# SHADES EU

# **EQUALIZING CONDITIONING COLOR GLOSS**

Use **SHADES EQ** alone or mix with other **SHADES EQ** glosses. Try it in techniques next to other Redken haircolors. No other long-lasting, demi-permanent haircolor has so many service options:

## **GLAZE**

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

## **REFRESH**

- Refresh and renew faded mid-shaft and ends (Zones 2 & 3), while processing permanent color at the regrowth (Zone 1).
- Restore color to highlights.
- Add color immediately following a texture or straightening service, to restore color loss that may have occurred.

## CORRECT

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



## SHADES EQ **EQUALIZING CONDITIONING COLOR GLOSS**

- •The #1 long-lasting, no-lift, non-ammonia, demi-permanent haircolor in the U.S.A.\*
- \*Use to glaze, refresh, correct and blend gray
- · Contains wheat amino acids for healthy, shiny color with incredible conditioning
- Gentle, acidic formulation for outstanding condition and shine
- Over 50 intermixable shades, plus Crystal Clear and 5 Color Kickers that can be used to create an unlimited range of color results

behindthechair.com. Stylist Choice Awards 2001-2007



stunning titanium shine Silvery blonde highlights with SHADES EQ Glaze with 09T CHROME

> De-dusted Lightener 7 of qU driw shelldbiH Example: • Natural Level 7 TONE WITH COOL METALLIC HUES



netallic finish Cool, sophisticated SHADES EQ with warm tones Natural Level 7,

COUNTERACT UNWANTED WARMTH

metallic glamour Interwoven flashes of De-dusted Lightener Vighlight with Up to 7 COTOB ENSION MUINATIT T8 •

Example: • Natural Level 6 **ULTRA-COOL DIMENSION** 



**NAIGUE SERVICES** 

stabilize viscosity.

2% hydrogen peroxide specifically formulated to maintain an acidic pH and PROCESSING SOLUTION is the dedicated developer of SHADES EQ. It's a

**2HADES EQ** color gloss to dilute color intensity. of Processing Solution) to add incredible shine or add it to any other that lets you create an infinite array of shades. Use it alone (with equal parts

CRYSTAL CLEAR (000) is the unpigmented version of the color glosses,

them excellent for enhancing SHADES EQ formulas. Orange, Yellow, Blue and Violet. They don't contain brown, which makes

COLOR KICKERS are vibrant, high purity Color Glosses available in Red,

dark. All shades are intermixable to create an unlimited range of color results. They are divided into 3 color ranges or levels of deposit: light, medium and COLOR GLOSSES are available in over 50 shades in 16 tonal families.

Sillicone	Improves shine and wet comba	.yjllity.
Wheat Amino Acids (natural humectants)	Help lock in moisture and prote of hair.	ect condition
slumot sinomma-non ,ttil-oV	Won't lighten hair's natural pign swelling and cuticle damage.	lment; prevents
Long-lasting colorants	Create vibrant haircolor that fac	des on tone.
Hq sibisA	Ensures gentle processing for c condition and shine.	outstanding
SARUTAAA	BENEFITS	
09T CHROME 08T SILVER	O7T STEEL	NOAI T80

haircolor you expect from Redken, the choice of runway designers in New sleek, titanium luster and add flashes of glamorous reflect. It's high-fashion Use SHADES EQ alone, or in a technique next to COLOR FUSION to create Glam special edition collection brings an exciting new service to your salon.

Discover the latest creative color palette inspired by the runway! New Metallic STERLING. SLEEK. SOPHISTICATED.



# SHADES EQ

# **DUST-FREE LIGHTENING CRYSTALS**

- Lifts hair up to 6 levels
- Dust-free powder minimizes flyaway
- Use for on/off-scalp applications
- Thickened formula stays moist, won't drip or dry out
- Super conditioning, aids in wet combing and detangling; hair is left shiny and smooth
- •3 component system includes: SHADES EQ Dust-Free Lightening Crystals, SHADES EQ Crystal Clear, **Pro-oxide** Cream Developer (20, 30 & 40 volume)



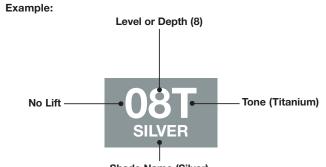
## **COLOR EXTEND HAIRCARE PROTECTION FOR COLOR -**TREATED HAIR

- Color Extend Shampoo gently cleanses and protects to leave hair manageable, refreshed and shiny
- Color Extend Conditioner detangles and smoothes hair for a finish full of color reflection
- Color Extend Rich Defender protective treatment is a luxurious cream-gel that provides deep conditioning to leave hair treated, manageable and vibrant
- Color Extend Total Recharge inner hair fuel delivers anti-fade color protection and cuticle reinforcement to maintain color vibrancy and shine



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REDKEN.COM

The level of deposit of **SHADES EQ** Color Gloss is described with the numbers 01, 03, 04, 05, 06, 07, 08 and 09. The number 0 appears on each of the glosses as a reminder that SHADES EQ will not lift the natural pigment in the hair. The letters T, GN, B, V, N, NB, GB, G, WG, CG, C, A/AA, CB, RB, R and RV identify the 16 tonal families.



