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COLOR GUIDE 2020

REDKEN

5TH AVENUE NYC

HAIRCOLOR THAT HAIR LOVES

FOR COLORISTS WHO PUT THE HEALTH OF HAIR FIRST

CARE FOR EVEN THE MOST SENSITIZED AREAS OF THE HAIR

We apply **color in zones** based on the condition of the hair.

TRUST THAT HAIR IS PROTECTED WITH EVERY SERVICE

We always use **pH-Bonder** to help protect bond integrity.

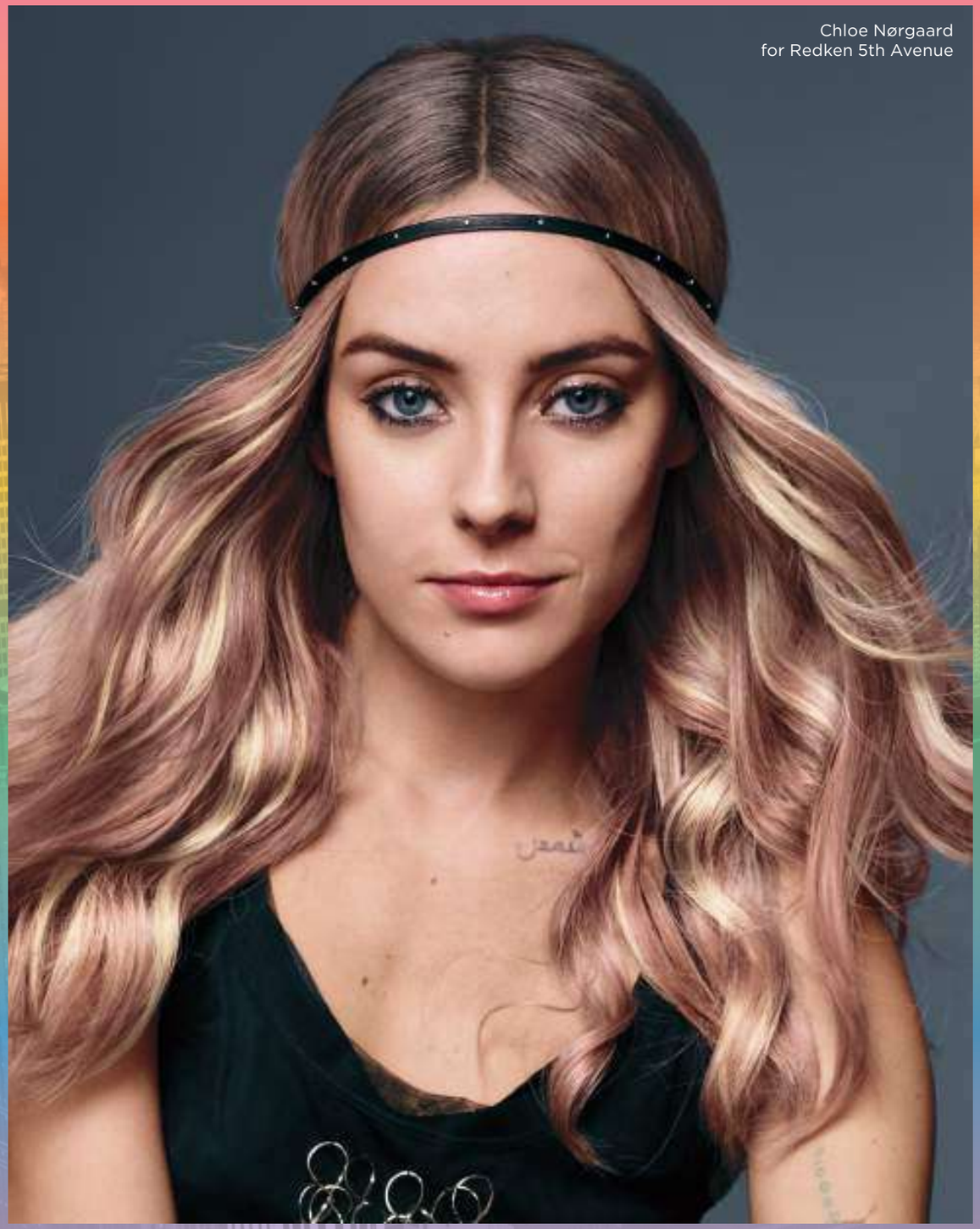
MAGIC HAPPENS WHEN YOU BRING OUT THE ARTIST IN YOU

We create the **best shade palettes** for the best colorists.

COLOR BRANDS:

- **COLOR GELS** High Saturation Permanent Liquid Color
- **Chromatics** Prismatic Permanent Color ODS*
- **Chromatics Beyond Cover** Age-Defying Permanent Color ODS*
- **Chromatics Ultra Rich** Dramatic Depth Monochromatic Permanent Color ODS*
- **HDResolution** Low Lift Alkaline Color
- **Shades EQ Gloss** Equalizing Conditioning Color
- **Color Camo** 5 Minute Custom Gray Camouflage Color For Men
- **City Beats** Vibrant Acidic Conditioning Color Cream
- **pH-Bonder** Bond Protecting Additive
- **Blonde Idol** High Lift Conditioning Cream
- **Lighteners**

*Oil Delivery System



Chloe Nørgaard
for Redken 5th Avenue

REDKEN HAIRCOLOR
AT A GLANCE

	NEW COLOR GELS	CHROMATICS & REMIXED	CHROMATICS BEYOND COVER	CHROMATICS ULTRA RICH	HDRESOLUTION	BLONDE IDOL
	HIGH SATURATION LIQUID PERMANENT COLOR	PRISMATIC PERMANENT COLOR	AGE-DEFYING PERMANENT COLOR	DRAMATIC DEPTH. MONOCHROMATIC PERMANENT COLOR.	LOW LIFT ALKALINE COLOR	HIGH LIFT CONDITIONING CREAM
CATEGORY FORM	Alkaline Liquid Color	Alkaline Oil Color	Alkaline Oil Color	Alkaline Oil Color	Alkaline Cream Color	Alkaline Cream Color
LEVELS OF LIFT	Up to 4 Levels of lift	Up to 3 levels & deposit	Coverage on white hair	Up to 3 levels & deposit	Up to 1 level & deposit	Up to 5 levels & deposit
DYE SYSTEM	100% oxidative					
MINUTES	20-35	35	35	35	20	45
CHARACTERISTICS	• High saturation permanent liquid laquer • Alkaline gel color • Up to 100% gray coverage • Low ammonia formula with liquid shine	• 2X fortified hair* • Zero ammonia, zero odor • Up to 100% gray coverage • Multi-dimensional, 4D color results • Lasting vibrancy • Oil Delivery System (ODS)	• 2X fortified,* 2X smoother hair** • Zero ammonia, zero odor • 100% gray coverage • Pre-blended shades for hair with 75% resilient grays • Multi-dimensional, 4D color results • Radiant reflection • Oil Delivery System (ODS)	• 2X fortified* • Zero ammonia, zero odor • Up to 100% gray coverage • Monochromatic color with shiny, uniform results • Oil Delivery System (ODS)	• Exceptional saturation and reflectivity • Enchanced condition and shine • Covers up to 70% gray • Fast, easy mixing in a 1:1 ratio of color to HD Developing Lotion	• Conditioning cream haircolor • Up to 5 levels of lift in 1 step • 12 shades for on/off scalp

	FLASHLIFT EXPRESS BLONDE	BLONDE IDOL	SHADES EQ GLOSS (HERO)	COLOR CAMO	CITY BEATS
	HEAT-ACTIVATED LIGHTENING CREAM	BASE BREAKERS	EQUALIZING CONDITIONING COLOR	5 MINUTE CUSTOM GRAY CAMOUFLAGE FOR MEN	VIBRANT CONDITIONING COLOR CREAM
CATEGORY FORM	Alkaline Cream Color	Alkaline Liquid Color	Acidic Liquid Color	Alkaline Liquid Color	Acidic Gel-Cream Color
LEVELS OF LIFT	Up to 6 levels of lift	1 level	Deposit only	Deposit only	
DYE SYSTEM		100% oxidative	Oxidative & direct	100% oxidative	100% direct
MINUTES	20	10	20	5–10	20–30
CHARACTERISTICS	• Heat activated lightening cream • To be used exclusively with the Heatcure professional tool • Lighten up to 15 meches in 20 minutes	• 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	• Zero ammonia • Most versatile haircolor • Healthy results with up to 100% more shine* • Incredible conditioning	• Gel-like viscosity adheres to gray hair • Quinoa oil and protein enriched formula helps strengthen the hair and add healthy shine • Gray is camouflaged, naturally blended and gradually fades without unnatural gold or red tones	• Vibrant, stay-true hues plus Clear. No mess, no bleed • Acidic formula conditions and seals the cuticle • True to tone for up to 12 shampoos • No developer required





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 48 HOURS BEFORE EACH USE OF THIS PRODUCT, 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

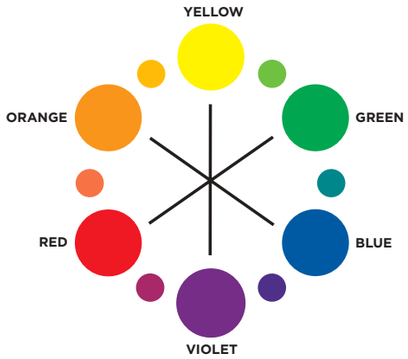
- Remove earings. Behind the ear and using a cotton bud apply a little of the unmixed colorant product sufficient to cover an area of 2 cm. Re-apply allowing to dry between applications. Carefully reseal the colorant container
- Leave for 48 hours without washing, covering or touching. If during this 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.**

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.

