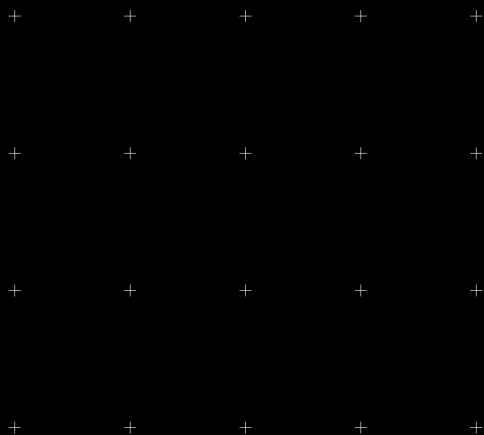


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# REDKEN

5TH AVENUE NYC





POWERED BY SCIENCE.  
PRESCRIBED BY PROS.

# TABLE OF CONTENTS

## 6 INTRODUCTION

- Brand Mission | 6
- Our Story | 8
- Our Expertise | 10
- Our Artists | 12
- Our Brand Ambassadors | 14

## 16 EDUCATION

- The Redken Stylist Career Path | 20
- Class Menu | 22
- The Redken Exchange | 24
- Redken Events | 26
- Redken Always On Education | 28

## 38 HAIRCARE

- Haircare at a Glance | 44
- Acidic Bonding Concentrate | 46
- NEW!** Acidic Bonding Curls | 50
- All Soft | 52
- All Soft Mega Curls | 56
- Extreme | 58
- Extreme Length | 62
- Acidic Color Gloss | 66
- Blondage | 70
- Color Extend Magnetics | 72
- Frizz Dismiss | 74
- Volume Injection | 78
- Hair Cleansing Cream | 80
- Scalp Relief | 82
- Professional Strength Concentrates | 84

## 88 HAIRCOLOR

- Color Mantra | 92
- Total Bonding | 94
- Technical Information | 96
- Haircolor at a Glance | 100
- Color Fusion | 104
- Color Gels Oils | 112
- Color Gels Lacquers | 118
- Color Gels 10 Minute | 124
- Shades EQ | 128
- Shades EQ Bonder Inside | 130
- Blonde Idol | 140
- Lighteners | 144
- Salon Gear | 152

## 156 HAIR MANAGEABILITY

- NEW HAIR MANAGEABILITY | 158**
- Styling at a Glance | 160
- Dry Shampoo | 162
- Multi-Benefit Stylers | 164
- Smooth & Shine | 166
- Blowout Primers | 168
- Heat Protection Sprays | 170
- Hairsprays | 172
- Volume | 174
- Texture | 176
- Curl Stylers | 178

## 180 MENS

- Redken Brews at a Glance | 184
- Care | 186
- Style | 188
- Color | 190

## 192 INGREDIENT GLOSSARY





# REDKEN IS THE LEADING PROFESSIONAL BRAND

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.



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[ 240 ]

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# OUR STORY

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!**



## 2020's

### REDKEN REINVENTS HAIRCARE

- Redken launches the first color care specifically designed to preserve Shades EQ: Acidic Color Gloss
- 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**
- Redken launches the first no ammonia liquid color: **Color Gels Oils**
- All Redken shampoo and conditioner bottles are made of at least **96% Recycled Plastic\*** \*excluding the cap



### 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

## 2010's



## 2000's

### REDKEN BECOMES THE RUNWAY AUTHORITY

Redken leads backstage beauty, with a presence at **fashion week** in New York, London, Milan, and Paris



### REDKEN ADDS "5TH AVENUE NYC" TO ITS NAME

- In 1993, Redken is sold to **L'Oreal**
- After a devastating earthquake, Redken moves from California to L'Oreal 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



## 1990's

## 1980's

### 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



## 1970's

### REDKEN PIONEERS EDUCATION IN THE INDUSTRY

The first Redken Symposium hosts 500 salon professionals in 1974



## 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





## A collection of Redken hair care products, including bottles of shampoo, conditioner, and styling products, arranged on a dark surface. The products are white and feature the Redken logo and product names. The items include a small bottle of shampoo (14.2 fl oz), a medium bottle of shampoo (7.5 fl oz), a medium bottle of conditioner (7.5 fl oz), a spray bottle of styling product (10 fl oz), a large tube of styling product (16 fl oz), and a medium tube of styling product (5 fl oz).

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

## A collection of Redken Shades EQ hair color tubes, some open, showing the product inside. The tubes are pink and black, with the brand name 'REDKEN' and 'shades EQ' clearly visible. The tubes are arranged in a dynamic, overlapping composition.

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

- A smart range of all-in-one styling treatments to create effortless, looks at home
- For all hair types and textures

- In 1967, Redken pioneered the 1st professional grooming line for men
- Today **Redken Brews** is the complete destination for style, care and Color Camo, the champion of 5-minute, gray blending color service for men without the foils or fuss



OUR  
REDKEN ARTISTS  
I AM REDKEN

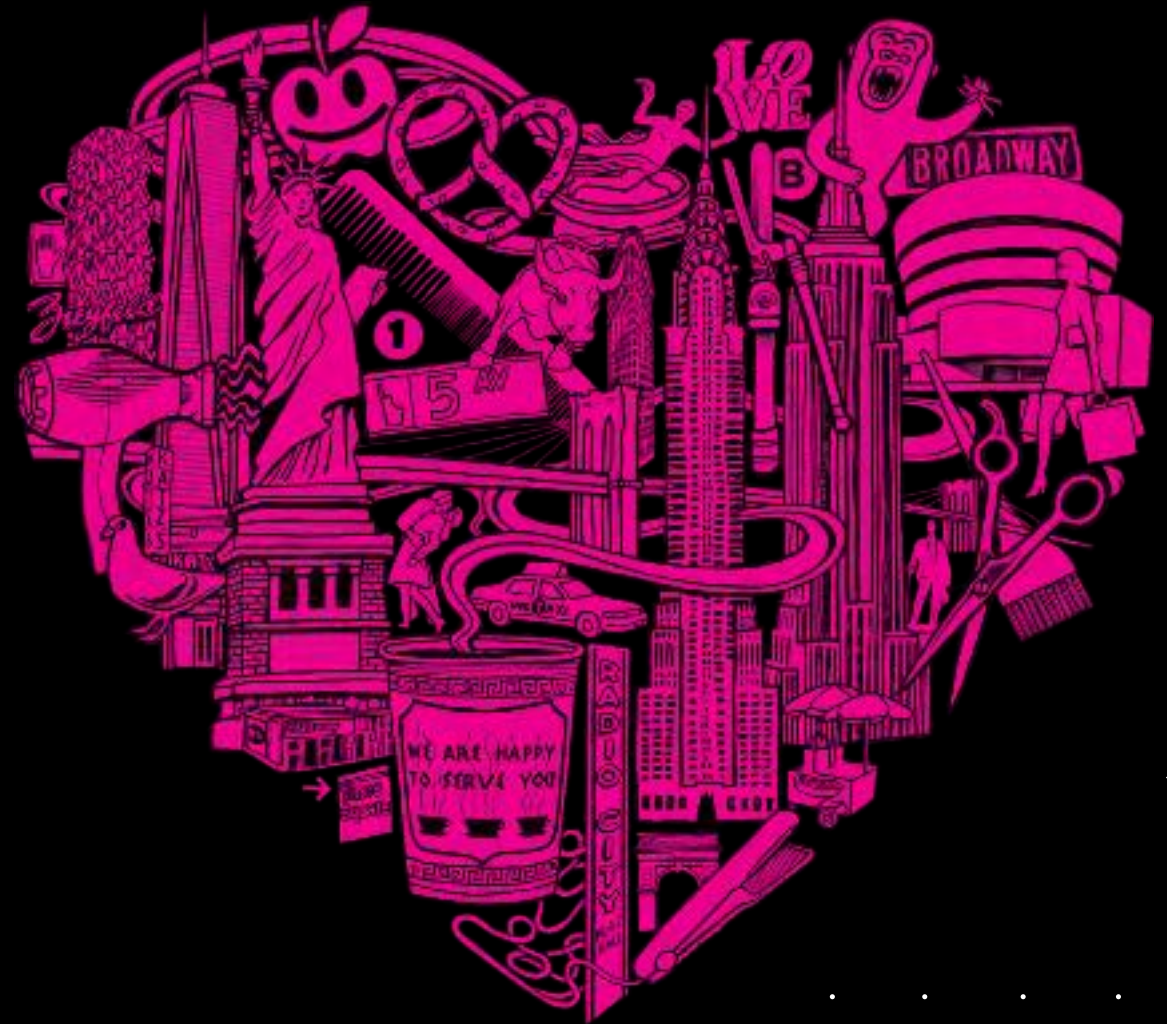
I am Redken. I am responsible for delivering relevant education to salon professionals to help them Learn, Earn & Live Best. I do this through interactive, principle-based education that creates moments of transformation.

I embrace and embody the Redken culture. I speak the language fluently and communicate it in every interaction I have, whether I am facilitating a meeting or training, or during a one-on-one conversation. I personify the culture. I am not afraid to get the energy going by modeling Redken's call back ritual and I love to celebrate all wins! I am Redken!

I believe in the Principles and in training on more than a trend. I focus on the keys to great salon client services by always talking about the consultation, pre-booking and retail. I am socially savvy, I grow the business through the use of social channels, and I enthusiastically train others to do the same.

I wear black to embody the Redken black blood that courses through my veins and I know that if I ever leave Redken, Redken will never leave me (and I may even have a tattoo or two).

I am resourceful, independent, energetic and most importantly, I love the industry and choose to serve it. I make it my mission to share the information I believe in, so that I can help every professional hair stylist learn better, so that they can earn better, and ultimately, live their best life. I AM REDKEN!





# OUR BRAND AMBASSADORS

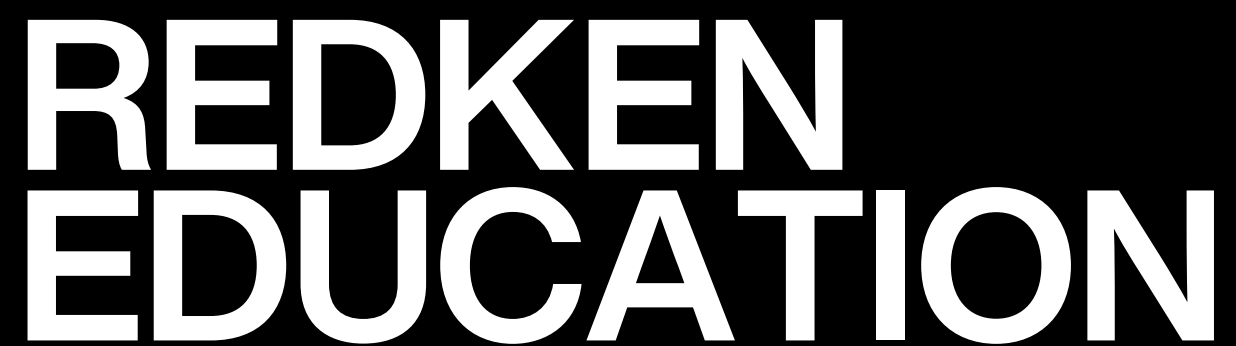
STAY INSPIRED BEHIND THE CHAIR BY KEEPING UP WITH THE LATEST TRENDS AND TECHNIQUES FROM OUR REDKEN BRAND AMBASSADORS

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](https://RedkenPro.com/MeetTheAmbassadors)



SCAN THE QR CODE  
TO LEARN MORE  
AND STAY INSPIRED!

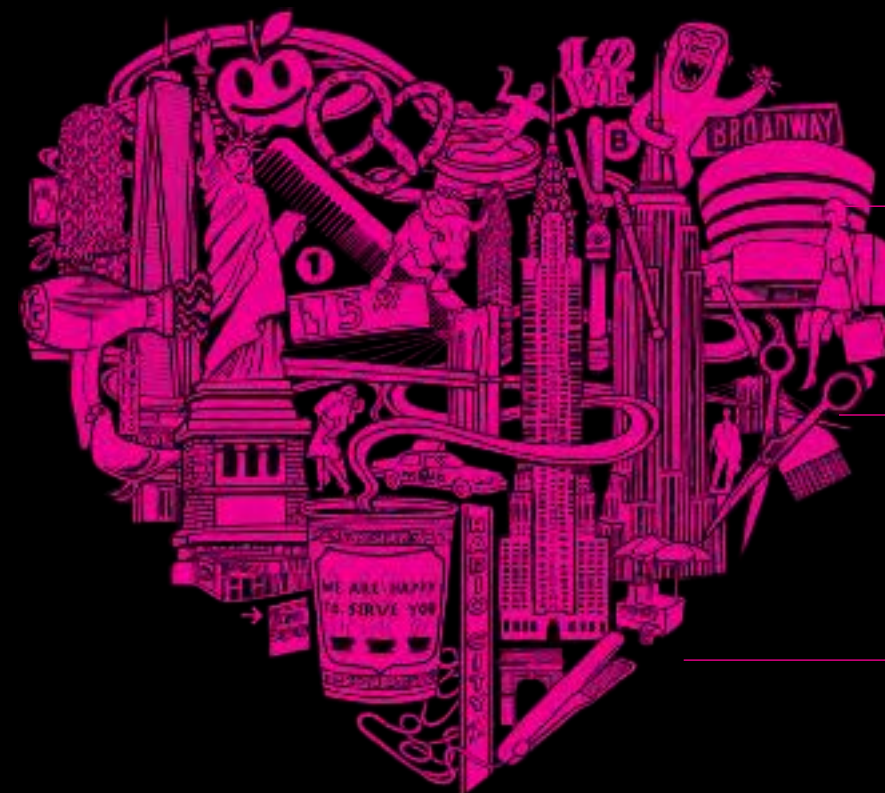




With our unique **personal-based approach** to education.

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

When salon professionals realize their **hopes and dreams!**



**OUR MISSION:**  
TO HELP ALL SALON  
PROFESSIONALS LEARN  
BETTER & EARN BETTER

**OUR VISION:**  
FOR EVERY SALON  
PROFESSIONAL  
TO LIVE BEST!

**OUR COMMITMENT:**  
PRINCIPLE BASED  
APPROACH PRINCIPLE  
BASED CONTEXT  
TRANSFORMATIONAL  
EXPERIENCES

POWERED BY SCIENCE

**PRESCRIBED BY PROS**

POWERED BY SCIENCE

**PRESCRIBED BY PROS**

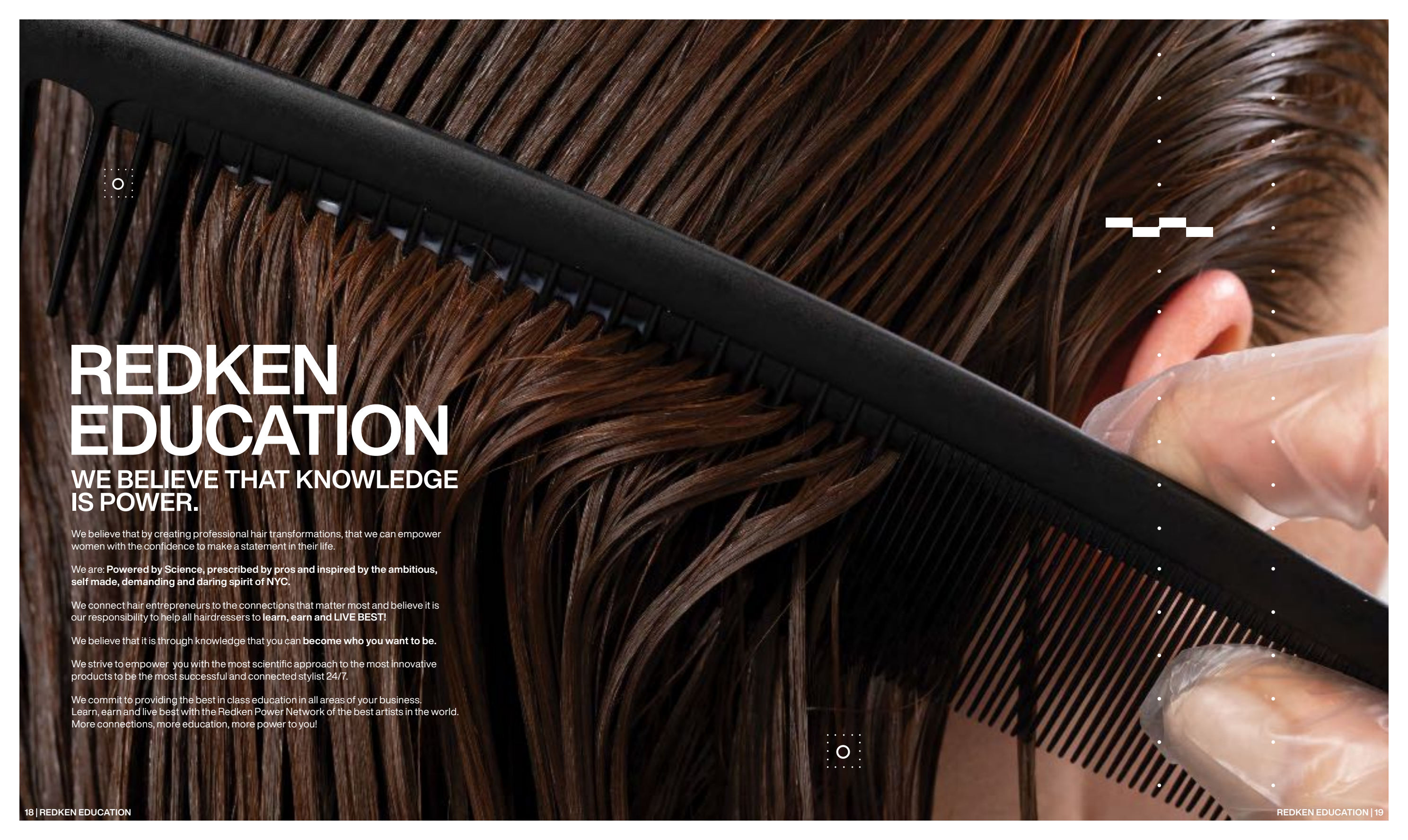
POWERED BY SCIENCE

**PRESCRIBED BY PROS**

POWERED BY SCIENCE

**PRESCRIBED BY PROS**





# REDKEN EDUCATION

**WE BELIEVE THAT KNOWLEDGE  
IS POWER.**

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!



For over 60 years, Redken has been a leader in the professional salon industry, empowering professionals and consumers to achieve healthy hair transformations with confidence. Founded by Paula Kent, a woman who believed in the power of science, Redken was the first company to take a scientific approach to hair, defined as the right balance of protein, moisture and supported by an acidic pH, which remains the alpha and omega of haircare to this very day. All Redken products are made with the highest quality ingredients and tested by salon professionals to ensure maximum efficacy for every hair type and texture and every hair need. Based in New York City, Redken supports the expertise of salon professionals with principle-based education, cutting-edge technologies, rooted in protein-science and a portfolio of products including Shades EQ™, the #1 semi-permanent haircolor on the market - for maximum versatility and flexibility for clients of all hair types and hair textures.

# 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 >>> SPECIALIST >>>

Redken offers a comprehensive Education Menu of 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.

Do you want to take your passion for Redken to the next level? Take part in a 4-day 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 the most passionate about? The Redken Authority series will set you up to become Redken Certified. In this 4-day 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.

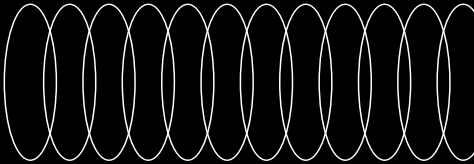
A global group of dedicated individuals, **Redken Artists** are certified to educate on behalf of Redken, using their specialized talents to help other salon professionals develop their skills in all disciplines.



! Log on to v for more information on these programs.

EDUCATION FOR EVERY STEP IN YOUR CAREER

# CLASS MENU



## FOUNDATION

### HAIRCOLOR

- Color Fusion Product Knowledge
- Color Gels Lacquers Product Knowledge
- Color Gels 10 Min Product Knowledge
- Color Gels Oils Product Knowledge
- Shades EQ Gloss Product Knowledge
- Shades EQ Bonder Inside Product Knowledge
- Lightener Product Knowledge
- Color Camo Product Knowledge

### HAIRCARE

- Haircare Product Knowledge
- Redken Brews Product Knowledge

### STYLING

- Styling Product Knowledge

### BUSINESS

- Why Be Part Of It!
- Principles of Consultation

## ESSENTIAL

### HAIRCOLOR

- Principles of Science & Bonding
- Principles of Haircolor
- Principles of Haircolor Correction
- Principles of Foil Placement
- Principles of Blending

### DESIGN

- Principles Of Design
- Principles of Clipper Cutting

### STYLING

- Principles of Finishing

### BUSINESS

- Referral: Promoting Referral Business
- Retail: It's In The Bag!
- Retention: The Perfect Clientele
- Re-Booking: Power Booking
- Social Media Obsessed

## EXPERIENCED

### HAIRCOLOR

- Balayage!
- Haircolor Techniques: Seasonal Trends
- Blonding Techniques: Seasonal Trends
- Shades EQ Toning Perfected
- Blur, Smudge, Melt & Tone
- Blonde Ambition
- Express Highlighting: All On Top
- Gloss Boss: For The Love Of Liquids

### DESIGN

- Redken Brews Total Grooming
- Design Express
- Clipper Cutting Perfected
- Design Techniques: Seasonal Trends

### STYLING

- Finishing Express
- Blow Dry Boot Camp
- Textured Hair Styling
- Signature Blow Dry
- Finishing Techniques: Seasonal Trends

### BUSINESS

- Step Up!
- Salon Emotion
- Suite Emotion

## MASTER

### HAIRCOLOR

- Shades EQ Creative Formulas & Placement
- Train The Trainer—Haircolor
- For The Love Of Texture
- Color Emergency: Color Correction
- Gloss Boss: Tailored Toning

### DESIGN

- Design Suitability
- Train The Trainer—Design
- Train the Trainer—Barber

### STYLING

- Train The Trainer—Finishing

### BUSINESS

- Train the Trainer—Facilitator



## CLASS LEVELS

### FOUNDATIONAL 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.

### ESSENTIAL 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 brand information

### EXPERIENCED 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

### MASTER 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







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# THE REDKEN EXCHANGE

@REDKEN

Get inspired at **The Redken Exchange**, Award Winning Advanced Academy, 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  
Advanced Academy Hands-On Classes

- ❖ 1 DAY INFLUENCER CLASSES
- ❖ 2 DAY MASTER CLASSES
- ❖ 3 DAY EXPERIENCE CLASSES
- ❖ 4 DAY IMMERSIVE PROGRAMS

**The Redken Exchange**  
404 5th Avenue  
New York, NY 10018

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](https://redkenpro.com/education)



"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**

# REDKEN EVENTS

## REDKEN SYMPOSIUM »»» ON TOUR **RS**

JOIN US AT THE REDKEN SYMPOSIUM  
ON TOUR A LIVE EVENT FUELED WITH  
EDUCATION, INSPIRATION & NETWORKING.  
DESIGNED TO CONNECT YOU TO  
THE CONNECTIONS THAT MATTER.  
**COME BE PART OF IT!**



Make sure to follow Redken on Instagram and on line at  
[redkenpro.com/education](https://redkenpro.com/education) to stay up to date with 2024 shows  
and events near you.



