SHADES EQ & SHADES EQ BONDER INSIDE

EQUALIZING CONDITIONING COLOR GLOSS

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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	Red	Red/Red	Red/Violet	Violet Rose	Violet	Violet Violet
LEVEL OF DEPOSIT	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	RED	RED RED	RED VIOLET	VIOLET ROSE	VIOLET	VIOLET VIOLET
	BLACK TO GRAY BACKGROUND COLOR						BROWN TO TAN BACKGROUND COLOR																	NO BACKGROUND COLOR						
10 ULTRA VERY LIGHT BLONDE	010T Platinum				010NA Marble	010P Ivory Pearl			010N Delicate Sand	010AG Misty Beige	010NB Caramel Cloud	010GI Tahitian Sand	010VG Baby		010G Lemon Icing	010NW Iced Pina		010WG Honey Gold					010GRo Sparkling Wine							010VV Lavendar Ice
9 VERY LIGHT BLONDE	09T Chrome	09B Sterling			09NA Mist	09P Opal Glow			09N Café au Lait	09AG Glossy Greige	09NB Irish Créme		09VG Iridescence	09GB Butter Cream	09G Vanilla Creme					09AA Papaya			09GRo Blush Spritz					09VRo Rosé	09V Platinum Ice	
8 LIGHT BLONDE	08T Silver			08VB Violet Frost	08NA Volcanic			08NCh Chocolate Souffle	08N Mojave				08VG Gilded Taupe				08GG Gold Dip	08WG Golden Apricot	08C Cayenne									08VRo Rose Quartz		
7 MEDIUM BLONDE	07T Steel			07VB Violet Star	07NA Pewter	07P Mother of Pearl	07M Driftwood	07NCh Fondue	07N Mirage	07AG Smokey Beige	07NB Chestnut			07GB Butterscotch	07G Saffron				07C Curry		07CB Spicestone					07RR Flame				
6 DARK BLONDE	06T Iron		06ABn Brown Smoke	06VB Violet Lagoon	06NA Granite			06NCh Ganache	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	06RR Blaze		06VRo Mauve Rose		
5 LIGHT BROWN									05N Walnut										05C Chili		05CB Brownstone			05CC Electric Shock					05V Cosmic Violet	
4 MEDIUM BROWN			04ABn Dark Roast		04NA Storm Cloud		04M Cedar				04NB Maple							04WG Sun Tea									04RV Cabernet			
3 DARK BROWN									03N Espresso		03NB Mocha Java																			
2 DARKEST BROWN																														
1 BLACK	01B Onyx																													

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

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

DARK SHADES: 01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.

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

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UNDERSTANDING THE LABEL
Level of depth

"0" Indicates No Lift — 09V — Family (VIOLET)

Platinum Ice
Shade Name

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 techniques

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

BE COLOUR SAFE

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 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.

REDKEN
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