The **American Level System** offers more increments of lighter brown shades between levels 2 and 6, allowing for more color formulation at levels 3, 4 and 5.

Keep in mind that no level system is universal. The principles, however, are universal.

TRADITIONAL LEVEL SYSTEM
(CHROMATICS, COLOR GELS, & SHADES EQ)

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

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

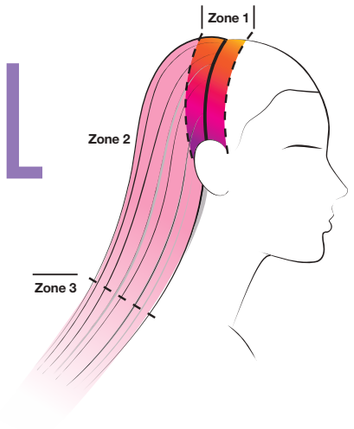
Background is the portion of the color base that helps produce balanced, natural-looking results and gives the shade its foundation. Tone is the portion of the base that gives a shade its unique character.

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** and **Shades EQ Cream.**
4. Select the shade to enhance, balance or counteract undertones and achieve the target color.



SHOW OFF YOUR PROFESSIONAL SKILLS.
CREATE pHENOMENAL HAIRCOLOR.



APPLY IN ZONES. MAXIMIZE COLOR RESULTS. MINIMIZE STRESS ON HAIR.

Redken uses the term “Zones” to refer to different areas of the hair strand. Understanding Zones will help you achieve pHenomenal, even color results every time!

ZONE 1: Regrowth or root area, approximately the first ½ inch of hair
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)

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 and minimizes stress on hair



HDRESOLUTION
LOW LIFT ALKALINE COLOR



CHROMATICS
ALKALINE OIL COLOR





COLOR GELS
ALKALINE LIQUID COLOR

Alkaline color should only touch Zone 1. Use any alkaline color formula on Zone 1 and refresh with acidic color (**Shades EQ**) on Zones 2–3.

BEST PRACTICES

1. Pre-treat the hair with **Hair Cleansing Cream**. Follow with **Extreme CAT** or **Redken Chemistry** as needed. Dry hair.
2. Apply color generously using fine ¼ inch diagonal partings.
3. Use the opposite diagonal to crosscheck and ensure proper application.
4. Use a timer for accurate timing. Do not over- or under-process.

When lifting or lightening natural hair, the scalp area will always be warmer/brighter; and the mid-shaft and ends will appear darker and drabber. To ensure even color from scalp to ends, create formulas with the appropriate family shades.

ON-SCALP APPLICATION

1. Start with dry hair. Divide into 4 sections.
2. Use a bowl and brush or bottle. Apply color taking ¼ inch partings for even saturation.
3. Process as directed (refer to Mixing and Processing charts).
4. Rinse, shampoo with **Hair Cleansing Cream**, **Extreme** or **Color Extend Magnetics**. Condition with **Extreme** or **Color Extend Magnetics**.

VIRGIN HAIR

According to the Principles of Haircolor, color lifts lighter and brighter in Zone 1. To compensate, two alternatives are possible when applying color to virgin hair:

TRADITIONAL VIRGIN APPLICATION

Consists of adjusting the formula with a **higher volume developer** in Zone 2, starting the application in Zone 2 and finishing with Zone 1.

1. Apply selected formula to **Zone 2** (the mid-shaft).
2. Immediately apply to **Zone 1** (the scalp area) the formula with the lower developer. Begin processing time after the **Zone 1** application is complete.
3. Process at room temperature for 35 minutes.
4. Rinse and shampoo with **Hair Cleansing Cream**, **Extreme** or **Color Extend Magnetics**. Condition with **Extreme** or **Color Extend Magnetics**.

MODERN VIRGIN APPLICATION

Consists of using a **lighter and warmer formula in Zone 2**, applying color to Zone 1 first, and then to Zone 2.

1. Apply selected formula to **Zone 1** (the scalp area).
2. Immediately apply to **Zone 2** (the mid-shaft) the slightly lighter and warmer formula.
3. Begin processing time after the **Zone 2** application is complete.
4. Process at room temperature for 35 minutes.
5. Rinse and shampoo with **Hair Cleansing Cream**, **Extreme** or **Color Extend Magnetics**. Condition with **Extreme** or **Color Extend Magnetics**.

RETOUCH

Apply selected formula to Zone 1.

REFRESH ZONES 2 AND 3

RECOMMENDED SHADES EQ REFRESH FOR ALL PERMANENT HAIRCOLOR

While using permanent haircolor on the regrowth (Zone 1), apply **Shades EQ Cream** or **Gloss** to Zone 2 and process at room temperature for up to 20 minutes. If Zone 3 is present, dilute formula with **Shades EQ Clear,** and strand test for proper deposit.

GLAZE OR CORRECT

1. Apply **Shades EQ Gloss**, **Cream** to Zone 1 taking ½ inch partings.
2. Apply and fully saturate Zone 2, taking ¼ inch partings.
3. Process as directed (refer to Mixing and Processing charts).
4. Rinse, shampoo and condition with **Extreme** or **Color Extend Magnetics**.

GLAZE RETOUCH

Follow GLAZE Steps 1 and 2. Bring through mid-shaft and ends for up to 20 minutes as needed.

ADVANCED BLENDING OR COVERING GRAY

Refer to each brand for specific guidelines.

OFF-SCALP APPLICATION

WEAVE OR HIGHLIGHTS

After wrapping the last foil, process as directed (refer to Mixing and Processing charts) using Redken **pH-Bonder** steps #1 and #2 as directed. Rinse and shampoo with **Hair Cleansing Cream**, **Extreme** or **Color Extend Magnetics**. Condition with **Extreme** or **Color Extend Magnetics**.

LOWLIGHTS

Isolate strands in a foil or paint freehand. Strand test for proper deposit. Formulas should be slightly lighter than natural level and include some warmth.



NEW COLOR GELS LACQUERS

HIGH SATURATION PERMANENT LIQUID COLOR

LOW AMMONIA. LOCKED-IN SATURATION. LIQUID SHINE.

- Long-lasting results with anti-fade technology.
- Up to 4 levels of lift
- Over 47 shades and 23 perfect matches with Shades EQ
- New-generation gel formula for high-precision application from a bottle or a bowl.

COVERAGE

Advanced technology with up to 100% gray coverage.

COLOR

Up to 4 levels of lift & 47+ fade-resistant, long-lasting shades.

CONDITION

Alkaline color respects hair integrity for glossy, shiny, healthy hair.



MIXING & PROCESSING

MIXING RATIO (COLOR: DEVELOPER)	PRO-OXIDE CREAM DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	OFF-SCALP/HEAT OPTION
Mix 1:1	10 volume	Up to 1	Minimal lift	20	Do not use heat.
	20 volume	Up to 2	Standard lift/gray coverage	30	
	30 volume	Up to 3	Additional lift	40	
	40 volume	3+	Maximum lift	45	

GUIDELINES FOR COVERING GRAY FOR COLOR GELS

0-50% GRAY:
use Target Shade

50-100% GRAY:
Use half desired shade and half base i.e. N/NW in Chromatics and nn/g in Ultra Rich

UNDERSTANDING THE LABEL

0	NATURAL
1	BLUE/ASH
2	VIOLET/IRIDESCENT
3	GOLD
4	COPPER
5	RED VIOLET/MAHOGANY
6	RED
7	GREEN
8	MOCHA
9	PEARL

OTHER COLOR GELS PRODUCTS

Color Gels Clear is the non-pigmented version of **Color Gels** that lets you create a variety of creative, corrective and customizable effects.

Pro Oxide Developer (10, 20, 30 and volume) is the developer for **Color Gels**. Depending on hair texture and density, you may see from 1–4 levels of lift depending on the developer

selected and how it is used.