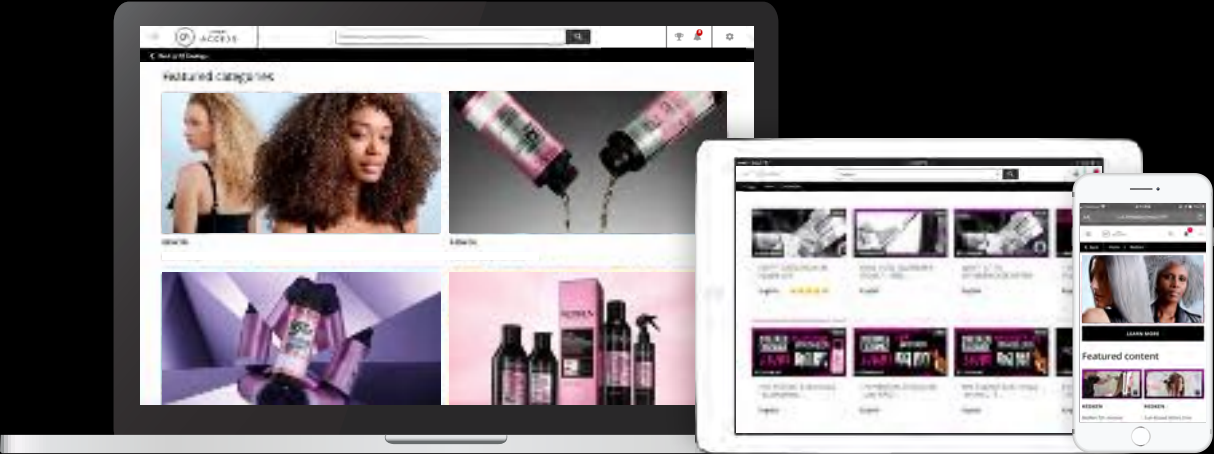


# ALWAYS ON EDUCATION

THE INDUSTRY'S BEST EDUCATION

Access is our 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!**



+ + + + + + + +



VERIFIED SCIENCE

PRESCRIBED BY PHOS

Today, 65 years after its creation, the Redken Access platform is the only one of its kind. It is a place where you can find all the information you need to grow your business and stay up-to-date on the latest trends and techniques. The platform is designed to be easy to use and accessible to everyone, whether you are a beginner or a professional. It is a place where you can learn from the best in the industry and stay ahead of the competition. The platform is a must-have for anyone who wants to succeed in the hair industry.



## USE ACCESS TO GROW YOUR BUSINESS & CHANGE YOUR LIFE! GET EDUCATED ON:

HAIRCOLOR



HAIRCARE



DESIGN



FINISHING



SOCIAL MEDIA



BUSINESS





For over 60 years, Redken has been a leader in hair care science, powered by science. Redken was the first to introduce the concept of "hair science" to the industry, emphasizing professional and consumer education with a focus on the science of hair. Redken's scientific approach to hair care is the result of a commitment to research and innovation. Redken's products are formulated with the highest quality ingredients and tested by a professional hair care community. Redken's commitment to science is the foundation of its products and services. Redken's commitment to science is the foundation of its products and services. Redken's commitment to science is the foundation of its products and services.



# GREATER SUSTAINABILITY, POWERED BY SCIENCE

## VIRGIN PLASTIC REDUCTION



Among our priorities is reducing the amount of material used in our packaging and shifting to recycled plastic and cardboard.

## CONSCIOUS MANUFACTURING



100% of our Redken haircolor products are made in factories using renewable energy.

\*\*\*During the previous calendar year. Find more information on the L'Oréal Universal Registration Document

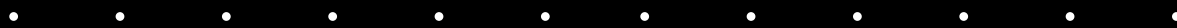
## RESPONSIBLE FORMULAS



All of our color formulas are vegan\*. 72% of our global shampoo portfolio is at least 90% biodegradable\*\*. And we are not done yet.

\*No animal derived ingredients/excluding Redken Base Breakers.

\*\*As per OECD 301 or equivalent tests.

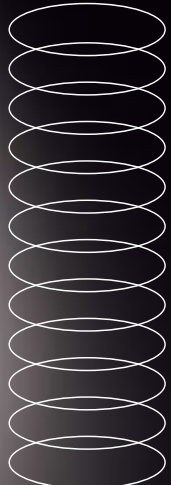


# THIRD-PARTY CERTIFICATION

ON 156 PRODUCTS



**SILVER LEVEL**  
Cradle to Cradle is an independent standard that assesses safety, circularity & responsibility of materials and products. Look for their logo on the back of our certified products.



# HELPING STYLISTS MAKE INFORMED PRODUCT CHOICES

LOOK FOR SUSTAINABILITY ICONS ON OUR PRODUCT PAGES



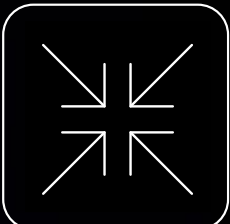
vegan formula\*



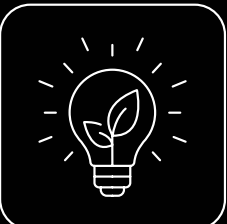
at least 90% biodegradable\*\*



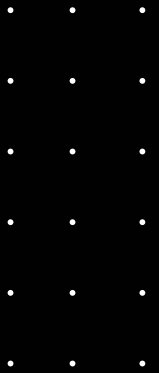
at least 94% recycled plastic\*\*\*



made with less plastic



made in factory using 100% renewable energy





STYLING: HARRY CLAYTON / HARRY CLAYTON  
HAIR: JESSICA COVINO / JESSICA COVINO  
MAKEUP: JESSICA COVINO / JESSICA COVINO  
TO STREET STYLERS WE BRING TO THE LATEST  
IN PROCESS  
HAIR: JESSICA COVINO / JESSICA COVINO  
MAKEUP: JESSICA COVINO / JESSICA COVINO  
SCIENCE AND LOVE IN STYLING AND COMMUNITY  
RE-AJAI



# INCLUSIVE COMMUNITY, POWERED BY LOVE

## LGBTQ+ INCLUSION

We are on a mission to ensure that the hairdresser's chair is a safe space for the LGBTQ+ community.

## ACCESSIBILITY & DISABILITY INCLUSION

All our shampoo and conditioner bottles have Braille on the back to benefit people with visual impairments.

## STYLIST EDUCATION

Through award-winning education and global events, we empower stylists worldwide to realize their full potential.



# REDKEN

5TH AVENUE NYC



## UNITED

Redken is on a mission to create a community of hairdressers dedicated to providing a Safe Space for LGBTQ+ clients in their chair.



Redken offers the industry's first free virtual course on LGBTQ+ Safe Space. Look for our six 5-minutes modules on L'Oréal Access.

**MODULE 01**  
LGBTQ+  
FUNDAMENTALS

**MODULE 02**  
PHYSICAL  
SAFE SPACE

**MODULE 03**  
BUILDING TRUST  
WITH LGBTQ+  
CLIENTS

**MODULE 04**  
INTERSECTIONALITY  
OF RACE AND LGBTQ+  
IDENTITIES

**MODULE 05**  
GENDER FREE  
PRICING

**MODULE 06**  
CONSULTATIONS





POWERED BY SCIENCE

PRESCRIBED BY PROS

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PRESCRIBED BY PROS

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POWERED BY SCIENCE

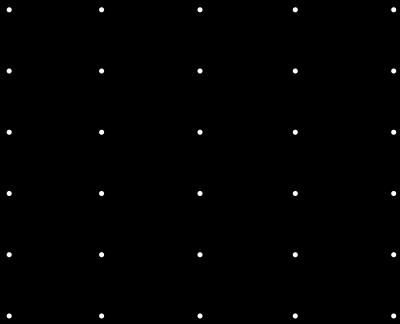
PRESCRIBED BY PROS

# HAIRCARE

For 60 years, Redken has been a leader in the professional salon industry, empowering professionals and consumers to achieve healthy hair with confidence. Founded by Paula Kent, a woman who understood the power of science, Redken was the first company to take a scientific approach to hair, defined as the right balance of protein, moisture and pH. To this very day, all Redken products are made with the highest quality ingredients and tested by salon professionals to ensure maximum performance for every hair type and texture and every hair need. Based in New York City, Redken supports the expertise of salon professionals with its salon-based education, cutting-edge technology, rooted in science, and a portfolio of products including Shades EQ - the #1 permanent haircolor on the market - for maximum versatility and longevity for clients of all hair types and hair textures.

In New York City, Redken is the #1 salon brand in the US. Founded by Paula Kent, a woman who understood the power of science, Redken was the first company to take a scientific approach to hair, defined as the right balance of protein, moisture and pH. To this very day, all Redken products are made with the highest quality ingredients and tested by salon professionals to ensure maximum performance for every hair type and texture and every hair need. Based in New York City, Redken supports the expertise of salon professionals with its salon-based education, cutting-edge technology, rooted in science, and a portfolio of products including Shades EQ - the #1 permanent haircolor on the market - for maximum versatility and longevity for clients of all hair types and hair textures.

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# REDKEN HAIRCARE

Curly, coily, 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
- NEW Acidic Bonding Curls

### MOISTURE & SOFTNESS

- All Soft
- All Soft Mega Curls

### COLOR CARE

- Acidic Color Gloss
- Color Extend Magnetics
- Blondage

### STRENGTH REPAIR

- Extreme
- Extreme Length

### FRIZZ CONTROL

- Frizz Dismiss

### VOLUME

- Volume Injection

### CLEAN

- Hair Cleansing Cream

### SCALP

- Scalp Relief

### PROFESSIONAL SERVICES

- Professional Strength Concentrates



## GET MORE HAIRCARE INFORMATION ONLINE—IT'S FREE!

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POWERED BY SCIENCE

PRESCRIBED BY PROS

POWERED BY SCIENCE

PRESCRIBED BY PROS

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PRESCRIBED BY PROS

POWERED BY SCIENCE

PRESCRIBED BY PROS





# 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:



PROTEIN

+

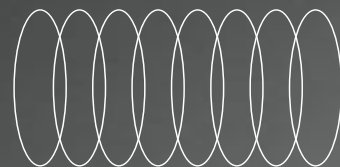


MOISTURE

+



ACIDIC pH



REDKEN  
5TH AVENUE NYC

# HAIRCARE AT A GLANCE

☒ BONDING CARE

☒ MOISTURE & SOFTNESS



ACIDIC BONDING  
CONCENTRATE

NEW!



ACIDIC BONDING  
CURLS



ALL  
SOFT



ALL SOFT  
MEGA CURLS

☒ COLOR CARE



ACIDIC  
COLOR GLOSS



COLOR EXTEND  
MAGNETICS



BLONDAGE

☒ STRENGTH REPAIR



EXTREME



EXTREME  
LENGTH

☒ FRIZZ CONTROL

☒ VOLUME



FRIZZ  
DISMISS



VOLUME  
INJECTION

☒ CLEAN

☒ SCALP



HAIR CLEANSING  
CREAM



SCALP  
RELIEF

☒ PROFESSIONAL SERVICES



PROFESSIONAL STRENGTH  
CONCENTRATES





# ACIDIC BONDING CONCENTRATE

PROFESSIONAL SOLUTION FOR DAMAGED, PROCESSED HAIR THROUGH BONDING CARE COMPLEX

### BENEFITS

|          |                                          |       |                                   |     |                              |
|----------|------------------------------------------|-------|-----------------------------------|-----|------------------------------|
| 90%      | STYLISTS AGREE, HAIR LOOKS LESS DAMAGED* | 82%   | VISUAL REDUCTION OF SPLIT ENDS*** | 14X | EASIER DETANGLING*****       |
| 3X       | STRONGER*****                            |       | REINFORCES WEAK BONDS****         |     | LIGHTWEIGHT BOND REPAIR***** |
| 14X      | SMOOTHER**                               | 450°F | HEAT PROTECTION***                | 90% | MORE CONDITIONED***          |
| 48 HOURS | VOLUME*****                              | 2X    | SHINE*****                        |     |                              |

### TECHNOLOGY/KEY INGREDIENTS

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



\*expert test, N=66 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. \*\*\*with continued use of Intensive Treatment, Shampoo & Conditioner vs non-conditioning shampoo. \*\*\*\*system of Acidic Bonding Concentrate Shampoo + Lightweight Liquid Conditioner vs non-conditioning shampoo. \*\*\*\*\*based on consumer testing results + system of Acidic Bonding Concentrate Shampoo + Lightweight Liquid Conditioner. \*\*\*\*Acidic Bonding Concentrate 5-Min Liquid Mask vs non-conditioning shampoo.

ABC INTENSIVE TREATMENT

**HAIR TYPE:** Demanding, processed hair

- BENEFITS:**
- Our most concentrated bonding care complex
  - Transformative results in 1 use:
    - 2x stronger\*
    - 14x smoother\*
    - 90% more conditioned\*

- USAGE:**
- Apply to damp hair and leave on for 5-10 minutes.
  - Rinse out & follow with **Acidic Bonding Concentrate Shampoo**, lather, rinse.
  - Finish with **Acidic Bonding Concentrate Conditioner** and rinse.



ABC LIGHTWEIGHT LIQUID CONDITIONER

**HAIR TYPE:** For fine, demanding & processed hair

- BENEFITS:**
- Up to 48 hours of volume\*\*
  - Lightweight bond repair\*\*\*
  - 2-days non-oily hair\*\*
  - 4x easier detangling\*\*

- USAGE:**
- Use after Acidic Bonding Concentrate Shampoo
  - Spray into hair and rinse out
  - Follow with Acidic Bonding Concentrate Leave-In Treatment



lightweight liquid conditioner



vegan formula\*



ABC 5-MIN LIQUID MASK

**HAIR TYPE:** Demanding, processed hair

- BENEFITS:**
- 16% conditioning care complex for 72hrs of ultra-hydration\*\*\*\*\*
  - 2x shine for 3 days\*\*\*\*\*
  - 3x stronger inside & out\*\*\*\*\*
  - 14x easier detangling\*\*\*\*\*

- USAGE:**
- Use after Acidic Bonding Concentrate Shampoo in place of the Acidic Bonding Concentrate Conditioner weekly, or as needed.
  - Leave on for 5-minutes. Do not rinse.
  - Rinse out and follow with Acidic Bonding Concentrate Leave-In Treatment



5-min liquid mask



vegan formula\*



ABC SHAMPOO & CONDITIONER

**HAIR TYPE:** Demanding, processed hair

- BENEFITS:**
- 56% reduction of breakage\*\*
  - 2x less breakage\*\*
  - 89% easier to detangle\*\*
  - 9x smoother\*\*

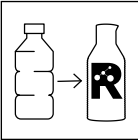
- USAGE:**
- Apply **Shampoo** on damp hair, lather, rinse.
  - Follow with **Conditioner**, rinse.



shampoo



conditioner



at least 94% recycled plastic\*



ABC LEAVE-IN TREATMENT

**HAIR TYPE:** Demanding, processed hair

- BENEFITS:**
- Heat protection up to 450°F / 230°C degrees\*\*\*
  - Up to 88% visual reduction in split ends\*\*\*\*
  - 2x less breakage\*\*\*
  - 10x smoother\*\*\*

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



leave-in treatment



\*system of Acidic Bonding Concentrate Intensive Treatment, Shampoo, Conditioner vs. non-conditioning shampoo  
\*\*Acidic Bonding Concentrate Shampoo & Conditioner vs. non-conditioning shampoo

\*no animal derived ingredients. \*\*based on consumer test results - system of Acidic Bonding Concentrate Shampoo & Lightweight Liquid Conditioner.  
\*\*\*with continued use. \*\*\*\*based on consumer test results. \*\*\*\*\*based on consumer test results - system of Acidic Bonding Concentrate Shampoo & 5-min Liquid Mask.  
\*\*\*\*\*Acidic Bonding Concentrate 5-min Liquid Mask vs non-conditioning shampoo.



「NEW!」



# ACIDIC BONDING CURLS

PROFESSIONAL SOLUTION FOR DAMAGED, PROCESSED WAVES, CURLS, AND COILS

BUILD BONDS + REPAIR CURL STRENGTH FROM THE INSIDE.  
FORMULATED WITH CURL-BOND TECHNOLOGY (CITRIC ACID + UREA + GYLICINE).

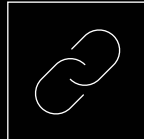
BENEFITS

92%

SAW HEALTHIER +  
MORE DEFINED CURLS  
IN 1 USE\*\*

85%

LESS FRIZZ  
FOR UP  
TO 96HRS\*\*\*\*



SILICONE-FREE  
FORMULAS HYDRATE +  
IMPROVE CURL  
ELASTICITY\*\*\*

12X

EASIER TO  
DETANGLE\*\*\*\*\*



vegan formula\*

SHAMPOO

Apply to wet  
hair, massage  
into a lather  
and rinse.  
Follow with  
Conditioner.



CONDITIONER

After shampooing,  
apply to wet hair &  
rinse. Follow with  
Leave-In Treatment.



LEAVE-IN

After  
conditioning,  
apply to clean,  
damp hair.  
Do not rinse.  
Style as usual.



\*no animal derived ingredients \*\*with continued use, Acidic Bonding Curls System  
\*\*\*based on consumer test results, Acidic Bonding Curls System  
\*\*\*\*System of Acidic Bonding Curls Shampoo, Conditioner & Leave-In Treatment vs. non-conditioning shampoo  
\*\*\*\*\*Acidic Bonding Curls Leave-In Treatment vs. non-conditioning shampoo



# ALL SOFT

## PROFESSIONAL SOLUTION FOR DRY, BRITTLE HAIR

**HAIR TYPE**  
For clients with dry, brittle hair looking for moisture and nourishment.

**TECHNOLOGY/KEY INGREDIENTS**  
Formulated with argan oil and Moisture Complex to replenish hair moisture and create intense softness from root to tip.





# ALL SOFT

## PROFESSIONAL SOLUTION TO MOISTURIZE DRY HAIR

### BENEFITS

- Provides 8x more conditioning with system of **Shampoo, Conditioner** and **Argan-6**\*\*
- Argan oil-enriched formulas deliver softness
- Moisturizes and nourishes
- Increases manageability, suppleness and shine

### 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**.



CONTAINS  
ARGAN OIL



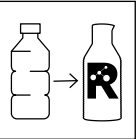
shampoo



conditioner



vegan formula\*



at least 94%  
recycled plastic\*\*



### MOISTURE RESTORE LEAVE-IN CONDITIONER

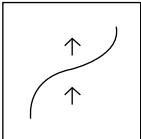
**HAIR TYPE:** Dry, brittle hair

#### BENEFITS:

- Formualted with hyaluronic acid
- Heat protection up to 450°F, 230°C\*\*\*
- Hair feels moisturized up to 72hrs\*\*\*
- 10 X smoother hair\*
- Sleakens split ends, tames frizz, detangles hair\*\*\*\*

#### USAGE:

- Apply on towel-dried hair and distribute evenly, style as desired.



IMPROVES HAIR'S  
MANAGEABILITY



moisture  
restore



vegan formula\*



### HEAVY CREAM RINSE-OUT TREATMENT MASK

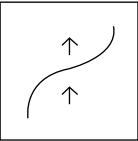
**HAIR TYPE:** Dry, brittle hair

#### 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



IMPROVES HAIR'S  
MANAGEABILITY



heavy cream



### 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



argan-6



vegan formula\*



\*no animal derived ingredients \*\*excluding the cap \*\*\*vs. non-conditioning shampoo \*\*\*\*based on consumer testing results



# ALL SOFT MEGA CURLS

PROFESSIONAL SOLUTION TO NOURISH SEVERELY DRY CURLS & COILS

**BENEFITS**

- Provides added curl definition and bounce
- Full system encourages seamless detangling & reduced frizz
- Suitable for color-treated curls and coils
- Hydrated and defined curls up to 72 hours

**TECHNOLOGY/KEY INGREDIENTS**

Nourishing Complex contains Aloe, a superfood. The All Soft Mega Curls System helps to soften & detangle severely dry curls & coils.

**HAIR TYPE:**

For clients with severely dry curls & coils

**SHAMPOO & CONDITIONER**

HAIR TYPE: Severely dry curls & coils

**BENEFITS:**

- Formulated with 2% & 7% Nourish Complex
- Sulfate-free formula gently cleanses & nourishes hair
- Replenishes and nourishes for softness and shine
- Optimized formula for curls and coils
- Detangles, replenishes and nourishes severely dry curls and coils

**USAGE:**

- Apply daily on damp hair. Lather and rinse.
- Follow with Conditioner



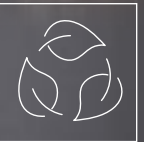
shampoo



vegan formula\*



at least 94% recycled plastic\*\*



at least 90% biodegradable\*\*\*



conditioner



vegan formula\*



at least 94% recycled plastic\*\*



**HYDRAMELT LEAVE-IN TREATMENT**

HAIR TYPE: Severely dry curls & coils

**BENEFITS:**

- Formulated with 7% Nourish Complex
- Enhances natural curl pattern for increased definition & bounce
- Re-application for immediate curl definition

**USAGE:**

- After conditioning, apply to clean towel-dried hair.
- Leave-in. Style as usual.





# EXTREME

## PROFESSIONAL SOLUTION FOR DAMAGED HAIR

**HAIR TYPE**  
For clients with weakened, damaged hair looking to strengthen & protect from heat styling, breakage & split ends.

**BENEFITS**

75%

REDUCTION OF DAMAGE



70%

REDUCES THE APPEARANCE OF SPLIT ENDS BY 70%

**TECHNOLOGY / KEY INGREDIENTS**

Strength repair for clients suffering from breakage, split ends, and weak hair from heat styling, damage & brushing. Protein + strength complex strengthens hair strands to protect from external aggressors.



