



SHADE CHART

NEW GOLD BEIGE
PERMANENT CONDITIONING HAIRCOLOR
COLOR GELS

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NEW
COLOR GELS
GOLD BEIGE
CREATE SOPHISTICATED GOLDS THAT SHINE

Now Color Gels is even more versatile and amazing! The New Color Gels GOLD BEIGE family gives you three rich shades to create sophisticated, soft golden tones that are never too warm — 9GB Champagne, 7GB Praline Cream and 5GB Truffle. The exclusive Select Dye System ensures long-lasting results with supple conditioning and shine. Create the polished golden color clients crave!

<p>NEW 9GB Champagne</p> <p>Provides gold beige tones at a lightest blonde level. When used alone this shade creates a light warm blonde that is softened with beige tones, creating a refined, distinctive shade. Can be mixed with NW and NG shades to create an array of warm blonde results. For coverage of gray, mix with an N series shade to keep results on the cooler side of gold and mix with an NW shade when a warmer result is desired.</p>	<p>NEW 7GB Praline Cream</p> <p>Provides gold beige tones at a medium blonde level. Creates a very sophisticated golden blonde result that is never too brassy when used alone. Mixes well with N, NG, NW, and WG shades to create an array of warm blonde results. For coverage of gray, mix with an N series shade to keep results on the cooler side of gold and mix with an NW shade when a warmer result is desired.</p>	<p>NEW 5GB Truffle</p> <p>Provides gold beige tones at a light brunette level. When used alone, the results are soft and warm creating a never too brassy golden brown. Can be mixed with the N series to warm up the results slightly without being too warm. For coverage of gray, mix with an N series shade to keep results on the cooler side of gold and mix with an NW shade when a warmer result is desired.</p>
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COLOR GELS
PERMANENT CONDITIONING HAIRCOLOR

- Versatile, reliable and dynamic permanent haircolor
 - Provides exceptional gray coverage, from a few strands to high percentages of gray
 - Use to brighten, darken, change or correct, or for highlighting and creative color effects
 - **Select Dye System** contains 100% oxidative, UV-stable, long-lasting dyes for holding power and resistance to fading
 - Contains protective wheat proteins and smoothing avocado oil
 - Formulated with a traditional 10-level system
 - Over 50 shades in 13 tonal families, plus Clear and FASHION GELS
- FASHION GELS:**
- › Achieve ultra-high lift with superior tonal control
 - › Lighten believably and brighten brilliantly in one simple step

COLOR GELS TONAL FAMILIES

GN	Green Natural	Controls unwanted red tones when lifting
AB	Ash Blue	Offers maximum refinement of warmth
NA	Natural Ash	Controls warmth when lifting while ensuring natural results
N	Natural	Helps control warmth on pigmented hair and provides never too warm gray coverage
GB	Gold Beige	Delivers sophisticated results that are never too warm
NW	Natural Warm	Provides exceptional gray coverage by adding depth and warmth to non-pigmented hair
NG	Natural Gold	Natural, soft golden shades
WG	Warm Gold	Creates warm results with golden accents and provides excellent gray coverage
CB	Copper Browns	Burnished copper with complete gray coverage
RB	Ruby Brown	Delivers soft ruby-like results and excellent gray coverage
RO	Red/Orange	Accent colors with no brown in the base
R	Red	Intense reds with increased tonal depth and no brown create exciting results on naturally pigmented hair
RV	Red/Violet	Jewel tones with no added brown deliver vibrant results
	Color Gels Clear	Non-pigmented; use alone when no toning is desired or use for diluting other COLOR GELS shades

FASHION GELS BLONDE SERIES All FASHION GELS shades can be used on levels 5 and lighter

B	Blue	For maximum control of orange undertones. Best for use on level 5 light brown hair
V	Violet	For control of yellow undertones. Best for use on level 7 medium blonde hair
	Clear	Non-pigmented for maximum lift without deposit or for diluting other FASHION GELS shades

PRE-SERVICE STEPS

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 patch 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 PRODUCT FROM THIS BRAND OR ANOTHER.

If your client has a tattoo, the risk of an allergic reaction may be increased.

SKIN ALLERGY TEST INSTRUCTIONS

- Clean an area the size of a quarter in the bend of your client's elbow with soap and water. Pat dry.
- Using a plastic utensil, mix 1 part COLOR GELS to 1 part COLOR GELS 20 volume Developer (the ratio should be 1 part hair-colorant to 1 part developer) in a plastic or glass container. Tightly recap the hair-colorant and developer. Do not use metal utensils.
- Apply mixture to the test area with a cotton swab or ball.
- Let test spot dry. **Instruct client not to wash, cover or disturb test area for 48 hours.**
- 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 HE OR SHE HAS CONSULTED A DOCTOR.