COLOR GELS LACQUERS

HIGH SATURATION PERMANENT LIQUID LACQUER



	COOL			NATURAL		WARM NATURAL						FASHION		
TONE	YELLOW/GREEN	BLUE	CORRECTIVE TONE	BLUE/VIOLET	BLUE/VIOLET	GOLD/BEIGE	NATURAL LEVEL	GOLD	YELLOW/ORANGE	ORANGE	RED/VIOLET	RED/ORANGE	RED/RED	RED/VIOLET
LEVEL OF DEPOSIT	GREEN NATURAL	ASH BLUE	NATURAL ASH	NATURAL NATURAL*	NATURAL*	GOLD BEIGE	NATURAL WARM*	NATURAL GOLD	WARM GOLD*	COPPER BROWN*	RUBY BROWN*	RED/ORANGE	RED/RED	RED/VIOLET
	BLACK TO GRAY BACKGROUND COLOR		BROWN TO TAN BACKGROUND COLOR									NO BACKGROUND COLOR		
10 ULTRA PALE BLONDE			10NA 10.01 Snow Queen		10N 10.0 Crème Latté		10NW 10.03 Macadamia Nut							
9 VERY LIGHT BLONDE			9NA 9.01 Mist	NEW NN SHADES	9N 9.0 Café au Lait	9GB 9.31 Butter Cream	9NW 9.03 Cream Soda							
8 LIGHT BLONDE	8GN 8.07 Ivy	8AB 8.1 Stardust	8NA 8.01 Volcanic	8NN 8.00 Crème Brulee	8N 8.0 Mojave		8NW 8.03 Safari	8NG 8.3 Sunflower	8WG 8.33 Golden Apricot					
7 MEDIUM BLONDE		7AB 7.1 Moonstone	7NA 7.01 Pewter	7NN 7.00 Cocoa Powder	7N 7.0 Mirage	7GB 7.31 Butterscotch	7NW 7.03 Milk Tea	7NG 7.3 Saffron				7RO 7.64 Marigold	7RR 7.66 Flame	
6 DARK BLONDE	6GN 6.07 Moss		6NA 6.01 Granite	6NN 6.00 Chocolate Mousse	6N 6.0 Moroccan Sand		6NW 6.03 Brandy	6NG 6.3 St. Tropez	6WG 6.33 Mango	6CB 6.45 Amber Glaze		6RO 6.64 Bonfire	6RR 6.66 Blaze	
5 LIGHT BROWN		5AB 5.1 Twilight	5NA 5.01 Smoke	5NN 5.00 Café Mocha	5N 5.0 Walnut	5GB 5.31 Truffle	5NW 5.03 Macchiato	5NG 5.3 Caramel		5CB 5.45 Brownstone	5RB 5.65 Manzanita	5RO 5.64 Paprika		5RV 5.62 Sangria
4 MEDIUM BROWN	4GN 4.07 Forest		4NA 4.01 Storm Cloud	4NN 4.00 Coffee Grounds	4N 4.0 Chicory		4NW 4.03 Maple	4NG 4.3 Pecan	4WG 4.33 Sun Tea	4CB 4.45 Clove			4RR 4.66 Lava	4RV 4.62 Cabernet
3 DARK BROWN					3N 3.0 Espresso		3NW 3.03 Cocoa Bean				3RB 3.65 Mahogany			
2 DARKEST BROWN														
1 BLACK							1NW 1.03 Midnight							

*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.

Shade contains Rubilane® copper dye

Shade contains R5 red dye

Shade contains Carmin'R red dye

CLEAR

NATURAL ASH TONES	
10NA	Violet
9NA	Violet
8NA	Blue/Violet
7NA	Blue
6NA	Blue/Green
5NA	Green
4NA	Yellow/Green

NATURAL WARM TONES	
10NW	Pale Yellow
9NW	Yellow
8NW	Yellow/Orange
7NW	Orange
6NW	Red/Orange
5NW	Red
4NW	Red/Violet
3NW	Violet
2NW	Blue/Violet
1NW	Blue



CHROMATICS

PRISMATIC PERMANENT COLOR

OIL POWERED. CARE OBSESSED. ZERO AMMONIA PERMANENT HAIRCOLOR.

- Breakthrough **ODS² (Oil Delivery System) + Protein Extract Technology** delivers multi-dimensional 4D color results deep into every hair strand
- 2x fortified* hair
- Up to 100% gray coverage

OIL POWERED, CARE OBSESSED. | ODS² + PROTEIN EXTRACT TECHNOLOGY



1. SURROUND
A mixture of **dyes, oil** and **protein extracts** surrounds hair's cuticle



2. PROPEL
ODS² propels dyes and **protein extracts** into the cortex



3. 2X FORTIFIED*
The hair strand is **2x fortified*** and infused with **color**

WHAT'S THE DIFFERENCE?



CHROMATICS MULTI-DIMENSIONAL
Prismatic color with high reflect



CHROMATICS ULTRA RICH MONOCHROMATIC
Rich, solid, saturated color

CHROMATICS & CHROMATICS REMIXED

- **2x fortified hair***
- Zero ammonia, zero odor
- Up to 100% gray coverage
- Multi-dimensional, 4D color results

CHROMATICS BEYOND COVER

- **2x fortified hair*, 2x smoother hair****
- Zero ammonia, zero odor
- 100% gray coverage for hair with 75% or more gray
- Pre-blended shades for easy application
- Multi-dimensional, 4D color results
- Includes Argan Oil, Protein Extracts and Ceramides, plus antioxidants, Acai and Vitamin E

CHROMATICS ULTRA RICH

- **2x fortified results***
- Monochromatic color results
- Cool fundamentals
- Luminous shine
- Up to 100% gray coverage







*Haircolor System with 20 Volume Oil in Cream Developer and Redken Hair Cleansing Cream Shampoo vs. uncolored hair treated with a non-conditioning shampoo

**Leaves hair 2x smoother than before coloring

GUIDELINES FOR COVERING GRAY FOR CHROMATICS

0-50% GRAY:
use Target Shade

50-100% GRAY:
Use half desired shade and half base i.e. N/NW in Chromatics and nn/g in Ultra Rich

UNDERSTANDING THE LABEL

0	NATURAL
1	BLUE/ASH
2	VIOLET/IRIDESCENT
3	GOLD
4	COPPER
5	RED VIOLET/MAHOGANY
6	RED
7	GREEN
8	MOCHA
9	PEARL

MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	OIL IN CREAM DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
 CHROMATICS	Mix 1:1	10 volume	Up to 1	Minimal Lift	35	For modern, prismatic gray coverage, formulate with the N or NW families.
		20 volume	Up to 2	Standard Lift/ Gray Coverage		
		30 volume	Up to 3	Additional Lift		
 CHROMATICS BEYOND COVER	Mix 1:1	20 volume	Up to 2	75-100% Gray Coverage	35	For best results, use 20 vol. **Chromatics Oil in Cream** Developer (no heat).
 CHROMATICS REMIXED	Mix 1:1*	10 volume	Varies according to formulation	Tonal Modifier for on/off scalp	35	*Use this ratio to help maintain the proper balance of **Chromatics Remixed** and **Chromatics** dyes: ¼ **Chromatics Remixed** and 1¾ **Chromatics.** Color tone and longevity may be compromised otherwise.
		20 volume				
		30 volume				
 CHROMATICS ULTRA RICH	Mix 1:1	10 volume	Up to 1	Minimal Lift	35	For traditional, monochromatic gray with NN or G families.
		20 volume	Up to 2	Standard Lift/ Gray Coverage		
		30 volume	Up to 3	Additional Lift		

OTHER CHROMATICS PRODUCTS

Chromatics Clear is the non-pigmented version of **Chromatics** that lets you create a variety of creative, corrective and customizable effects.

Chromatics Oil in Cream Developer (10, 20 and 30 volume) is the dedicated developer for **Chromatics**. Depending on hair texture and density, you may see from 1–3 levels of lift depending on the developer selected and how it is used.



CHROMATICS

PRISMATIC PERMANENT COLOR. ZERO AMMONIA.

	NATURAL	ADJUSTING COOLS			COOL BROWNS & BEIGES						REDS & VIOLETS					COPPERS				GOLDS				WARM BROWNS & BEIGES				NATURAL WARM
DESCRIPTION & LEVEL OF DEPOSIT	NATURAL	ASH/ ash	ASH/ blue	ASH/ violet	ASH/ green	ASH/ gold	IRIDESCENT/ gold	VIOLET/ brown	BROWN/ violet	BROWN/ red	VIOLET/ violet	VIOLET/ red	RED/ violet	RED/ red	RED	COPPER	COPPER/ copper	COPPER/ gold	COPPER/ red	GOLD	GOLD/ gold	GOLD/ copper	GOLD/ red	GOLD/ beige	GOLD/ iridescent	GOLD/ mocha	BROWN/ copper	NATURAL WARM
10 ULTRA PALE BLONDE	10N 10			10Av 10.12			10Ig 10.23													10G 10.3				10Gb 10.31				10NW 10.03
9 VERY LIGHT BLONDE	9N 9		9Ab 9.1			9Ago 9.13																			9Gi 9.32			9NW 9.03
8 LIGHT BLONDE	8N 8	8Aa 8.11		8Av 8.12	8Ag 8.17		8Ig 8.23										8Cc 8.44	8Cg 8.43		8G 8.3			8Gr 8.36	8Gb 8.31				8NW 8.03
7 MEDIUM BLONDE	7N 7		7Ab 7.1			7Ago 7.13										7C 7.4			7Cr 7.46			7Gc 7.34			7Gi 7.32			7NW 7.03
6 DARK BLONDE	6N 6	6Aa 6.11			6Ag 6.17		6Ig 6.23							6Rr 6.66	6R 6.6		6Cc 6.44	6Cg 6.43		6G 6.3			6Gr 6.36	6Gb 6.31		6Gm 6.35	6Bc 6.54	6NW 6.03
5 LIGHT BROWN	5N 5		5Ab 5.1				5Ig 5.23			5Br 5.56	5Vv 5.22				5C 5.4				5Cr 5.46					5Gi 5.32			5NW 5.03
4 MEDIUM BROWN	4N 4				4Ag 4.17							4Vr 4.26		4Rr 4.66												4Gm 4.35	4Bc 4.54	4NW 4.03
3 DARK BROWN	3N 3																											3NW 3.03
2 DARKEST BROWN	2N 2																											
1 BLACK			1Ab 1.1																									

CLEAR — **CHROMATICS CLEAR**
Clear is the colorless version of **Chromatics** It may be used alone to lift without deposit or to dilute or cus tomize a shade.

