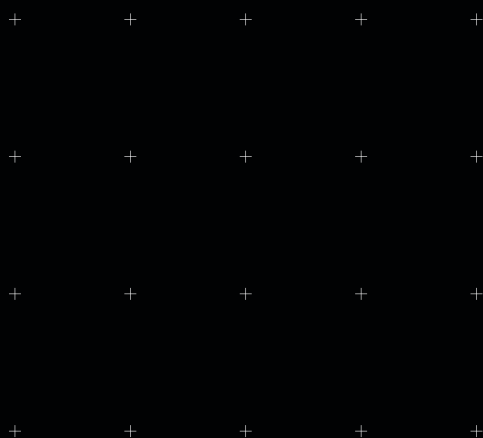


240 140 80 60

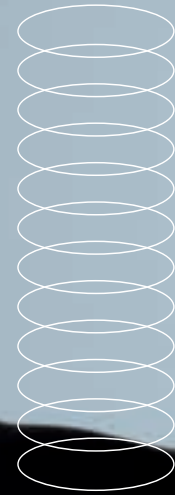


REDKEN

5TH AVENUE NYC



POWERED BY SCIENCE.
PRESCRIBED BY PROS.



POWERED BY SCIENCE

PRESCRIBED BY PROS

POWERED BY SCIENCE

PRESCRIBED BY PROS

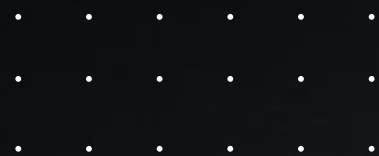
POWERED BY SCIENCE

PRESCRIBED BY PROS

POWERED BY SCIENCE

PRESCRIBED BY PROS

HAIRCARE



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:



+



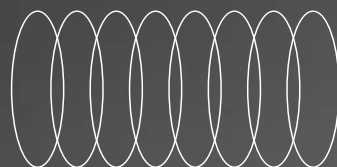
+



PROTEIN

MOISTURE

ACIDIC pH



REDKEN
5TH AVENUE NYC

HAIRCARE AT A GLANCE

☒ BONDING CARE



ACIDIC BONDING
CONCENTRATE



ACIDIC BONDING
CURL



CURL
STYLERS

☒ FRIZZ CONTROL



FRIZZ
DISMISS



VOLUME
INJECTION

☒ STRENGTH REPAIR



EXTREME



EXTREME
LENGTH



ALL
SOFT



ALL SOFT
MEGA CURLS

☒ CLEAN



HAIR CLEANSING
CREAM



SCALP
RELIEF



AMINO
MINT

☒ COLOR CARE



ACIDIC
COLOR GLOSS



BLONDAGE

☒ PROFESSIONAL SERVICES



ACIDIC
CONCENTRATES



ACIDIC BONDING CONCENTRATE

COMBAT 1 YEAR OF VISIBLE DAMAGE IN 1 USE*

BENEFITS

3X	STRONGER HAIR*	78%	UP TO 78% OF SPLIT ENDS APPEAR REDUCED*****		COLOR FADE PROTECTION
14X	SMOOTHER HAIR**	72	72 HOURS OF ULTRA-HYDRATION*****		ADDS HEALTHY-LOOKING SHINE
63%	UP TO 63% BREAKAGE REDUCTION***	230°C	HEAT PROTECTION*****		INTENSE CONDITIONING
48 HOURS	OF VOLUME****	2	2 DAYS NON-OILY HAIR*****		TAMES FRIZZ

TECHNOLOGY/KEY INGREDIENTS

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



*Acidic Bonding Concentrate 5-Min Liquid Mask Standalone Vs. Non-Conditioning Shampoo
**Instrumental Test On Bleached Hair Vs. Classic Shampoo
***Repeated Grooming Test On Bleached Hair, Pre-Treatment + Abo Shampoo And Conditioner Vs. Classic Shampoo
****Based On Consumer Test Results - System Of Acidic Bonding Concentrate Shampoo + Lightweight Liquid Conditioner
*****Visual Grading When Using Acidic Perfecting Concentrate Leave In Treatment
*****Based On Consumer Test Results When Using Acidic Bonding Concentrate Shampoo & 5-Min Liquid Mask
*****When Using Acidic Bonding Concentrate Leave-In Treatment
*****Based On Consumer Test Results At 2 Day System Of Acidic Bonding Concentrate Shampoo & Lightweight Liquid Conditioner

ACIDIC BONDING CONCENTRATE
INTENSIVE TREATMENT

HAIR TYPE:

- Demanding, processed hair

BENEFITS:

- Our most concentrated bonding care complex
- Transformative results in 1 use:
 - Up to 2x stronger*
 - Up to 14x smoother*
 - 5-minute hair repair

USAGE:

- Apply to damp hair and leave on for 5 minutes. Rinse.
- Apply **Acidic Bonding Concentrate Shampoo**, lather, rinse.
- Follow with **Acidic Bonding Concentrate Conditioner** and rinse.



intensive
treatment



ACIDIC BONDING CONCENTRATE
LEAVE-IN TREATMENT

HAIR TYPE:

- Demanding, processed hair

BENEFITS:

- Heat protection up to 230°C degrees****
- Up to 78% visual reduction in split ends*****
- Up to 2x less breakage*
- Up to 10x smoother*

USAGE:

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



leave-in
treatment



ACIDIC BONDING CONCENTRATE
24/7 NIGHT & DAY SERUM

HAIR TYPE:

- Demanding, processed hair

BENEFITS:

- Wake up to 89% less breakage^
- Repair daily damage overnight
- Hair looks and feels hydrated

USAGE:

- Apply to clean damp, or dry hair
- Apply generously to midlengths to ends for overnight repair



24/7 night &
day serum



ACIDIC BONDING CONCENTRATE
SHAMPOO & CONDITIONER

HAIR TYPE:

- Demanding, processed hair

BENEFITS:

- 56% reduction of breakage**
- 90% improved detangling***
- Shampoo has an ultra-rich lather
- Hair looks / feels healthy

USAGE:

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



shampoo



conditioner



ACIDIC BONDING CONCENTRATE
LIGHTWEIGHT LIQUID
CONDITIONER

HAIR TYPE:

- Demanding, processed hair

BENEFITS:

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

USAGE:

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



lightweight liquid
conditioner



ACIDIC BONDING CONCENTRATE
5-MIN LIQUID MASK

HAIR TYPE:

- Demanding, processed hair

BENEFITS:

- 16% conditioning care complex for up to 72hrs of ultra-hydration*****
- Added shine for up to 3 days*****
- Up to 3x Stronger*****
- Up to 14x easier detangling*****

USAGE:

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



5-minute
liquid mask



**Acidic Bonding Concentrate Shampoo, Conditioner, and Leave-In vs. non-conditioning shampoo
***brushing test: when using system of acidic bonding concentrate shampoo, conditioner, and leave-in on bleached hair

*vs. non-conditioning shampoo **with continued use ***based on consumer test results-system of Acidic Bonding Concentrate Shampoo & Lightweight Liquid Conditioner
****when using acidic bonding concentrate leave-in treatment *****VISUAL GRADING WHEN USING ACIDIC PERFECTING CONCENTRATE LEAVE IN TREATMENT
*****system of Acidic Bonding Concentrate Shampoo & Lightweight Liquid Conditioner vs. non-conditioning shampoo *****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
^ continued use of system of ABC shampoo, conditioner and serum vs. untreated hair

NEW! ACIDIC BONDING CURLS + CURL STYLERS

RESTORE PROCESSED, DAMAGED
CURLS AND COILS

TECHNOLOGY / KEY INGREDIENTS
Repair curls and coils with NEW! Acidic Bonding Curls. Curl-Bond Technology is powered by Citric-Acid, penetrating hair follicles, building bonds and repairing inner curl strength from within. Shea Butter, Avocado and Coconut oil, lightly coats the hair to provide lasting hydration & elasticity.

