEFITS</td>
</tr>
<tr>
<td>-----------------</td>
<td>-----------------</td>
<td>----------</td>
</tr>
<tr>
<td>FILLOXANE</td>
<td>AMINOPROPYL TRIETHOXYSILANE</td>
<td>A L’Oreal patented molecule is used in hair care products and routines for thin, dull, damaged, low density hair</td>
</tr>
<tr>
<td>GLYCERIN</td>
<td>GLYCERIN</td>
<td>Provides a thin seal to lock in and balance hair’s moisture level</td>
</tr>
<tr>
<td>GRAPEFRUIT EXTRACT</td>
<td>CITRUS PARADISI (GRAPEFRUIT) FRUIT EXTRACT</td>
<td>Brightens and clarifies to help improve color clarity</td>
</tr>
<tr>
<td>GRAPESEED OIL/GRAPESEED EXTRACT</td>
<td>VITIS VINIFERA SEED OIL/EXTRACT</td>
<td>Provides antioxidant protection</td>
</tr>
<tr>
<td>GREEN TEA EXTRACT</td>
<td>CAMELLIA SINESIS EXTRACT/ CAMELLIA SINESIS LEAF EXTRACT</td>
<td>Helps defend against environmental damage</td>
</tr>
<tr>
<td>INTRA-CYLANE</td>
<td>AMINOPROPYL TRIETHOXYSILANE</td>
<td>Penetrates the fiber, creating a fibrous network that reinforces internal structure and provides a thickening effect to the strand. Has an affinity to damaged sites of the cuticle</td>
</tr>
<tr>
<td>LAMELLAR WATER</td>
<td>LAMELLAR WATER</td>
<td>Acts as a liquid bandaid to fill porosity and add shine</td>
</tr>
<tr>
<td>LAVENDER EXTRACT</td>
<td>LAVANDULA ANGUSTIFOLIA (LAVENDER) FLOWER EXTRACT</td>
<td>Helps hydrate, relieve and rebalance the scalp while maintaining moisture equilibrium</td>
</tr>
<tr>
<td>MACADAMIA OIL</td>
<td>MACADAMIA TERNIFOLIA SEED OIL/ MACADAMIA INTEGRIFOLIA SEED OIL</td>
<td>Instantly detangles, smooths and nourishes hair while adding sleek, high impact shine</td>
</tr>
<tr>
<td>MANGO OIL</td>
<td>MANGIFERA INDICA (MANGO) SEED OIL</td>
<td>Helps prevent dryness and offers intense replenishment and softness</td>
</tr>
<tr>
<td>MENTHOL</td>
<td>MENTHOL</td>
<td>Provides a tingling and cooling effect when used in scalp care formulations</td>
</tr>
<tr>
<td>MINOXIDIL</td>
<td>MINOXIDIL TOPICAL SOLUTION, USP</td>
<td>Hair regrowth treatment. Revitalizes hair follicles</td>
</tr>
<tr>
<td>Moringa Oil</td>
<td>Moringa oleifera seed oil</td>
<td>Smooths hair, providing discipline and nourishment</td>
</tr>
<tr>
<td>Olive Fruit Oil</td>
<td>Olea europaea (olive) fruit oil</td>
<td>Conditions for inside-out, incredible suppleness</td>
</tr>
<tr>
<td>Omega 6 Derivative</td>
<td>Safflower glucoside</td>
<td>Contains essential fatty acid—helps to condition the hair</td>
</tr>
<tr>
<td>Pirctone Olamine</td>
<td>Pirctone Olamine</td>
<td>Controls and helps eliminate scalp scaling, flaking, and irritation</td>
</tr>
<tr>
<td>Sea Algae</td>
<td>Algae Extract</td>
<td>Helps protect the hair fiber</td>
</tr>
<tr>
<td>Sepicap</td>
<td>Sodium cocoyl amino acids/potassium dimethicone peg-7 phenoxyethanol phosphates/potassium sorbitan fatty alcohol esters</td>
<td>Helps restore the look of hair ends</td>
</tr>
<tr>
<td>Shea Butter</td>
<td>Butyrospermum parki butter</td>
<td>Replenishes moisture and provides smoothness and frizz-control</td>
</tr>
<tr>
<td>Silcone</td>
<td>Silcone</td>
<td>Helps to provide conditioning and slip</td>
</tr>
<tr>
<td>Soy Protein</td>
<td>Hydrolyzed soy protein</td>
<td>Helps reinforce the hair</td>
</tr>
<tr>
<td>Sugar Crystals</td>
<td>Sorbitol</td>
<td>Moisturizes hair</td>
</tr>
<tr>
<td>SP-94</td>
<td>Safflower glucoside</td>
<td>Nourishes to promote a healthy scalp environment</td>
</tr>
<tr>
<td>Sulfate</td>
<td>Sodium lauryl/ laureth sulfate</td>
<td>A class of cleansers widely used in cosmetics for decades</td>
</tr>
<tr>
<td>Sulfate-Free</td>
<td>N/A</td>
<td>Alternative class of cleansing agents without sulfates</td>
</tr>
<tr>
<td>Styling Polymers</td>
<td>Polymers</td>
<td>Provides structure and control for long-lasting hold and style retention</td>
</tr>
<tr>
<td>Taurine</td>
<td>Taurine</td>
<td>Helps to fortify hair</td>
</tr>
<tr>
<td>Tourmaline</td>
<td>Tourmaline</td>
<td>Works to reduce damage and strengthen hair</td>
</tr>
<tr>
<td>Vitamin E Derivative</td>
<td>Tocopheryl acetate</td>
<td>Antioxidant which helps to maintain healthy scalp and hair</td>
</tr>
<tr>
<td>Wheat Protein</td>
<td>Hydrolyzed wheat protein</td>
<td>Helps reinforce the hair</td>
</tr>
<tr>
<td>Zinc Gluconate</td>
<td>Zinc gluconate</td>
<td>Attracts to color molecules making them larger in size to help trap them and reduce color leaching</td>
</tr>
<tr>
<td>Zinc Pca</td>
<td>Zinc Pca</td>
<td>Mainly used in skin-care products as it is known to help the skin retain water and therefore hydrate it. It is used in both skin-care and hair-care products</td>
</tr>
</tbody>
</table>