Shade contains Rubilane® copper dye · Shade contains R5 red dye · Shade contains Carmin'R red dye

BEYOND COVER

CHROMATICS

AGE-DEFYING PERMANENT COLOR

COOL BROWNS & BEIGES				COPPERS	WARM BROWNS & BEIGES				NATURAL WARM
ASH/ gold	IRIDESCENT/ gold	BROWN/ violet	BROWN/ red	COPPER/ red	GOLD/ beige	GOLD/ iridescent	BROWN/ copper	NATURAL WARM
10Ago 10.13						10Gi 10.32		
					9Gb 9.31			9NW 9.03
8Ago 8.13						8Gi 8.32		
	7Ig 7.23			7Cr 7.46	7Gb 7.31			7NW 7.03
						6Gi 6.32		
	5Ig 5.23				5Gb 5.31		5Bc 5.54	5NW 5.03
		4Br 4.56						

REMIXED

CHROMATICS

COLOR CONTROL SERIES. ZERO AMMONIA.

VIOLET · BLUE · GREEN

*Mix with any **Chromactics** shade in a 1:7 ratio for best results.

ULTRA RICH CHROMATICS

MONOCHROMATIC COLOR. ZERO AMMONIA.

DESCRIPTION & LEVEL OF DEPOSIT	NATURALS		ADJUSTING COOLS			COOL BROWNS & BEIGES		REDS AND VIOLETS		COPPERS	GOLDS	WARM BROWNS & BEIGES		
	NATURAL NATURAL	NATURAL Ash	PEARL	ASH blue	ASH violet	ASH Gold	Brown Red	RED Violet	NEW RED Red	COPPER red	GOLD	GOLD beige	GOLD iridescent	BROWN copper
10 ULTRA PALE BLONDE	10NN **10.0** ½ oz. 09N 1½ oz. 000 ¼ oz. 09NA ¼ oz. 09WN 1½ oz. 000		10P **10.9** ¼ oz. 09T ¼ oz. 09V 1½ oz. 000 ¼ oz. 09NA ¼ oz. 09V 1½ oz. 000		10Av **10.12** ½ oz. 09V 1½ oz. 000 ½ oz. 09V 1½ oz. 000									
9 VERY LIGHT BLONDE	9NN **9.0** 1 oz. 09N 1 oz. 000 ½ oz. 09NA ½ oz. 09WN 1 oz. 000				9Av **9.12** 1 oz. 09V 1 oz. 000 1 oz. 09V 1 oz. 000	NEW 9Ago **9.13** 1 oz. 09G ½ oz. 09V ½ oz. 000 1 oz. 09WN ¼ oz. 09NA ¾ oz. 000						NEW 9Gb **9.31** 1 oz. 09GB 1 oz. 000 ¾ oz. 09WB ¼ oz. 09V 1 oz. 000		
8 LIGHT BLONDE	8NN **8.0** 2 oz. 09N ¼ oz. 09NA ¼ oz. 07WN 1½ oz. 000	8NA **8.01** 1½ oz. 09N ½ oz. 09B ¼ oz. 09NA ¼ oz. 06NA 1½ oz. 000	8P **8.9** ½ oz. 09T ½ oz. 09V 1 oz. 000 ½ oz. 09NA ½ oz. 09V 1 oz. 000								8G **8.3** 1 oz. 09G 1 oz. 000 ½ oz. 07G 1½ oz. 000			
7 MEDIUM BLONDE	7NN **7.0** 1½ oz. 08N ½ oz. 000 ½ oz. 09NA ¼ oz. 07WN 1¼ oz. 000	7NA **7.01** 1 oz. 08N ½ oz. 09B ½ oz. 000 ½ oz. 09NA ¼ oz. 06NA 1¼ oz. 000				NEW 7Ago **7.13** 2 oz. 08GI 1¾ oz. 08GI ¼ oz. 9NA						NEW 7Gb **7.31** 1 oz. 07GB 1 oz. 000 1 oz. 08GI ½ oz. 09V	7Gi **7.32** 1 oz. 08GI 1 oz. 000 1 oz. 08GI 1 oz. 000	
6 DARK BLONDE	6NN **6.0** 1¾ oz. 08N ¼ oz. 06N ¼ oz. 06NA ¼ oz. 05WN 1½ oz. 000	6NA **6.01** 1½ oz. 08N ¼ oz. 09B ¼ oz. 06N ½ oz. 06NA 1½ oz. 000		6Ab **6.1** 2 oz. 09B ½ oz. 09NA ½ oz. 06NA 1 oz. 000					NEW 6Rr **6.66** 1 oz. 06R ¾ oz. 000 ¼ oz. Red Kicker 2 oz. 07RR		6G **6.3** 1 oz. 07G 1 oz. 000 1 oz. 07G 1 oz. 000	NEW 6Gb **6.31** 2 oz. 07GB 1 oz. 07G ¼ oz. 06V ¾ oz. 000		6Bc **6.54** ½ oz. 07CB 1½ oz. 000 ½ oz. 06BC 1½ oz. 000
5 LIGHT BROWN	5NN **5.0** 1 oz. 06N 1 oz. 000 ½ oz. 06NA ¼ oz. 05WN 1¼ oz. 000	5NA **5.01** 1 oz. 06N ½ oz. 09B ½ oz. 000 1 oz. 06NA 1 oz. 000				NEW 5Ago **5.13** 2 oz. 06GI 1¾ oz. 06GI ¼ oz. 06NA						NEW	5Gi **5.32** 1 oz. 06GI 1 oz. 000 1 oz. 06GI 1 oz. 000	
4 MEDIUM BROWN	4NN **4.0** 1½ oz. 06N ½ oz. 03N ½ oz. 06NA ½ oz. 05WN 1 oz. 000	4NA **4.01** 1 oz. 06N 1 oz. 09B 2 oz. 06NA									4G **4.3** 2 oz. 06G 1 oz. 05G 1 oz. 000			
3 DARK BROWN														
2 DARKEST BROWN														
1 BLACK														

KEY

Shade contains Carmin'R red dye

REFRESH KEY

SHADE — Shades EQ Gloss | Shades EQ Cream



HDRESOLUTION

LOW LIFT ALKALINE COLOR

- Low lift alkaline color
- Up to 1 level of lift with exceptional saturation and reflectivity
- Enhanced condition and shine
- Covers up to 70% gray
- Fast, easy mixing in a 1:1 ratio of color to **HD Developing Lotion**



1. **Low lift alkaline** dyes combine with **HD Developing Lotion** to penetrate the fiber, lifting up to one level (1:1 ratio)



2. **Saturated tones** are deposited for high clarity color with brilliance and vibrant reflects.



3. A blend of **conditioning polymers** smoothes the surface for enhanced shine and condition, sealing high-resolution results.

HIGH VISIBILITY SHADES

Formulated with direct dyes for the most vibrant, visible reds on even the darkest bases. Combine any of our high visibility shades (7.44, 6.46, 5.56) with our **HD Developing Lotion** in 6 and 15 volume for maximum intensity.

DEVELOPER

HD Developing Lotion is the dedicated developer for **HDResolution** and is available in 6 volume and 15 volume.



MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	HD DEVELOPING LOTION	LEVELS OF LIFT	MINUTES
HDRESOLUTION	Mix 1:1	6 volume (1.8%) HD Developing Lotion	Deposit	20 minutes
		15 volume (4.5%) HD Developing Lotion	Up to 1 level	

HDResolution is mixed in a 1:1 ratio of Demi-color to 6 or 15 volume **HD Developing Lotion.** Always **mix in equal parts and use immediately.**



Lizzy Jagger
for Redken 5th Avenue



HDRESOLUTION

LOW LIFT ALKALINE COLOR

TONE	MATTES & BLUES			VIOLET		NATURALS		MOCHAS			GOLDS			COPPERS			RED				
LEVEL OF DEPOSIT	MATTE ASH	NATURAL ASH	ASH GOLD	VIOLET	VIOLET VIOLET	NATURAL	NATURAL GOLD	MOCHA ASH	MOCHA	MOCHA GOLD	GOLD BEIGE	GOLD	GOLD COPPER	COPPER GOLD	COPPER BROWN	COPPER COPPER	RED VIOLET	RED	RED COPPER	BROWN RED	COPPER RED
	.71	.01	.13	.2	.22	.0	.03	.81	.8	.83	.31	.3	.34	.43	.45	.44	.62	.6	.64	.56	.46
10 ULTRA PALE BLONDE							10.03					10.3									
9 VERY LIGHT BLONDE		9.01				9.0		9.81													
8 LIGHT BLONDE						8.0	8.03		8.8				8.34								
7 MEDIUM BLONDE		7.01	7.13			7.0		7.81		7.83	7.31	7.3				7.44					
6 DARK BLONDE						6.0	6.03	6.81					6.34		6.45	6.44					6.46
5 LIGHT BROWN		5.01				5.0					5.31	5.3					5.62			5.56	
4 MEDIUM BROWN	4.71				4.22	4.0		4.81	4.8								4.62				
3 DARK BROWN						3.0															
2 DARKEST BROWN						2.0															

Shade contains R5 red dye

High Visibility Shades

CLEAR

UNDERSTANDING THE LABEL:

Level — 8.83 — Secondary Tone (Gold)

Primary Tone (Mocha)

NOT ALL HAIR
COLOR IS CREATED

EQUAL

SHADES EQ. THE TECHNIQUE PERFECTOR USED
BY **IT-LIST** COLORISTS FOR **A-LIST** RESULTS.

ONE OF A KIND COLOR

OFTEN IMITATED. NEVER DUPLICATED.



USED BY MORE THAN 10 MILLION COLOURISTS WORLDWIDE



SHADES EQ DEMI-PERMANENT COLOR



THE TECHNIQUE PERFECTOR

EVERY COLOR. EVERY CLIENT. EVERY TECHNIQUE.

- No-ammonia formula, acidic pH
- Up to 100% more shine than before coloring*
- Mix of direct and oxidative dyes
- Refresh all Redken permanent haircolor
- Blend 50% gray with a sheer result
- The formula is perfect to gloss, refresh, cover grey, tone, correct and color... all with a sheer result.

SUPER RESULTS Advanced technology with up to 100% Guaranteed even color without any lift.

SUPER GLOSSY Unbeatable shine and condition; hair color made for “the gram.”

SUPER FLEXIBLE Create bespoke shades for every client, every color, every technique.

IT'S TIME TO ATTRACT A NEW COLOUR TRIBE

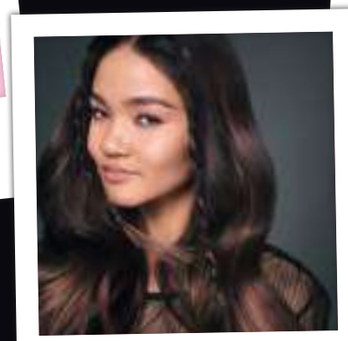
EVERY COLOR. EVERY CLIENT. EVERY TECHNIQUE.

More than just a toner, this small but mighty pink bottle holds the power to transform the color of every client.



FOR SHADES THAT TONE

For the girl who wants to be her best blonde. Create personalised tones of pastel, silver, ash or gold.



FOR SHADES THAT GLOSS

For the girl who always puts quality first. Color that conditions and delivers luxurious, high impact shine.



FOR SHADES THAT REFRESH

For the girl who doesn't compromise on hair condition. Put hair integrity and color results on a level playing field.



FOR SHADES THAT COVER

For the girl worrying about her first grays, achieve up to 50% coverage.



FOR SHADES THAT COLOR

For the girl who wants to brighten dull color with vibrant fashion shades.



FOR SHADES THAT CORRECT

For the girl who wants to shake up her color. Transformations are made easy with Shades EQ.

SERVICE OPPORTUNITIES

	SHADES EQ GLOSS	SHADES EQ CREAM
GLOSS	• Enhance, enrich, change, match, tone down or intensify natural or color-treated hair while harmonizing contrast • Tone pre-lightened or highlighted hair	• Enhance, enrich, change, match, tone down or intensify natural or color-treated hair while harmonizing contrast
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	
CORRECT	• Fill over-lightened hair • Correct uneven, brassy or overly vibrant tones	• Correct uneven, brassy or overly vibrant tones • Harmonize tone from scalp to ends
DEFINE	• N/A	• Add dimension with lowlights • Color block and add contour with precise placement
COVER GRAY	• Blend gray up to 50% without lifting the hair's natural pigment	• Blend gray up to 50% with richer color and without lifting the hair's natural pigment
CLEAR	• Deposit shine only • Dilute color intensity • Dilute level density	
BRIGHTEN	• N/A	

*N and G are superior gray coverage families

DILUTION SOLUTION

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

- **Shades EQ Gloss** Crystal Clear mixes with **Shades EQ** Processing Solution and offers no lift
- **Shades EQ Cream** Clear mixes with 10 volume **Pro-oxide** Cream Developer and offers no lift

Use the following proportions to customize your formula:

FORMULA LEVEL	01–03	04–06	07–09	SHADE	CRYSTAL CLEAR	DEVELOPER
MAXIMUM DILUTION				½ oz.	1 ½ oz.	2 oz.
MODERATE DILUTION				1 oz.	1 oz.	2 oz.
MINIMAL DILUTION				1 ½ oz.	½ oz.	2 oz.
FULL STRENGTH				2 oz.	-	2 oz.

NOTE: For optimum penetration and durability of color results, Redken recommends processing for the standard time of 20 minutes. To achieve lighter results, use diluted formulas, not reduced processing time.

MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	DEVELOPER	LEVELS OF LIFT	MINUTES
SHADES EQ GLOSS	Mix 1:1	**Shades EQ** Processing Solution	None	20

OTHER SHADES EQ PRODUCTS

Clear shades are unpigmented shades you can use alone to add incredible shine or with any other shade to dilute color intensity (refer to the "Dilution Solution" chart).

Shades EQ Processing Solution and Shades EQ Gloss to Gel Cream Developer are the unique developers for Shades EQ Gloss. Pro-oxide Cream Developer is the appropriate developer for Shades EQ Cream.



SHADES EQ EQUALIZING CONDITIONING COLOR GLOSS

TONE	Silver/Blue	Green/Yellow	Blue	Blue/Violet	Blue/Violet	Blue/Violet	Red/Violet	Gold/Violet	Gold/Mauve	Yellow	Yellow/Yellow	Yellow/Orange	Orange	Orange/Red	Red/Orange	Red	Orange/Orange	Copper/Red	Red	Red/Violet	Violet/Rose	Violet	Violet Violet
LEVEL OF DEPOSIT	TITANIUM	GREEN NATURAL	BLUE	VIOLET BLUE	PEARL	NATURAL	NEUTRAL BROWN BLONDE	GOLD IRIDESCENT	GOLD BEIGE	GOLD	GOLD GOLD	WARM GOLD	COPPER	AUBURN/ AUBURN ACCENT	COPPER BROWN	RED BROWN	COPPER COPPER	COPPER RED	RED	RED VIOLET	VIOLET ROSE	VIOLET	VIOLET VIOLET
	BLACK TO GRAY BACKGROUND COLOR																NO BACKGROUND COLOR						
10 ULTRA PALE BLONDE						010N Delicate Natural																	010VV Lavender Ice
9 VERY LIGHT BLONDE	09T Chrome		09B Sterling		09P Opal Glow	09N Café au Lait	09NB Irish Crème		09GB Butter Cream					09AA Papaya							09VRo Rosé	09V Platinum Ice	
8 LIGHT BLONDE	08T Silver			08VB Violet Frost		08N Mojave					08GG Gold Dip	08WG Golden Apricot	08C Cayenne								08VRo Rose Quartz		
7 MEDIUM BLONDE	07T Steel			07VB Violet Star	07P Mother of Pearl	07N Mirage	07NB Chestnut			07G Saffron			07C Curry		07CB Spicestone								
6 DARK BLONDE	06T Iron			06VB Violet Lagoon		06N Moroccan Sand	06NB Brandy		06GB Toffee	06G St. Tropez	06GG Midas Touch	06WG Mango		06AA Bonfire	06CB Amber Glaze	06RB Cherry Cola			06R Rocket Fire		06VRo Mauve Rose		
5 LIGHT BROWN						05N Walnut							05C Chili		05CB Brownstone		05CC Electric Shock					05V Cosmic Violet	
4 MEDIUM BROWN							04NB Maple					04WG Sun Tea											
3 DARK BROWN						03N Espresso	03NB Mocha Java												03R Roxy Red			03V Orchid	
2 DARKEST BROWN																							
1 BLACK			01B Onyx																				
PASTELS/KICKERS/CLEAR	000 Crystal Clear	Pastel Silver Green	Pastel Aqua Blue											Pastel Peach					Pastel Pink				

LIGHT SHADES

MEDIUM SHADES

DARK SHADES

PASTELS/KICKERS/CLEAR

07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.