\*when using System of Extreme Shampoo, Conditioner & Anti-Snap vs. non-conditioning shampoos

SHAMPOO

**HAIR TYPE:**  
Damaged hair

**BENEFITS:**

- Formulated with **3% Strength Complex**
- Cleanses and strengthens\*
- Helps prevent breakage & split ends\*

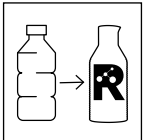
**USAGE:**  
Daily use on damp hair.  
Follow with **Extreme Conditioner**  
and **Anti-Snap**.



shampoo



vegan formula\*



at least 94% recycled plastic\*



CONDITIONER

**HAIR TYPE:**  
Damaged hair

**BENEFITS:**

- Formulated with **4% Strength Complex**
- Detangles and helps strengthen\*
- Helps prevent breakage & split ends\*

**USAGE:**  
Daily use after **Extreme** shampoo.  
Follow with **Anti-Snap**.



conditioner



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.



cat



ANTI-SNAP  
ANTI-BREAKAGE LEAVE-IN TREATMENT

**HAIR TYPE:** Damaged hair

**BENEFITS:**

- Formulated with **1% Strength Complex**
- 73% reduction in breakage\*\*\*
- Helps fortify and smooths 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.



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**.



mask



|   |   |   |   |   |
|---|---|---|---|---|
| • | • | • | • | • |
| • | • | • | • | • |
| • | • | • | • | • |

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.



play safe



|   |   |   |   |   |   |
|---|---|---|---|---|---|
| • | • | • | • | • | • |
| • | • | • | • | • | • |
| • | • | • | • | • | • |
| • | • | • | • | • | • |

\*no animal derived ingredients  
\*\*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 TO STRENGTHEN & LENGTHEN BREAKAGE-PRONE HAIR

HAIR TYPE

For clients with breakage-prone hair or those looking to grow their hair longer.

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.\*



\*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





SHAMPOO LENGHT FORTIFYING

HAIR TYPE: Breakage-prone hair

BENEFITS:

- Formulated with **1% Length Care Complex**
- Gently cleanses
- Helps promote strong hair\*\*

USAGE:

- Apply **Shampoo** daily on damp hair.



shampoo



at least 94% recycled plastic\*



TRIPLE ACTION TREATMENT

HAIR TYPE: All hair types & 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 & feeling hair instantly
- Targets the scalp, lengths and ends to reduce breakage

USAGE:

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



mask



CONDITIONER LENGHT FORTIFYING

HAIR TYPE: Breakage-prone hair

BENEFITS:

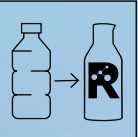
- Formulated with **4% Length Care Complex**
- Formulated with Castor Oil
- Helps strengthen fragile strands and ends for longer hair\*\*
- Provides nourishment & conditioning

USAGE:

- Apply **Conditioner and Sealer**



conditioner



at least 94% recycled plastic\*



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 & 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.



sealer







240 140 80 60

# ACIDIC COLOR GLOSS

PROFESSIONAL SOLUTION FOR COLOR CARE & SHINE,  
SPECIFICALLY FORMULATED FOR SHADES EQ

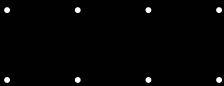
## BENEFITS



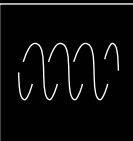
GLASS-LIKE  
SHINE FOR 3 DAYS\*

**+76%**

SHINIER  
HAIR\*\*



INTENSE,  
MOLECULAR-LEVEL  
SHINE



ACIDIC pH FORMULAS  
SEAL THE CUTICLE  
AND LOCK IN SHINE

## TECHNOLOGY / KEY INGREDIENTS

The 1st at-home salon-grade glossing treatment. Citric Acid + Apricot Oil. Pre-activated ultra-acidic formula for molecular level shine and hydration. Patent-pending pre-activated glossing treatment for salongrade shine.



\*based on consumer test, Acidic Color Activated Glass Gloss Treatment  
\*\*Acidic Color Gloss Shampoo + Activated Glass Gloss Treatment vs. unwashed color treated hair



ACG SULFATE-FREE 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:

- Apply to wet hair.
- Lather. Rinse.



shampoo



at least 94% recycled plastic\*



ACG CONDITIONER

HAIR TYPE:

- Frizz-prone hair
- Ideal for moderate frizz

BENEFITS:

- Formulated with 10% Smoothing Complex
- Serum to control puffiness and frizz caused by humidity

USAGE:

- After Shampooing.
- Apply to wet hair. Rinse.



conditioner



ACG ACTIVATED GLASS GLOSS TREATMENT

HAIR TYPE: Frizz-prone hair

BENEFITS:

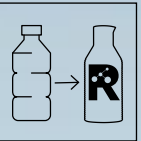
- Formulated with 2% Smoothing Complex
- Moisturizes and detangles
- Protects hair from frizz while increasing softness\*
- Suitable for color-treated hair

USAGE:

- For weekly use after shampooing.
- Apply Activated Glass Gloss Treatment to towel dry hair.
- Leave on 5-10 mins.
- Layer conditioner on top for 1-3 mins, then rinse.



activated glass gloss treatment



at least 94% recycled plastic\*



ACG HEAT PROTECTION TREATMENT

HAIR TYPE: Frizz-prone hair

BENEFITS:

- Formulated with 4% Smoothing Complex
- Ultra-nourishing mask to smooth frizz-prone hair

USAGE:

- Apply to clean, damp hair.
- Leave in. Do not rinse.



heat protection treatment







# 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

**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

### PURPLE PIGMENTED SHAMPOO & CONDITIONER

**HAIR TYPE:** Bleached or blonde hair

#### BENEFITS:

- **Shampoo:** Gently cleanses while toning unwanted yellow undertones and brassiness
- **Conditioner:** Nourishes to increase smoothness and shine
- Strengthens blonde hair for less breakage

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



shampoo



conditioner



vegan formula\*



at least 94% recycled plastic\*\*

### PURPLE PIGMENTED EXPRESS ANTI-BRASS MASK RINSE-OUT TREATMENT

**HAIR TYPE:** Bleached or blonde hair

#### BENEFITS:

- Ultra-pigmented purple mask helps correct and neutralize
- 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.



express anti-brass mask



vegan formula\*



# 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.

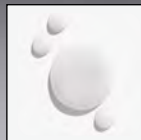
**SHAMPOO & CONDITIONER**

**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**.



shampoo



conditioner

+ + + + + +

+ + + + + +

+ + + + + +





# FRIZZ DISMISS

PROFESSIONAL SOLUTION TO SMOOTH FRIZZY HAIR

BENEFITS

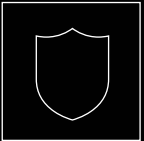
- Smooths frizz and helps to protect hair from humidity
- Formulas enriched with Babassu Oil from Brazil
- **Instant Deflate** provides 24-hour frizz and humidity protection
- Suitable for color-treated hair\*

TECHNOLOGY/KEY INGREDIENTS

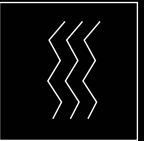
Smoothing Complex contains **Babassu Oil**, an oil extracted from nuts grown on the Babassu palm.\*



CONTAINS  
BABASSU OIL



HELPS FIGHT FRIZZ,  
ENHANCE SMOOTHNESS,  
AND PROVIDE  
HUMIDITY PROTECTION



FIGHTS  
FRIZZ



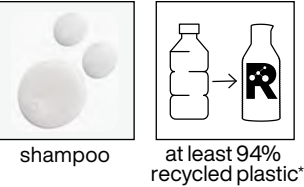
SHAMPOO

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**.



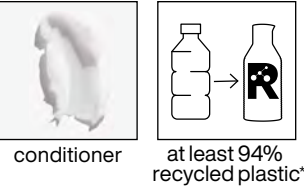
CONDITIONER

HAIR TYPE: Frizz-prone hair

BENEFITS:

- Formulated with **2% Smoothing Complex**
- Moisturizes and detangles
- Protects hair from frizz while increasing softness\*
- Suitable for color-treated hair

USAGE: Daily use after **Frizz Dismiss Shampoo**.



SMOOTH FORCE  
LEAVE-IN TREATMENT

HAIR TYPE:

- Frizz-prone hair

BENEFITS:

- Sulfate-free
- Detangles & protects hair against frizz
- Smooths frizz without weighing hair down

USAGE:

- Apply to clean, towel-dried hair after using Frizz Dismiss Shampoo and Conditioner.
- Leave in. Style as usual.



ANTI-STATIC OIL  
OIL MIST

HAIR TYPE:

- Frizz-prone hair
- Ideal for mild frizz

BENEFITS:

- Formulated with **7% Smoothing Complex**
- Oil mist tames flyaways and unwanted static

USAGE:

- Shake bottle well to blend formula.
- Spray throughout lengths and ends of towel-dried hair or dry hair as needed.



INSTANT DEFLATE  
OIL-IN-SERUM LEAVE-IN TREATMENT

HAIR TYPE:

- Frizz-prone hair
- Ideal for moderate frizz

BENEFITS:

- Formulated with **10% Smoothing Complex**
- Serum to control puffiness and frizz caused by humidity

USAGE: Apply evenly to towel-dried hair and style as desired. Reapply to lengths and ends as needed



MASK  
RINSE-OUT TREATMENT

HAIR TYPE: Frizz-prone hair

BENEFITS:

- Formulated with **4% Smoothing Complex**
- Ultra-nourishing mask to smooth frizz-prone hair

USAGE:

- After shampooing with **Frizz Dismiss Shampoo**, apply to towel-dried hair.
- Leave on for 5-15 minutes. Rinse.
- Follow with **Rebel Tame Leave-In Treatment**.
- Use once a week in place of **Frizz Dismiss Conditioner**.



REBEL TAME  
HEAT-PROTECTING  
LEAVE-IN CREAM

HAIR TYPE: Frizz-prone hair

BENEFITS:

- Smooths even the frizziest of hair
- Protects from heat styling up to 230°C\*\*

USAGE: Apply to clean, towel-dried hair. Leave in. Style as desired.



\*excluding the cap

\*no animal derived ingredients \*\*when used as a system of Frizz Dismiss Shampoo Conditioner & Smooth Force  
\*\*\*when used as a system of Frizz Dismiss Shampoo, Conditioner & Rebel Tame



240 140 80 60



# 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 & spreads along the fiber to help add more texture, volume & substance to hair.



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



**SOFTENING POLYMERS**  
Helps provide softness, lift and body.



vegan formula\*



at least 94% recycled plastic\*\*

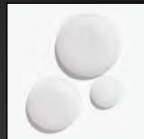
SHAMPOO & CONDITIONER

**HAIR TYPE:** Fine, flat or processed hair

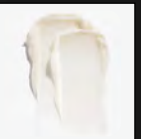
BENEFITS:

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

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



shampoo



conditioner





# HAIR CLEANSING CREAM

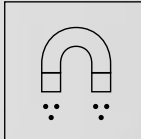
PROFESSIONAL SOLUTION FOR INSTANT DEEP CLEANSING

BENEFITS

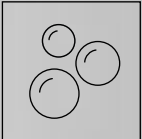
- Formulated with **4% Cleansing Complex**
- Removes product build up, excess oil, and pollution particles in one use
- Leaves hair feeling thoroughly cleansed

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.



REMOVES PRODUCT  
BUILD-UP, EXCESS  
OIL & POLLUTION



CLEANSES  
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:** Leave on 5-10 minutes. Rinse.



hair cleansing  
cream



at least 90%  
biodegradable\*



\*\*as per OECD301 test or equivalent





# SCALP RELIEF

## PROFESSIONAL SOLUTION FOR DANDRUFF RELIEF & CONTROL

### BENEFITS

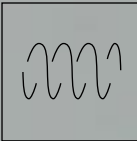
- Dermatologist-tested for safety
- **Piroctone Olamine** helps combat the symptoms of dandruff
- Shampoo gently cleanses hair and soothes the scalp
- Leaves scalp clarified and relieved
- Leaves hair shiny, light and airy

### 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.



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



**HYDRO-ZONE SYSTEM**  
Hydrates, clarifies & rebalances the scalp and maintains its moisture equilibrium.



**GLYCERIN**  
Helps hydrate the scalp.

### 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.



vegan formula\*



at least 90% biodegradable\*\*



# PROFESSIONAL STRENGTH 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 hairs elasticity & porosity

### TECHNOLOGY/KEY INGREDIENTS

#### ACIDIC MOISTURE CONCENTRATE



10% GLYCERIN  
To help moisturize and promote softness

#### ACIDIC AMINO PROTEIN CONCENTRATE



12% 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

+ + + +

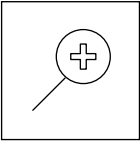


\*using full system of Acidic Concentrates  
\*\*when using Acidic Moisture Concentrate alone vs. non-conditioning shampoo



HOW DO I APPLY?

STEP 1



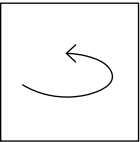
**DIAGNOSE**  
Your client's need  
for protein  
and/or moisture



STEP 2: CUSTOMIZE

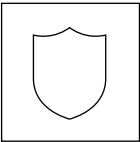


**AS A STANDALONE**  
Apply up to 15ml of **Acidic Moisture Concentrate** to replenish moisture  
**-OR-**  
Up to 15ml of **Acidic Protein Amino Concentrate** to balance protein levels in hair



**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:



IF HAIR LACKS BOTH MOISTURE & PROTEIN:



IF HAIR LACKS PROTEIN:



HOW DO I KNOW HOW MUCH TO MIX?

IT'S SIMPLE. 1 DOSE = 5ML  
*Total dosage varies by hair length*

| SHORT | MEDIUM | LONG |
|-------|--------|------|
| 5ML   | 10ML   | 15ML |



**ACIDIC MOISTURE CONCENTRATE**  
2 pumps = 5ml



**ACIDIC PROTEIN AMINO CONCENTRATE**  
1 dose = 5ml

ACIDIC CONCENTRATES TREATMENT GUIDE  
CUSTOMIZABLE PROTEIN & MOISTURE MIXTURES TO MEET ALL CLIENT NEEDS

| SYMPTOMS                                               | CAUSES                                               | NEEDS                                | DAMAGE     | POROSITY LEVEL | MIXTURE RATIO                     |
|--------------------------------------------------------|------------------------------------------------------|--------------------------------------|------------|----------------|-----------------------------------|
| Dry & weak hair                                        | Daily use of heat tools                              | Strength and softness                | Mechanical | High           | 1 part Moisture                   |
|                                                        |                                                      |                                      |            | Medium         | 1 part Moisture : 1 part Protein  |
|                                                        |                                                      |                                      |            | Low            | 2 parts Moisture : 1 part Protein |
| Excessive frizz, unmanageable hair, lack of smoothness | Daily use of hot tools & exposure to humidity        | Texture control, smoothing, moisture | Mechanical | High           | 2 parts Protein : 1 part Moisture |
|                                                        |                                                      |                                      |            | Medium         | 1 part Moisture : 1 part Protein  |
|                                                        |                                                      |                                      |            | Low            | 2 parts Moisture : 1 part Protein |
| Breakage, split ends, brittle & weak hair              | Excessive lightening, overlapping, or overprocessing | Strength & moisture                  | Chemical   | High           | 1 part Protein : 1 part Moisture  |
|                                                        |                                                      |                                      |            | Medium         | 1 part Moisture : 1 part Protein  |
|                                                        |                                                      |                                      |            | Low            | 2 parts Moisture : 1 part Protein |
| Dry, weak hair and breakage                            | Single process color or permanent wave services      | Color protection, strength, moisture | Chemical   | High           | 2 parts Protein : 1 part Moisture |
|                                                        |                                                      |                                      |            | Medium         | 2 parts Protein : 1 part Moisture |
|                                                        |                                                      |                                      |            | Low            | 2 parts Moisture : 1 part Protein |
| Dry, highly-sensitized, and frizzy hair                | Double process color & lightener services            | Color protection, repair, control    | Chemical   | High           | 2 parts Moisture : 1 part Protein |
|                                                        |                                                      |                                      |            | Medium         | 2 parts Protein : 1 part Moisture |
|                                                        |                                                      |                                      |            | Low            | 2 parts Moisture : 1 part Protein |

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.

# HAIRCOLOR





# THE REDKEN HAIRCOLOR COLLECTION INCLUDES

## PERMANENT

- **Color Fusion:** Multi-dimensional permanent cream color with natural and fashion-forward shades
- **Cover Fusion:** Pre-blended dimensional cream color perfect for stubborn grays
- **Color Gels Oils:** Ammonia-free liquid permanent color with monochromatic results
- **Color Gels Lacquers:** Liquid color with shiny, saturated results
- **Color Gels 10 Minute:** Liquid color with a 10-minute processing time

## DEMI-PERMANENT

- **Shades EQ Gloss:** The haircolor that thinks it's a conditioner!
- **Shades EQ Bonder Inside:** Tone + Repair\* in 1 step
- **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.



\*vs. without Shades EQ Bonder Inside







[ZONE 1]



Regrowth or root area, approximately the first ½ inch

[ZONE 2]



Mid-shaft area, begins where Zone 1 ends

[ZONE 3]



Overly porous hair that extends past the shoulders (not all hair has a Zone 3)



# THE REDKEN COLOR MANTRA

OUR UNIQUE APPROACH TO HAIRCOLOR

## 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 & 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.

### ALKALINE LIQUID COLOR

COLOR GELS OILS  
COLOR GELS LACQUERS  
COLOR GELS 10 MINUTE

### ALKALINE CREAM COLOR

COLOR FUSION  
COVER FUSION  
COVER PLUS

### ACIDIC LIQUID COLOR

SHADES EQ GLOSS  
SHADES EQ BONDER INSIDE

+ + + + +

+ + + + +

+ + + + +





# TOTAL BONDING

## 1 LIGHTEN WITH BONDER BUILT-IN FOR BETTER CONDITION

Protect disulfide bonds during the lightening process while lifting through red, orange and yellow undertones.



## 2 TONE WITH ACIDIC SHADES EQ + SHADES EQ BONDER INSIDE

Liquid demi-permanent toners are best to use after a lightening service. Their acidic power provides incredible shine and conditioning while helping to protect the strength of sensitized hair.



|   |   |   |
|---|---|---|
| + | + | + |
| + | + | + |
| + | + | + |
| + | + | + |
| + | + | + |

## 3 CARE IN-BETWEEN SALON SERVICES ACIDIC BONDING CONCENTRATE SYSTEM

With Citric Acid, an Alpha Hydroxy Acid, + concentrated **Bonding Care Complex** helps to fortify weakened bonds to improve strength and hairs' resiliency after salon bleach or color services.



# TECHNICAL INFORMATION

## PRE-SERVICE BEST PRACTICES

### 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

- 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:

½ oz. **Shades EQ Gloss/Bonder Inside** and ½ oz. **Shades EQ Processing Solution**  
½ oz. **Shades EQ Cover Plus** and ½ oz. 10 vol. **Pro-oxide Cream Developer**

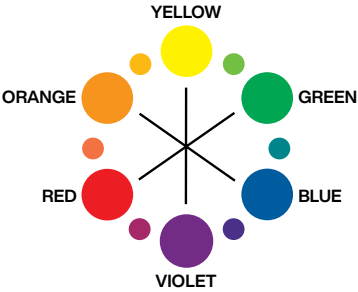
1. Apply mixture to the test area with a cotton swab or ball
2. Let test spot dry. Instruct client not to wash, cover or disturb for 48 hours
3. Instruct client to examine test area periodically over the next 48 hours. If he/she experiences any reactions such as redness, burning, itching, swelling, skin 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 of one another counteract warmth and result in neutralization.



### 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 formula-tion at levels 3, 4 and 5.

| TRADITIONAL LEVEL SYSTEM<br>COLOR GELS & 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          |              |

| AMERICAN LEVEL SYSTEM<br>COLOR FUSION |                   |               |              |
|---------------------------------------|-------------------|---------------|--------------|
| LEVEL                                 | DESCRIPTION       | UNDERTONE     | CORRECTIVE   |
| 10                                    | Lightest Blonde   | Pale Yellow   | Violet       |
| 9                                     | Very Light Blonde | Yellow        | Violet       |
| 8                                     | Light Blonde      | Yellow/Orange | Violet/Blue  |
| 7                                     | Medium Blonde     | Orange/Yellow | Blue/Violet  |
| 6                                     | Dark Blonde       | Orange        | Blue         |
| 5                                     | Lightest Brown    | Red/Orange    | Blue/Green   |
| 4                                     | Light Brown       | Red           | Green        |
| 3                                     | Medium Brown      | Red/Violet    | Yellow/Green |
| 2                                     | Dark Brown        | Violet        |              |
| 1                                     | Black             | Blue          |              |

### 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 **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 COLOR GELS LACQUERS:

**Zone 1 Formula:** 6N (6.0) + 20 vol. **Pro-oxide Cream** Developer

**Zone 2 Formula:** 6N (6.0) + 30 vol. **Pro-oxide 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 COLOR FUSION:

**Zone 1 Formula:** 5N **Color Fusion** + 20 vol. **Pro-oxide Cream** Developer

**Zone 2 Formula:** 6GB **Color Fusion** + 20 vol. **Pro-oxide 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** 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** and strand test for proper deposit.

GLOSS OR CORRECT

- 1. Apply **Shades EQ Gloss** or **Shades EQ Gloss 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.



GET MORE HAIRCOLOR 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!