BENEFITS

+85%

LESS FRIZZ FOR
UP TO 96HRS*

12X

SMOOTHER HAIR**

230°

HEAT PROTECTION

CURLS DO NOT
LOOK FRIZZY

SILICONE-FREE FORMULA
HYDRATES + IMPROVES
CURL ELASTICITY

BUILDS BONDS + REPAIRS
INNER CURL STRENGTH

CURL PATTERN
IS ENHANCED

ADDS DIMENSION
WITHOUT WEIGH-DOWN

INSTANTLY REVITALISES
CURLS



NEW!
ACIDIC
BONDING
CURLS



*based on consumer test, Acidic Bonding Curl full system

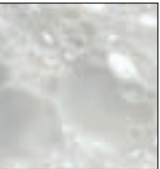
ACIDIC BONDING CURLS SHAMPOO

HAIR TYPE:
Damaged, curly & coily hair

- BENEFITS:**
- Washes away impurities & excess oil while strengthening & smoothing
 - Enhances natural curl pattern
 - Leaves curls feeling lightweight and refreshed with a high-shine finish

USAGE:
Apply to wet hair, massage into a lather and rinse.

Use as a complete regimen with Acidic Bonding Curls Conditioner and Leave-In Treatment.



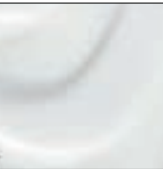
Shampoo

ACIDIC COLOR GLOSS CONDITIONER

HAIR TYPE:
Damaged, Curly & coily hair

- BENEFITS:**
- Minimises risk of breakage
 - Up to 96 hours of hydration*
 - Lengths feel soft and supple with a stronger appearance
 - Natural curl pattern is defined without feeling crunchy or stiff
 - Up to 91% easier to detangle**
 - 90% agree curls are more defined after 1 use*

USAGE:
Apply the conditioner on mid-lengths to ends after shampooing, and rinse. Use as a complete regimen with Acidic Bonding Curls Shampoo and Leave-In Treatment.



Conditioner

ACIDIC BONDING CURLS LEAVE-IN TREATMENT

HAIR TYPE:
Damaged, curly & coily hair

- BENEFITS:**
- Powered by Curl Bond Technology featuring 16% citric acid, glycine and urea
 - Visibly strengthens and repairs each strand
 - Avocado and coconut oil locks in lasting hydration
 - Heat protection up to 230°C
 - Detangles and smooths to enhance natural curl pattern

USAGE:
After conditioning, apply to clean, damp hair. Do not rinse. Use as a complete regimen with Acidic Bonding Curls Shampoo and Conditioner.



Leave-In Treatment

HYDRATING CURL CREAM

HAIR TYPE:
Curly & Coily Hair

- BENEFITS:**
- Up to 72 hours of curl-quenching moisture
 - Visibly defines, nourishes and adds structure to lengths
 - Formula protects against flyaways and stray strands for a smooth, glossy style
 - Squalane and jojoba oil works to hydrate the curls without weighing them down
 - Enhances shape and body

USAGE:
Apply curling cream to palms and rub hands together, then apply in sections evenly through damp hair working through to ends. Style as desired. Can be re-applied on dry hair to re-define curl definition and moisturise.



Hydrating Curl Cream

SCULPTING CURL GEL

HAIR TYPE:
Curly & Coily Hair

- BENEFITS:**
- Up to 72-hour curl hold gel
 - Supreme dimension without weigh-down
 - Squalene and jojoba oil hydrates and locks in lasting moisture
 - Preserves natural curl pattern while taming flyaways
 - Adds structure and shape to promote bounce and movement

USAGE:
Apply to palm, rub hands together, then apply in sections evenly working through damp hair, style as desired. In case of contact with eyes, rinse them immediately..



Sculpting Curl Gel

REFRESHING CURL MIST

HAIR TYPE:
Curly & Coily Hair

- BENEFITS:**
- Instantly revitalises curls, keeping curls looking refreshed for up to 7 days without the need to wash.
 - Formulated with nourishing squalane and jojoba oil for hair that looks and feels more hydrated
 - Preserves curl pattern
 - Use to create your style or refresh curls day after day

USAGE:
To refresh curls and add lightweight moisture, spray evenly in workable sections through dry hair and scrunch or re-coil with fingers. Allow to air-dry. Shake well before use. For full routine, use Hydrating Curl Cream alongside Sculpting Curl Gel on Day 1. To reactivate curls the Refreshing Curl Mist can be used up to 7 days after washing.



Refreshing Curl Mist

* Based on consumer test results, Acidic Bonding Curl System.
** System of Acidic Bonding Curls Shampoo, Conditioner and Leave-In versus non-conditioning shampoo.



NEW!
ACIDIC
COLOR
GLOSS



NEW!

ACIDIC COLOR GLOSS

ACTIVATE RED CARPET GLASS-LIKE SHINE

BENEFITS



GLASS-LIKE
SHINE FOR 3 DAYS*



SHINIER
HAIR**



13X SMOOTHER HAIR***



HEAT PROTECTION***



TECHNOLOGY / KEY INGREDIENTS

Take your clients hair to the next level with New Acidic Color Gloss!

This revolutionary technology combines an advanced pH formula and Acidic Shine Complex, so you can seal in color and provide your clients with a red carpet, glass-like shine for up to 3 days*



*based on consumer test, Acidic Color Gloss Glass Gloss Treatment
**Acidic Color Gloss Shampoo + Glass Gloss Treatment vs. unwashed color treated hair
***acidic color gloss leave-in vs. non-conditioning shampoo

ACIDIC COLOR GLOSS SHAMPOO

HAIR TYPE:
Dull, colored hair

- BENEFITS:**
- +76% glass-like shine*
 - Extends professional-grade color vibrancy & shine
 - Acidic pH formular seals the cuticle so hair both looks & feels healthy
 - Hair feels hydrated for up to 72 hours**

USAGE:
Lather the Acidic Color Gloss Shampoo and rinse out.



Shampoo



ACIDIC COLOR GLOSS CONDITIONER

HAIR TYPE:
Dull, colored hair

- BENEFITS:**
- +76% glass-like shine*
 - Extends professional-grade color vibrancy & shine
 - Hair looks & feels healthy
 - Hair feels hydrated for up to 72 hours*****

USAGE:
Apply the Acidic Color Gloss Conditioner to achieve maximum nourishment and shine. Rinse



Conditioner



ACIDIC COLOR GLOSS
GLASS GLOSS TREATMENT

HAIR TYPE:
Dull, colored hair

- BENEFITS:**
- +76% glass-like shine***
 - Glass like shine for 3-days***
 - Intense, molecular-level shine
 - +76% shinier hair****
 - pH balancing formula
 - 3-days of sleek, frizz-controlled hair***

USAGE:
After shampoo apply treatment & leave for 5 mins, rinse.
Then apply conditioner, rinse. Recommended to wear gloves



Glass Gloss Treatment

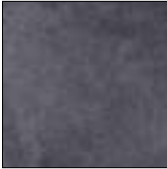


ACIDIC COLOR GLOSS HEAT PROTECTANT

HAIR TYPE:
Dull, colored hair

- BENEFITS:**
- Invisible Shield Technology: Locks in color and shields out damage with heat protection up to 230°C
 - +72% glass-like shine*
 - 13x Smoother hair, instant improvement in detangling*****
 - Hair feels hydrated for up to 72 hours*****
 - Helps seal in color & prevents heat damage

USAGE:
Apply to clean, damp hair. Leave in. Style as desired.