Shade Name (Silver)

\*When less color deposit is desired, use Crystal Clear (000). When lighter color deposit is desired, use 09 shade. \*\*REDKEN recommends **COLOR EXTEND** haircare products.

NB in the formulation.

% OF GRAY	NB	OTHER COLOR GLOSS
Up to 25%	1/2 oz. (15 ml)	1 1/2 oz. (45 ml)
25-50%	1 oz. (30 ml)	1 oz. (30 ml)
50-75%	1 1/2 oz. (45 ml)	1/2 oz. (15 ml)
75-100%	1 3/4 oz. (52.5 ml)	1/4 oz. (7.5 ml)

For more information, review resistant gray hair type/processing under the application section.

# PRE-SERVICE BEST PRACTICES

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

DO NOT USE haircoloring if any of these danger signs appear: burning, itching, swelling, eruption or irritation. Abnormal signs such as these in or around the test area indicate that the client is hypersensitive and color must not be applied. KEEP OUT OF REACH OF CHILDREN.

# STRAND TEST

SHADES EQ 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 see how the hair will accept color. If ends are very porous, use a diluted or lighter formula\*. Apply SHADES EQ to a small section of hair and process according to directions. If you feel that a formula may be too dark, add extra Crystal Clear or an 09 Light level shade.

### **FULL STRENGTH** • 1 cap (1/8 oz.) selected shade

• 1 cap (1/8 oz.) Processing Solution

### MODERATE STRENGTH 1 cap (1/8 oz.) selected shade

• 1 cap (1/8 oz.) Crystal Clear or 09 shade

# 2 caps (1/4 oz.) Processing Solution

Refreshing mid-shaft and

ends (Zones 2 & 3), while

using permanent haircolor

Restore color to highlights

Coloring immediately following

Fill over-lightened hair before

Correct uneven, brassy or too

Lowlight hair when more

a Redken Texture Service

**CORRECT** 

a tintback service

vibrant results

depth is desired

on regrowth (Zone 1).

REFRESH

1. Apply and process permanent haircolor on regrowth (Zone 1).

1. Apply **SHADES EQ** and fully saturate highlights (either isolate

2. Process at room temperature. Strand test for proper deposit.

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3. Rinse, shampoo and condition with **COLOR EXTEND**.

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highlights, or use as an overall glaze).

1. Apply **SHADES EQ** to towel-dried hair.

achieve the desired result.

3. Rinse and condition with **Extreme Conditioner**.

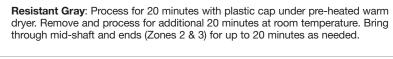
approximately one level lighter than the desired level.

Select appropriate tone and level to balance current results.

Select appropriate level and tone of **SHADES EQ** Color Gloss to

2. Apply **SHADES EQ** formula to mid-shaft and ends (Zones 2 & 3) up

through mid-shaft and ends (Zones 2 & 3) for up to 20 minutes as needed.



dryer. Remove and process for additional 20 minutes at room temperature. Bring All Hair Types: Process at room temperature up to 20 minutes, depending on amount of deposit required. Strand test for proper deposit.

to 20 minutes as needed, based on hair type/processing guidelines. All Hair Types: Process at room temperature up to 20 minutes, depending on amount of deposit required. Strand test for proper deposit.



- Select the appropriate **SHADES EQ** Color Gloss that is warm and All Hair Types: Process at room temperature up to 20 minutes.
  - **All Hair Types**: Process at room temperature up to 20 minutes.

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haircolor level are more than two levels apart; this will recreate the hair's natural depth and dimension. Fill formulas must be soft and warm. Example: 06WG Mango is soft vs. 06R Rocket Fire. Consider using the GN, N and T families to help eliminate unwanted brassy

When lowlighting, it is important to formulate slightly lighter than the

If hair is porous, dilute with **SHADES EQ** Crystal Clear 000 or 09 shades\*

plus Processing Solution. Apply to porous hair up to 20 minutes. Strand

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It is necessary to fill the hair when the desired haircolor level and the current

natural level and to include warm tones in the formula.

test for proper deposit.

test for proper deposit.

test for proper deposit.