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240 140 80 60

# PERMANENT COLOR AT A GLANCE

|                 | COLOR FUSION                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                               | COLOR GELS                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                    |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                 | COLOR FUSION                                                                                                                                                                                                                                                | COVER FUSION                                                                                                                                                                                                                                                                                                  | COLOR GELS OILS                                                                                                                                                                                                                                                                                                                                                           | COLOR GELS LACQUERS                                                                                                                                                                                                                      | COLOR GELS 10 MINUTE                                                                                                                                                                                                                                                                                                               |
| CATEGORY FORM   | Permanent Alkaline Cream Color                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                               | Permanent Alkaline<br>No ammonia,<br>no fragrance, no drip<br>Liquid color                                                                                                                                                                                                                                                                                                | Permanent Alkaline<br>Liquid Color                                                                                                                                                                                                       | Permanent Alkaline<br>Liquid Color with<br>a 10 minute processing time                                                                                                                                                                                                                                                             |
| LEVELS OF LIFT  | 3+ levels & deposit<br><b>Color Fusion Extra Lift:</b><br>Up to 5 levels & deposit                                                                                                                                                                          | Up to 2 levels & deposit                                                                                                                                                                                                                                                                                      | Up to 3+ levels & deposit                                                                                                                                                                                                                                                                                                                                                 | Up to 3+ levels & deposit                                                                                                                                                                                                                | Up to 1+ levels & deposit                                                                                                                                                                                                                                                                                                          |
| DYE SYSTEM      | 100% oxidative                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                    |
| MINUTES         | 35–45                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                               | 20–45                                                                                                                                                                                                                                                                                                                                                                     | 20–45                                                                                                                                                                                                                                    | 10–15                                                                                                                                                                                                                                                                                                                              |
| CHARACTERISTICS | <ul style="list-style-type: none"><li>• Multi-dimensional color results</li><li>• Intense conditioning</li><li>• Radiant shine</li><li>• Includes <b>Hi-Fusion</b> and <b>Extra Lift</b> shades</li><li>• Includes proprietary red dye technology</li></ul> | <ul style="list-style-type: none"><li>• Up to 100% dimensional gray coverage with natural, modern reflects</li><li>• Pre-blended shades for hair with 50% or more gray</li><li>• 11 tonal families with coverage and tone in one step</li><li>• Low ammonia formula</li><li>• Superior conditioning</li></ul> | <ul style="list-style-type: none"><li>• Up to 100% gray coverage with monochromatic results, on every single shade</li><li>• No ammonia, no fragrance, no drip</li><li>• Hair rejuvenation for wiry grays:<ul style="list-style-type: none"><li>- 78% increased shine*</li><li>- 30% increased condition**</li><li>- 2% apricot oil for smoother hair</li></ul></li></ul> | <ul style="list-style-type: none"><li>• Up to 100% gray coverage with shiny, saturated results</li><li>• Liquid format is best for blended techniques like smudges and melts</li><li>• Includes proprietary red dye technology</li></ul> | <ul style="list-style-type: none"><li>• Up to 100% coverage in only 10 minutes</li><li>• High kinetic dyes for fast root color saturations</li><li>• Smart Pause Technology helps prevent over-processing (achieve virtually the same results between 10 and 15 minutes)</li><li>• Liquid format for express application</li></ul> |

\*vs uncolored hair  
\*\*vs non-conditioning shampoo





# HAIRCOLOR AT A GLANCE

|                 | SHADES EQ                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                 | SHADES EQ GLOSS                                                                                                                                                                                                                                                                                                                                                                           | SHADES EQ BONDER INSIDE                                                                                                                                                                                                                                                                                                                                                                                                                                  | SHADES EQ COVER PLUS                                                                                                                                                                                                                           |
| CATEGORY FORM   | Demi-Permanent Acidic Liquid Color                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Demi-Permanent Alkaline Cream Color                                                                                                                                                                                                            |
| LEVELS OF LIFT  | Deposit only                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Up to 1–1½ levels                                                                                                                                                                                                                              |
| DYE SYSTEM      | Oxidative & Direct                                                                                                                                                                                                                                                                                                                                                                        | 100 oxidative                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                |
| MINUTES         | 20                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                |
| CHARACTERISTICS | <ul style="list-style-type: none"><li>Acidic demi-permanent liquid gloss</li><li>Ultimate shine and condition</li><li>No lift—no need to worry about banding or harsh regrowth</li><li>Zero ammonia</li><li>Unlimited service &amp; revenue potential in 20 minutes</li><li>100+ perfectly pre-mixed shades</li><li>Gloss, tone, refresh, correct, add dimension and blend gray</li></ul> | <ul style="list-style-type: none"><li>Acidic demi-permanent liquid gloss</li><li>Ultimate shine and condition</li><li>Tones + Repairs* in 1 step</li><li>Built-In Bonding Technology helps strengthen hair fiber*</li><li>No lift—no need to worry about banding or harsh regrowth</li><li>Pair with <b>Flash Lift Bonder Inside</b> for added protection to leave the hair stronger*</li><li>Balances porosity for even distribution of color</li></ul> | <ul style="list-style-type: none"><li>Demi-permanent cream color</li><li>Blend 75% gray, brighten, correct and add dimension</li><li>100% oxidative dyes for maximum longevity</li><li>Zero ammonia</li><li>Up to 1.5 levels of lift</li></ul> |

\*vs. without Shades EQ Bonder Inside



| COLOR CAMO                                                                                                                                                                                                                                            | BLONDE IDOL                                                                                                           |                                                                                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| COLOR CAMO                                                                                                                                                                                                                                            | HIGH LIFT                                                                                                             | BASE BREAKERS                                                                                                                                                                                    |
| Demi-Permanent Alkaline Liquid Color                                                                                                                                                                                                                  | Permanent Alkaline Cream Color                                                                                        | Permanent Alkaline Liquid Color                                                                                                                                                                  |
| Deposit only                                                                                                                                                                                                                                          | Up to 5 levels & deposit                                                                                              | 1 level                                                                                                                                                                                          |
| 100% oxidative                                                                                                                                                                                                                                        |                                                                                                                       |                                                                                                                                                                                                  |
| 5–10                                                                                                                                                                                                                                                  | 45                                                                                                                    | 10                                                                                                                                                                                               |
| <ul style="list-style-type: none"><li><b>5-minute custom gray camouflage for men</b></li><li>Gel-like viscosity adheres to gray hair</li><li>Gray is camouflaged, naturally blended and gradually fades without unnatural gold or red tones</li></ul> | <ul style="list-style-type: none"><li>Conditioning cream haircolor</li><li>Up to 5 levels of lift in 1 step</li></ul> | <ul style="list-style-type: none"><li>Lets you “break the base” and bump up the natural level slightly</li><li>Available in Cool and Clear</li><li>Up to 1 level of lift in 10 minutes</li></ul> |





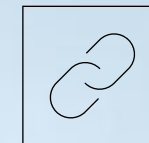
# COLOR FUSION

## ADVANCED PERFORMANCE COLOR CREAM

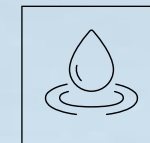
### NATURAL-LOOKING, MULTI-DIMENSIONAL RESULTS WITH CONDITION AND SHINE

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



**REVITALAGE COLOR BOND TECHNOLOGY**  
Exclusive to **Cover Fusion**, reflects 100% coverage with higher saturation of color while providing superior hair conditioning.

### COLOR FUSION

- 100% oxidative dyes
- Healthy-looking, multi-dimensional results
- Lighten, darken, match natural haircolor, cover gray or create high-fashion techniques
  - **Cool Fashion**
  - **Natural Balance**
  - **Natural Fashion**
  - **Fashion**



vegan formula\*

### HI-FUSION

- Tonal amplifier and highlighter
- Used as an amplifier to boost intensity

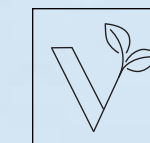


vegan formula\*



### 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
- 11 tonal families with coverage and tone in one step
- Low ammonia formula
- Helps address aging hair concerns such as loss of shine and elasticity



vegan formula\*

### EXTRA LIFT

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



vegan formula\*





MIXING & PROCESSING

|                               | MIXING RATIO<br>COLOR : DEVELOPER | PRO-OXIDE<br>DEVELOPER                                                                         | LEVELS<br>OF LIFT                     | USAGE                                      | MINUTES                                     | SPECIAL INSTRUCTIONS                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------|-----------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------|--------------------------------------------|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| COLOR<br>FUSION               | Mix 1:1                           | 10 volume                                                                                      | Up to 1                               | Minimal lift                               | 35–45<br>minutes                            | <ul style="list-style-type: none"><li>For modern, multi-dimensional gray coverage, formulate with the N or Gb families</li><li>For superior gray coverage on 50% or more gray hair, formulate with <b>Cover Fusion</b></li><li>Do not use heat</li></ul>                                                                                                            |
|                               |                                   | 20 volume                                                                                      | Up to 2                               | Standard lift/gray coverage                |                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|                               |                                   | 30 volume                                                                                      | Up to 3                               | Additional lift                            |                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|                               |                                   | 40 volume                                                                                      | 3+                                    | Maximum lift                               |                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| HI-FUSION<br>AS AN AMPLIFIER  | Mix 1:1                           | 10 volume                                                                                      | Varies<br>according to<br>formulation | Tonal<br>amplifier for on<br>or off-scalp  | 35–45<br>minutes                            | <ul style="list-style-type: none"><li>To help maintain the proper balance of <b>Hi-Fusion</b> and <b>Color Fusion</b> dyes: ¼ oz. <b>Hi-Fusion</b> + 1¼ oz. <b>Color Fusion</b>.</li><li>Color tone and longevity may be compromised otherwise</li><li>Do not use heat</li></ul>                                                                                    |
|                               |                                   | 20 volume                                                                                      |                                       |                                            |                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|                               |                                   | 30 volume                                                                                      |                                       |                                            |                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|                               |                                   | 40 volume                                                                                      |                                       |                                            |                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| HI-FUSION AS<br>A HIGHLIGHTER | Mix 1:1                           | 10 volume                                                                                      | Varies<br>according to<br>formulation | Tonal<br>highlighter for<br>off-scalp only | 35–45<br>minutes                            | <ul style="list-style-type: none"><li><b>Hi-Fusion</b> is not recommended to be used alone for all-over color applications</li><li>For on-scalp applications, refer to <b>Hi-Fusion</b> Amplifier instructions</li><li>Do not use heat</li></ul>                                                                                                                   |
|                               |                                   | 20 volume                                                                                      |                                       |                                            |                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|                               |                                   | 30 volume                                                                                      |                                       |                                            |                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|                               |                                   | 40 volume                                                                                      |                                       |                                            |                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| COLOR FUSION<br>EXTRA LIFT    | Mix 1:2                           | <b>Violet, Light Neutral and Blue:</b><br>40 volume<br><br><b>Titanium:</b><br>30 or 40 volume | Up to 5                               | Extra lift for all levels                  | 35–45<br>minutes                            | <ul style="list-style-type: none"><li><b>Color Fusion Extra Lift</b> shades are only intermixable with each other</li><li><b>Violet</b> is for starting levels 7–10</li><li><b>Light Neutral</b> is for starting levels 6–10</li><li><b>Blue</b> is for starting levels 5–7</li><li><b>Titanium</b> is for starting levels 3–5</li><li>Do not use heat</li></ul>  |
| COVER<br>FUSION               | Mix 1:1                           | 20 volume                                                                                      | Up to 2                               | 50–100% gray coverage                      | 35 minutes<br>(up to 45 for resistant hair) | <ul style="list-style-type: none"><li>Use only with 20 vol. <b>Pro-oxide</b> Cream Developer</li><li>Do not use heat</li></ul>                                                                                                                                                                                                                                    |

FORMULATION EXAMPLES

FOR LIFTING NATURAL PIGMENT:

- Natural Level:** 5 Lightest Brown/0% Gray
- Target Color:** Level 7 Medium Blonde with natural tones
- Undertone at Level 7:** Orange/Yellow
- Formula:** 7N **Color Fusion** + 20 vol. **Pro-oxide** Cream Developer

FOR COVERING GRAY:  
WITH COLOR FUSION

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

WITH COVER FUSION

- Natural Level:** 4 Light Brown/75% Gray
- Target Color:** Level 6 Dark Blonde with natural, cool tones
- Undertone at Level 6:** Orange
- Formula:** 2 oz. 6NA **Cover 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:

|           | COLOR FUSION |                            | COVER FUSION    |
|-----------|--------------|----------------------------|-----------------|
| % OF GRAY | N OR GB      | PROPORTION OF OTHER SHADES | PURE SHADE      |
| UP TO 25% | ½ oz.        | 1½ oz.                     | Not recommended |
| 25–50%    | 1 oz.        | 1 oz.                      |                 |
| 50–75%    | 1½ oz.       | ½ oz.                      | 2 oz.           |
| 75–100%   | 1¾ oz.       | ¼ oz.                      | 2 oz.           |

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.

| AMERICAN LEVEL SYSTEM<br>COLOR FUSION |                   |               |              |
|---------------------------------------|-------------------|---------------|--------------|
| LEVEL                                 | DESCRIPTION       | UNDERTONE     | CORRECTIVE   |
| 10                                    | Lightest Blonde   | Pale Yellow   | Violet       |
| 9                                     | Very Light Blonde | Yellow        | Violet       |
| 8                                     | Light Blonde      | Yellow/Orange | Violet/Blue  |
| 7                                     | Medium Blonde     | Orange/Yellow | Blue/Violet  |
| 6                                     | Dark Blonde       | Orange        | Blue         |
| 5                                     | Lightest Brown    | Red/Orange    | Blue/Green   |
| 4                                     | Light Brown       | Red           | Green        |
| 3                                     | Medium Brown      | Red/Violet    | Yellow/Green |
| 2                                     | Dark Brown        | Violet        |              |
| 1                                     | Black             | Blue          |              |



 Get inspired with more formulas and techniques at your fingertips! Download our **Style Station App**.

# COLOR FUSION

ADVANCED PERFORMANCE COLOR CREAM

PERMANENT COLOR



| LEVEL OF DEPOSIT       | BLACK TO GRAY BACKGROUND COLOR |            |            |                 |          |            | BROWN TO TAN BACKGROUND COLOR |            |           |             |             |          | BROWN TO TAN BACKGROUND COLOR |  |              |           |           |                 | NO BACKGROUND COLOR |            |               |     |         |            |            |          |
|------------------------|--------------------------------|------------|------------|-----------------|----------|------------|-------------------------------|------------|-----------|-------------|-------------|----------|-------------------------------|--|--------------|-----------|-----------|-----------------|---------------------|------------|---------------|-----|---------|------------|------------|----------|
|                        | COOL FASHION                   |            |            | NATURAL BALANCE |          |            | NATURAL FASHION               |            |           |             |             |          | NATURAL FASHION               |  |              |           |           |                 | FASHION             |            |               |     |         |            |            |          |
|                        | ASH ash                        | ASH violet | VIOLET ash | ASH green       | ASH blue | ASH violet | NEUTRAL                       | GOLD beige | GOLD gold | GOLD orange | GOLD copper | GOLD red |                               |  | BROWN copper | BROWN red | MOCHA red | MAHOGANY violet | COPPER              | COPPER red | COPPER copper | RED | RED red | RED violet | VIOLET red | TITANIUM |
| 12**<br>HIGH LIFT      |                                |            |            |                 |          |            |                               |            |           |             |             |          |                               |  |              |           |           |                 |                     |            |               |     |         |            |            |          |
| 10<br>LIGHTEST BLONDE  |                                |            |            |                 |          |            |                               |            |           |             |             |          |                               |  |              |           |           |                 |                     |            |               |     |         |            |            |          |
| 9<br>VERY LIGHT BLONDE |                                |            |            |                 |          |            |                               |            |           |             |             |          |                               |  |              |           |           |                 |                     |            |               |     |         |            |            |          |
| 8<br>LIGHT BLONDE      |                                |            |            |                 |          |            |                               |            |           |             |             |          |                               |  |              |           |           |                 |                     |            |               |     |         |            |            |          |
| 7<br>MEDIUM BLONDE     |                                |            |            |                 |          |            |                               |            |           |             |             |          |                               |  |              |           |           |                 |                     |            |               |     |         |            |            |          |
| 6<br>DARK BLONDE       |                                |            |            |                 |          |            |                               |            |           |             |             |          |                               |  |              |           |           |                 |                     |            |               |     |         |            |            |          |
| 5<br>LIGHTEST BROWN    |                                |            |            |                 |          |            |                               |            |           |             |             |          |                               |  |              |           |           |                 |                     |            |               |     |         |            |            |          |
| 4<br>LIGHT BROWN       |                                |            |            |                 |          |            |                               |            |           |             |             |          |                               |  |              |           |           |                 |                     |            |               |     |         |            |            |          |
| 3<br>MEDIUM BROWN      |                                |            |            |                 |          |            |                               |            |           |             |             |          |                               |  |              |           |           |                 |                     |            |               |     |         |            |            |          |
| 2<br>DARK BROWN        |                                |            |            |                 |          |            |                               |            |           |             |             |          |                               |  |              |           |           |                 |                     |            |               |     |         |            |            |          |
| 1<br>BLACK             |                                |            |            |                 |          |            |                               |            |           |             |             |          |                               |  |              |           |           |                 |                     |            |               |     |         |            |            |          |
| HI-FUSION              |                                |            |            |                 |          |            |                               |            |           |             |             |          |                               |  |              |           |           |                 |                     |            |               |     |         |            |            |          |

TECHNOLOGY KEY

Shade contains C-LOCK Technology

Shade contains R5 red dye

Shade contains Rubilane® copper dye

Shade contains Carmin'R red dye





COLOR FUSION  
EXTRA LIFT

| NO BACKGROUND COLOR                    |                                         |                                       |                                       |
|----------------------------------------|-----------------------------------------|---------------------------------------|---------------------------------------|
| COLOR FUSION EXTRA LIFT                |                                         |                                       |                                       |
| VIOLET                                 | LIGHT NEUTRAL                           | BLUE                                  | TITANIUM                              |
|                                        |                                         |                                       |                                       |
| EL-V<br>Bases 7–10<br>Shown on Level 7 | EL-LN<br>Bases 6–10<br>Shown on Level 6 | EL-B<br>Bases 5–7<br>Shown on Level 6 | EL-T<br>Bases 3–5<br>Shown on Level 5 |

COLOR FUSION  
COVER FUSION

| BROWN TO TAN BACKGROUND COLOR |                      |                |                    |                          |                               |                 |                           |                            |                          |                         |
|-------------------------------|----------------------|----------------|--------------------|--------------------------|-------------------------------|-----------------|---------------------------|----------------------------|--------------------------|-------------------------|
| COVER FUSION                  |                      |                |                    |                          |                               |                 |                           |                            |                          |                         |
| NATURAL<br>ASH<br>BROWN       | NATURAL<br>CHOCOLATE | NATURAL<br>ASH | NATURAL<br>NATURAL | NATURAL<br>GOLD<br>BEIGE | NATURAL<br>GOLD<br>IRIDESCENT | NATURAL<br>GOLD | NATURAL<br>GOLD<br>COPPER | NATURAL<br>BROWN<br>COPPER | NATURAL<br>COPPER<br>RED | NATURAL<br>BROWN<br>RED |
|                               |                      |                |                    |                          |                               |                 |                           |                            |                          |                         |
|                               |                      |                | 9NN                | 9NGb                     | 9NGi                          | 9NG             |                           |                            |                          |                         |
|                               |                      |                |                    |                          |                               |                 |                           |                            |                          |                         |
|                               |                      | 8NA            | 8NN                |                          |                               |                 | 8NGc                      |                            |                          |                         |
|                               |                      |                |                    |                          |                               |                 |                           |                            |                          |                         |
|                               | 7NCh                 |                | 7NN                | 7NGb                     | 7NGi                          | 7NG             |                           |                            | 7NCr                     |                         |
|                               |                      |                |                    |                          |                               |                 |                           |                            |                          |                         |
| 6NABn                         | 6NCh                 | 6NA            | 6NN                |                          |                               |                 | 6NGc                      | 6NBc                       |                          | 6NBr                    |
|                               |                      |                |                    |                          |                               |                 |                           |                            |                          |                         |
|                               |                      |                | 5NN                | 5NGb                     | 5NGi                          |                 |                           |                            | 5NCr                     |                         |
|                               |                      |                |                    |                          |                               |                 |                           |                            |                          |                         |
| 4NABn                         | 4NCh                 | 4NA            | 4NN                |                          |                               |                 |                           |                            |                          | 4NBr                    |
|                               |                      |                |                    |                          |                               |                 |                           |                            |                          |                         |
|                               |                      |                | 3NN                |                          |                               |                 |                           |                            |                          |                         |
|                               |                      |                |                    |                          |                               |                 |                           |                            |                          |                         |
| 2NABn                         |                      | 2NA            |                    |                          |                               |                 |                           |                            |                          |                         |





New look!  
Same great formula

# COLOR GELS OILS

DON'T JUST COVER GRAYS, REJUVENATE THEM

## TECHNOLOGY / KEY INGREDIENTS



HAIR REJUVENATION:  
+78% SHINE\*\*  
+30% CONDITION\*\*\*



2% APRICOT OIL  
FOR SMOOTHER HAIR



UP TO 100%  
GRAY COVERAGE  
ON EVERY SHADE



DEEP, SATURATED  
RESULTS FOR ALL HAIR  
TYPES & TEXTURES



AMMONIA FREE &  
FRAGRANCE FREE



HAIR ADHESION  
FOR NO DRIP



vegan formula\*



LIQUID TEXTURE DESIGNED  
FOR EASY & FAST SATURATION  
Especially on textured hair

## COLOR GELS OILS + SHADES EQ PARTNERS IN HAIR LOVE

Both Color Gels Oils & Shades EQ increase shine and condition of the hair and have tonal match

## LIQUID TEXTURE

Makes it easy to saturate the hair, fast to apply, and gives the flexibility of using it with either a brush or a bottle-applicator

## SHARED DEVELOPER

Color Gels Oils is used with Pro-oxide Cream Developer 10, 20, 30, or 40 volumes, just like all Redken permanent color lines.





MIXING AND PROCESSING

Mix **Color Gels Oils** in a 1:1 ratio with 10, 20, 30 or 40 volume **Pro-oxide** Cream Developer.

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

**Color Gels Oils** Clear is a non-pigmented shade that can be used to lift natural hair. It can be mixed with other **Color Gels Oils** shades to dilute their tonal deposit and customize your results.

FORMULATION GUIDELINES

- Determine your client's natural hair color level using the **Color Gels Oils** Natural (NN) family swatches found in the swatch book. Remember to consider percentage of gray, hair texture, condition, and hair density.
- Determine the target color (final level and tone) desired by your client.
- Determine the undertone found at the target level (see Color Wheel).
- Select the **Color Gels Oils** shade to enhance, balance or counteract undertones and volume of developer needed to achieve the target color.

FORMULATION EXAMPLE FOR LIFTING NATURAL PIGMENT

- Natural Level: 5 Light Brown/0% gray
- Target Color: Level 7 Medium Blonde with cool mahogany tones
- Undertone at Level 7: Orange
- Formula: 7NCh **Color Gels Oils** + 20 Volume **Pro-oxide** Cream Developer

FORMULATION EXAMPLE FOR COVERING GRAY WHILE LIGHTENING NATURAL PIGMENT

- Natural Level: 5 Light Brown/50% gray
- Target Color: Level 7 Medium Blonde with cool natural tones
- Undertone at Level 7: Orange
- Formula: 6NA + 8NA Color Gels Oils + 20 Volume **Pro-oxide** Cream Developer

GUIDELINES FOR COVERING GRAY

To cover gray means to minimize the contrast between natural hair and gray hair. To maintain the most control when covering gray, select a formula no more than two levels lighter than the natural hair. All **Color Gels Oils** shades have a brown to tan background and will cover up to 100% gray, except Clear. It is not necessary to mix shades with NN for coverage. Shades are named (level and tone) for their performance on white hair.

