

SHADES EQ  **THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER**

KEY:  Shades available in both **Shades EQ Gloss** & **Shades EQ Bonder Inside** outlined in pink  Shades available only in **Shades EQ Bonder Inside** outlined in silver

KEY TECHNOLOGY:
 Shade contains R5 red dye
 Shade contains Rubilane

REDKEN
 5TH AVENUE NYC

SHADES EQ BONDER INSIDE

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

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

- 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



MIXING AND PROCESSING

USAGE	20 MINUTE PROCESSING
GLOSS, TONE, REFRESH, CORRECT, ADD DIMENSION	Process for the full recommended time at room temperature.
GRAY BLENDING, RESISTANT HAIR, MORE VIBRANT RESULTS	Process for 15 minutes with plastic cap under a preheated warm dryer. Remove cap and cool for 5 minutes at room temperature.
LIGHTER COLOR DEPOSIT, POROUS HAIR	Process for the full recommended time at room temperature. - When less color deposit is desired, use Shades EQ Gloss or Shades EQ Bonder Inside 000 Crystal Clear in your formula - When lighter color deposit is desired, use 09 or 010 level shades
MIXING	
- All shades are mixed in a 1:1 ratio of equal parts color:developer. - Use only with Shades EQ Gloss Processing Solution or Processing Solution for Precision Application. - 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, Level 9, or Level 10 shades.	

TRADITIONAL LEVEL SYSTEM

LEVEL	tone	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	

