

SHADES EQ

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.



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

SHADES EQ color gloss to dilute color intensity.

that you create an infinite array of shades. Use it alone (with equal parts of Processing Solution) to add incredible shine or add it to any other

CRYSTAL CLEAR (000) is the unpigmented version of the color glosses, them excellent for enhancing **SHADES EQ** formulas.

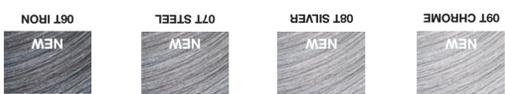
COLOR KICKERS are vibrant, high purity Color Glosses available in Red, Orange, Yellow, Blue and Violet. They don't contain brown, which makes

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**.

Acidic pH	Ensures gentle processing for outstanding condition and shine.
Long-lasting colorants	Create vibrant haircolor that fades on tone.
No-lift, non-ammonia formula	Won't lighten hair's natural pigment; prevents swelling and cuticle damage.
Wheat Amino Acids (natural humectants)	Help lock in moisture and protect condition of hair.
Silicone	Improves shine and wet combability.

FEATURES



Discover the latest creative color palette inspired by the runway! **New Metallic Glam** special edition brings an exciting new service to your salon. Use **SHADES EQ** alone, or in a technique next to **COLOR FUSION** to create sleek, titanium luster and add flashes of glamorous reflect. It's high-fashion haircolor you expect from Redken, the choice of runway designers in New York, Paris and Milan.

NEW METALLIC GLAM

STERLING, SLEEK, SOPHISTICATED.

UNIQUE SERVICES

Example: • Natural Level 7
• Highlight with **Up to 7**
• De-dusted Lightener
SHADES EQ
• Glaze with 09T CHROME
SHADES EQ
• Glaze with 09T CHROME
Result: Stunning briliant shine



Example: • Natural Level 7
• Glaze with warm tones
• Glaze with 07T STEEL
SHADES EQ
• Cool, sophisticated metallic finish
Result: Counteract unwanted warmth

Example: • Natural Level 6
• 8T TITANIUM
• **COLOR FUSION**
• Highlight with **Up to 7**
• De-dusted Lightener
Result: Intermixed metallic glamour



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



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 and shine
- **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

METALLIC GLAM FORMULAS

NATURAL LEVEL	FORMULA	COLOR RESULT	REFRESH
6-8 (up to 10% gray)	2 oz. (60 ml) 8T TITANIUM	Coollest Light Blonde	2 oz. (60 ml) 09T Chrome
5-7 (up to 10% gray)	2 oz. (60 ml) 7T TITANIUM	Coollest Medium Blonde	2 oz. (60 ml) 08T Silver
4-6 (up to 10% gray)	2 oz. (60 ml) 6T TITANIUM	Coollest Dark Blonde	2 oz. (60 ml) 07T Steel
3-5 (up to 10% gray)	2 oz. (60 ml) 5T TITANIUM	Coollest Lightest Brown	2 oz. (60 ml) 06T Iron
5-7 (up to 10% gray)	1 3/4 oz. (52.5 ml) 7R + 1/4 oz. (7.5 ml) 7T TITANIUM	True Neutral Red	1 oz. (30 ml) 06R Rocket Fire + 3/4 oz. (22.5 ml) 000 Crystal Clear + 1/4 oz. (7.5 ml) 08T Silver
3-5 (up to 10% gray)	1 3/4 oz. (52.5 ml) 5Rc + 1/4 oz. (7.5 ml) 6T TITANIUM	Cool Red Copper	1 oz. (30 ml) 06R Rocket Fire + 3/4 oz. (22.5 ml) 06C Fiery Citron + 1/4 oz. (7.5 ml) 06T Iron
4-6 (up to 10% gray)	1 3/4 oz. (52.5 ml) 6Rv + 1/4 oz. (7.5 ml) 6T TITANIUM	Cool Red Violet	1 oz. (30 ml) 05RV Sangria + 3/4 oz. (22.5 ml) 000 Crystal Clear + 1/4 oz. (7.5 ml) 06T Iron
6-9 (up to 10% gray)	1 3/4 oz. (52.5 ml) 8Ag + 1/4 oz. (7.5 ml) 8T TITANIUM	Coollest Khaki Blonde	1 oz. (30 ml) 08GN Ivy + 3/4 oz. (22.5 ml) 09N Cafe Au Lait + 1/4 oz. (7.5 ml) 09T Chrome
6-8 (up to 10% gray)	1 oz. (30 ml) 10Ab + 1 oz. (30 ml) 8T TITANIUM	Very Light Arctic Blonde	1/2 oz. (15 ml) 09B Sterling + 1 1/4 oz. (30 ml) 000 Crystal Clear + 1/4 oz. (15 ml) 09T Chrome
5-7 (up to 10% gray)	1 oz. (30 ml) 7Av + 1 oz. (30 ml) 7T TITANIUM	Coollest Violet Blonde	1 oz. (30 ml) 09V Platinum Ice + 1 oz. (30 ml) 08T Silver
6-8 (up to 50% gray)	1 1/2 oz. (45 ml) 8NN + 1/2 oz. (15 ml) 8T TITANIUM	Icy Neutral Blonde	1 oz. (30 ml) 09N Cafe Au Lait + 1 oz. (30 ml) 09T Chrome
4-6 (up to 50% gray)	1 oz. (30 ml) 6N + 1 oz. (30 ml) 6T TITANIUM	Cool Neutral Dark Blonde	1 oz. (30 ml) 08N Mojave + 1 oz. (30 ml) 07T Steel
3-5 (up to 75% gray)	1 3/4 oz. (52.5 ml) 5Gb + 1/4 oz. (7.5 ml) 6T TITANIUM	Frosted Gold Beige Brown	1 1/2 oz. (45 ml) 06GB Toffee + 1/2 oz. (15 ml) 06T Iron

BLONDE MODEL FORMULA
Natural Level: 6
BASE COLOR
Zone 1: 8T TITANIUM **COLOR FUSION** + 20 volume **Pro-oxide** Cream Developer
Zone 2: 8T TITANIUM **COLOR FUSION** + 30 volume **Pro-oxide** Cream Developer
HIGHLIGHTS
1 part **Blonde Icing** (Ammonia-Free) + 3 parts 20 volume **Blonde Icing** Conditioning Cream Developer
1 part **Blonde Icing** (Ammonia-Free) + 3 parts 30 volume **Blonde Icing** Conditioning Cream Developer
GLAZE
09T Chrome **SHADES EQ** + **SHADES EQ** Processing Solution

BRUNETTE MODEL FORMULA
Natural Level: 3
BASE COLOR
Zone 1: 5T TITANIUM **COLOR FUSION** + 20 volume **Pro-oxide** Cream Developer
Zone 2: 5T TITANIUM **COLOR FUSION** + 30 volume **Pro-oxide** Cream Developer
HIGHLIGHTS
1 part **Blonde Icing** (Ammonia) + 3 parts 20 volume **Blonde Icing** Conditioning Cream Developer
1 part **Blonde Icing** (Ammonia) + 3 parts 30 volume **Blonde Icing** Conditioning Cream Developer
GLAZE
08T Silver **SHADES EQ** + **SHADES EQ** Processing Solution
07T Steel **SHADES EQ** + **SHADES EQ** Processing Solution

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NEW METALLIC GLAM

SERIAL EDITION SHADE CHART

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