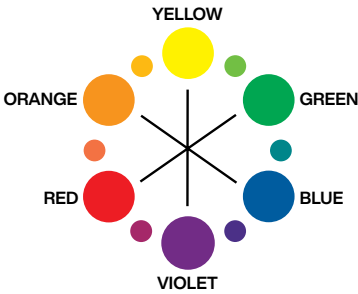
MONOCHROMATIC AND SATURATED

Monochrome colors are all the varieties of a single hue - the tints, shades, and tones. A monochromatic color scheme will range between lighter and darker versions of the base color or hue. Each **Color Gels Oils** family will follow a monochromatic color scheme, meaning there will be lighter or darker versions of the primary and/or secondary tone without tertiary or additional reflects in the background.

**Color Gels Oils** shades provide saturated, opaque gray coverage results. **Color Gels Oils** shades will appear saturated and full-bodied even on various percentages of gray.

TRADITIONAL LEVEL SYSTEM

| LEVEL | STONE             | 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          |              |



RED SHADES FROM COLOR GELS OILS

Featuring exclusive Red Dye Technologies



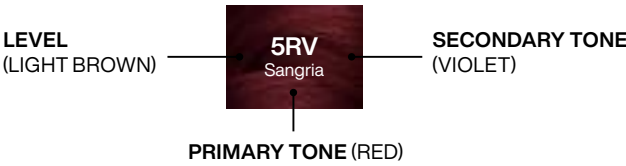
Offers the truest, chromatic coppery-red reflect that remains bright and saturated.



Provides pure red tones with outstanding longevity and highly visible results. Use R5 shades alone or with Clear.

UNDERSTANDING THE LABEL

Example:



COLOR GELS OILS
DON'T JUST COVER GRAYS, REJUVENATE THEM

EJ 01 5790 2782-33

PERMANENT COLOR



| BROWN TO TAN BACKGROUND                                                                                         |                               |                |       |                 |                      |                     |         |                 |              |                 |                    |  |               |        |                   |             |                |
|-----------------------------------------------------------------------------------------------------------------|-------------------------------|----------------|-------|-----------------|----------------------|---------------------|---------|-----------------|--------------|-----------------|--------------------|--|---------------|--------|-------------------|-------------|----------------|
| TONE                                                                                                            |                               | BLUE/<br>PEARL | PEARL | BLUE/<br>VIOLET | BLUE/<br>MAHOGANY    | NEUTRAL/<br>NEUTRAL | NEUTRAL | GOLD            | RED          | RED/<br>ORANGE  | VIOLET/<br>GOLD    |  | GOLD/<br>ASH  | YELLOW | ORANGE/<br>ORANGE | RED/<br>RED | RED/<br>VIOLET |
| FAMILY NAME                                                                                                     |                               | ASH<br>BROWN   | PEARL | NATURAL<br>ASH  | NATURAL<br>CHOCOLATE | NATURAL<br>NATURAL  | NATURAL | NATURAL<br>WARM | BROWN<br>RED | BROWN<br>COPPER | IRIDESCENT<br>GOLD |  | GOLD<br>BEIGE | GOLD   | COPPER<br>COPPER  | RED<br>RED  | RED<br>VIOLET  |
| LEVELS                                                                                                          | 10<br>ULTRA<br>PALE<br>BLONDE |                |       |                 |                      |                     |         |                 |              |                 |                    |  |               |        |                   |             |                |
|                                                                                                                 | 9<br>VERY<br>LIGHT<br>BLONDE  |                |       |                 |                      |                     |         |                 |              |                 |                    |  |               |        |                   |             |                |
|                                                                                                                 | 8<br>LIGHT<br>BLONDE          |                |       |                 |                      |                     |         |                 |              |                 |                    |  |               |        |                   |             |                |
|                                                                                                                 | 7<br>MEDIUM<br>BLONDE         |                |       |                 |                      |                     |         |                 |              |                 |                    |  |               |        |                   |             |                |
|                                                                                                                 | 6<br>DARK<br>BLONDE           |                |       |                 |                      |                     |         |                 |              |                 |                    |  |               |        |                   |             |                |
|                                                                                                                 | 5<br>LIGHT<br>BROWN           |                |       |                 |                      |                     |         |                 |              |                 |                    |  |               |        |                   |             |                |
|                                                                                                                 | 4<br>MEDIUM<br>BROWN          |                |       |                 |                      |                     |         |                 |              |                 |                    |  |               |        |                   |             |                |
|                                                                                                                 | 3<br>DARK<br>BROWN            |                |       |                 |                      |                     |         |                 |              |                 |                    |  |               |        |                   |             |                |
|                                                                                                                 | 2<br>DARKEST<br>BROWN         |                |       |                 |                      |                     |         |                 |              |                 |                    |  |               |        |                   |             |                |
|                                                                                                                 | 1<br>BLACK                    |                |       |                 |                      |                     |         |                 |              |                 |                    |  |               |        |                   |             |                |
| CLEAR                                                                                                           |                               |                |       |                 |                      |                     |         |                 |              |                 |                    |  |               |        |                   |             |                |
| <div>Key Technology</div> <div> Shade contains R5 red dye</div> <div> Shade contains Rubilane® copper dye</div> |                               |                |       |                 |                      |                     |         |                 |              |                 |                    |  |               |        |                   |             |                |

Swatches illustrate Color Gels Oils applied on 100% gray

Key Technology [R5 icon] Shade contains R5 red dye [RUBILANE icon] Shade contains Rubilane® copper dye





# COLOR GELS LACQUERS

THE SHINE OF A GLOSS, THE SATURATION AND COVERAGE OF A LACQUER

## TECHNOLOGY / KEY INGREDIENTS



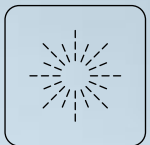
LIQUID BASE  
WITH UP TO 100%  
GRAY COVERAGE



VERSATILE FORMAT  
For blended techniques  
like smudges & melts



vegan formula\*



INTENSE SATURATION  
AND SHINE



THE PERFECT  
LIQUID PAIR WITH  
SHADES EQ GLOSS



ADVANCED RED DYE  
TECHNOLOGY  
For the most vibrant, long-lasting reds



MIXING & PROCESSING

|                        | MIXING RATIO<br>(COLOR : DEVELOPER) | PRO-OXIDE<br>DEVELOPER | LEVELS<br>OF LIFT | USAGE                           | MINUTES    | OFF-SCALP/<br>HEAT OPTION                                                                           |
|------------------------|-------------------------------------|------------------------|-------------------|---------------------------------|------------|-----------------------------------------------------------------------------------------------------|
| COLOR GELS<br>LACQUERS | Mix 1:1                             | 10 volume              | up to 1           | minimal lift                    | 20 minutes | Do not use heat  |
|                        |                                     | 20 volume              | up to 2           | standard lift/<br>gray coverage | 30 minutes |                                                                                                     |
|                        |                                     | 30 volume              | up to 3           | additional lift                 | 40 minutes |                                                                                                     |
|                        |                                     | 40 volume              | 3+                | maximum lift                    | 45 minutes |                                                                                                     |

FORMULATION EXAMPLES

|                                                                                                                                                                          |                                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| <b>FOR COVERING GRAY:</b>                                                                                                                                                | <b>FOR LIFTING NATURAL PIGMENT:</b>                                                                                |
| 1. <b>Natural Level:</b> 4 Medium Brown/50% Gray                                                                                                                         | 1. <b>Natural Level:</b> 5 Light Brown/0% Gray                                                                     |
| 2. <b>Target Color:</b> Level 6 Dark Blonde with natural warm tones                                                                                                      | 2. <b>Target Color:</b> Level 7 Medium Blonde with natural tones                                                   |
| 3. <b>Undertone at Level 6:</b> Red/Orange                                                                                                                               | 3. <b>Undertone at Level 7:</b> Orange                                                                             |
| 4. <b>Formula:</b> 1 oz. 6N Moroccan Sand <b>Color Gels Lacquers</b><br>+ 1 oz. 6NW Brandy <b>Color Gels Lacquers</b> + 2 oz. 20 volume <b>Pro-oxide</b> Cream Developer | 4. <b>Formula:</b> 2 oz. 7NA Pewter <b>Color Gels Lacquers</b><br>+ 2 oz. 20 vol. <b>Pro-oxide</b> Cream Developer |

SUPERIOR GRAY COVERAGE FAMILIES

7 families can be used alone to provide superior gray coverage in a variety of tonal reflects.

| % OF GRAY  | ASH<br>BROWN | NATURAL<br>NATURAL | NATURAL | NATURAL<br>WARM | WARM<br>GOLD | COPPER<br>BROWN | RUBY<br>BROWN |
|------------|--------------|--------------------|---------|-----------------|--------------|-----------------|---------------|
| UP TO 100% | ABn only     | NN only            | N only  | NW only         | WG only      | CB only         | RB only       |

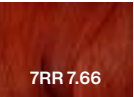
PROVIDING COVERAGE IN A VARIETY OF REFLECTS

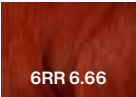
For the most effective gray coverage when using the cooling and correcting or warming and enhancing tonal families, follow the chart below.

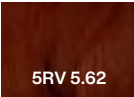
|           | COOLING FAMILIES: GN, AB, NA |                               | WARMING FAMILIES: GB, NG, RO |                               |
|-----------|------------------------------|-------------------------------|------------------------------|-------------------------------|
| % OF GRAY | ABN, N<br>OR NN              | PROPORTION OF<br>OTHER SHADES | NW, WG, CB<br>OR RB          | PROPORTION OF<br>OTHER SHADES |
| UP TO 25% | -                            | 2 oz. (60 ml)                 | ½ oz. (15 ml)                | 1 ½ oz. (45 ml)               |
| 25–50%    | ½ oz. (15 ml)                | 1 ½ oz. (45 ml)               | ¾ oz. (22.5 ml)              | 1 ¼ oz. (37.5 ml)             |
| 50–75%    | 1 oz. (30 ml)                | 1 oz. (30 ml)                 | 1 oz. (30 ml)                | 1 oz. (30 ml)                 |
| 75–100%   | 1 ½ oz. (45 ml)              | ½ oz. (15 ml)                 | 1 ½ oz. (45 ml)              | ½ oz. (15 ml)                 |

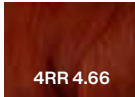
FASHION SHADES: RED DYE TECHNOLOGIES

**R5** creates pure red tones for long-lasting color that's vivid and bright.  
**RR = RED/RED**

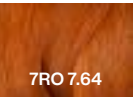
**7RR 7.66**  
Flame

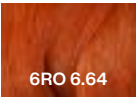
**6RR 6.66**  
Blaze

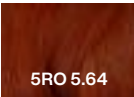
**5RV 5.62**  
Sangria

**4RR 4.66**  
Lava

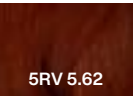
**Rubilane®** offers the truest, chromatic coppery-red reflect that remains bright and saturated.  
**RO = RED/ORANGE**

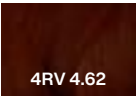
**7RO 7.64**  
Marigold

**6RO 6.64**  
Bonfire

**5RO 5.64**  
Paprika

**Carmin'R™** provides excellent coverage and deep color for unique garnet reds that bring basic shades and highlights together.  
**RV = RED/VIOLET**

**5RV 5.62**  
Sangria

**4RV 4.62**  
Cabernet

EJ 01 5790 8782+33



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Download our **Style Station App**.

HAIRCOLOR: COLOR GELS LACQUERS | 121

120 | HAIRCOLOR: COLOR GELS LACQUERS



# COLOR GELS LACQUERS

THE SHINE OF A GLOSS, THE SATURATION & COVERAGE OF A LACQUER

|                            | BLACK TO GRAY BACKGROUND COLOR                                                      |                                                                                    |                                                                                     |                                                                                     | BROWN TO TAN BACKGROUND COLOR                                                       |                                                                                      |                                                                                      |                                                                                       | BROWN TO TAN BACKGROUND COLOR |                                                                                       |                                                                                       |                                                                                       | NO BACKGROUND COLOR                                                                   |                                                                                      |                                                                                       |                                                                                       |
|----------------------------|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|                            | YELLOW/<br>GREEN                                                                    | BLUE                                                                               | BLUE/<br>PEARL                                                                      | CORRECTIVE<br>TONE                                                                  | BLUE/<br>VIOLET                                                                     | BLUE/<br>VIOLET                                                                      | GOLD/<br>BEIGE                                                                       | NATURAL<br>LEVEL                                                                      |                               | GOLD                                                                                  | YELLOW/<br>ORANGE                                                                     | ORANGE                                                                                | RED/<br>VIOLET                                                                        | RED/<br>ORANGE                                                                       | RED/<br>RED                                                                           | RED/<br>VIOLET                                                                        |
| LEVEL OF<br>DEPOSIT        | NATURAL GREEN                                                                       | ASH BLUE                                                                           | ASH<br>BROWN*                                                                       | NATURAL<br>ASH                                                                      | NATURAL<br>NATURAL*                                                                 | NATURAL*                                                                             | GOLD<br>BEIGE                                                                        | NATURAL<br>WARM*                                                                      |                               | NATURAL<br>GOLD                                                                       | WARM<br>GOLD*                                                                         | COPPER<br>BROWN*                                                                      | RUBY<br>BROWN*                                                                        | RED/<br>ORANGE                                                                       | RED/<br>RED                                                                           | RED/<br>VIOLET                                                                        |
|                            | COOL                                                                                |                                                                                    |                                                                                     |                                                                                     | NATURAL                                                                             |                                                                                      | WARM NATURAL                                                                         |                                                                                       | WARM NATURAL                  |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                      | FASHION                                                                               |                                                                                       |
| 10<br>ULTRA PALE<br>BLONDE |                                                                                     |                                                                                    |                                                                                     |    |                                                                                     |    |                                                                                      |    |                               |    |                                                                                       |                                                                                       |                                                                                       |                                                                                      |                                                                                       |                                                                                       |
| 9<br>VERY LIGHT<br>BLONDE  |                                                                                     |                                                                                    |                                                                                     |    |                                                                                     |    |   |    |                               |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                      |                                                                                       |                                                                                       |
| 8<br>LIGHT<br>BLONDE       |    |                                                                                    |                                                                                     |    |    |    |                                                                                      |    |                               |    |    |                                                                                       |                                                                                       |                                                                                      |                                                                                       |                                                                                       |
| 7<br>MEDIUM<br>BLONDE      |    |                                                                                    |                                                                                     |    |    |    |   |    |                               |    |                                                                                       |                                                                                       |                                                                                       |   |    |                                                                                       |
| 6<br>DARK<br>BLONDE        |    |                                                                                    |    |    |    |    |                                                                                      |    |                               |    |    |    |                                                                                       |   |    |                                                                                       |
| 5<br>LIGHT<br>BROWN        |                                                                                     |  |                                                                                     |   |   |   |  |   |                               |   |                                                                                       |   |   |  |                                                                                       |   |
| 4<br>MEDIUM<br>BROWN       |                                                                                     |                                                                                    |  |  |  |  |                                                                                      |  |                               |  |  |  |                                                                                       |                                                                                      |  |  |
| 3<br>DARK<br>BROWN         |                                                                                     |                                                                                    |                                                                                     |                                                                                     |  |  |                                                                                      |  |                               |                                                                                       |                                                                                       |                                                                                       |  |                                                                                      |                                                                                       |                                                                                       |
| 2<br>DARKEST<br>BROWN      |                                                                                     |                                                                                    |  |                                                                                     |                                                                                     |                                                                                      |                                                                                      |  |                               |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                      |                                                                                       |                                                                                       |
| 1<br>BLACK                 |                                                                                     |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                      |                                                                                      |  |                               |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                      |                                                                                       |                                                                                       |
| 0<br>CLEAR                 |  |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                      |                                                                                      |                                                                                       |                               |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                      |                                                                                       |                                                                                       |

TECHNOLOGY KEY

Shade contains R5 red dye\*\*

Shade contains Rubilane® copper dye

Shade contains Carmin'R red dye\*\*

Indicates Superior Gray Coverage Family

\*SUPERIOR GRAY COVERAGE FAMILY  
\*\*ALL CARMIN'R™ AND R5 SHADES SHOULD BE USED ALONE OR INTERMIXED WITH ANY OTHER R5 OR CARMIN'R SHADE.  
MIXING CARMIN'R OR R5 SHADES OUTSIDE THE RANGE CAN CAUSE UNPREDICTABLE RESULTS.



New look!  
Same great formula

# COLOR GELS 10 MIN

COVER GRAY ON YOUR SCHEDULE

TECHNOLOGY/KEY INGREDIENTS



LIQUID PERMANENT  
COLOR WITH A 10 MINUTE  
PROCESSING TIME



PERFECT FOR  
DIMENSION CLIENTS



vegan formula\*



UP TO 100%  
GRAY COVERAGE  
ON EVERY SHADE



SMART PAUSE  
TECHNOLOGY\*\*

MIXING & PROCESSING

|                      | MIXING RATIO<br>(COLOR : DEVELOPER) | PRO-OXIDE<br>DEVELOPER | LEVELS<br>OF LIFT | USAGE                          | MINUTES       | OFF-SCALP/<br>HEAT OPTION |
|----------------------|-------------------------------------|------------------------|-------------------|--------------------------------|---------------|---------------------------|
| COLOR GELS<br>10 MIN | Mix 1:1                             | 20 volume              | up to 1           | minimal lift/<br>gray coverage | 10–15 minutes | Do not use heat           |
|                      |                                     | 30 volume              | 1+                | minimal lift/<br>gray blending | 10–15 minutes |                           |

Use with **Pro-oxide** Cream Developer

FORMULATION EXAMPLES

- FOR COVERING GRAY:**
- Natural Level:** 4 Medium Brown/50% Gray
  - Target Color:** Level 5 Light Brown with natural warm tones
  - Undertone at Level 5:** Orange
  - 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

Get inspired with more formulas and techniques at your fingertips!  
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**COLOR GELS 10 MIN**  
COVER GRAY ON YOUR SCHEDULE

HAIRCOLOR: COLOR GELS 10 MIN | 127



# SHADES EQ

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

## SHADES EQ GLOSS

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

- Acidic demi-permanent liquid color
- Shine & condition
- No lift, No Ammonia - no need to worry about banding or harsh regrowth
- 100+ perfectly premixed shades
- Refreshes all permanent color lines
- Blend of direct and oxidative dyes for custom tones



vegan formula\*

## SHADES EQ PROCESSING SOLUTION

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



vegan formula\*

## SHADES EQ BONDER INSIDE

HELPS TO REPAIR\*\* WEAK BONDS DURING A COLOR SERVICE

- 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\*\*
- Intense shine, ultra-conditioning, long-lasting color results and healthy-looking & feeling hair
- Formulated with Triple Acid Complex: Citric Acid, Taurine, and Erythorbic Acid
- For all hair types & textures - improves curl definition



vegan formula\*

## SHADES EQ GLOSS TO GEL PROCESSING SOLUTION FOR PRECISION APPLICATION

- Transforms any **Shades EQ** liquid gloss formula into a versatile gel for greater control and precise application
- Perfect for lowlights, contouring and defining for customized control



vegan formula\*

## 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





DON'T JUST COLOR, REPAIR\*  
SHADES EQ BONDER INSIDE  
HELPS REPAIR WEAK BONDS DURING A COLOR SERVICE

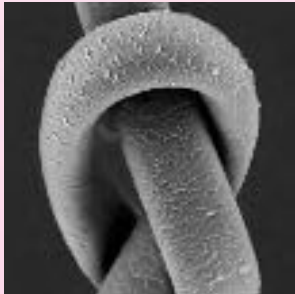
- BENEFITS**
- Acidic demi-permanent with built in bonder
  - Intense shine and ultra-conditioning
  - Tones and repairs\* hair in 1 step
  - No additive needed, no compromise to color results

TECHNOLOGY / KEY INGREDIENTS

TONE + REPAIR\* IN 1 STEP



- Built-in bonding helps strengthen & protect more than the leading bonding additive\*\* for a stronger hair fiber\*
- No additive needed, no compromise



PRE-LIGHTENED HAIR\*\*\*

FORMULATED WITH  
TRIPLE ACID COMPLEX



1. Citric Acid: Bonding active
2. Taurine: Bonding active
3. Erythorbic Acid: Antioxidant

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



PRE-LIGHTENED HAIR + SHADES EQ BONDER INSIDE\*\*\*

HAIR LOVES SHADES EQ



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



SHADES EQ SERVICE OPPORTUNITIES

|            | SHADES EQ GLOSS                                                                                                                                                                                                                                                                                                                   | SHADES EQ BONDER INSIDE                                                                                                                                                                                                                              | SHADES EQ COVER PLUS                                                                                                                                                   |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GLOSS      | <ul style="list-style-type: none"><li>• Adds shine and condition on all hair types</li><li>• <b>CALLING ALL CURLY CLIENTS!</b> Offer your curly clients a Clear Service for added condition and shine</li></ul>                                                                                                                   |                                                                                                                                                                                                                                                      |                                                                                                                                                                        |
| tone       | <ul style="list-style-type: none"><li>• Tone down or intensify natural or color-treated hair</li><li>• Tone pre-lightened or highlighted hair</li></ul>                                                                                                                                                                           |                                                                                                                                                                                                                                                      | Enhance, enrich, change, match, tone down or intensify natural or color-treated hair while harmonizing contrast                                                        |
| REFRESH    | <ul style="list-style-type: none"><li>• Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth (Zone 1)</li><li>• Restore color to highlights</li><li>• Add color immediately following a Redken texture service to restore any color loss that may have occurred</li></ul> | <ul style="list-style-type: none"><li>• Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color on the regrowth (Zone 1)</li><li>• Restore color to highlights</li><li>• Suitable for sensitized hair</li></ul> | Not recommended                                                                                                                                                        |
| CORRECT    | <ul style="list-style-type: none"><li>• Fill over-lightened hair before a tintback service</li><li>• Correct uneven, brassy or overly vibrant tones</li></ul>                                                                                                                                                                     | Correct uneven, brassy or overly vibrant tones on sensitized hair                                                                                                                                                                                    | <ul style="list-style-type: none"><li>• Correct uneven, brassy or overly vibrant tones</li><li>• Harmonize tone from scalp to ends</li><li>• Lessen banding</li></ul>  |
| DIMENSION  | <ul style="list-style-type: none"><li>• Use <b>Gloss to Gel</b> Processing Solution to add dimension with lowlights, root smudge</li><li>• Color block and add contour with precise placement</li></ul>                                                                                                                           |                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"><li>• Add dimension with lowlights</li><li>• Color block &amp; add contour with precision placement</li></ul>                        |
| COVER GRAY | Blend gray without lifting the hair's natural pigment                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                      | Blends up to 75% gray with demi-permanent results*<br><small>*N and G are superior gray coverage families</small>                                                      |
| CLEAR      | <ul style="list-style-type: none"><li>• Deposit shine only. Suitable for sensitized clients.</li><li>• Dilute color intensity</li><li>• Dilute level intensity</li></ul>                                                                                                                                                          |                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"><li>• Soften the natural base</li><li>• Dilute color intensity</li><li>• Dilute level density</li><li>• Brightening effect</li></ul> |
| BRIGHTEN   | N/A                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"><li>• Soften the natural base prior to a highlight service</li><li>• Add reflect &amp; shine to dull or faded color</li></ul>        |

\*vs. without Shades EQ Bonder Inside. \*\*Flash Lift + competitor additive & Shades EQ Gloss + competitor additive vs. Flash Lift Bonder Inside & Shades EQ Bonder Inside. \*\*\*Hair fiber pre-lightened with Flash Lift, 400x magnification

DILUTION SOLUTION

Shades EQ shades can be diluted with a clear shade to lessen intensity or lighten the tone of any Shades EQ or Shades EQ Bonder Inside formula.