04, 05 and 06 shades are described as medium in their level of deposit.

01 and 03 shades contain the greatest amount of pigment and deepest deposit.

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+

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

UNDERSTANDING THE LABEL
Level or Depth
"0" Indicates No Lift — 09V — Family (VIOLET)
Crushed Amethyst
Shade Name

4 NEW VIBRANT DIRECT DYE SHADES

Yellow Kicker | Orange Kicker | Red Kicker | Violet Kicker



COLOR CAMO

NO FUSS, 5 MINUTE GRAY BLENDING

- GRAY IS CAMOUFLAGED AND NATURALLY BLENDED
- DISCRETE BACKWASH APPLICATION
- LOW MAINTENANCE NATURAL LOOKING RESULTS
- GRADUALLY FADES WITH NO UNNATURAL TONES
- AMMONIA FREE FORMULA WITH PROTEIN AND QUINOA OIL FOR STRENGTH AND SHINE



COLOR CAMO

A NO FUSS, 5 MINUTE GRAY BLENDING SERVICE

Featuring advanced technology, **Color Camo** camouflages gray hair in 5 minutes. Processing for 10 minutes or using darker shades will deliver deeper, darker coverage.

With five shades, cool tonality, easier application, low maintenance results, **Color Camo** has everything you need to take your men's color business to the next level!

SHADE COLLECTION

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

	BEFORE COLOR CAMO	AFTER COLOR CAMO	
	NATURAL LEVEL (50% GRAY)	ASH TONE (GRAY + BLUE/VIOLET)	NATURAL TONE (GRAY + GREEN/GOLD)
		5 mins development time	5 mins development time
LIGHT	**light** (levels 7 and higher)	**light ash**	**light natural**
MEDIUM	**medium** (levels 4–6)	**medium ash**	**medium natural**
		10 mins development time	
DARK	**dark** (levels 1–3)	**dark ash**	

SHADE SELECTION

- Determine your client's natural level range: light (levels 7 and higher), medium (levels 4–6) or dark (levels 1–3).
- Select a shade in the same range as his natural color.
- Pick the tone you want to see: Ash = smoky; Natural = cool gold.

NOTE: **Color Camo** does not cover gray hair completely. It is formulated to "camouflage" gray hair and blend it in with natural pigmented hair. For best results, Redken recommends **Color Camo** for men who have 50% gray or less.

MIXING & PROCESSING

1. Mix **Color Camo** with 10 volume **Pro-oxide** Cream Developer in a 1:1 ratio in an applicator bottle. **Once mixed, product must be applied immediately to hair.**
2. Start in the area where hair is the grayest—for most men it's the temple area, top or hairline. **Do not overlap with hair that has been previously colored.**
3. For an all-over application, an applicator bottle is recommended for speed. For a targeted application, a comb is recommended. Apply to dry or towel-dried hair at the shampoo bowl. Take ¼" or ½" partings and **quickly apply the color**—2 to 3 minutes is all you need! Avoid the skin as you work.
4. Processing time begins immediately upon finishing the application or after the first 3 minutes from beginning the application. Process for **5 minutes**; for the dark range shades, process for 10 minutes. **Color Camo** processes at room temperature.
5. Shampoo, condition and style with the appropriate **Redken Brews** products.

RETOUCH APPLICATION

1. Repeat steps 1–5, applying to the re-growth area.

NOTE: After repeated services, any haircolor will get darker when applied to previously colored hair. **Color Camo** is formulated to remain natural-looking between services, if used as directed. If darker ends result from repeated applications, you may only want to pull through the ends as needed for the last minute.

2. Rinse, shampoo and condition with the appropriate **Redken Brews** products.

DEVELOPER

Pro-oxide Cream Developer has a super smooth consistency for easy mixing and application, and provides predictable performance for all types of applications—use **ONLY** the 10 volume with **Color Camo.**

COLOR CAMO FACTS AND FEATURES:

- 5 minute processing time for gray blending*
- 10 minute processing time with dark shades**
- Ammonia-free, permanent dye technology with demi-permanent results
- Gel-like viscosity adheres to coarse gray hair without dripping
- Darker color of formula increases visibility to ease application
- Fragrance is discrete for more pleasant application
- Use with Redken's 10 volume **Pro-oxide** Cream Developer to provide easier and more efficient inventory management
- Quinoa oil and protein enriched formula helps strengthen hair and add healthy shine
- Gray is camouflaged, naturally blended and gradually fades without unnatural gold or red tones



*Light and Medium shades process for 10 minutes only if you want a deeper, darker **result** or when using the dark shades
**Dark shades process in 10 minutes only due to concentration of dyes
***Always use Color Camo with 10 volume Pro-oxide Cream Developer



CITY BEATS

VIVIDS AND PASTELS. pHENOMENAL CONDITION.

INSPIRATION
Feel the beat of NYC with **10 shades** inspired by the city streets

FASHION
Model, social media influencer and color chameleon **Chloe Nørgaard** and famed NYC street artist **Eric Haze**

INNOVATION
Acidic formula for healthy-looking, conditioned results

WHISPER



Wearable hues

TALK



Fun & expressive shades

SHOUT



Bold color that stops traffic

THE COLLECTION:

SEMI-PERMANENT HAIRCOLOR

- 9 vibrant stay-true hues, plus **Clear**. No mess, no bleed
- Acidic formula conditions and seals the cuticle
- Shades that transition seamlessly, whether bold or pastel
- **No developer required**
- Intermixable direct dyes



CITY BEATS APPLICATION & PROCESSING

- Apply **City Beats** directly to pre-lightened, clean, towel-dried hair. **The lighter your starting level, the brighter your end result will be**
- Apply with brush and bowl. Avoid direct application to the scalp as staining may occur
- For best results apply to hair that is 80–100% dry
- Can be applied to both natural and previously colored hair
- Process at room temperature for 20 minutes. Do not use heat. For more vibrancy, increase processing time to 30 minutes

PRO TIP: As with any "top coat" color, if the canvas is uneven, the end result will be uneven. Always make sure to even out the starting color with **Shades EQ Gloss** before applying **City Beats**. Do not use on over-compound henna or progressive color.

CITY BEATS

VIBRANT CONDITIONING COLOR CREAM

TIMES SQUARE TEAL



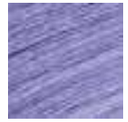


BIG APPLE RED





EAST VILLAGE VIOLET





YELLOW CAB





MIDTOWN MAGENTA





BROADWAY BLUE





CITY BALLET PINK





CHELSEA CORAL





CLEAR




Soo Joo Park
for Redken 5th Avenue

pH-BONDER

PROTECT BONDS. BALANCE pH. PRESERVE FIBER INTEGRITY.

pH-Bonder is a complete solution that works from the inside out to promote bond integrity during a professional haircolor or lightening service.

THE pH-BONDER SYSTEM

- Helps reduce breakage for increased strength
- Improves elasticity
- Provides touchable smoothness
- Adds visible shine

THE pH-BONDER DIFFERENCE

- No compromise on processing time
- No need to bump up the developer
- No change in mix consistency
- Includes an easy to use dosing syringe for mess-free, precise measurement

- **SUITABLE FOR ALL HAIR TYPES**
- **FREE OF SILICONE**

2-STEP BACKBAR SYSTEM

- **#1: Bond Protecting Additive** helps protect bonds during technical services to keep fibers strong from within
- **#2: Fiber Restorative Pre-Wash Concentrate** helps restore the hair fiber and smoothes hair's cuticle for improved strength, shine and softness during/after technical services

RETAIL

- **Post-Service Perfector** helps maintain hair's natural pH. Recommended for use once a week (before shampoo) alongside the client's current Redken haircare regimen



APPLICATION

#1 BOND PROTECTING ADDITIVE

DIRECTIONS:

1. Wearing suitable gloves, mix your lightener or color as usual. **Important: Always mix developer and lightener/color before adding pH-Bonder #1 Bond Protecting Additive.**
2. Using the syringe, add **pH-Bonder #1 Bond Protecting Additive to your formula.**
   - › For lightener, add 4 ml of **pH-Bonder #1 Bond Protecting Additive** for every 15–30 g (1/2–1 oz.) of powder or 8 ml of **pH-Bonder #1 Bond Protecting Additive** for every 30–60 g (1–2 oz.) of powder used in mixture
   - › For color, add 4 ml of **pH-Bonder #1 Bond Protecting Additive** for every 60 g (2 oz.) of colorant used in mixture. Apply lightener or color as usual
3. Rinse lightner or color from hair—do not shampoo.
4. Dry thoroughly with a towel. Rinse syringe thoroughly after every use. Always store the bottle in the upright position.
5. Follow with **pH-Bonder #2 Fiber Restorative Pre-Wash Concentrate.**



#2 FIBER RESTORATIVE PRE-WASH CONCENTRATE

DIRECTIONS:

1. After using **pH-Bonder #1 Bond Protecting Additive,** rinse highlights or color from hair. Do not shampoo.
2. Towel blot hair well to remove excess moisture.
3. Depending on hair length and density, apply 15–30 g of **pH-Bonder #2 Fiber Restorative Pre-Wash Concentrate** into hair from roots to ends. Gently comb through once. Leave on for 10 minutes at room temperature.
4. Rinse thoroughly from hair. Follow with shampoo and conditioner as usual.
   Read the instructions for use carefully. In case of contact with eyes, rinse them immediately.