Heat Protectant



*when using full system
**based on consumer test - Acidic Color Gloss system of shampoo & conditioner
***Based on consumer test, Acidic Color Gloss Glass Gloss Treatment

****Acidic Color Gloss Shampoo + Glass Gloss Treatment vs. unwashed color treated hair
*****based on consumer test - Acidic Color Gloss system of shampoo & conditioner
*****Acidic Color Gloss Leave-In vs. non-conditioning shampoo

ALL SOFT

PROFESSIONAL SOLUTION TO MOISTURIZE DRY HAIR

- BENEFITS**
- Provides 7x smoother hair with system of **Shampoo, Conditioner** and **Argan-6**
 - Argan oil-enriched formulas deliver softness
 - Moisturizes and nourishes
 - Increases manageability, suppleness and shine

TECHNOLOGY / KEY INGREDIENTS
Moisture Complex contains **Argan Oil**, a plant oil.
The **All Soft System** helps to moisturize and condition dry hair.

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**.



shampoo



conditioner



contains argan oil



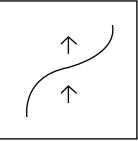
HEAVY CREAM RINSE-OUT TREATMENT MASK

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



MOISTURE RESTORE LEAVE-IN CONDITIONER

HAIR TYPE: Dry, brittle hair

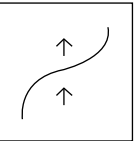
- BENEFITS:**
- Formualted with hyaluronic acid
 - Heat protection up to 450°F, 230°C**
 - Humidity & Frizz Control up to 24 hours***
 - 10x smoother hair**

USAGE:

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



moisture restore



improves hair's manageability



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



vs. non-conditioning shampoo *instrumental test on Multi-Ethnic Hair ****based on consumer testing results



TECHNOLOGY/KEY INGREDIENTS

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

CONDITIONER

HAIR TYPE: Severely dry curls & coils

BENEFITS:

- Formulated with **7% Nourish Complex**
- Detangles, replenishes and nourishes severely dry curls & coils
- Replenishes and nourishes for softness and shine

USAGE:

Daily use after shampooing.



conditioner

HAIR TYPE: Severely dry curls & coils

-
- A coordinate plane with a grid of dots. The grid is 4 rows high and 5 columns wide. There is an additional dot at the bottom center, making a total of 21 dots.

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





AMINO-MINT

MINT-FRESH HYDRATING CARE FOR SCALP & HAIR

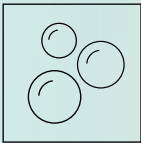
HAIR TYPE

- All hair types and textures looking to combat oily scalp, refresh roots, and moisturize lengths

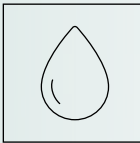
BENEFITS

- A cleansed, oil-free scalp instantly
- Refreshed roots
- Moisturized lengths
- Instant removal of buildup and residue

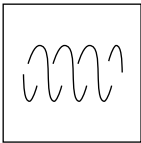
TECHNOLOGY/ KEY INGREDIENTS
Formulated with Mint, known for its invigorating, sensorial benefits, and our Amino Mint Strength Complex, this shampoo with chelators offers instant, cleansed results.



INSTANTLY
DEEPLY
CLEANSES



FEELS
CONDITIONED
& MOISTURIZED



FORMULATED
WITH REFRESHING
MINT

HOW TO USE

- Apply to wet hair and massage to create a lather
- Rinse thoroughly



shampoo



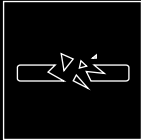


EXTREME

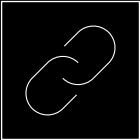
STRENGTH REPAIR FOR DAMAGED HAIR

HAIR TYPE
• For weakened hair to extremely damaged hair

BENEFITS



REDUCED
BREAKAGE
BY 73%



STRENGTH
REPAIR FOR
DAMAGED HAIR

TECHNOLOGY/ KEY INGREDIENTS
Strength repair for clients suffering from breakage, split ends, and weak hair from heat styling, damage, and brushing.



*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



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



STRENGTH BUILDER PLUS
RINSE-OUT TREATMENT

- HAIR TYPE: Damaged hair
- BENEFITS:
- Formulated with **4% Strength Complex**
 - Optimized for strength repair

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**.



strength builder plus



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





EXTREME LENGTH

PROFESSIONAL SOLUTION TO STRENGTHEN & LENGTHEN BREAKAGE-PRONE HAIR

BENEFITS

- 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.*

SHAMPOO & CONDITIONER

HAIR TYPE: Breakage-prone hair

BENEFITS:

- **Shampoo:**
 - Formulated with 1% Length Care Complex
 - Gently cleanses
 - Helps promote strong hair**
- **Conditioner:**
 - Formulated with 4% Length Care Complex
 - Formulated with Castor Oil
 - Provides nourishment & conditioning

USAGE:

- Apply **Shampoo** daily on damp hair. Follow with **Conditioner** and **Sealer**

TRIPLE ACTION TREATMENT

HAIR TYPE: All hair types and textures looking to grow hair longer

BENEFITS:

- Formulated with 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 and feeling hair instantly
- Targets the scalp, lengths and ends to reduce breakage

USAGE:

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

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 92%**
- Helps strengthen weak, fragile hair**
- Adds manageability and 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.



*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

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.

SHAMPOO

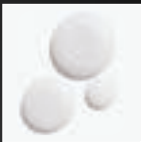
HAIR TYPE: Fine, flat or processed hair

BENEFITS:

- Formulated with 1% bodifying complex
- Lightweight formula so hair does not feel weighed down
- Improves manageability & detangling
- Adds shine

USAGE:

Daily use. Use with **Volume Injection Conditioner**.



shampoo



CONDITIONER

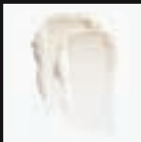
HAIR TYPE: Fine, flat or processed hair

BENEFITS:

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

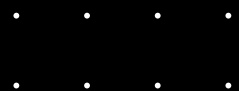
USAGE:

Daily use after **Volume Injection Shampoo**.



conditioner





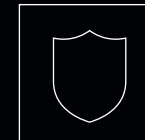
BENEFITS

- 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*

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



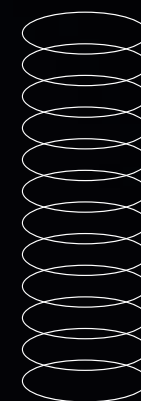
CONTAINS
BABASSU OIL



HELPS FIGHT FRIZZ,
ENHANCE SMOOTHNESS,
AND PROVIDE
HUMIDITY PROTECTION



FIGHTS FRIZZ



HAIRCARE: FRIZZ DISMISS | 35

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**.



shampoo



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**.



conditioner



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.



anti-static oil



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



instant deflate



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 **Frzz Dismiss Conditioner**.



mask



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.



rebel tame



**when used as a system of Frizz Dismiss Shampoo Conditioner & Smooth Force
***when used as a system of Frizz Dismiss Shampoo, Conditioner & Rebel Tame



HAIR CLEANSING CREAM

PROFESSIONAL SOLUTION FOR INSTANT DEEP CLEANSING

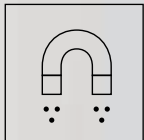
BENEFITS

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

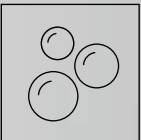
TECHNOLOGY/KEY INGREDIENTS

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

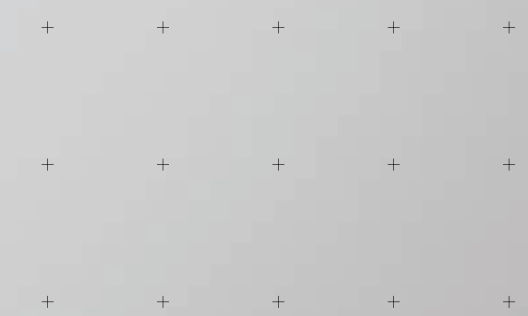
HOW TO USE

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





SCALP RELIEF

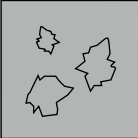
DANDRUFF CONTROL SHAMPOO FOR THE RELIEF OF DANDRUFF AND ITS SYMPTOMS

BENEFITS

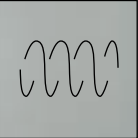
- **Piroctone Olamine** helps combat the symptoms of dandruff
- Shampoo gently cleanses hair and soothes the scalp
- Leaves scalp clarified and relieved
- Leaves hair shiny, light and airy

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.



