GUIDELINES FOR GRAY HAIR

Shades EQ will effectively blend and color 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.

FORMULATION EXAMPLE:
1. Natural Level: 3 light brown/ash gray
2. Target Color: Medium golden brown
3. Formula: 2 oz. Shades EQ + 2 oz. Shades EQ Processing Solution

Redken recommends that no more than ½ oz. of Color Kickers be added to any Shades EQ formula ½ oz. Shades EQ.

% of hair

<table>
<thead>
<tr>
<th>% of hair</th>
<th>½ oz.</th>
<th>1 oz.</th>
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<tbody>
<tr>
<td>30-60%</td>
<td>1 oz.</td>
<td>2 oz.</td>
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<tr>
<td>60-75%</td>
<td>½ oz.</td>
<td>1 oz.</td>
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<tr>
<td>75-100%</td>
<td>½ oz.</td>
<td>1 oz.</td>
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DILUTION SOLUTION

Shades EQ can be diluted with 000 Crystal Clear or an 09 or 010 shade to lessen or lighten the tone of any Shade EQ formula. If less color deposit is required, use 000 Crystal Clear or 09 or 010 shade. Add the following chart to customize the formula:

GUIDELINES FOR ZONES BASED ON PH SCIENCE BECAUSE:

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

ZONE 1: Neckline/contour area
ZONE 2: Midshaft area
ZONE 3: Overall colorizio that extends past the shoulders (not all hair has a Zone 3)

WE USE COOL IN ZONES BASED ON PH SCIENCE BECAUSE:

Shades EQ Processing Solution

- Use only with Shades EQ Processing Solution to Precision Application

THE REDKEN COLOR MANTRA

SHOW OFF YOUR PROFESSIONAL SKILLS. CREATE PHENOMENAL HAIRCARE.

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: Neckline/contour area, approximately the first ½ inch of hair
ZONE 2: Midshaft area, begin where Zone 1 ends
ZONE 3: Overall colorizo that extends past the shoulders (not all hair has a Zone 3)

ON SCALP

For all on-scalp applications, start with dry hair and divide into 4 sections. Take ½ (0.5”) partings for even saturation. Process according to Mixing and Processing chart. Rinse, shampoo and condition with Color Extend Magnet.
NEW SHADES EQ LEVEL 10s

MEET THE NEW LEVEL 10 SHADES

· 1 cap (⅛ oz./3.75ml) selected shade

HOW TO USE THE NEW LEVEL 10 SHADES:

1. More or high level blondes
2. New addition of Shades EQ Gloss Crystal Clear to lighten your Shades EQ Gloss shade while maintaining base reflect
3. Intermixed with Shades EQ Crystal Clear to lighten your formula while maintaining tonal reflect

WHAT’S TO LOVE ABOUT THE NEW LEVEL 10 SHADES:

· Mix of direct and oxidative dyes
· Acidic pH helps prevent swelling and cuticle damage and maintain moisture
· Ammonia free for a pleasant smell
· Deposit-only—won’t lift or lighten

ADDITIONAL REDKEN PRODUCTS

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

STYLING

- Advanced professional color collection creates any look
- Enhances and maintains color for every color type

HAIRCARE

- Micro molecular advanced, bead-driven solutions
- Provides unique solutions to hair’s specific needs

SHADE CHART

- New Violets
- New Neutrals
- New Blonds
- New Browns

PRE-SERVICE STEPS

PRE-SERVICE BEST PRACTICES

- Precise follow package instructions for haircolor, lighter and texture products
- Wear suitable protective garments
- Perform necessary patch tests as outlined in the directions
- Colorists who wish to offer Shades EQ to their clients during the service

SKIN ALLERGY TEST

PERFORM A SKIN ALLERGY TEST AT LEAST 21 DAYS BEFORE EACH USE OF THIS PRODUCT. AS ALERGIES CAN DEVELOP WITHIN 2 YEARS, THROW YOUR CLIENT’S TESTS AFTER 2 YEARS OR USE A NEW SHADES EQ PRODUCT FROM THE BRAND OR ANOTHER.

SKIN ALLERGY TEST INSTRUCTIONS

1. Perform a patch test on a small section of your client’s scalp below the hairline with soap
2. Place a small amount of equal parts of Shades EQ Crystal Clear to base plus developer onto a small section of your client’s scalp below the hairline
3. Apply color free to the test area with a cotton swab or ball
4. Let test area dry
5. Instruct client not to wash, cover or disturb test area for 48 hours
6. Instruct client to examine test area periodically over the next 48 hours
7. If you or your client notice any skin reaction such as redness, burning, itching, swelling, skin abrasions, eruptions or irritation in or around the test area, DO NOT COLOR YOUR CLIENT’S HAIR

COVER GRAY

- Blend gray without lifting the hair’s natural pigment
- Deposit shine only
- Blend gray without lifting the hair’s natural pigment
- Correct uneven, brassy or overly vibrant tones
- Fill over-lightened hair before a tintback service
- Fill over-lightened hair before a tintback service
- Restore color to highlights
- Refresh and renew faded mid-shaft and ends (Zones 2 and 3)
- Enhance, enrich, change, match, tone down or intensify natural or color treated hair while harmonizing contrast
- Restore any color loss that may have occurred or color-treated hair while harmonizing contrast

COVER GRAY

- Deposit gray even if your client prefers the natural gray
- Blend gray without lifting the hair’s natural pigment
- Correct uneven, brassy or overly vibrant tones
- Fill over-lightened hair before a tintback service
- Fill over-lightened hair before a tintback service
- Restore color to highlights
- Refresh and renew faded mid-shaft and ends (Zones 2 and 3)
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NEW VIOLET VIOLET SHADE FAMILY!

Violet/Violet

- Crystal Clear

REDKEN HAIRCOLOR COLLECTION

CHROMATICS

- Color designed for natural colors

COLOR FUSION

- 30 SUPER GLOW SHADES

COLOR GEL LAQUER

- Redken's most versatile color

REDKEN BREWS COLOR CAMP

- 5 locations

REDKEN BREWS COLOR CAMO

- 3 locations

NEW SUPER GLOW SHADES

- Nature's most vibrant haircolor

NEW NN FAMILY

- Exceptional gray coverage

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