POST-SERVICE PERFECTOR

DIRECTIONS:

Apply **pH-Bonder Post-Service Perfector** once a week. Before shampoo, apply on wet, towel-dried hair. Massage into hair from roots to ends. Leave on for at least 10 minutes. Rinse. Follow with shampoo and conditioner. **Read the instructions for use carefully. In case of contact with eyes, rinse them immediately.**



#1 BOND PROTECTING ADDITIVE MIXING TABLE

POWDER LIGHTENER			HI LIFT COLOR			PERMANENT AND DEMI-PERMANENT COLOR		
15–30g	15–90ml	4ml	30g	60ml	2ml	60g	60ml	4ml
30–60g	30–120ml	8ml						

FOIL HIGHLIGHTS

Follow directions as usual paying careful attention to the scoop size of your lightener and the accuracy of your measurements.

BALAYAGE

Use 4ml of **pH-Bonder #1 Bond Protecting Additive** per 15-30g of lightener.

CREAM BLEACH

Use 8ml of **pH-Bonder #1 Bond Protecting Additive** for every 1.5–2 oz. (45–60 g) of cream bleach used. Use 4ml of **pH-Bonder #1 Bond Protecting Additive** for any quantity of cream bleach under 1.5 oz. (45 g).

COLOR AND GLOSS

Use 4ml (at most) of **pH-Bonder #1 Bond Protecting Additive** per 2 oz. (60 g) to your base or gloss color.

UNIQUE DOSING SYRINGE



STEP 1: Remove cap from the **#1 Bond Protecting Additive.**

STEP 2: Snap the orifice securely into the bottle neck with the ridged end facing into the bottle.

STEP 3: Push air out of syringe. Firmly push syringe into bottle opening.

STEP 4: Turn the bottle upside down and pull syringe to the correct dose.

STEP 5: Dispense liquid slowly into lightener/color mixture. Rinse syringe thoroughly after every use. Always store in the upright position.

BLONDE IDOL

Redken is your Blonde Authority with a versatile collection of high-performance lighteners for amazing results every time. Whether you want to balayage just a few strands or take a client from brunette to blonde, modern lightening requires more than good technical skills—the right product is what makes the difference. Redken has the right lightener for every need!

LIGHTENER BRANDS:

- **NEW Flash Lift Bonder Inside** All-in-one Bonder in Lightening Powder
- **Flashlift Express Blonde**
- **Flash Lift** Maximum Power Lightening Powder
- **Free Hand** Creamy Lightener for Open Air Techniques
- **Blonde Glam** Cream Lightener
- **Blonde Idol** Blue Oil Lightening System
- **Blonde Idol** High Lift Creams
- **Blonde Idol Base** Breakers

LIGHTENERS AT A GLANCE

POWDER



FLASH LIFT BONDER INSIDE

All-in-one Bonder In Lightener Powder

- Up to 8 levels of lift. No additive needed.
- Mixes in a variable ratio of 1:1 to 1:2 for optimal consistency for a variety of applications.



FLASH LIFT

Maximum Power Lightening Powder

- On and off scalp
- Up to 8 levels of lift
- Up to 50 minutes



FREE HAND

Creamy Lightener for Open Air Techniques

- Off scalp
- Up to 6 levels of lift
- Up to 50 minutes determined by the desired result

CREAM



FLASHLIFT EXPRESS BLONDE

Heat Activated Lightening Cream

- Off scalp
- Up to 6 levels of lift
- Up to 30 minutes



BLONDE GLAM

Conditioning Cream Lightener

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



HIGH LIFT CONDITIONING CREAM

Conditioning Cream Haircolour

- On and off scalp
- Up to 5 levels of lift
- Up to 45 minutes

OIL



BLUE LIQUD

Lightening System

- On scalp
- Up to 7 levels of lift
- Up to 50 minutes



BASE BREAKERS

Control Contrast Between Natural Colour and Highlights

- On scalp
- Up to 1 levels of lift
- Up to 10 minutes

FLASH LIFT BONDER INSIDE

MAXIMUM POWER LIGHTENING POWDER

- Up to 8 levels of lift
- Saves time
- Perfect blondes every time
- No extra steps
- No additional mixing
- Increased softness & shine

MIXING & PROCESSING

- Wear suitable disposable gloves.
- Mix product in well-ventilated area.
- Put the reccomended amount of Flash Lift Bonder inside Redken Pro-Oxide Cream Developer in a non-metallic bowl.
- Blend untill smooth consistency is achieved.

MIXING RATIOS

	OFF-SCALP APPLICATIONS	
ONLY USE WITH THE RECOMMENDED REDKEN PRO-OXIDE DEVELOPERS	10-40 volume (maximum)	10-30 volume (maximum)
RECOMMENDED MIXING RATIO Wear suitable disposable gloves. Mix in a ventilated area.	1:1 **30g of powder + 30ml of developer** 1:1.5 **30g of powder + 45ml of developer** 1:2 **30g of powder + 60ml of developer** (when using 1:2 for off scalp application, use only up to 30 volume maximum)	1:2 **30g of powder + 60ml of developer**

TIMING

ON/OFF SCALP APPLICATION:

Process at room temperature untill desired lightness is achieved, for up to a maximum of 50 minutes. **DO NOT HEAT. DO NOT COVER HAIR**. When processing is complete, rinse shampoo and condition with **Extreme** or **Blondage**.

DEVELOPER

Pro-oxoide Cream Developer (available in 10, 20, 30 and 40 volume) has a super smooth consistency for easy mixing and application, provides predictable performance for all types of applications.



FLASH LIFT

MAXIMUM POWER LIGHTENING POWDER

- Redken's first powder lightener to achieve up to 8 levels of lift
- Conditioning pro-vitamin B5 for high lift without sacrificing hair quality
- Customizable for every client's needs—from extreme platinum blonde results or edgy, dramatic highlights
- 2-component system mixes with all volumes of **Pro-oxide** Cream Developer (10, 20, 30 or 40 volume)

MIXING & PROCESSING

- **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 1 oz. (15 grams) of lightener with either:
  - › 1 oz. of developer for a perfect 1:1 ratio, ideal consistency for open air, freehand techniques, allows for strong adherence and maximum lightening power
  - › 2 oz. of developer for a 1:2 ratio, ideal consistency for on-scalp techniques, allows ease of spreadability for full head foils and ombré techniques

MIXING RATIOS

APPLICATION	ON-SCALP	OFF-SCALP
FLASH LIFT	1 scoop (15 grams)	1 scoop (15 grams)
PRO-OXIDE CREAM DEVELOPER	1 oz. 10, 20 or 30 volume	2 oz. 10, 20, 30 or 40 volume

TIMING

ON/OFF-SCALP APPLICATION:

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

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.



FREE HAND

CREAMY LIGHTENER FOR OPEN AIR TECHNIQUES

- Specifically formulated for open air, Balayage and freehand techniques
- Up to 6 levels of lift
- Formulated with ceramides
- Perfect consistency—ideal balance of dry outer shell with moist interior
- Smooth texture and working consistency
- Stays put after application
- Use for off-scalp Balayage, Ombre and Sombre techniques

MIXING & PROCESSING

- Wear suitable disposable gloves
- Mix product in a well-ventilated area
- Place the recommended amount of lightener and developer in a non-metallic bowl and mix thoroughly until a smooth consistency is achieved

MIXING RATIOS

APPLICATION	BALAYAGE OR FREE HAND
FREE HAND	1 part
PRO-OXIDE CREAM DEVELOPER	1.5 parts

*For off scalp only

TIMING

OFF-SCALP APPLICATION:
Process until desired lightness is achieved, for a maximum of up to 50 minutes. **DO NOT USE HEAT.**
When processing is complete, rinse, shampoo and condition with **Extreme** or **Blonde Idol.**

DEVELOPER

Pro-oxide Cream Developer in 10, 20, 30 or 40 volume has a super smooth consistency for easy mixing and application, and provides predictable performance for all types of applications.