BLONDAGE

PROFESSIONAL TONING SOLUTION FOR BRASSY BLONDE HAIR

BENEFITS

- Instantly cancels unwanted yellow undertones and brassiness
- Ultra-pigmented for a 5 minute transformation

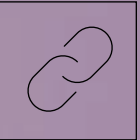
TECHNOLOGY/KEY INGREDIENTS

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

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



ACIDIC CONCENTRATES

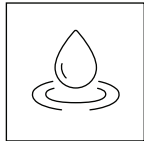
VISIBLY REDUCE SURFACE DAMAGE IN A SINGLE TREATMENT*

BENEFITS

- Completely customizable treatment for any client need
- Targets the three essential building blocks of hair to replenish essential moisture & balance protein levels
- Hair instantly looks shinier & smoother
- Improves hairs elasticity & porosity

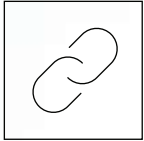
TECHNOLOGY/KEY INGREDIENTS

ACIDIC MOISTURE CONCENTRATE



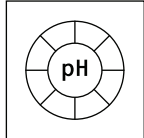
10% GLYCERIN
To help moisturize and promote softness

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:

Up to 15ml of **Acidic Moisture Concentrate**

+

10–15 pumps of **Acidic pH Sealer**

IF HAIR LACKS PROTEIN:

Up to 15ml of **Acidic Protein Amino Concentrate**

+

10–15 pumps of **Acidic pH Sealer**

IF HAIR LACKS BOTH MOISTURE & PROTEIN:

Up to 15ml of **Acidic Protein Amino Concentrate**

+

Up to 15ml of **Acidic Moisture Concentrate**

+

10–15 pumps of **Acidic pH Sealer**

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

STYLING AT A GLANCE



MULTI-BENEFIT STYLERS
• One United



HEAT PROTECTION
• Quick Blowout
• Thermal Spray Low Hold



TEXTURE
• Pliable Paste
• Matte Clay
• Powder Grip
• Beach Spray
• Spray Wax
• Texture Paste



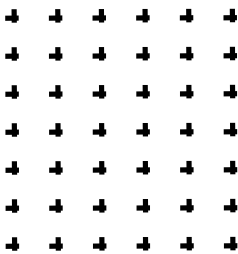
VOLUME
• Touchable Texture
• Root Tease
• Volume Boost
• Root Lifter



HAIRSPRAYS
• Max Hold Hairspray
• Control Hairspray
• Quick Dry Hairspray
• Anti-Frizz Hairspray



CURL STYLERS
• Hydrating Curl Cream
• Sculpting Curl Gel
• Refreshing Curl Mist



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





BLOWOUT PRIMER

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 230°C
- Smooths and adds shine

USAGE:

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



54 | 55



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 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



PERFECT FOR
Touchable shape with flat irons and curling irons

HAIRSPRAYS

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



QUICK DRY HAIRSPRAY INSTANT FINISHING SPRAY

HAIR TYPE: All hair types

- BENEFITS:**
- Fast drying formula
 - Firm all-day hold
 - High shine
 - Quick on-the-go styling

USAGE:

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

PERFECT FOR: Styles that need resilient hold & shine



ANTI-FRIZZ HAIRSPRAY NON-AEROSOL FIXING SPRAY

HAIR TYPE: All hair types

- BENEFITS:**
- Non-aerosol formula
 - Adds high shine with lasting hold
 - Fast-drying, fine-mist
 - Frizz Protection

USAGE:

Mist 6–12 inches from dry, styled hair

PERFECT FOR: Adding firm hold with high shine. Great for curly looks!



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



VOLUME

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 hair and style



TOUCHABLE TEXTURE VOLUMIZING TEXTURE WHIP

HAIR TYPE: All hair types

- BENEFITS:**
- Mild control nourishing mousse
 - Adds control without stiffness
 - Visible volume and fullness

USAGE:

- Shake well
- Spray on damp hair and style



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



VOLUME BOOST ROOT LIFTING SPRAY

HAIR TYPE:

- All hair types
- Ideal for fine hair

- BENEFITS:**
- Medium control
 - Lasting body and volume
 - **Clean-Feel Technology** with no stickiness

USAGE:

- Apply to damp hair at the roots
- Blow-dry



**as per OECD 301 test or equivalent

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



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



POWDER GRIP MATTIFYING HAIR POWDER

HAIR TYPE: All hair types

- BENEFITS:**
- Mild control
 - Gives a mattifying effect
 - Builds body and creates grip

- USAGE:**
- Shake or puff onto hair or hands and work through hair



MATTE CLAY MATTE TEXTURIZER

HAIR TYPE: All hair types

- BENEFITS:**
- Maximum control
 - Provides rough texture
 - Flake-free with a satin-matte finish

- USAGE:**
- Rub a small amount between hands and apply on damp or dry hair



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



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 Gels Oils:** Ammonia-free liquid permanent color with monochromatic results
- **Color Gels Lacquers:** Liquid color with shiny, saturated results
- **Color Gels Lacquers 10 Min:** 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:** All-in-One bonder + toner

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.





[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

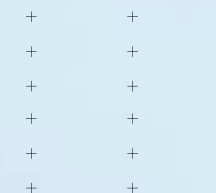
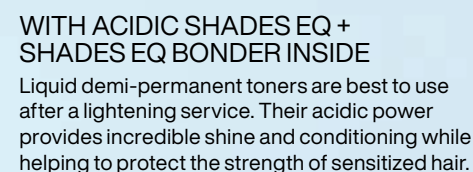
ACIDIC LIQUID COLOR

SHADES EQ GLOSS
SHADES EQ BONDER INSIDE



**WITH BONDER BUILT IN
FOR BETTER CONDITION**

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



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**

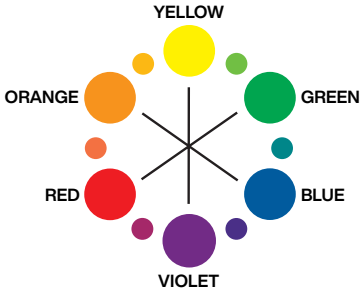
1. Apply mixture to the test area with a cotton swab or ball
2. Let test spot dry. Instruct client not to wash, cover or disturb for 48 hours
3. Instruct client to examine test area periodically over the next 48 hours. If he/she experiences any reactions such as redness, burning, itching, swelling, skin 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 CHROMATICS, COLOR GELS, & SHADES EQ				AMERICAN LEVEL SYSTEM COLOR FUSION			
LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE	LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE
10	Ultra Pale Blonde	Pale Yellow	Violet	10	Lightest Blonde	Pale Yellow	Violet
9	Very Light Blonde	Yellow	Violet	9	Very Light Blonde	Yellow	Violet
8	Light Blonde	Yellow/Orange	Blue/Violet	8	Light Blonde	Yellow/Orange	Violet/Blue
7	Medium Blonde	Orange	Blue	7	Medium Blonde	Orange/Yellow	Blue/Violet
6	Dark Blonde	Red/Orange	Blue/Green	6	Dark Blonde	Orange	Blue
5	Light Brown	Red	Green	5	Lightest Brown	Red/Orange	Blue/Green
4	Medium Brown	Red Violet	Yellow/Green	4	Light Brown	Red	Green
3	Dark Brown	Violet		3	Medium Brown	Red/Violet	Yellow/Green
2	Darkest Brown	Blue/Violet		2	Dark Brown	Violet	
1	Black	Blue		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.