- Shades EQ Gloss Crystal Clear mixes with Shades EQ Processing Solution and Shades EQ Gloss to Gel Processing Solution for Precision Application and offers no lift
- Shades EQ Bonder Inside Crystal Clear adds enhanced shine and strength. Shades EQ Bonder Inside Crystal Clear should be mixed with Shades EQ Bonder Inside shades only, as 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:

| FORMULA LEVEL     | 01–03                                                                             | 04–06                                                                             | 07–010                                                                            | SHADE  | CLEAR  | DEVELOPER |
|-------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|--------|--------|-----------|
| MAXIMUM DILUTION  |  |  |  | ½ oz.  | 1½ oz. | 2 oz.     |
| MODERATE DILUTION |  |  |  | 1 oz.  | 1 oz.  | 2 oz.     |
| MINIMAL DILUTION  |  |  |  | 1½ oz. | ½ oz.  | 2 oz.     |
| FULL STRENGTH     |  |  |  | 2 oz.  | -      | 2 oz.     |

**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

|                         | MIXING RATIO<br>(COLOR : DEVELOPER) | DEVELOPER                                                                         | LEVELS OF LIFT | MINUTES                                                                                          |
|-------------------------|-------------------------------------|-----------------------------------------------------------------------------------|----------------|--------------------------------------------------------------------------------------------------|
| SHADES EQ GLOSS         | Mix 1:1                             | Shades EQ Processing Solution<br>or<br>Shades EQ Gloss to Gel Processing Solution | None           | 20 minutes  |
| SHADES EQ BONDER INSIDE | Mix 1:1                             | Shades EQ Processing Solution<br>or<br>Shades EQ Gloss to Gel Processing Solution | None           | 20 minutes  |
| SHADES EQ COVER PLUS    | Mix 1:1                             | 10 or 20 volume<br>Pro-oxide Cream Developer                                      | 1-1½           | 20 minutes  |

FORMULATION EXAMPLES

FOR SHADES EQ GLOSS:

- Natural Level: 5 Light Brown/0% Gray
- Target Color: Light Golden Brunette
- Formula: 2 oz. 05G Caramel Shades EQ Gloss + 2 oz. Shades EQ Processing Solution

FOR SHADES EQ BONDER INSIDE:

- Natural Level: 5 Light Brown/0% Gray/Level 10 Highlights
- Target Color: Platinum Natural Blonde
- 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.

|           | SHADES EQ GLOSS |        |
|-----------|-----------------|--------|
| % OF GRAY | NB              | SHADE  |
| UP TO 25% | ½ oz.           | 1½ oz. |
| 25–50%    | 1 oz.           | 1 oz.  |
| 50–75%    | 1½ oz.          | ½ oz.  |
| 75–100%   | 1¾ oz.          | ¼ oz.  |

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 shades are unpigmented shades 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 **Shades EQ** Gloss to Gel Processing 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.



# SHADES EQ

## THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                     | BLACK TO GRAY BACKGROUND COLOR                                                                                                                                                                                        |                  |      |                |                 |                 |                 | BROWN TO TAN BACKGROUND COLOR |                      |                 |               |                            |                 |                 |                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------|----------------|-----------------|-----------------|-----------------|-------------------------------|----------------------|-----------------|---------------|----------------------------|-----------------|-----------------|--------------------|
| TONE                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                     | SILVER/<br>BLUE                                                                                                                                                                                                       | GREEN/<br>YELLOW | BLUE | BLUE/<br>PEARL | BLUE/<br>VIOLET | BLUE/<br>VIOLET | BLUE/<br>VIOLET | BLUE/<br>GREEN                | BLUE/<br>MAHOGANY    | BLUE/<br>VIOLET | BLUE/<br>GOLD | RED/<br>VIOLET             | VIOLET/<br>GOLD | GOLD            | GOLD/<br>VIOLET    |
| LEVEL OF<br>DEPOSIT                                                                                                                                                                                                                                                                                                                                                                                                                                                       | TONE                                                                                                                                | LIGHT SHADES                                                                                                                                                                                                          |                  |      |                |                 |                 |                 |                               |                      |                 |               |                            |                 |                 |                    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                     | TITANIUM                                                                                                                                                                                                              | GREEN<br>NATURAL | BLUE | ASH<br>BROWN   | VIOLET<br>BLUE  | NATURAL<br>ASH  | PEARL           | MATTE                         | NATURAL<br>CHOCOLATE | NATURAL         | ASH GOLD      | NEUTRAL<br>BROWN<br>BLONDE | VIOLET<br>GOLD  | NATURAL<br>WARM | GOLD<br>IRIDESCENT |
| 10<br>ULTRA PALE<br>BLONDE                                                                                                                                                                                                                                                                                                                                                                                                                                                | 07, 08, 09<br>and 010<br>shades<br>have<br>the least<br>amount of<br>pigment<br>to provide<br>the lightest<br>levels of<br>deposit. |                                                                                                                                                                                                                       |                  |      |                |                 |                 |                 |                               |                      |                 |               |                            |                 |                 |                    |
| 9<br>VERY LIGHT<br>BLONDE                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                     |                                                                                                                                                                                                                       |                  |      |                |                 |                 |                 |                               |                      |                 |               |                            |                 |                 |                    |
| 8<br>LIGHT<br>BLONDE                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                     |                                                                                                                                                                                                                       |                  |      |                |                 |                 |                 |                               |                      |                 |               |                            |                 |                 |                    |
| 7<br>MEDIUM<br>BLONDE                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                     |                                                                                                                                                                                                                       |                  |      |                |                 |                 |                 |                               |                      |                 |               |                            |                 |                 |                    |
| 6<br>DARK<br>BLONDE                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                     | 04, 05<br>and 06<br>shades<br>are<br>described<br>as medium<br>in their<br>level of<br>deposit.                                                                                                                       |                  |      |                |                 |                 |                 |                               |                      |                 |               |                            |                 |                 |                    |
| 5<br>LIGHT<br>BROWN                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                     |                                                                                                                                                                                                                       |                  |      |                |                 |                 |                 |                               |                      |                 |               |                            |                 |                 |                    |
| 4<br>MEDIUM<br>BROWN                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                     |                                                                                                                                                                                                                       |                  |      |                |                 |                 |                 |                               |                      |                 |               |                            |                 |                 |                    |
| 3<br>DARK<br>BROWN                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 01, 02 and<br>03 shades<br>contain the<br>greatest<br>amount of<br>pigment<br>and<br>deepest<br>deposit.                            |                                                                                                                                                                                                                       |                  |      |                |                 |                 |                 |                               |                      |                 |               |                            |                 |                 |                    |
| 2<br>DARKEST<br>BROWN                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                     |                                                                                                                                                                                                                       |                  |      |                |                 |                 |                 |                               |                      |                 |               |                            |                 |                 |                    |
| 1<br>BLACK                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                     |                                                                                                                                                                                                                       |                  |      |                |                 |                 |                 |                               |                      |                 |               |                            |                 |                 |                    |
| Pastels have different end results depending on hair's starting level. For optimal results, use on the following levels or above:<br>Silver Green & Pink: Level 9+<br>Peach: Level 8+<br>Aqua Blue: Level 7+<br><br>Color Kickers are vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other Shades EQ Gloss formulas.<br><br>Clear adds more shine and can be used alone or to dilute the intensity of any shade. |                                                                                                                                     |                                                                                                                                                                                                                       |                  |      |                |                 |                 |                 |                               |                      |                 |               |                            |                 |                 |                    |
| PASTELS/KICKERS/CLEAR                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                     |                                                                                                                                                                                                                       |                  |      |                |                 |                 |                 |                               |                      |                 |               |                            |                 |                 |                    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                     | The level of deposit and intensity in any Shades EQ formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with 000 Crystal Clear, 09, or 010 light level shades |                  |      |                |                 |                 |                 |                               |                      |                 |               |                            |                 |                 |                    |

| BROWN TO TAN BACKGROUND COLOR |        |                |                |        |             |             |     | NO BACKGROUND COLOR |                |             |     |         |             |              |        |               |
|-------------------------------|--------|----------------|----------------|--------|-------------|-------------|-----|---------------------|----------------|-------------|-----|---------|-------------|--------------|--------|---------------|
| GOLD/ MAUVE                   | YELLOW | YELLOW/ YELLOW | YELLOW/ ORANGE | ORANGE | ORANGE/ RED | RED/ ORANGE | RED | GOLD/ ROSE          | ORANGE/ ORANGE | COPPER/ RED | RED | RED/RED | RED/ VIOLET | VIOLET/ ROSE | VIOLET | VIOLET VIOLET |
|                               |        |                |                |        |             |             |     |                     |                |             |     |         |             |              |        |               |
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KEY:

Shades available in both Shades EQ Gloss & Shades EQ Bonder Inside outlined in

Shades available only in Shades EQ

KEY TECHNOLOGY:

Shade contains R5 red dye

Shade contains Rubilane



New look!  
Same great  
formula



# SHADES EQ BONDER INSIDE

PATENT PENDING ACIDIC LIQUID TECHNOLOGY,  
INFUSED WITH BONDER INSIDE FOR ADDED STRENGTH

| LEVEL OF DEPOSIT           | BLACK TO GRAY<br>BACKGROUND COLOR                                                                                                    |                                                                                                                                           |                                                                                                                                      | BROWN TO TAN<br>BACKGROUND COLOR                                                                                                  |                                                                                                                                             |                                                                                                                                          |                                                                                                                                                              |                                                                                                                                         |                                                                                                                                               |                                                                                                                                                      |                                                                                                                                       |                                                                                                                                                  |                                                                                                                                              | NO BACKGROUND<br>COLOR                                                                                                                           |                                                                                                                                 |                                                                                                                             |                                                                                                                                                   |  |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|--|
|                            | SILVER/<br>BLUE                                                                                                                      | BLUE/<br>VIOLET                                                                                                                           | BLUE/<br>VIOLET                                                                                                                      | BLUE/<br>MAHOGANY                                                                                                                 | BLUE/<br>VIOLET                                                                                                                             | BLUE/<br>GOLD                                                                                                                            | RED/<br>VIOLET                                                                                                                                               | VIOLET/<br>GOLD                                                                                                                         | GOLD                                                                                                                                          | GOLD/<br>VIOLET                                                                                                                                      | YELLOW                                                                                                                                | YELLOW/<br>ORANGE                                                                                                                                | ORANGE/<br>RED                                                                                                                               | GOLD/<br>ROSE                                                                                                                                    | COPPER/<br>RED                                                                                                                  | VIOLET                                                                                                                      | VIOLET<br>VIOLET                                                                                                                                  |  |
| 10<br>ULTRA PALE<br>BLONDE | TITANIUM<br><br>010T<br>Platinum<br>Bonder Inside | NATURAL<br>ASH<br><br>010NA<br>Marble<br>Bonder Inside | PEARL<br><br>010P<br>Ivory Pearl<br>Bonder Inside | NATURAL<br>CHOCOLATE<br>                       | NATURAL<br><br>010N<br>Delicate Natural<br>Bonder Inside | ASH GOLD<br><br>010AG<br>Misty Beige<br>Bonder Inside | NEUTRAL<br>BROWN<br>BLONDE<br><br>010NB<br>Caramel Cloud<br>Bonder Inside | VIOLET<br>GOLD<br><br>010VG<br>Baby<br>Bonder Inside | NATURAL<br>WARM<br><br>010NW<br>Iced Pina<br>Bonder Inside | GOLD<br>IRIDESCENT<br><br>010GI<br>Tahitian Sand<br>Bonder Inside | YELLOW<br><br>010G<br>Lemon Icing<br>Bonder Inside | YELLOW/<br>ORANGE<br><br>010WG<br>Honey Gold<br>Bonder Inside | ORANGE/<br>RED<br><br>010AA<br>Butternut<br>Bonder Inside | GOLD/<br>ROSE<br><br>010GR<br>Sparkling Wine<br>Bonder Inside | COPPER/<br>RED<br>                           | VIOLET<br>                               | VIOLET<br>VIOLET<br><br>010VV<br>Lavender Ice<br>Bonder Inside |  |
| 9<br>VERY LIGHT<br>BLONDE  | <br>09T<br>Chrome<br>Bonder Inside                |                                                                                                                                           | <br>09P<br>Opal Glow<br>Bonder Inside             |                                                                                                                                   | <br>09N<br>Café au Lait<br>Bonder Inside                 | <br>09AG<br>Glossy Greige<br>Bonder Inside            |                                                                                                                                                              |                                                                                                                                         |                                                                                                                                               |                                                                                                                                                      |                                                                                                                                       |                                                                                                                                                  |                                                                                                                                              | <br>09GR<br>Blush Spritz<br>Bonder Inside                     | <br>09CR<br>Summer Sunshine<br>Bonder Inside | <br>09V<br>Platinum Ice<br>Bonder Inside | <br>09VV<br>Lilac Ice<br>Bonder Inside                         |  |
| 8<br>LIGHT<br>BLONDE       |                                                                                                                                      |                                                                                                                                           |                                                                                                                                      |                                                                                                                                   |                                                                                                                                             |                                                                                                                                          |                                                                                                                                                              |                                                                                                                                         |                                                                                                                                               |                                                                                                                                                      |                                                                                                                                       |                                                                                                                                                  |                                                                                                                                              |                                                                                                                                                  |                                                                                                                                 |                                                                                                                             |                                                                                                                                                   |  |
| 7<br>MEDIUM<br>BLONDE      |                                                                                                                                      |                                                                                                                                           |                                                                                                                                      | <br>07NCh<br>Fondue<br>Bonder Inside           |                                                                                                                                             | <br>07AG<br>Smocky Beige<br>Bonder Inside             |                                                                                                                                                              |                                                                                                                                         |                                                                                                                                               |                                                                                                                                                      |                                                                                                                                       |                                                                                                                                                  | <br>07AA<br>Turmeric<br>Bonder Inside                     | <br>07GR<br>Golden Fizz<br>Bonder Inside                      |                                                                                                                                 |                                                                                                                             |                                                                                                                                                   |  |
| 6<br>DARK<br>BLONDE        |                                                                                                                                      |                                                                                                                                           |                                                                                                                                      | <br>06NCh<br>Ganache<br>Bonder Inside          |                                                                                                                                             |                                                                                                                                          |                                                                                                                                                              |                                                                                                                                         |                                                                                                                                               |                                                                                                                                                      |                                                                                                                                       |                                                                                                                                                  |                                                                                                                                              |                                                                                                                                                  |                                                                                                                                 |                                                                                                                             |                                                                                                                                                   |  |
| 5<br>LIGHT<br>BROWN        |                                                                                                                                      |                                                                                                                                           |                                                                                                                                      |                                                                                                                                   |                                                                                                                                             |                                                                                                                                          |                                                                                                                                                              |                                                                                                                                         |                                                                                                                                               |                                                                                                                                                      |                                                                                                                                       |                                                                                                                                                  |                                                                                                                                              |                                                                                                                                                  |                                                                                                                                 |                                                                                                                             |                                                                                                                                                   |  |
| 4<br>MEDIUM<br>BROWN       |                                                                                                                                      |                                                                                                                                           |                                                                                                                                      | <br>04NCh<br>Dark Chocolate<br>Bonder Inside |                                                                                                                                             |                                                                                                                                          |                                                                                                                                                              |                                                                                                                                         |                                                                                                                                               |                                                                                                                                                      |                                                                                                                                       |                                                                                                                                                  |                                                                                                                                              |                                                                                                                                                  |                                                                                                                                 |                                                                                                                             |                                                                                                                                                   |  |
| CLEAR                      | <br>000<br>Crystal Clear<br>Bonder Inside       |                                                                                                                                           |                                                                                                                                      |                                                                                                                                   |                                                                                                                                             |                                                                                                                                          |                                                                                                                                                              |                                                                                                                                         |                                                                                                                                               |                                                                                                                                                      |                                                                                                                                       |                                                                                                                                                  |                                                                                                                                              |                                                                                                                                                  |                                                                                                                                 |                                                                                                                             |                                                                                                                                                   |  |

KEY TECHNOLOGY:  
● Shade contains Rubilane

## TYPES OF SHADES EQ BACKGROUNDS

Shades EQ Gloss has three distinct backgrounds for every salon need.



**BLACK TO GRAY**  
Provides the cool foundation  
needed to diminish warmth



**BROWN TO TAN**  
Provides the foundation needed  
for balanced, natural results



**NO BACKGROUND**  
Pure reflect shades that provide  
vibrant, true-to-tone results

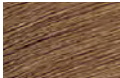
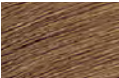
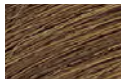
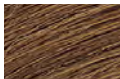
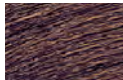
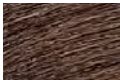
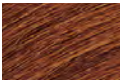
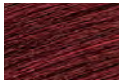
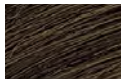
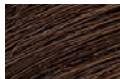
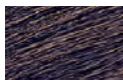
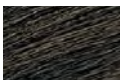
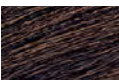
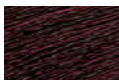
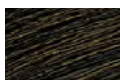
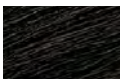
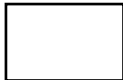


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# SHADES EQ COVER PLUS

BRIGHTENING CONDITIONING COLOR CREAM

|                           | BROWN TO TAN BACKGROUND COLOR                                                                              |                                                                                                                    |                                                                                                             |                                                                                                           |                                                                                                             | NO BACKGROUND COLOR                                                                                     |                                                                                                            |
|---------------------------|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
|                           | VIOLET/<br>GOLD                                                                                            | NATURAL                                                                                                            | GOLD/<br>VIOLET                                                                                             | GOLD/<br>MAUVE                                                                                            | GOLD                                                                                                        | ORANGE                                                                                                  | RED                                                                                                        |
| LEVEL OF<br>DEPOSIT       | MOCHA                                                                                                      | NATURAL                                                                                                            | WARM<br>MOCHA                                                                                               | GOLD<br>BEIGE                                                                                             | GOLD                                                                                                        | COPPER<br>COPPER                                                                                        | RED RED                                                                                                    |
| 9<br>VERY LIGHT<br>BLONDE |                                                                                                            |                                                                                                                    |                                                                                                             |                                                                                                           |                                                                                                             |                                                                                                         |                                                                                                            |
| 8<br>LIGHT<br>BLONDE      | <br>8M<br>Frosted Latte | <br>8N<br>Almond Cream          | <br>8WM<br>Caramel Latte |                                                                                                           |                                                                                                             |                                                                                                         |                                                                                                            |
| 7<br>MEDIUM<br>BLONDE     |                                                                                                            |                                                                                                                    |                                                                                                             | <br>7GB<br>Golden Dune | <br>7G<br>Honeycomb      |                                                                                                         |                                                                                                            |
| 6<br>DARK<br>BLONDE       | <br>6M<br>Iced Coffee   | <br>6N<br>Toasted Almond        | <br>6WM<br>Rich Coffee   |                                                                                                           |                                                                                                             | <br>6CC<br>Firelight | <br>6RR<br>Lipstick Red |
| 5<br>LIGHT<br>BROWN       |                                                                                                            |                                                                                                                    |                                                                                                             | <br>5GB<br>Soft Russet | <br>5G<br>Maple Syrup    |                                                                                                         |                                                                                                            |
| 4<br>MEDIUM<br>BROWN      | <br>4M<br>Cool Mocha  | <br>4N<br>Chocolate<br>Mousse | <br>4WM<br>Dark Mocha  |                                                                                                           |                                                                                                             |                                                                                                         | <br>4RR<br>Crimson    |
| 3<br>DARK<br>BROWN        |                                                                                                            |                                                                                                                    |                                                                                                             |                                                                                                           | <br>3G<br>Golden Mocha |                                                                                                         |                                                                                                            |
| 2<br>DARKEST<br>BROWN     |                                                                                                            | <br>2N<br>Double Espresso     |                                                                                                             |                                                                                                           |                                                                                                             |                                                                                                         |                                                                                                            |
| 1<br>BLACK                |                                                                                                            |                                                                                                                    |                                                                                                             |                                                                                                           |                                                                                                             |                                                                                                         |                                                                                                            |
| 0<br>CLEAR                |                                                                                                            |                                                                                                                    |                                                                                                             |                                                                                                           |                                                                                                             |                                                                                                         |                                                                                                            |
|                           | <br>CLEAR             |                                                                                                                    |                                                                                                             |                                                                                                           |                                                                                                             |                                                                                                         |                                                                                                            |

TECHNOLOGY KEY

Shade contains R5 red dye 

Shade contains Rubilane® copper dye 

# BLONDE IDOL

## 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!

### HIGH LIFT CONDITIONING CREAM

- Cream haircolor
- 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



### MIXING & PROCESSING

|               | MIXING RATIO<br>(COLOR : DEVELOPER) | PRO-OXIDE CREAM<br>DEVELOPER | LEVELS<br>OF LIFT | MINUTES    | SPECIAL<br>INSTRUCTIONS                                                                                                                                                              |
|---------------|-------------------------------------|------------------------------|-------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HIGH LIFT     | mix 1:2                             | 20–40 volume<br>(maximum)    | up to 5           | 45 minutes | For on/off-scalp applications, process at room temperature for up to 45 minutes. Do not use heat  |
| BASE BREAKERS | mix 1:1                             | 10 volume                    | up to 1 level     | 10 minutes | Use 20 vol. <b>Pro-oxide</b> for coarse or resistant hair. Do not use heat                        |