BLONDE IDOL

YOUR ULTIMATE TOOLKIT FOR LIGHTENING AT EVERY LEVEL

HIGH LIFT CONDITIONING CREAM

- Conditioning cream haircolour
- 12 shades, from icy platinum to balanced beige
- Up to 5 levels of lift in 1 step
- Use with 10, 20, 30 or 40 volume **Pro-oxide** Cream Developer

BASE BREAKERS

- Ideal solution when the contrast between the natural colour 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	PROCESSING TIME	SPECIAL INSTRUCTIONS
 **HIGH LIFT CONDITIONING CREAM**	Mix 1:2	20–40 vol. (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 vol.	1 level	10 minutes No heat	• Use 20 vol. Pro-oxide for coarse or resistant hair

BLONDE GLAM

CONDITIONING CREAM LIGHTENER

- 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
- 2-component system; mixes with **Blonde Glam** Conditioning Cream Developer (20, 30 and 40 volume)

MIXING & PROCESSING

- **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 meaure 1 oz. (20 grams) of lightener with either:
  - › 1 scoop of developer for a perfect 1:1 ratio , ideal consistency for open air, freehand techniques
  - › 2 scoops of developer for a 1:2 ratio
  - › 3 scoops 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	ON-SCALP	OFF-SCALP	FREEHAND
BLONDE GLAM	1 scoop (20 grams)	1 scoop (20 grams)	1 scoop (20 grams)
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

ON-SCALP APPLICATION:
Process at room temperature until desired lightness is achieved for up to a maximum of 50 minutes. **DO NOT USE HEAT.** When processing is complete, rinse, shampoo and condition with **Extreme** or **Blonde Idol.**

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** or **Blonde Idol.**

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.



HIGH LIFT

CONDITIONING CREAM

SHADE	DESCRIPTION	IDEAL FOR NATURAL LEVELS
BLUE ASH .11	A double dose of blue to provide maximum refinement of orange undertones	4–6
TITANIUM .12	Provides more cooling than neutralization. Best for deep orange/gold undertones	3–5
NATURAL .0	Produces natural results with little refinement	5–7
BEIGE .13	Creates soft, beige results. Best used on pale yellow undertones	5–7
NATURAL ASH .01	Soft blue tones to refine orange/gold undertones	5–7
BLUE .1	Blue tones provide maximum refinement of orange undertones	5–7
ASH PEARL .19	Additional blue tones to create a cooler pearl look on medium bases	5–7
MOCHA PEARL .89	Rich, warm mocha tones softened with hints of violet	5–7
ASH PEARL .19	Violet with extra blue tones for pearl results on light brown to medium blonde bases	5–7
PEARL .9	Violet-blue tones neutralize strong gold undertones	7–10
VIOLET .2	Violet tones control yellow and pale yellow undertones	7–10
VIOLET VIOLET .22	A double dose of violet for maximum refinement of gold undertones	7–10

BLUE OIL LIGHTENING SYSTEM

CUSTOMIZABLE BLUE POWDER ACTIVATOR + OIL BOOSTER

- Specially formulated for on-scalp lightening
- Customizable application with 1 or 2 powder packettes for every blonding service—your choice based on your clients' needs
- Up to 7 levels of lift
- Smooth consistency for easy application with a bottle or bowl and brush
- Remains moist during processing

MIXING & PROCESSING

- Wear suitable disposable gloves
- Mix product in a well-ventilated area
- Place the recommended amount of powder and oil in a non-metallic bowl or applicator bottle and mix thoroughly
- Add the specified amount of developer and mix/shake until a smooth consistency is achieved

NOTE: The number of **Blonde Idol Powder** packettes used will determine lifting action of product. Use 1 packette for 5 levels of lift, and 2 packettes for 7 levels of lift.

MIXING RATIOS

APPLICATION	ON-SCALP	OFF-SCALP
BLONDE IDOL POWDER	1–2 packettes	1–2 packettes
BLONDE IDOL OIL	1 oz. (30 ml)	1 oz. (30 ml)
PRO-OXIDE CREAM DEVELOPER	2 oz. (60 ml) of 10 or 20 volume	2 oz. (60 ml) of 10 or 20 volume

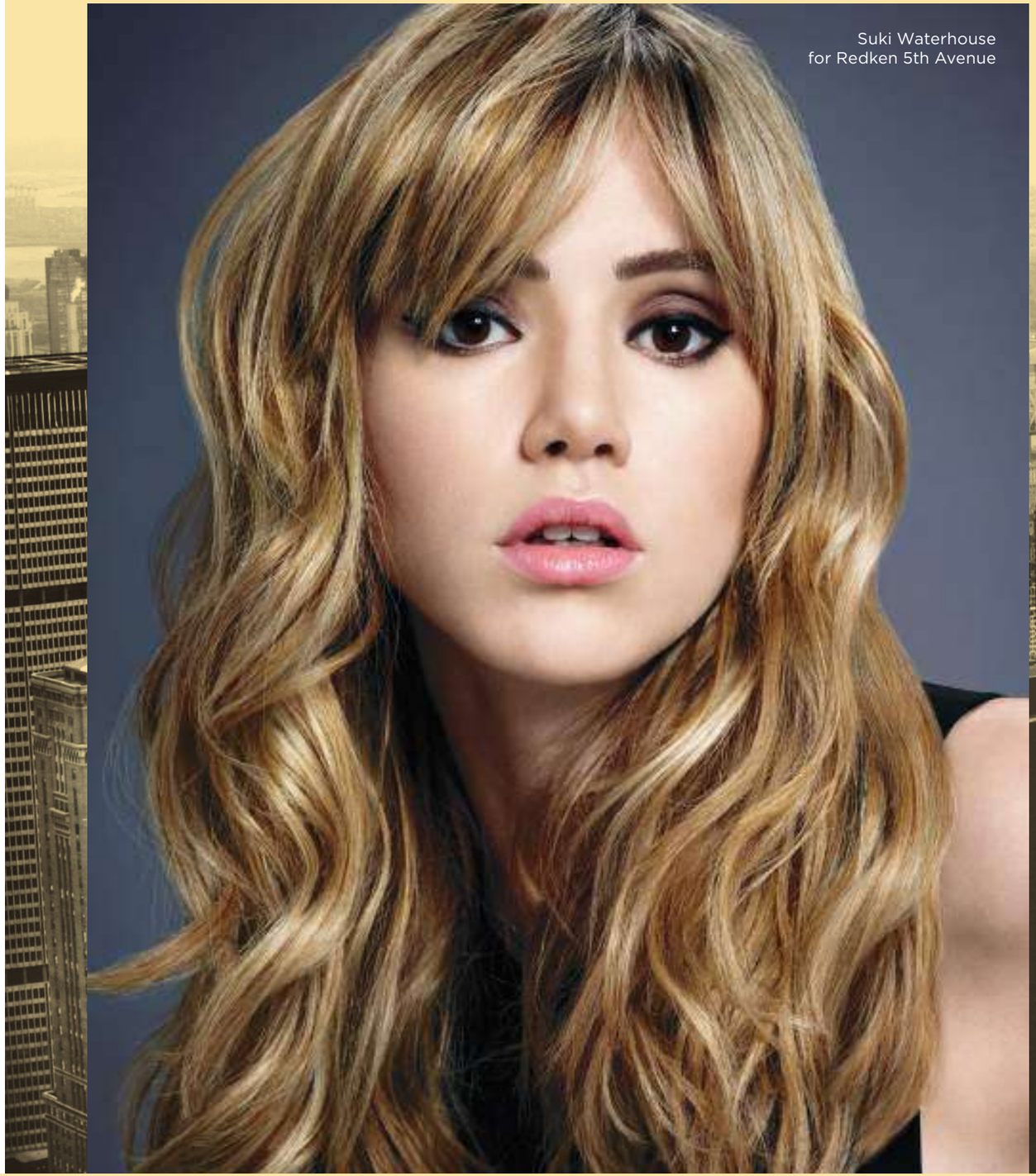
TIMING

ON-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** or **Blonde Idol.**

DEVELOPER

Pro-oxide Cream Developer in 10 or 20 volume has a super smooth consistency for easy mixing and application, and provides predictable performance for all types of applications.





REDKEN SALON GEAR

BRUSHES, BOWLS AND BOTTLES

TINT BRUSH WIDE SILVER		Designed for precision color placement, the wide head can provide an easier distribution of color.
TINT BRUSH NARROW SHORT		Ideal for small Re-Growths & where you need more accurate placement of color.
BLUR BRUSH		Great for diffusing lines and creating soft transitions, especially when using creative coloring techniques.
EDGING BRUSH		Beveled edges allow you to easily create and soften edgy vertical lines, adding depth, dimension and drama to your looks.
TINT BOWL		Ideal for mixing cream haircolor formulas. The perfect companion to our brushes.
CHROMATICS DOUBLE ROW TINT BRUSH		Double bristled to ensure excellent distribution of Chromatics Color.
MEDIUM STRAIGHT BRUSH		Use for quick global applications. Great for refreshing ends after a retouch.
NARROW ANGLE BRUSH		Perfect for hand-painted effects. The angle helps produce a soft diffused result feathering towards the scalp without leaving hard lines.

APPLICATOR BOTTLE		Ideal for mixing and applying liquid haircolor.
BLONDE IDOL APPLICATOR BOTTLE		Allows for easy application of Blonde Idol Base Breakers.

COLOR ACCESSORIES

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.
TECHNIQUE BOARD		Great supportive surface when performing creative haircolor techniques.
DURASILK APRON		Protect your clothing when you're working behind the chair.
DURASILK CAPE		Protect client's clothing during cut and color services.