PERMANENT COLOR AT A GLANCE

	COLOR GELS OILS		COLOR GELS LACQUERS	
	COLOR GELS OILS	COLOR GELS LACQUERS	COLOR GELS LACQUERS 10 MIN	
CATEGORY FORM	Permanent Alkaline No Ammonia Liquid Color with 2% Apricot Oil	Permanent Alkaline Liquid Color	Permanent Alkaline Liquid Color with a 10 minute processing time	
LEVELS OF LIFT	3+ levels & deposit	3+ levels & deposit	1+ levels & deposit	
DYE SYSTEM	100% oxidative			
MINUTES	20-45	20-45	10-15	
CHARACTERISTICS	• Up to 100% gray coverage with monochromatic results, on every single shade • No ammonia • Hair rejuvenation • 78% increased shine* • 30% increased condition** <			



HAIRCOLOR AT A GLANCE

	SHADES EQ	
	SHADES EQ GLOSS	SHADES EQ BONDER INSIDE
CATEGORY FORM	Demi-Permanent Acidic Liquid Color	
LEVELS OF LIFT	Deposit only	
DYE SYSTEM	Oxidative & Direct	100% oxidative
MINUTES	20	
CHARACTERISTICS	• Acidic demi-permanent liquid gloss • Ultimate shine and condition • No lift—no need to worry about banding or harsh regrowth • Zero ammonia • Unlimited service & revenue potential in 20 minutes • 100+ perfectly pre-mixed shades • Gloss, tone, refresh, correct, add dimension & blend gray	• Acidic demi-permanent liquid gloss • Ultimate shine and condition • Built-In Bonding Technology helps strengthen hair fiber • No lift—no need to worry about banding or harsh regrowth • Balances porosity for even distribution of color • Suitable for very sensitized hair



BLONDE IDOL	
HIGH LIFT	BASE BREAKERS
Permanent Alkaline Cream Color	Permanent Alkaline Liquid Color
Up to 5 levels & deposit	1 level
100% oxidative	
45	10
• Conditioning cream haircolor • Up to 5 levels of lift in 1 step • 12 shades for on/off scalp	• Lets you “break the base” and bump up the natural level slightly • Available in Cool and Clear • Up to 1 level of lift in 10 minutes





New look!
Same great formula

COLOR GELS OILS

DON'T JUST COVER GRAYS, REJUVENATE THEM

TECHNOLOGY BENEFITS



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
LIQUID PERMANENT COLOR



HAIR ADHESION
FOR NO DRIP

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

NO SPECIFIC DEVELOPER

Color Gels Oils is used with Pro-oxide Cream Developer
10, 20, 30, or 40 volumes



vegan formula*

*no animal derived ingredients



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 (COLOR:DEVELOPER)	PRO-OXIDE DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	OFF-SCALP/ HEAT OPTION
COLOR GELS OILS	Mix 1:1	10 volume	Up to 1	Minimal Lift	20 minutes	Do not use heat
		20 volume	Up to 2	Standard Lift/ 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.

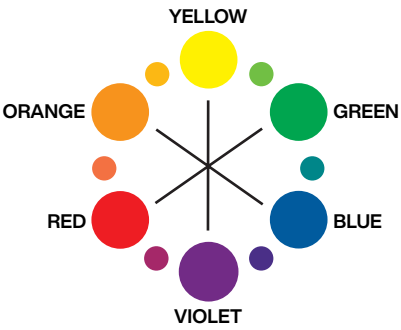
MONOCHROMATIC AND SATURATED

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

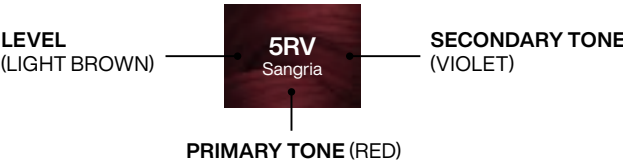
Featuring exclusive Red Dye Technologies

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

**R5**
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 8762+33



BROWN TO TAN									
TONE		BLUE/ VIOLET	BLUE/ PEARL	PEARL	BLUE/ VIOLET	BLUE/ MAHOGANY	NEUTRAL/ NEUTRAL	NEUTRAL	GOLD
FAMILY NAME		ASH VIOLET	ASH BROWN	PEARL	NATURAL ASH	NATURAL CHOCOLATE	NATURAL NATURAL	NATURAL	NATURAL WARM
LEVELS	10 ULTRA PALE BLONDE	 10AV Winter Morning 10.12		 10P Ivory Pearl 10.9	 10NA Marble 10.01		 10NN Affogato 10.00		
	9 VERY LIGHT BLONDE					 9NCh Chocolate Milk 9.15	 9NN Cortado 9.00		
	8 LIGHT BLONDE	 8AV Chilled 8.12			 8NA Volcanic 8.01	 8NCh Chocolate Souffle 8.15	 8NN Crème Brûlée 8.00	 8N Mojave 8.0	 8NW Safari 8.03
	7 MEDIUM BLONDE					 7NCh Fondue 7.15	 7NN Cocoa Powder 7.00		
	6 DARK BLONDE		 6ABn Brown Smoke 6.19		 6NA Granite 6.01	 6NCh Ganache 6.15	 6NN Chocolate Mousse 6.00	 6N Moroccan Sand 6.0	 6NW Brandy 6.03
	5 LIGHT BROWN						 5NN Café Mocha 5.00		
	4 MEDIUM BROWN		 4ABn Dark Roast 4.19		 4NA Storm Cloud 4.01	 4NCh Dark Chocolate 4.15	 4NN Coffee Ground 4.00	 4N Chicory 4.0	 4NW Maple 4.03
	3 DARK BROWN						 3NN Black Coffee 3.00		
	2 DARKEST BROWN								
	1 BLACK						 1NN French Roast 1.00		
CLEAR									

BACKGROUND							
RED	VIOLET/ GOLD	GOLD/ ASH	GOLD/ VIOLET	YELLOW	ORANGE/ ORANGE	RED/ RED	RED/ VIOLET
BROWN RED	IRIDESCENT GOLD	GOLD BEIGE	GOLD IRIDESCENT	GOLD	COPPER COPPER	RED RED	RED VIOLET
	 8IG Gold Faithful 8.23		 8GI St. Barths 8.32	 8G Almond Sugar 8.3			
		 7GB Butterscotch 7.31			 7CC Urban Fever 7.44		
	 6IG Vintage Gold 6.23			 6G San Tropez 6.3		 6RR Blaze 6.66	
 5BR Brownstone 5.56		 5GB Truffle 5.31		 5CC Electric Shock 5.44		 5RV Sangria 5.63	

Key Technology Shade contains R5 red dye Shade contains Rubilane® copper dye

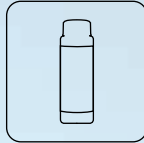
REJUVEN color gels oils are permanent hair color formulas that provide vibrant, long-lasting color. They are formulated with advanced technology to ensure color stability and longevity. The formulas are designed to be used on hair that has been pre-treated with a clarifying shampoo and a color remover. The color gels oils are applied to the hair and left on for a specified amount of time. The color gels oils are then rinsed out and the hair is styled as desired. The color gels oils are available in a variety of shades, including blonde, brown, and red. The color gels oils are also available in a variety of formats, including bottles and tubes. The color gels oils are a great choice for anyone looking for a vibrant, long-lasting hair color.