### FORMULATION EXAMPLES

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



# BLONDE IDOL HIGH LIFT

CREAM HAIRCOLOR

 PERMANENT COLOR

| SHADE                                                                                                            | DESCRIPTION                                                                     | IDEAL FOR NATURAL LEVELS | DESIRED REFLECT<br>(WARM OR COOL) | SHADES EQ GLOSS REFRESH FORMULAS                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|--------------------------|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>TITANIUM</b><br>.12T         | Provides more cooling than neutralization. Best for deep orange/gold undertones | 3–5                      | COOL                              | <ul style="list-style-type: none"><li>• ½ oz. 09T Chrome <b>Shades EQ Gloss</b></li><li>• 1½ oz. Crystal Clear <b>Shades EQ Gloss</b></li><li>• 2 oz. <b>Shades EQ</b> Processing Solution</li></ul>                                                     |
|  <b>NATURAL</b><br>.0N           | Produces natural results with little refinement                                 | 5–7                      | NEUTRAL                           | <ul style="list-style-type: none"><li>• ½ oz. 09N Café Au Lait <b>Shades EQ Gloss</b></li><li>• 1½ oz. Crystal Clear <b>Shades EQ Gloss</b></li><li>• 2 oz. <b>Shades EQ</b> Processing Solution</li></ul>                                               |
|  <b>BEIGE</b><br>.13B            | Creates soft, beige results. Best used on pale yellow undertones                | 5–7                      | WARM                              | <ul style="list-style-type: none"><li>• ½ oz. 09GB Butter Cream <b>Shades EQ Gloss</b></li><li>• 1½ oz. Crystal Clear <b>Shades EQ Gloss</b></li><li>• 2 oz. <b>Shades EQ</b> Processing Solution</li></ul>                                              |
|  <b>NATURAL ASH</b><br>.01NA     | Soft blue tones to refine orange/gold undertones                                | 5–7                      | COOL                              | <ul style="list-style-type: none"><li>• ¼ oz. 09B Sterling <b>Shades EQ Gloss</b></li><li>• 1¾ oz. Crystal Clear <b>Shades EQ Gloss</b></li><li>• 2 oz. <b>Shades EQ</b> Processing Solution</li></ul>                                                   |
|  <b>BLUE</b><br>.1BL             | Blue tones provide maximum refinement of orange undertones                      | 5–7                      | COOL                              | <ul style="list-style-type: none"><li>• ½ oz. 09B Sterling <b>Shades EQ Gloss</b></li><li>• 1½ oz. Crystal Clear <b>Shades EQ Gloss</b></li><li>• 2 oz. <b>Shades EQ</b> Processing Solution</li></ul>                                                   |
|  <b>ASH PEARL</b><br>.19AP      | Additional blue tones to create a cooler pearl look on medium bases             | 5–7                      | COOL                              | <ul style="list-style-type: none"><li>• ¾ oz. 09T Chrome <b>Shades EQ Gloss</b></li><li>• ½ oz. 09P Opal Glow <b>Shades EQ Gloss</b></li><li>• 1 oz. Crystal Clear <b>Shades EQ Gloss</b></li><li>• 2 oz. <b>Shades EQ</b> Processing Solution</li></ul> |
|  <b>PEARL</b><br>.9P           | Violet-blue tones neutralize strong gold undertones                             | 7–10                     | COOL                              | <ul style="list-style-type: none"><li>• ½ oz. 09P Opal Glow <b>Shades EQ Gloss</b></li><li>• 1½ oz. Crystal Clear <b>Shades EQ Gloss</b></li><li>• 2 oz. <b>Shades EQ</b> Processing Solution</li></ul>                                                  |
|  <b>VIOLET</b><br>.2V          | Violet tones control yellow and pale yellow undertones                          | 7–10                     | COOL                              | <ul style="list-style-type: none"><li>• ½ oz. 09V Platinum Ice <b>Shades EQ Gloss</b></li><li>• 1½ oz. Crystal Clear <b>Shades EQ Gloss</b></li><li>• 2 oz. <b>Shades EQ</b> Processing Solution</li></ul>                                               |
|  <b>VIOLET VIOLET</b><br>.22VV | A double dose of violet for maximum refinement of gold undertones               | 7–10                     | COOL                              | <ul style="list-style-type: none"><li>• 1 oz. 09V Platinum Ice <b>Shades EQ Gloss</b></li><li>• 1 oz. Crystal Clear <b>Shades EQ Gloss</b></li><li>• 2 oz. <b>Shades EQ</b> Processing Solution</li></ul>                                                |

# LIGHTENERS AT A GLANCE

## ☐ POWDER LIGHTENERS



**FLASH LIFT POWER 9  
BONDER INSIDE  
2-IN-1 LIGHTENER + BONDER POWDER**

- On and off-scalp
- Up to 9 levels of lift
- Protects strong bond
- Process up to 50 minutes



**FLASH LIFT BONDER INSIDE  
2-IN-1 LIGHTENER + BONDER POWDER**

- On and off-scalp
- Up to 8 levels of lift
- Protects strong bonds
- Process up to 50 minutes



**FLASH LIFT  
MAXIMUM POWER 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 LIGHTENER



**BLONDE ICING  
CONDITIONING CREAM LIGHTENER**

- On and off-scalp
- Up to 7 levels of lift
- Process up to 50 minutes



# FLASH LIFT POWER 9 BONDER INSIDE

UP TO 9 LEVELS OF LIFT WITH BONDER INSIDE

BENEFITS

- Up to 9 levels of lift
- Protects strong bonds
- Breaks through red, orange, and yellow undertones
- 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.
- Mix **Power 9 Bonder Inside** and Redken **Pro-oxide** Cream Developer in a non-metallic bowl.

MIXING RATIOS

| APPLICATION                      | BALAYAGE OR FREE HAND                                             | HIGHLIGHTS IN FOILS                            | ON-SCALP                                                                                                  |
|----------------------------------|-------------------------------------------------------------------|------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| RATIO                            | 1:1                                                               | 1:1.5                                          | 1:2                                                                                                       |
| FLASH LIFT POWER 9 BONDER INSIDE | 1 scoop (15 g)                                                    | 1 scoop (15 g)                                 | 1 scoop (15 g)                                                                                            |
| PRO-OXIDE CREAM DEVELOPER        | 15 ml. (0.5 oz.)<br>10, 20, 30 or 40 volume                       | 22.5 ml. (0.76 oz.)<br>10, 20, 30 or 40 volume | 30 ml. (1.0 oz)<br>10, 20 or 30 volume                                                                    |
| ALUMINUM FOIL                    | Up to 50 minutes depending on desired result.<br>Do not use heat. |                                                | Up to 50 minutes depending on desired result.<br>Do not use heat. Do not cover the hair. Leave hair free. |

FOILS

To be used exclusively with aluminum foil ref soft alloy 1235, 18µm (i.e Product Club shf500-sl)(Norms EN573-3)



# FLASH LIFT BONDER INSIDE

2-IN-1 LIGHTENER + BONDER POWDER

BENEFITS

- Up to 8 levels of lift
- Protects strong bonds
- All-in-one, no additive needed

MIXING & PROCESSING

- Wear suitable disposable gloves
- Put the recommended amount of **Flash Lift Bonder Inside** and Redken **Pro-oxide** Cream Developer in a non-metallic bowl. For 15 grams of lightener powder, use 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

**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

MIXING RATIOS

PLEASE NOTE THE MEASURING CAP IS THE MEASURING DEVICE FOR THE LIGHTENER POWDER.

- To measure 15 g you need to fill the cap to 15 g measure line inside cap
- To measure 30 g fill the cap to top measure line inside the cap

| APPLICATION               | OFF-SCALP                                                                                                                                    |                                             |                                      | ON-SCALP                             |                                         |                                      |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|--------------------------------------|--------------------------------------|-----------------------------------------|--------------------------------------|
| RATIO                     | 1:1                                                                                                                                          | 1:1.5                                       | 1:2                                  | 1:1                                  | 1:1.5                                   | 1:2                                  |
| FLASH LIFT BONDER INSIDE  | 1 scoop (15 g)                                                                                                                               |                                             |                                      | 1 scoop (15 g)                       |                                         |                                      |
| PRO-OXIDE CREAM DEVELOPER | ½ oz. (15 ml)<br>10, 20, 30 or 40 volume                                                                                                     | .8 oz. (22.5 ml)<br>10, 20, 30 or 40 volume | 1 oz. (30 ml)<br>10, 20 or 30 volume | ½ oz. (15 ml)<br>10, 20 or 30 volume | .8 oz. (22.5 ml)<br>10, 20 or 30 volume | 1 oz. (30 ml)<br>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 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 & 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.



# FLASH LIFT

## MAXIMUM POWER 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
- 2-component system mixes with all volumes of **Pro-oxide** Cream Developer (10, 20, 30 or 40 volume)

### 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 lightener with either:

|                                                                |                                                                         |                                                                  |
|----------------------------------------------------------------|-------------------------------------------------------------------------|------------------------------------------------------------------|
| <b>½ OZ. OF DEVELOPER FOR A PERFECT 1:1 RATIO, ALLOWS FOR:</b> | <b>0.8 OZ. OF DEVELOPER FOR A 1:1.5 RATIO, ALLOWS FOR:</b>              | <b>1 OZ. OF DEVELOPER FOR A 1:2 RATIO, ALLOWS FOR:</b>           |
| – Ideal consistency for open air and freehand techniques       | – Creamier consistency for open air techniques and a full head of foils | – Ideal consistency for on-scalp techniques                      |
| – Strong adherence and maximum lightening power                |                                                                         | – Ease of spreadability for full head foils and ombré techniques |

### MIXING RATIOS

| 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)<br>10, 20, 30 or 40 volume                                                                                                     | .8 oz. (22.5 ml)<br>10, 20, 30 or 40 volume | 1 oz. (30 ml)<br>10, 20 or 30 volume | ½ oz. (15 ml)<br>10, 20 or 30 volume | .8 oz. (22.5 ml)<br>10, 20 or 30 volume | 1 oz. (30 ml)<br>10, 20 or 30 volume |
| ALUMINUM FOIL             | 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.



# UP TO 7

## DE-DUSTED LIGHTENER

### BENEFITS

- Protects as it lightens with an exclusive conditioning agent and no added fragrance
- Offers predictable, extra light results and can lift hair up to 7 levels; 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

| APPLICATION               | OFF-SCALP                     | ON-SCALP              |
|---------------------------|-------------------------------|-----------------------|
| UP TO 7                   | 1 scoop (11 g)                | 1 scoop (11 g)        |
| PRO-OXIDE CREAM DEVELOPER | 1 oz. 10, 20, 30 or 40 volume | 1 oz. 10 or 20 volume |

### TIMING

#### ON/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.







# 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 can lift hair up to 7 levels
- 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

**NOTE:** If the mixture thickens slightly in the bowl, simply re-stir it. There is no need to add more developer.

### MIXING RATIOS

| APPLICATION                               | OFF-SCALP               | ON-SCALP                | FREEHAND                    |
|-------------------------------------------|-------------------------|-------------------------|-----------------------------|
| BLONDE ICING                              | 30 g                    | 30 g                    | 30 g                        |
| BLONDE ICING CONDITIONING CREAM DEVELOPER | 1–3 oz. 20 or 30 volume | 1–3 oz. 20 or 30 volume | 1–3 oz. 20, 30 or 40 volume |

### 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. DO NOT COVER HAIR.** When processing is complete, rinse, shampoo and condition with **Extreme**.

#### ON-SCALP APPLICATION:

Process at room temperature until desired lightness is achieved for up to a maximum of 50 minutes (30 volume maximum). **DO NOT USE HEAT. DO NOT COVER HAIR.** When processing is complete, rinse, shampoo and condition with **Extreme**.

### DEVELOPER

**Blonde Icing** Conditioning Cream Developer (available in 20, 30 and 40 volume) contains conditioning palm oil derivative, which combines with the white beeswax in the lightener to form Cire-Gloss for luminous shine on lightened hair.



# REDKEN SALON GEAR

FORM, FUNCTION & FASHION

|                            |                                                                                     |                                                                                                                                            |
|----------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| WIDE LONG BRISTLE BRUSH    |    | Use for quick global applications. Great for refreshing ends after a retouch.                                                              |
| WIDE SHORT BRISTLE BRUSH   |    | Great for retouch applications. Allows for precise color placement to avoid overlapping and banding.                                       |
| NARROW LONG BRISTLE BRUSH  |    | Provides more control in your application. Great when doing smaller detail areas in color blocking techniques.                             |
| NARROW SHORT BRISTLE BRUSH |    | Amazing for lightener retouch applications. The narrow width provides control and the short bristles allow for precise color placement.    |
| ANGLED FREEHAND BRUSH      |  | Perfect for hand-painted effects. The angle helps produce a soft diffused result, feathering towards the scalp without leaving hard lines. |
| BLUR BRUSH                 |  | Great for diffusing lines and creating soft transitions, especially when using creative coloring techniques.                               |

|                   |                                                                                       |                                                                                                                                                                                        |
|-------------------|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BALAYAGE BRUSH    |    | 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. |
| EDGE BRUSH        |    | Beveled edges allow you to easily create and soften edgy vertical lines, adding depth, dimension and drama to your looks.                                                              |
| SILVER TINT BOWL  |    | Ideal for mixing cream haircolor formulas. The perfect companion to our brushes.                                                                                                       |
| APPLICATOR BOTTLE |    | Ideal for mixing and applying liquid haircolor.                                                                                                                                        |
| REDKEN TUBE KEY   |   | Helps you easily dispense every drop from your color tubes.                                                                                                                            |
| MEASURING CUP     |  | Ensures precise measuring for formula predictability.                                                                                                                                  |
| MINI WHISK        |  | Use for easy, uniform mixing of any color formulation.                                                                                                                                 |



|                       |                                                                                     |                                                                                                                                                                                                 |
|-----------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ETCHING WAND          |    | Great when hand-painting shorter hair or lightening hairlines free hand with ultra-fine babylights.                                                                                             |
| MINI SPATULA          |    | Helps maintain the ideal consistency when you need to remix your lightener.                                                                                                                     |
| BLONDE IDOL PADDLE    |    | 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.                     |
| WIDE BALAYAGE PADDLE  |    | 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. |
| CREATIVE COLOR MÉCHES |    | Strips have a lightweight construction that provide a great way to isolate the hair when performing highlights, balayage, and other creative coloring techniques.                               |
| TECHNIQUE BOARD       |    | Great supportive surface when performing creative haircolor techniques.                                                                                                                         |
| REDKEN SPRAY BOTTLE   |  | Sleek design elevates every spritz of water!                                                                                                                                                    |

SALON ESSENTIALS

|                             |                                                                                     |                                                             |
|-----------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------|
| DURASILK APRON              |  | Protect your clothing when you're working behind the chair. |
| DURASILK CAPE AND WRAP      |  | Protect clients' clothing during cut and color services.    |
| HAIR CLIPS PACK             |  | Keep hair sectioned and secure during services.             |
| LIQUID COLOR ORGANIZER TRAY |  | Holds 30 bottles.                                           |
| CREAM COLOR ORGANIZER TRAY  |  | Holds 42 tubes.                                             |

STYLIST ACCESSORIES & APPAREL

|               |                                                                                       |                                                                    |
|---------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| WRISTLET      |  | Keeps clips and pins handy while behind the chair.                 |
| CROSSBODY BAG |  | Have easy access to your tools while behind the chair—or anywhere! |
| TOOLBELT      |  | Holds your combs, shears and other essentials.                     |

# STYLING

## THE REDKEN STYLING COLLECTION

### CATEGORIES:

- Salon Favorites
- Heat Styling
- Hairsprays
- Volume
- Textures
- Curls

### 3 LEVELS OF CONTROL

Some products have a level of hold indicated on the back label or as a number on the front. The higher the number, the greater the control.

**Mild Control:** 01–05

**Medium Control:** 06–15

**Maximum Control:** 16–32





# HAIR MANAGEABILITY

## STYLING PRODUCTS THAT BOTH ENHANCE & CONTROL

**ESSENTIALS TO PREP, FINISH, AND MAINTAIN**  
STRONG ENOUGH FOR A PRO, ON-TREND FOR YOUR CLIENTS

- Salon Favorites
- Heat Styling
- Hairsprays
- Volume
- Texture
- Curls

# STYLING AT A GLANCE



SALON FAVORITES

- Deep Clean Dry Shampoo
- Invisible Dry Shampoo
- Shine Flash
- Spray Smooth
- One United



HAIRSPRAYS

- Brushable Hairspray
- Control Hairspray
- Max Hold Hairspray
- Max Hold Hairspray Neutral Fragrance



TEXTURE

- Beach Spray
- Spray Wax
- Dry Texture
- Pliable Paste
- Texture Paste
- Max Sculpting Gel



HEAT PROTECTION

- Quick Blowout
- Big Blowout
- Thermal Spray Low Hold
- Thermal Spray High Hold



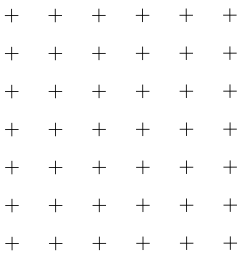
VOLUME

- Volume Maximizer
- Root Tease
- Full Volume Mousse
- Root Lifter
- Stay High Mousse



CURLS & COILS

- Hydrating Curl Cream
- Sculpting Curl Gel
- Refreshing Curl Mist





# AWARD-WINNING DRY SHAMPOOS

## DEEP CLEAN DRY SHAMPOO MAXIMUM OIL ABSORPTION

HAIR TYPE: All hair types

**BENEFITS:**

- Maximum oil absorption
- Refreshes up to 4th day hair
- Formulated with Vitamin B5 & Vitamin C
- Vegan\*

**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 & brush hair thoroughly until powder is fully removed

## INVISIBLE DRY SHAMPOO FRAGRANCE & RESIDUE-FREE

HAIR TYPE: All hair types

**BENEFITS:**

- Fragrance and visible residue free
- Great for dark hair
- Perfect for 1–2 day hair
- Formulated with Vitamin B5 & Vitamin E
- Vegan\*

**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



vegan formula\*



at least 90% biodegradable\*\*



# MULTI-BENEFIT STYLERS



## 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 preps, protects and perfects

**25 CARING BENEFITS:**

| MANAGEABILITY             | PROTECTION                              | BEAUTY                       |
|---------------------------|-----------------------------------------|------------------------------|
| 1. Conditions             | 9. Primes Hair For Styling              | 17. Gives A Silky Touch      |
| 2. Nourishes              | 10. Prevent Breakage                    | 18. Provides Smoothness      |
| 3. Improves Manageability | 11. Helps Preserves Color Vibrancy      | 19. Enhances Shine           |
| 4. Reduces Porosity       | 12. Heat protection up to 450°F (230°C) | 20. Controls Frizz           |
| 5. Instantly Hydrates     | 13. Helps Prevents Split Ends           | 21. Anti-Static              |
| 6. Detangles              | 14. Helps Seal In Hair Cuticle          | 22. Controls Fly-Aways       |
| 7. Improves Definition    | 15. Strength Repair                     | 23. Makes Blow Drying Easier |
| 8. Ideal Cutting Lotion   | 16. Enhances Natural Movement           | 24. Style Refresher          |
|                           |                                         | 25. Lightweight Results      |

**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



vegan formula\*



at least 94% recycled plastic\*\*





# SMOOTH & SHINE

## SPRAY SMOOTH ANTI-HUMIDITY SMOOTHING SPRAY

**HAIR TYPE:** All hair types

**BENEFITS:**

- Smooths hair for 48-hours
- All day frizz protection
- Protects hair up to 450°F (230°C)
- Lightweight aerosol application
- Hair looks & feels healthy

**USAGE:**

- Lightly mist on wet hair and blowout
- Use a flat iron or curling iron, if desired

## 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
- Smooths 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

**PRO TIP:**

Use after dry shampoo or texture sprays to add shine to dull hair



vegan formula\*



EJ 01 5790 8782+33



# BLOWOUT PRIMERS

## QUICK BLOWOUT FLASH DRYING HEAT PROTECTANT

HAIR TYPE: All hair types

**BENEFITS:**

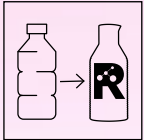
- Flash-drying formula
- Lightweight formula for fresh, weightless hair
- Heat protection up to 450°F (230°C)
- Smooths and adds shine

**USAGE:**

- Mist all over damp hair and blow-dry as usual



vegan formula\*



at least 94% recycled plastic\*\*

## BIG BLOWOUT HEAT PROTECTING BLOWOUT JELLY

HAIR TYPE: All hair types

**BENEFITS:**

- Instant volume
- Silky, soft finish with a natural bounce
- Heat protection up to 450°F (230°C)
- Frizz protection without the crunch

**USAGE:**

- Apply to damp hair
- Blow dry or cocktail with other styling products as desired





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# HEAT PROTECTION SPRAYS

ALL FORMULATED WITH HEAT PROTECTION AND HEAT RESTYLING TECHNOLOGY

## THERMAL SPRAY - LOW HOLD

Flexible Heat Protection

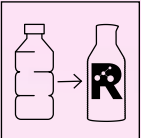
HAIR TYPE: All hair types

### BENEFITS:

- Medium control
- Heat protection up to 450°F (230°C)
- Boosts shine
- Adds touchable hold
- Formulated with Ceramides and Cranberry Oil
- Frizz control

### USAGE:

- Shake well before use for even application results
- Mist on damp or dry hair
- Reapply heat to reactivate formula and restyle



at least 94% recycled plastic\*\*



**PERFECT FOR**  
Touchable shape with flat irons and curling irons

## THERMAL SPRAY - HIGH HOLD

Heat Protection With Hold

HAIR TYPE: All hair types

### BENEFITS:

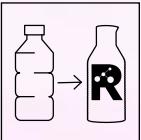
- Maximum control
- Heat protection up to 450°F (230°C)
- Sets styles with lasting hold
- Formulated with Ceramides and Cranberry Oil
- Frizz control

### 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
- Reapply heat to reactivate formula and restyle



vegan formula\*



at least 94% recycled plastic\*\*



**PERFECT FOR**  
Strong definition with flat irons and curling irons



\*no animal derived ingredients \*\*excluding the cap



# HAIRSPRAYS

## BRUSHABLE HAIRSPRAY FLEXIBLE WORKING SPRAY

HAIR TYPE: All hair types

BENEFITS:

- Flexible all day control
- 24-Hour humidity resistance
- Satin-matte sheen
- Fast drying

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



vegan formula\*



Low Hold



## CONTROL HAIRSPRAY EXTRA HIGH-HOLD HAIRSPRAY

HAIR TYPE: All hair types

BENEFITS:

