



SHADES EQ EQUALIZING CONDITIONING COLOR GLOSS

LEVEL OF DEPOSIT	TONE	BLACK TO GRAY BACKGROUND COLOR										BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR				
		Silver/Blue	Green/Yellow	Blue	Blue/Violet	Blue/Violet	Blue/Violet	Blue/Violet	Red/Violet	Gold	Gold/Violet	Gold/Mauve	Yellow	Yellow/Yellow	Yellow/Orange	Orange	Orange/Red	Red/Orange	Red	Orange/Orange	Copper/Red	Red	Red/Red	Red/Violet	Violet	Violet Violet
		TITANIUM	GREEN NATURAL	BLUE	VIOLET BLUE	NATURAL ASH	PEARL	NATURAL	NEUTRAL BROWN BLONDE	NATURAL WARM	GOLD IRIDESCENT	GOLD BEIGE	GOLD	GOLD GOLD	WARM GOLD	COPPER	AUBURN/AUBURN ACCENT	COPPER BROWN	RED BROWN	COPPER COPPER	COPPER RED	RED	RED RED	RED VIOLET	VIOLET	VIOLET VIOLET
10 ULTRA PALE BLONDE	07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.	NEW! 010N Delicate Natural															NEW! 010VA Lavender Ice									
9 VERY LIGHT BLONDE		09T Chrome	09B Sterling	09NA Mist	09P Opal Glow	09N Café au Lait	09NB Irish Crème	09NW Cream Soda	09GI Hamptons	09GB Butter Cream	09G Vanilla Crème					09AA Papaya	09RB Blush							09V Platinum Ice		
8 LIGHT BLONDE		08T Silver	08GN Ivy	08VB Violet Frost	08NA Volcanic	08N Mojave			08GI St. Barths	08GG Gold Dip	08WG Golden Apricot	08C Cayenne					08CR Sunrise							08V Iridescent Quartz		
7 MEDIUM BLONDE		07T Steel		07VB Violet Star	07NA Pewter	07P Mother of Pearl	07N Mirage	07NB Chestnut	07NW Milk Tea	07GB Butterscotch	07G Saffron				07C Curry	07CB Spicestone	07CC Urban Fever				07RR Flame			07V Crushed Amethyst		
6 DARK BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.	06T Iron	06GN Moss	06VB Violet Lagoon	06NA Granite		06N Moroccan Sand	06NB Brandy		06GI Tenerife	06GB Toffee	06G St. Tropez	06GG Midas Touch	06WG Mango		06AA Bonfire	06CB Amber Glaze	06RB Cherry Cola			06CR Sunset	06R Rocket Fire	06RR Blaze			
5 LIGHT BROWN					05NA Smoke		05N Walnut		05NW Macchiato		05G Caramel				05C Chili	05CB Brownstone	05RB Manzanita	05CC Electric Shock					05RV Sangria	05V Cosmic Violet		
4 MEDIUM BROWN					04NA Storm Cloud		04N Chicory	04NB Maple				04WG Sun Tea				04CB Clove							04RV Cabernet			
3 DARK BROWN	01 and 03 shades contain the greatest amount of pigment and deepest deposit.						03N Espresso	03NB Mocha Java	03NW Cocoa Bean		03G Cinnamon					03A Terra Cotta		03RB Mahogany				03R Roxy Red	03RV Merlot	03V Orchid		
1 BLACK				01B Onyx																						
PASTELS		000 Crystal Clear	Pastel Silver Green	Pastel Aqua Blue																						
PASTELS/KICKERS/CLEAR					NEW! Yellow Kicker															NEW! Orange Kicker		NEW! Red Kicker		NEW! Violet Kicker		

Ⓡ Shade contains R5 red dye

MIXING & PROCESSING

MIXING RATIO COLOR : DEVELOPER	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
Mix 1:1	Shades EQ Gloss Processing Solution or Processing Solution for Precision Application	None	Gloss, refresh, correct	20	Use only with Shades EQ Gloss Processing Solution or Processing Solution for Precision Application

FOR RESISTANT HAIR OR MORE VIBRANT RESULTS:
Process for 15 minutes with plastic cap under a pre-heated warm dryer. Remove cap and cool for 5 minutes at room temperature.

FOR RESISTANT GRAY:
Process for 15 minutes with plastic cap under a pre-heated warm dryer. Remove cap and cool for 5 minutes at room temperature.

FOR LIGHTER COLOR DEPOSIT OR POROUS HAIR:
Process for 20 minutes at room temperature with a diluted formula. When less color deposit is desired, use **Shades EQ Gloss** 000 Crystal Clear in your formula. When lighter color deposit is desired, use 09 or 010 level shades.

TRADITIONAL LEVEL SYSTEM (SHADES EQ)			
LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE
10	Ultra Pale Blonde	Pale Yellow	Violet
9	Very Light Blonde	Yellow	Violet
8	Light Blonde	Yellow/Orange	Blue/Violet
7	Medium Blonde	Orange	Blue
6	Dark Blonde	Red/Orange	Blue/Green
5	Light Brown	Red	Green
4	Medium Brown	Red/Violet	Yellow/Green
3	Dark Brown	Violet	
2	Darkest Brown	Blue/Violet	
1	Black	Blue	

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SHADES EQ

EQUALIZING CONDITIONING COLOR GLOSS



FEATURES & BENEFITS

There's no limit to what you can do with **Shades EQ Gloss**! Voted the #1 Stylist Choice* Demi-Permanent Haircolor in the US for 10+ years, **Shades EQ Gloss** provides healthy-looking, shiny results with incredible conditioning, so you can gloss, refresh and correct with confidence.

ACIDIC pH	Ensures outstanding condition and shine
LONG-LASTING COLORANTS	Create vibrant haircolor that fades on tone
NO-LIFT FORMULA AMMONIA-FREE FOR A PLEASANT SMELL	Won't lighten hair's natural pigment; helps prevent swelling and cuticle damage
BLENDED WITH WHEAT AMINO ACIDS	Our formula helps lock-in moisture and protect condition of hair
BLENDED WITH SILICONE	Our formula helps to improve shine and wet combability
FAST, EASY SERVICE	20 minute processing time

*Behindthechair.com Stylist Choice Award Winner 2001-2012, 2017

Use **Shades EQ Gloss** alone, intermix or try it in techniques with other Redken haircolors. Our long-lasting, demi-permanent haircolor has so many service options!

SERVICES

GLOSS	<ul style="list-style-type: none">· 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	<ul style="list-style-type: none">· Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth· Restore color to highlights· Add color immediately following a Redken texture service, to restore any color loss that may have occurred
CORRECT	<ul style="list-style-type: none">· Fill over-lightened hair before a tintback service· Correct uneven, brassy or overly vibrant tones· Lowlight hair when more depth is desired

FORMULATION & TIPS

FORMULATION GUIDELINES

1. Determine your client's natural hair color level using the **Shades EQ Gloss** Neutral Brown/Blonde (NB) family swatches found in the swatch book. Remember to consider percentage of gray, hair texture, condition, and hair density.
2. Determine the target color desired by your client.
3. Select the **Shades EQ Gloss** shade to enhance, balance or cool to achieve the target color.

HAIRCOLOR APPLICATION BEST PRACTICES

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

LOG-ON TO REDKEN EDUCATION ON DEMAND FOR AN EASY STEP-BY-STEP VIDEO!