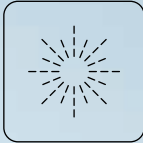
COLOR GELS LACQUERS

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

TECHNOLOGY / KEY INGREDIENTS



LOW AMMONIA BASE
WITH UP TO 100%
GRAY COVERAGE



INTENSE SATURATION
AND SHINE



LIQUID FORMAT
For blended techniques
like smudges & melts



THE PERFECT
LIQUID PAIR WITH
SHADES EQ GLOSS



EXPRESS APPLICATION
& PROCESSING TIME



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



vegan formula*



*no animal derived ingredients

MIXING & PROCESSING

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

FORMULATION EXAMPLES

FOR COVERING GRAY:

1. **Natural Level:** 4 Medium Brown/50% Gray
2. **Target Color:** Level 6 Dark Blonde with natural warm tones
3. **Undertone at Level 6:** Red/Orange
4. **Formula:** 1 oz. 6N Moroccan Sand **Color Gels Lacquers**
+ 1 oz. 6NW Brandy **Color Gels Lacquers** + 2 oz. 20 volume **Pro-oxide** Cream Developer

FOR LIFTING NATURAL PIGMENT:

1. **Natural Level:** 5 Light Brown/0% Gray
2. **Target Color:** Level 7 Medium Blonde with natural tones
3. **Undertone at Level 7:** Orange
4. **Formula:** 2 oz. 7NA Pewter **Color Gels Lacquers**
+ 2 oz. 20 vol. **Pro-oxide** 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 BROWN	NATURAL NATURAL	NATURAL	NATURAL WARM	WARM GOLD	COPPER BROWN	RUBY 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 OR NN	PROPORTION OF OTHER SHADES	NW, WG, CB OR RB	PROPORTION OF 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

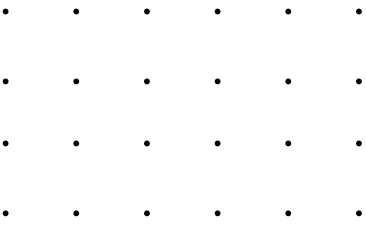
Carmin'R™ provides excellent coverage and deep color for unique garnet reds that bring basic shades and highlights together.
RV = RED/VIOLET

5RV 5.62

Sangria

4RV 4.62

Cabernet



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

COLOR GELS LACQUERS

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

		BLACK TO GRAY BACKGROUND COLOR							BROWN TO TAN BACKGROUND COLOR														NO BACKGROUND COLOR											
TONE		SILVER/ BLUE	GREEN/ YELLOW	BLUE	BLUE/ PEARL	BLUE/ VIOLET	BLUE/ VIOLET	PEARL	BLUE/ GREEN	BLUE/ MAHOGANY	BLUE/ VIOLET	BLUE/ GOLD	RED/ VIOLET	VIOLET/ GOLD	GOLD	GOLD/ VIOLET	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	
LEVEL OF DEPOSIT	SHADES	TITANIUM	GREEN NATURAL	BLUE	ASH BROWN	VIOLET BLUE	NATURAL ASH	PEARL	MATTE	NATURAL CHOCOLATE	NATURAL	ASH GOLD	NEUTRAL BROWN BLONDE	VIOLET GOLD	NATURAL WARM	GOLD Iridescent	GOLD BEIGE	GOLD	GOLD GOLD	WARM GOLD	COPPER	AUBURN/AUBURN ACCENT	COPPER BROWN	RED BROWN	GOLD/ROSE	COPPER COPPER	COPPER RED	RED	RED RED	RED VIOLET	VIOLET ROSE	VIOLET	VIOLET VIOLET	
10 ULTRA PALE BLONDE	07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.	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 Piña & 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		09B Sterling			09NA Mist	09P Opal Glow & Bonder Inside	09M Sand Dunes		09N Café au Lait & Bonder Inside	09AG Glossy Greige & Bonder Inside	09NB Irish Crème	09VG Indescent	09NW Cream Soda	09GI Hampton	09GB Butter Cream	09G Vanilla Crème				09AA Papaya			09RB Blush	09GRo Blush Spritz & Bonder Inside	09CR Summer Sunshine & Bonder Inside				09VRo Rose	09V Platinum Ice & Bonder Inside	09VV Lilac Ice & Bonder Inside	
8 LIGHT BLONDE		08T Silver	08GN Ivy			08VB Violet Frost	08NA Volcanic			FPO	08N Mojave			08VG Gilded Taupe		08GI St. Barths			08GG Gold Dip	08WG Golden Apricot	08C Cayenne						08CR Sunrise				08VRo Rose Quartz	08V Indescent Quartz		
7 MEDIUM BLONDE		07T Steel				07VB Violet Star	07NA Pewter	07P Mother of Pearl	07M Driftwood	07NCh Fondue & Bonder Inside	07N Mirage	07AG Smokey Beige & Bonder Inside	07NB Chestnut		07NW Milk Tea		07GB Butterscotch	07G Saffron			07C Curry	07AA Turmeric & Bonder Inside	07CB Spicestone		07GRo Golden Fizz & Bonder Inside	07CC Urban Fever			07RR Flame		07V Crushed Amethyst			
6 DARK BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.	06T Iron	06GN Moss		06ABn Brown Smoke	06VB Violet Lagoon	06NA Granite			06NCh Ganache & Bonder Inside	06N Moroccan Sand	06NB Brandy				06GI Tenderle	06GB Toffee	06G St. Tropez	06GG Midas Touch	06WG Mango		06AA Bonfire	06CB Amber Glaze	06RB Cherry Cola					06R Rocket Fire	06RR Blaze	06VRo Mauve Rose			
5 LIGHT BROWN							05NA Smoke				05N Walnut				05NW Macchiato			05G Caramel			05C Chili		FPO			05CC Electric Shock					05RV Sangria	05V Cosmic Violet		
4 MEDIUM BROWN					04ABn Dark Roast		04NA Storm Cloud		04M Smoked Cedar		04N Chicory	04NB Maple								04WG Sun Tea										04RV Cabernet	04VRo Violet Rose			
3 DARK BROWN	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.										03N Espresso	03NB Mocha Java			03NW Cocoa Bean			03G Cinnamon				03AA Terra Cotta	03RB Mahogany					03R Roxy Red	03RV Merlot	03V Orchid				
2 DARKEST BROWN									02M Midnight Ash																							FPO	02V Name Goes Here	
1 BLACK																																		
PASTELS/KICKERS/CLEAR		000 Crystal Clear & Bonder Inside	Pastel Silver Green																Yellow Kicker			Pastel Peach						Pastel Pink						
																						Orange Kicker						Red Kicker					Violet Kicker	
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																																		

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

*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.



COLOR GELS 10 MIN

COVER YOUR CLIENT'S GRAY ON YOUR SCHEDULE

TECHNOLOGY/KEY INGREDIENTS



LIQUID PERMANENT
COLOR WITH A 10 MINUTE
PROCESSING TIME



PERFECT FOR
DIMENSION CLIENTS



UP TO 100%
GRAY COVERAGE
ON EVERY SHADE



vegan formula*

MIXING & PROCESSING

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



Use with **Pro-oxide** Cream Developer

FORMULATION EXAMPLES

FOR COVERING GRAY:

1. **Natural Level:** 4 Medium Brown/50% Gray
2. **Target Color:** Level 5 Light Brown with natural warm tones
3. **Undertone at Level 5:** Orange
4. **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!
Download our **Style Station App**.