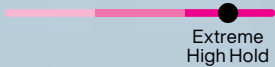
- 24-hour control
- Humidity resistance
- Long-lasting style memory
- No flaking or residue

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



vegan formula\*



Extreme High Hold



## MAX HOLD HAIRSPRAY EXTREME HIGH-HOLD HAIRSPRAY

HAIR TYPE: All hair types

BENEFITS:

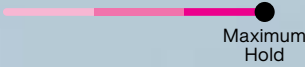
- Long-lasting lift and body
- Super-fine, fast-drying mist
- 24-hour frizz control
- Tri-actuator provides a super-fine, fast drying mist and zero crunch

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



vegan formula\*



Maximum Hold



## MAX HOLD HAIRSPRAY NEUTRAL FRAGRANCE EXTREME HIGH-HOLD HAIRSPRAY

HAIR TYPE: All hair types

BENEFITS:

- Neutral fragrance for stylists & 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

USAGE: Mist 6–12 inches from dry, styled hair

PERFECT FOR: Anyone who wants max hold without the strong hairspray fragrance and wants a light, neutral fragrance



vegan formula\*



at least 90% biodegradable\*\*



Maximum Hold



\*no animal derived ingredients \*\*exposed to 60°C for 30 days or equivalent





# VOLUME

## VOLUME MAXIMIZER VOLUME & THICKENING SPRAY

HAIR TYPE: Fine to medium hair types

**BENEFITS:**

- Lightweight formula with no greasy feel
- Creates volume and body
- Provides root lift
- Lightly scented

**USAGE:**

- Spray on damp hair and style
- Blow dry
- For targeted volume spray in hands and apply to damp hair



vegan formula\*

## ROOT TEASE BACKCOMBING FINISHING SPRAY

HAIR TYPE: All hair types

**BENEFITS:**

- Matte finish
- Horizontal mist targets roots for an easy, teased volume effect
- Creates an instant backcombed effect

**USAGE:**

- Hold 6–12 inches away and spray on dry, styled hair
- Reapply for additional control



vegan formula\*

## ROOT LIFTER VOLUME SPRAY FOAM

HAIR TYPE: All hair types

**BENEFITS:**

- Medium control
- Targeted root lift
- Adds volume and thickness

**USAGE:**

- Shake well
- Spray on damp



vegan formula\*

## FULL VOLUME MOUSSE ALL-OVER VOLUMIZING MOUSSE

HAIR TYPE: Fine hair types

**BENEFITS:**

- Medium control
- Adds volume and movement
- **Clean-Feel Technology** for touchable volume

**USAGE:**

- Shake well
- Spray on damp hair and style



vegan formula\*

## STAY HIGH MOUSSE

HAIR TYPE: Fine hair types

**BENEFITS:**

- Medium control
- Adds volume and movement
- **Clean-Feel Technology** for touchable volume

**USAGE:**

- Shake well
- Spray on damp hair and style



vegan formula\*

\*no animal derived ingredients \*\*excluding the cap

TEXTURE

BEACH SPRAY  
BEACHY TEXTURE SPRAY

HAIR TYPE: All hair types

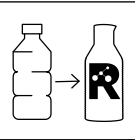
- BENEFITS:**
- Instant texture & volume
  - Sea-salt free
  - Enhances natural hair texture
  - Tousled matte finish

- USAGE:**
- Spray on damp hair
  - Comb through and blow dry





vegan formula\*



at least 94% recycled plastic\*\*

SPRAY WAX  
WAX SPRAY

HAIR TYPE: All hair types

- BENEFITS:**
- Medium control
  - Body and dimension with a satin-matte finish

- USAGE:**
- Shake well
  - Hold 6–12 inches away and spray on dry, styled hair
  - Reapply for additional control





vegan formula\*



at least 90% biodegradable\*\*\*

DRY TEXTURE  
OIL-ABSORBING TEXTURIZING SPRAY

HAIR TYPE: All hair types

- BENEFITS:**
- Medium control finishing spray
  - Instant spray on texture & body
  - Dry finish, no residue

- USAGE:**
- Hold 6-12 inches from hair
  - Spray onto dry styled hair





vegan formula\*

|   |   |   |
|---|---|---|
| + | + | + |
| + | + | + |
| + | + | + |
| + | + | + |
| + | + | + |
| + | + | + |

PLIABLE PASTE  
FLEXIBLE 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”



TEXTURE PASTE  
MOLDABLE TEXTURIZER

- HAIR TYPE:**
- All hair types
  - Ideal for short to medium length styles

- BENEFITS:**
- Medium control
  - Piecey, undone texture
  - Creates a matte finish that stays flexible so you can rework and shape

- USAGE:**
- Rub a small amount in hands and apply on damp or dry hair
  - Reapply for stronger texture effects



MAX SCULPTING GEL  
HIGH SHINE GEL

- HAIR TYPE:**
- All hair types

- BENEFITS:**
- Maximum control
  - Sleek, long-lasting finish
  - Provides flake-free shape memory and added thickness

- USAGE:**
- For a lacquered finish, apply to damp hair and air-dry
  - Blow-dry for controlled volume





vegan formula\*

\*no animal derived ingredients \*\*excluding the cap \*\*\*as per OECD 301 test or equivalent





# CURL STYLERS

FORMULATED WITH SQUALANE + JOJOBA OIL,  
INSPIRED BY YOUR HAIR'S NATURAL MOISTURIZERS

## HYDRATING CURL CREAM 72-HOUR CURL DEFINING CREAM

HAIR TYPE: Curls & Coils

**BENEFITS:**

- Up To 72-hour curl definition
- Hydrates curls for up-to 72-hours
- 81% Frizz reduction

**USAGE:**

- Apply on damp hair and work through ends
- Air dry to diffuse
- Can be reapplied on dry hair to further tame frizz & moisturize



vegan formula\*



at least 94%  
recycled plastic\*\*

## SCULPTING CURL GEL 72-HOUR CURL SCULPTING GEL

HAIR TYPE: Curls & Coils

**BENEFITS:**

- Strong 72-hour hold
- Non-sticky, non-flaking, non crunch
- 76% Frizz reduction

**USAGE:**

- Apply on damp hair and work through ends
- Diffuse or Air Dry



vegan formula\*

## REFRESHING CURL MIST REFRESHES UP TO 7TH DAY CURLS

HAIR TYPE: Curls & Coils

**BENEFITS:**

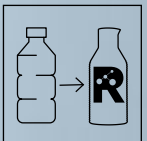
- Refreshes 7th day curls without washing
- Hydrates & defines up to 7th day curls
- 76% Frizz reduction

**USAGE:**

- Spray in dry hair
- Scrunch or recoil curls with fingers



vegan formula\*



at least 94%  
recycled plastic\*\*

ALL CURL STYLERS FORMULATED WITHOUT  
SILICONES, SULFATES, PARABENS & MINERAL OILS.

\*no animal derived ingredients \*\*excluding the cap



+

+

MEN

+

+



# REDKEN BREWS







# REDKEN BREWS

**PRESCRIBED BY SCIENCE. CRAFTED BY BARBERS.**  
Redken Brews blends barber expertise with NYC edge to deliver a complete grooming experience for every man

- Stylers to create and maintain any look
- Haircare formulations that address men's top concerns
- Express gray coverage for men in the salon and at home



## THE REDKEN BREWS COLLECTION INCLUDES:

### CARE

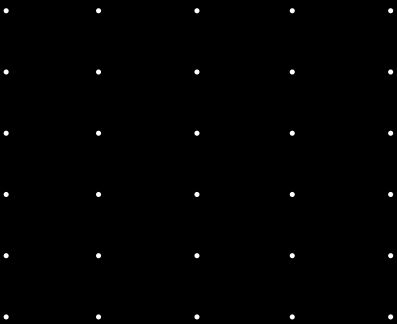
- Daily Shampoo
- Daily Conditioner
- Mint Shampoo
- Thickening Shampoo
- 3-In-1

### STYLE

- Cream Pomade
- Clay Pomade
- Texture Pomade
- Grip Tight Holding Gel
- Molding Paste
- Dishevel Fiber Cream

### COLOR

- Color Camo:
  - 8N Light Natural
  - 7NA Light Ash
  - 5N Med Natural
  - 4NA Med Ash
  - 2N Dark Natural
  - 1NA Dark Ash





# REDKEN BREWS AT A GLANCE

CARE

SKIN

DAILY SHAMPOO

MINT SHAMPOO

THICKENING SHAMPOO

DAILY CONDITIONER

3-IN-1

CLEANSING BAR

CREAM

CREAM POMADE

CLAY POMADE

TEXTURE POMADE

MOLDING PASTE

GRIP TIGHT HOLDING GEL

DISHEVEL FIBER CREAM

COLOR

COLOR CAMO  
6 SHADES

|                             |                              |                            |
|-----------------------------|------------------------------|----------------------------|
| <p>7NA<br/>Light Ash</p>    | <p>5NA<br/>Medium Ash</p>    | <p>1NA<br/>Dark Ash</p>    |
| <p>8N<br/>Light Natural</p> | <p>5N<br/>Medium Natural</p> | <p>2N<br/>Dark Natural</p> |





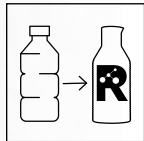
# HAIRCARE COLLECTION

## DAILY SHAMPOO & CONDITIONER

HAIR TYPE: All hair types

**BENEFITS:**

- Gently cleanses without stripping natural oils
- Lightweight formula helps keep hair manageable



at least 94% recycled plastic\*



at least 90% biodegradable\*\*

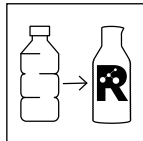


## 3-IN-1 SHAMPOO, CONDITIONER & BODY WASH

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



at least 94% recycled plastic\*



at least 90% biodegradable\*\*

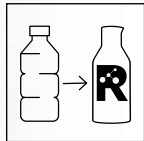


## MINT SHAMPOO

HAIR TYPE: All hair types

**BENEFITS:**

- Cleanses hair & delivers a cooling sensation on the scalp
- Refreshing & energizing mint scent



at least 94% recycled plastic\*



at least 90% biodegradable\*\*

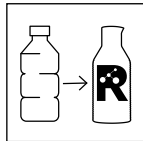


## THICKENING SHAMPOO

HAIR TYPE: Thinning or fine hair

**BENEFITS:**

- Helps improve the appearance of thin or thinning hair
- Gently cleanses & strengthens the hair
- Nourishes and invigorates the scalp
- Invigorating ginger mint fragrance



at least 94% recycled plastic\*



at least 90% biodegradable\*\*



# STYLING COLLECTION

## MEDIUM CONTROL

### DISHEVEL FIBER CREAM

- BENEFITS:**
- 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



|     |   |   |   |
|-----|---|---|---|
| 60  |   |   |   |
| 80  | + | + | + |
| 140 | + | + | + |
| 240 | + | + | + |
|     | + | + | + |

## MAXIMUM CONTROL

### CLAY POMADE

- BENEFITS:**
- 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



|   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| + | + | + | + | + | + | + |
| + | + | + | + | + | + | + |
| + | + | + | + | + | + | + |

### GRIP TIGHT HOLDING GEL

- BENEFITS:**
- 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

- BENEFITS:**
- 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



### MOLDING PASTE

- BENEFITS:**
- 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



### TEXTURE POMADE

- BENEFITS:**
- 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





# COLOR CAMO

## 5-MINUTE CUSTOM GRAY CAMOUFLAGE

- Ammonia-free, permanent dye technology with demi-permanent results
- 6 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

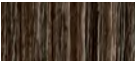
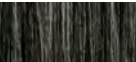
- Select a shade in the same range as his natural (pigmented) color
- Pick the tone you want to see: **Ash** = gray + blue/violet, which provides a smoky result;  
**Natural** = gray + green/gold, which provides a cool gold result

**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.



### SHADE COLLECTION COLLECTION

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

|        | BEFORE COLOR CAMO                                                                                                                   | AFTER COLOR CAMO                                                                                  |                                                                                                       |
|--------|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
|        | STARTING RANGE (LEVEL)***                                                                                                           | ASH TONE (GRAY + BLUE/VIOLET)                                                                     | NATURAL TONE (GRAY + GREEN/GOLD)                                                                      |
|        |                                                                                                                                     | 5 MINUTES                                                                                         |                                                                                                       |
| LIGHT  | <br>light<br>(levels 7 and higher)<br>(50% gray) | <br>light ash  | <br>light natural  |
| MEDIUM | <br>medium<br>(levels 4–6) (50% gray)            | <br>medium ash | <br>medium natural |
|        |                                                                                                                                     | 10 MINUTES                                                                                        |                                                                                                       |
| DEFINE | <br>dark<br>(level 4) (50% gray)                 | <br>dark ash   | <br>dark natural   |

### 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 (dark 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.

\*Process for 10 minutes if you want a deeper, darker result \*\*Due to concentration of dyes \*\*\*Always use Color Camo with 10 volume Pro-oxide Cream Developer. Color Camo is designed to minimize the contrast between pigmented and non-pigmented (gray) hair

REDKEN BREWS: COLOR | 191

# INGREDIENT GLOSSARY

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

| INGREDIENT NAME            | SCIENTIFIC NAME                                                                           | BENEFITS                                                                                                                               |
|----------------------------|-------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| 18-MEA                     | BEHENTRIMONIUM METHOSULFATE                                                               | Helps restore the lipid layer of the cuticle for brilliant, reflective shine                                                           |
| ALLANTOIN                  | ALLANTOIN                                                                                 | Helps soothe scalp                                                                                                                     |
| ALOE VERA                  | ALOE BARBADENSIS LEAF JUICE POWDER                                                        | Helps to nourish the hair fiber                                                                                                        |
| ALPHA & BETA HYDROXY ACIDS | SALICYLIC ACID, CITRIC ACID                                                               | Promotes exfoliation of the scalp                                                                                                      |
| AMINO ACIDS                | TAURINE (DERIVATIVE OF THE AMINO ACID, CYSTEINE) LYSINE DERIVATIVE (LYSINE HYDROCHLORIDE) | These amino acids help reinforce the hair                                                                                              |
| AMINO ACID: SILK, WHEAT    | SILK AMINO ACIDS; WHEAT AMINO ACIDS                                                       | Helps strengthen and repair damaged strands                                                                                            |
| AMINO IONS                 | AMODIMETHICONE                                                                            | Cationic-charged (silicone) ingredients that attract to the hair to help condition, smooth and help maintain the vibrancy of haircolor |
| HELIOGENOL                 | HELIANTHUS ANNUUS (SUNFLOWER) SEED EXTRACT                                                | Helps condition hair and protect it from environmental damage                                                                          |
| APRICOT OIL                | PRUNUS ARMENIACA (APRICOT) KERNEL OIL                                                     | Penetrates and conditions hair for smoothness and shine from the inside out                                                            |
| AQUATORIL                  | PEG/PPG/POLYBUTYLENE GLYCOL-8/5/3 GLYCERIN                                                | Emollient with hydrating properties                                                                                                    |
| ARGAN OIL                  | ARGANIA SPINOSA KERNEL OIL                                                                | Rich in Omega-6, it provides internal replenishment of lipids for smoothness                                                           |
| AVOCADO OIL                | PERSEA GRATISSIMA (AVOCADO) OIL                                                           | Provides replenishment and intense silky softness                                                                                      |
| BABASSU OIL                | ORBIGNYA OLEIFERA SEED OIL                                                                | Moisturizes and enhances smoothness, frizz control, manageability and shine                                                            |
| BIOTIN                     | BIOTIN                                                                                    | A member of the Vitamin B complex that is important to the health of hair                                                              |
| PRACAXI OIL                | BRAZILIAN PRACAXI OIL                                                                     | Conditions hair with smoothing properties, helping to combat frizz                                                                     |

| INGREDIENT NAME         | SCIENTIFIC NAME                                                   | BENEFITS                                                                           |
|-------------------------|-------------------------------------------------------------------|------------------------------------------------------------------------------------|
| CAMELINA OIL            | CAMELINA SATIVA SEED OIL                                          | Delivers smoothing, conditioning, and helps fight frizz                            |
| CAMELINA OIL            | CAMELLIA OLEIFERA SEED OIL/ CAMELLIA JAPONICA SEED OIL            | Provides moisture replenishment and shine while softening the cuticle              |
| CANDELILLA WAX          | EUPHORBIA CERIFERA (CANDELILLA) WAX                               | Helps smooth unruly strands, controls frizz and eliminates fly-aways               |
| CARBOHYDRATE DERIVATIVE | MODIFIED POTATO STARCH                                            | Provides a thickening effect so hair looks and feels denser                        |
| CASTOR OIL              | RICINUS COMMUNIS (CASTOR) SEED OIL                                | Helps to nourish hair which is important for healthy and long hair                 |
| CATIONIC REFINERS       | CATIONIC COMPOUND                                                 | Attracts to and neutralizes anionic charges on hair                                |
| CERAMIDE                | 2-OLEAMIDO-1,3-OCTADECANEDIOL                                     | Strengthens hair fiber to help prevent breakage                                    |
| CHAMOMILE EXTRACT       | CHAMOMILLA RECUTITA (MATRICARIA) FLOWER EXTRACT                   | Naturally lightens and brightens color while adding shine                          |
| CICA                    | CENTELLA ASIATICA EXTRACT                                         | Repairs, hydrates and restores fluidity on compromised hair                        |
| COCONUT OIL             | COCOS NUCIFERA OIL                                                | Replenishes vital moisture and conditions curls                                    |
| CORIANDER OIL           | CORIANDRUM SATIVUM (CORIANDER) SEED OIL                           | Seals and smooths the cuticle to boost shine                                       |
| CRANBERRY OIL           | VACCINIUM MACROCARPON (CRANBERRY) SEED OIL                        | Provides lightweight conditioning to hair and infuses strands with resilient shine |
| MICA                    | SILICATE MINERALS                                                 | Adds shimmering, multi-dimensional shine                                           |
| ELASTAPOL               | OCTYLACRYLAMIDE/ACRYLATES/ BUTYLAMINOETHYL METHACRYLATE COPOLYMER | Activates curl definition and shields hair from frizz                              |



| Ingredient Name                 | Scientific Name                                                   | Benefits                                                                                                                                                                            |
|---------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Filloxane                       | Aminopropyl triethoxysilane                                       | A L’Oreal patented molecule is used in hair care products and routines for thin, dull, damaged, low density hair                                                                    |
| Glycerin                        | Glycerin                                                          | Provides a thin seal to lock in and balance hair’s moisture level                                                                                                                   |
| Grapefruit Extract              | Citrus paradisi (Grapefruit) Fruit Extract                        | Brightens and clarifies to help improve color clarity                                                                                                                               |
| Grapeseed Oil/Grapeseed Extract | Vitis vinifera seed oil/extract                                   | Provides antioxidant protection                                                                                                                                                     |
| Green Tea Extract               | Camellia sinesis extract/<br>Camellia sinesis leaf extract        | Helps defend against environmental damage                                                                                                                                           |
| Intra-Cylane                    | Aminopropyl triethoxysilane                                       | 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 |
| Lamellar Water                  | Lamellar Water                                                    | Acts as a liquid bandaid to fill porosity and add shine                                                                                                                             |
| Lavender Extract                | Lavandula angustifolia (Lavender) flower extract                  | Helps hydrate, relieve and rebalance the scalp while maintaining moisture equilibrium                                                                                               |
| Macadamia Oil                   | Macadamia ternifolia seed oil/<br>Macadamia integrifolia seed oil | Instantly detangles, smooths and nourishes hair while adding sleek, high impact shine                                                                                               |
| Mango Oil                       | Mangifera indica (Mango) seed oil                                 | Helps prevent dryness and offers intense replenishment and softness                                                                                                                 |
| Menthol                         | Menthol                                                           | Provides a tingling and cooling effect when used in scalp care formulations                                                                                                         |
| Minoxidil                       | Minoxidil topical solution, USP                                   | Hair regrowth treatment. Revitalizes hair follicles                                                                                                                                 |
| Moringa Oil                     | Moringa oleifera seed oil                                         | Smooths hair, providing discipline and nourishment                                                                                                                                  |
| Olive Fruit Oil                 | Olea europaea (olive) fruit oil                                   | Conditions for inside-out, incredible suppleness                                                                                                                                    |
| Omega 6 Derivative              | Safflower glucoside                                               | Contains essential fatty acid—helps to condition the hair                                                                                                                           |
| Piroctone Olamine               | Piroctone olamine                                                 | Controls and helps eliminate scalp scaling, flaking, and irritation                                                                                                                 |

| Ingredient Name      | Scientific Name                                                                                | Benefits                                                                                                                                                     |
|----------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sea Algae            | Algae Extract                                                                                  | Helps protect the hair fiber                                                                                                                                 |
| SEPICAP              | Sodium cocoyl amino acids/ potassium dimethicone PEG-7 panthenyl phosphate/ sodium sarcosinate | Helps restore the look of hair ends                                                                                                                          |
| Shea Butter          | Butyrospermum parkii butter                                                                    | Replenishes moisture and provides smoothness and frizz-control                                                                                               |
| Silicone             | Silicone                                                                                       | Helps to provide conditioning and slip                                                                                                                       |
| SOY PROTEIN          | Hydrolyzed soy protein                                                                         | Helps reinforce the hair                                                                                                                                     |
| SUGAR CRYSTALS       | Sorbitol                                                                                       | Moisturizes hair                                                                                                                                             |
| SP-94                | Safflower glucoside                                                                            | Nourishes to promote a healthy scalp environment                                                                                                             |
| Sulfate              | Sodium laureth/<br>lauryl sulfate                                                              | A class of cleansers widely used in cosmetics for decades                                                                                                    |
| Sulfate-free         | N/A                                                                                            | Alternative class of cleansing agents without sulfates                                                                                                       |
| STYLING POLYMERS     | Polymers                                                                                       | Provides structure and control for long-lasting hold and style retention                                                                                     |
| Taurine              | Taurine                                                                                        | Helps to fortify hair                                                                                                                                        |
| TOURMALINE           | Tourmaline                                                                                     | Works to reduce damage and strengthen hair                                                                                                                   |
| VITAMIN E DERIVATIVE | Tocopheryl acetate                                                                             | Antioxidant which helps to maintain healthy scalp and hair                                                                                                   |
| WHEAT PROTEIN        | Hydrolyzed wheat protein                                                                       | Helps reinforce the hair                                                                                                                                     |
| ZINC GLUCONATE       | Zinc gluconate                                                                                 | Attracts to color molecules making them larger in size to help trap them and reduce color leaching                                                           |
| ZINC PCA             | Zinc PCA                                                                                       | 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 |

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