*no animal derived ingredients



COLOR GELS 10 MIN

COVER YOUR CLIENT'S GRAY ON YOUR SCHEDULE

LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND	BROWN TO TAN BACKGROUND				
	BLUE/ PEARL	PEARL/ BLUE/VIOLET	BLUE/ MAHOGANY	BLUE/ VIOLET	BLUE/ VIOLET	NATURAL LEVEL
	ASH BROWN	NATURAL ASH	NATURAL CHOCOLATE	NATURAL NATURAL	NATURAL	NATURAL WARM
	COOL			NATURAL		
9 VERY LIGHT BLONDE					 9N 9.0 Café au Lait 10 Minute	
8 LIGHT BLONDE		 8NA 8.01 Volcanic 10 Minute	 8NCh 8.15 Chocolate Souffle 10 Minute	 8NN 8.00 Crème Brulee 10 Minute		
7 MEDIUM BLONDE				 7NN 7.00 Cocoa Powder 10 Minute	 7N 7.0 Mirage 10 Minute	
6 DARK BLONDE	 6ABn 6.19 Brown Smoke 10 Minute	 6NA 6.01 Granite 10 Minute	 6NCh 6.15 Ganache 10 Minute	 6NN 6.00 Chocolate Mousse 10 Minute		 6NW 6.03 Brandy 10 Minute
5 LIGHT BROWN					 5N 5.0 Walnut 10 Minute	
4 MEDIUM BROWN				 4NN 4.00 Coffee Grounds 10 Minute		

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

- Patent pending acidic demi-permanent color with bonder inside
- Helps repair** weak bonds while you tone in 1 step
- Predosed bonding for faster formulation and no compromise to color results
- Added strength, shine, and conditioning
- Helps reduce residual alkalinity that occurs during an alkaline lightening service
- Helps protect the strength of sensitized hair in 1 step



vegan formula*

SHADES EQ 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*



*no animal derived ingredients **vs. without **Shades EQ Bonder Inside**

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 to color results

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

HAIR LOVES SHADES EQ



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



PRE-LIGHTENED HAIR***



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



SHADES EQ SERVICE OPPORTUNITIES

	SHADES EQ GLOSS	SHADES EQ BONDER INSIDE
GLOSS	• Adds shine and condition on all hair types • CALLING ALL CURLY CLIENTS! Offer your curly clients a clear service for added condition and shine	
TONE	• Tone down or intensify natural or color-treated hair • Tone pre-lightened or highlighted hair	
REFRESH	• Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth (Zone 1) • Restore color to highlights • Add color immediately following a Redken texture service to restore any color loss that may have occurred	• Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color on the regrowth (Zone 1) • Restore color to highlights • Suitable for sensitized to very sensitized hair
CORRECT	• Fill over-lightened hair before a tintback service • Correct uneven, brassy or overly vibrant tones	Correct uneven, brassy or overly vibrant tones on lighter level sensitized or very sensitized hair
DIMENSION	• Use Shades EQ Processing Solution for Precision Application to add dimension with lowlights, root smudge • Color block and add contour with precise placement	
COVER GRAY	• Blend gray without lifting the hair's natural pigment	
CLEAR	• Deposit shine only. Suitable for sensitized clients. • Dilute color intensity • Dilute level intensity	
BRIGHTEN	N/A	

*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** 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				1 ½ oz.	½ oz.	2 oz.
FULL STRENGTH				1 ¾ 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 (COLOR : DEVELOPER)	DEVELOPER	LEVELS OF LIFT	MINUTES
SHADESEQ GLOSS	Mix 1:1	Shades EQ Processing Solution or Shades EQ Gloss to Gel Processing Solution	None	20 minutes 
SHADESEQ BONDER INSIDE	Mix 1:1	Shades EQ Processing Solution or Shades EQ Gloss to Gel Processing Solution	None	20 minutes 

FORMULATION EXAMPLES

- FOR SHADES EQ GLOSS:**

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

 1. **Natural Level:** 5 Light Brown/0% Gray/Level 10 Highlights
 2. **Target Color:** Platinum Natural Blonde
 3. **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.	1 ½ oz.
25-50%	1 oz.	1 oz.
50-75%	1 ½ oz.	½ oz.
75-100%	1 ¾ oz.	¼ oz.

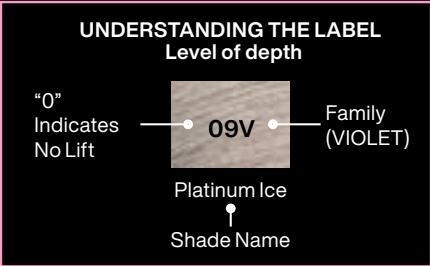
OTHER SHADES EQ PRODUCTS

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 Processing Solution 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 & SHADES EQ BONDER INSIDE

EQUALIZING CONDITIONING COLOR GLOSS



MIXING & DEVELOPMENT TIME
Shades EQ is mixed in a 1:1 ratio with Shades EQ Processing Solution or Gloss to Gel Processing Solution. Develop for 20 minutes.

SHADES EQ DEDICATED DEVELOPERS

PROCESSING SOLUTION
The liquid developer formula is perfect for blending techniques

GLOSS TO GEL DEVELOPER
Transform Shades EQ into a gel texture for precision application techniques



		TONE	Silver/ Blue	Blue	Blue/ Pearl	Blue/ Violet	Blue/ Violet	Blue/ Violet	Blue/ Green	Blue/ Mahogany	Blue/ Violet	Blue/ Gold	Red/ Violet	Gold/ Violet	Violet/ Gold	Gold/ Mauve	Yellow	Gold	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											
LEVEL OF DEPOSIT	01 BLACK	02 DARKEST BROWN	03 DARK BROWN	04 MEDIUM BROWN	05 LIGHT BROWN	06 DARK BLONDE	07 MEDIUM BLONDE	08 LIGHT BLONDE	09 VERY LIGHT BLONDE	10 ULTRA BLONDE	BLACK TO GRAY BACKGROUND COLOR										BROWN TO TAN BACKGROUND COLOR																NO BACKGROUND COLOR							
											TITANIUM	BLUE	ASH BROWN	VIOLET BLUE	NATURAL ASH	PEARL	MATTES	NATURAL CHOCOLATE	NATURAL	ASH GOLD	NEUTRAL BROWN BLONDE	GOLD IRIDESCENT	VIOLET GOLD	GOLD BEIGE	GOLD	NATURAL WARM	GOLD GOLD	WARM GOLD	COPPER	AUBURN/ AUBURN ACCENT	COPPER BROWN	RED BROWN	GOLD / ROSE	COPPER COPPER	COPPER RED	RED	RED RED	RED VIOLET	VIOLET ROSE	VIOLET	VIOLET VIOLET			
LIGHT SHADES												MEDIUM SHADES												DARK SHADES																				

Available in Shades EQ Bonder Inside

All R5 shades should be used alone or intermixed with any other R5 shade. Mixing R5 shades outside the range can cause unpredictable results.

PASTELS

Have different end results depending on hair's starting level. For optimal results, use on the following levels or above: Silver Green & Pink: Level 9+, Peach: Level 8+, Aqua Blue: Level 7+

4 PRE-MIXED PASTEL SHADES

PASTEL SILVER GREEN	PASTEL AQUA BLUE	PASTEL PEACH	PASTEL PINK
---------------------	------------------	--------------	-------------

COLOR KICKERS

Our vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other Shades EQ Gloss formulas.

4 VIBRANT DIRECT DYE SHADES

YELLOW KICKER	ORANGE KICKER	RED KICKER	VIOLET KICKER
---------------	---------------	------------	---------------

CLEAR

Adds more shine and can be used alone or to dilute the intensity of any shade.

000 Crystal Clear

YOUR DILUTION SOLUTIONS

Shades EQ can be diluted with Crystal Clear to lessen intensity or lighten the tone of any Shades EQ formulas, perfect for toning, balayage & blondes.

DILUTION	SELECTED SHADE OR 09 SHADE	CRYSTAL CLEAR (000)	PROCESSING SOLUTION
Full Strength	60ML	0ML	60ML
Minimal Dilution	45ML	15ML	60ML
Moderate Dilution	30ML	30ML	60ML
Maximum Dilution	15ML	45ML	60ML



An allergy alert test must be done 48 hours before each application of this colorant, as an allergy can develop suddenly, even if you have previously applied this product or another colorant on your client. Important: Hair colorants can cause severe allergic reactions. For you and your client.

HOW TO PERFORM THE ALLERGY TEST ALERT:



Remove earrings. Behind the ear and using a cotton bud apply a little of the SHADES EQ colorant sufficient to cover an area of 1 to 2 cm2 (e.g. the size of a small coin). Re-apply allowing it to dry between applications. Carefully reseat the colorant container.

Leave for 48 hours without washing, covering or touching. If during this period you or your client notice any abnormal reactions, such as itching, redness or swelling in or around the test area, DO NOT APPLY THE PRODUCT.

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
- 8 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 (COLOR : DEVELOPER)	PRO-OXIDE CREAM DEVELOPER	LEVELS OF LIFT	MINUTES	SPECIAL INSTRUCTIONS
HIGH LIFT	mx 1:2	20–40 volume (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	10-20 Volume	up to 1level	10 minutes	Use 20 vol. Pro-oxide for coarse or resistant hair. Do not use heat 

FORMULATION EXAMPLES

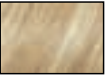
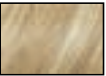
- FOR BLONDE IDOL HIGH LIFT:
1. **Natural Level:** 7, Medium Brown, 0% Gray
 2. **Target Color:** 10, Ultra Pale Neutral Blonde
 3. **Undertone at Level:** Pale Yellow
 4. **Formula:** Violet (.2) **Blonde Idol High Lift** Conditioning Cream + 40 vol. **Pro-oxide** Cream Developer

- 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 (WARM OR COOL)	SHADES EQ GLOSS REFRESH FORMULAS
	NATURAL .0N	Produces natural results with little refinement	5–7	NEUTRAL	• ½ oz. 09N Café Au Lait Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
	NATURAL ASH .01NA	Soft blue tones to refine orange/gold undertones	5–7	COOL	• ¼ oz. 09B Sterling Shades EQ Gloss • 1¾ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
	BLUE .1BL	Blue tones provide maximum refinement of orange undertones	5–7	COOL	• ½ oz. 09B Sterling Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution
	VIOLET .2V	Violet tones control yellow and pale yellow undertones	7–10	COOL	• ½ oz. 09V Platinum Ice Shades EQ Gloss • 1½ oz. Crystal Clear Shades EQ Gloss • 2 oz. Shades EQ Processing Solution

EJ 01 5790 8782+33



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

☐ CREAM LIGHTENER



**BLONDE GLAM
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	1scoop (15 g)	1scoop (15 g)	1scoop (15 g)
PRO-OXIDE CREAM DEVELOPER	15 ml. (0.5 oz.) 10, 20, 30 or 40 volume	22.5 ml. (0.76 oz.) 10, 20, 30 or 40 volume	30 ml. (1.0 oz) 10, 20 or 30 volume
ALUMINIUM FOIL	Up to 50 minutes depending on desired result. Do not use heat.		Up to 50 minutes depending on desired result. Do not use heat. Do not cover the hair. Leave hair free.

FOILS
To be used exclusively with aluminium 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	1scoop (15 g)			1scoop (15 g)		
PRO-OXIDE CREAM DEVELOPER	½ oz. (15 ml) 10, 20, 30 or 40 volume	.8 oz. (22.5 ml) 10, 20, 30 or 40 volume	1 oz. (30 ml) 10, 20 or 30 volume	½ oz. (15 ml) 10, 20 or 30 volume	.8 oz. (22.5 ml) 10, 20 or 30 volume	1 oz. (30 ml) 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:

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

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) 10, 20, 30 or 40 volume	.8 oz. (22.5 ml) 10, 20, 30 or 40 volume	1 oz. (30 ml) 10, 20 or 30 volume	½ oz. (15 ml) 10, 20 or 30 volume	.8 oz. (22.5 ml) 10, 20 or 30 volume	1 oz. (30 ml) 10, 20 or 30 volume
ALUMINIUM 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.



BLONDE GLAM

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 Glam** Conditioning Cream Developer (20, 30 and 40 volume)

MIXING & PROCESSING

- Wear suitable disposable gloves
- **Blonde Glam** has a variable mixing ratio, which ranges from 1:1 to 1:3
- In a non-metallic bowl, use the calibrated **Blonde Glam** 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 GLAM	30 g	30 g	30 g
BLONDE GLAM 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 Glam 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.
CHROMATICS DOUBLE ROW BRUSH		Allows for easy global applications. The double rows of bristles load the right amount of Chromatics onto the hair for better saturation with its thick consistency.
CHROMATICS WIDE DOUBLE ROW BRUSH		Wider rows allow for quicker global applications. The double rows of bristles load the right amount of Chromatics onto the hair for better saturation with its thick consistency.
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.
BLONDE IDOL APPLICATOR BOTTLE		Allows for easy application of Blonde Idol Base Breakers.
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		
CHROMATICS APRON		Protect your clothing and show your love of Chromatics when you're working behind the chair.
CHROMATICS CAPE		Protect clients' clothing during cut and color services.

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.

+

+

MEN

+

+

REDKEN BREWS



REDKEN BREWS AT A GLANCE

 CARE



DAILY
SHAMPOO



DAILY
CONDITIONER



3-IN-1

 CREAM



CREAM
POMADE



CLAY
POMADE



MOLDING
PASTE

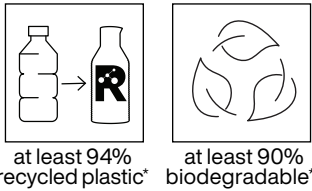


HAIRCARE COLLECTION

DAILY SHAMPOO

HAIR TYPE: All hair types

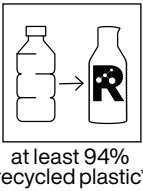
- BENEFITS:**
- Gently cleanses without stripping natural oils
 - Lightweight formula helps keep hair manageable



DAILY CONDITIONER

HAIR TYPE: All hair types

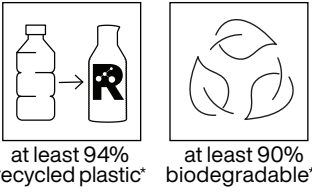
- BENEFITS:**
- Gently cleanses without stripping natural oils
 - Lightweight formula helps keep hair manageable



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



*excluding the cap **as per OECD 301 test or equivalent

STYLING COLLECTION

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



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



-
-
-
-
-
-



4. The fourth part of the document discusses the implications of the study and the conclusions drawn from the results. It highlights the significance of the findings and their potential applications in the field.

5. The fifth part of the document provides a summary of the study and a list of references. It also includes a list of figures and tables used in the document.