STRAND TEST

COLOR GELS 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 COLOR GELS to a small section of hair and process according to instructions; adjust the formula accordingly.

ADDITIONAL
REDKEN PRODUCTS

Redken offers advanced in-salon treatments plus a complete collection of haircare and styling products to enhance your talents:

REDKEN CHEMISTRY

A comprehensive system of products, Redken Chemistry helps you create customized in-salon services to treat and transform every client's hair. It also offers your salon profitable service opportunities and increased retail revenue when you recommend the appropriate take-home products.



SPECIFIC NEEDS.
SIMPLE SOLUTIONS.
REDKEN HAIRCARE.

Whether hair needs moisture, volume, softness, control, or daily protection, Redken Haircare offers solutions with a complete collection of scientifically advanced, benefit-driven shampoos, conditioners and treatments that deliver what they promise.



RUNWAY STYLE...EVERYDAY
ONLY BY REDKEN STYLING

With a full range of high-performance products, Redken Styling gives you the ability to create any hairstyle—sleek or textured, up or down, subtle or extreme. What's more, the caring formulas strengthen and protect hair as you style.



REDKEN FOR MEN
HIGH-PERFORMANCE HAS NEVER
BEEN SO LOW MAINTENANCE

Redken For Men's grooming products are technologically advanced and benefit driven to give you exactly what you need to help your male clients look their best. From haircare and styling to the industry's first professional haircolor for men, Redken For Men offers a complete range of solutions that work as hard as he does.



REDKEN COLOR COLLECTION

<p>SHADES EQ</p>  <p>Equalizing Conditioning Color Gloss</p> <ul style="list-style-type: none"> • #1 Ammonia-Free, long-lasting, acidic, liquid demi-permanent haircolor* • Use to glaze, refresh, correct and blend gray • Contains wheat amino acids for healthy, shiny color with incredible conditioning • Over 50 shades, plus Crystal Clear and Color Kickers 	<p>COLOR FUSION</p>  <p>Advanced Performance Color Cream**</p> <ul style="list-style-type: none"> • 100% oxidative dyes deliver healthy-looking, multi-dimensional permanent haircolor results • Use to lighten, darken, match natural color or cover gray • Colorbond Technology™ locks in and protects color with intense conditioning and radiant shine • Over 80 shades in 5 categories 	<p>COVER FUSION</p>  <p>Low Ammonia 100% Coverage Color Cream</p> <ul style="list-style-type: none"> • Revitalize Colorbond Technology™ provides superior, naturally reflective coverage for hair that is over 50% gray • Low odor, low ammonia experience • Fortifies and delivers superior conditioning with rice protein and cationic conditioning polymers • Defends aging hair with argan oil which is rich in antioxidants known to neutralize free radicals • 24 shades in 8 families 	<p>COLOR GELS</p>  <p>Permanent Conditioning Haircolor</p> <ul style="list-style-type: none"> • Select Dye System contains 100% oxidative, UV-stable, long-lasting dyes, permanent liquid color resistant to fading • Provides excellent gray coverage • Contains protective wheat proteins and smoothing avocado oil • Over 50 shades in 13 tonal families, plus Clear and FASHION GELS 	<p>REDKEN FOR MEN COLOR CAMO</p>  <p>Custom Gray Camouflage</p> <ul style="list-style-type: none"> • Advanced ammonia-free, permanent dye technology with demi-permanent results offers 5 minute processing time • Use to camouflage and blend gray • Contains protein and quinoa oil for strength and shine • 6 natural-looking shades in 2 families
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*behindthechair.com Stylist Choice Award 2001-2009
**behindthechair.com Stylist Choice Award 2006-2009



COLOR GELS

PERMANENT CONDITIONING HAIRCOLOR

FASHION GELS

NO BACKGROUND COLOR

B Blue, V Violet, Clear

LEVEL & DESCRIPTION

GREEN NATURAL (TONE: Yellow/Green), ASH BLUE (TONE: Blue), NATURAL ASH (TONE: Corrective Tone), NATURAL* (TONE: Blue/Violet), GOLD BEIGE (TONE: Gold/Beige), NATURAL WARM* (TONE: Natural Level Tone), NATURAL GOLD (TONE: Gold), WARM GOLD* (TONE: Yellow/Orange), COPPER BROWN* (TONE: Orange), RUBY BROWN* (TONE: Red/Violet), RED/ORANGE (TONE: Red/Orange), RED (TONE: Red), RED/VIOLET (TONE: Red/Violet)

BLACK TO GRAY BACKGROUND COLOR | BROWN TO TAN BACKGROUND COLOR | NO BACKGROUND COLOR

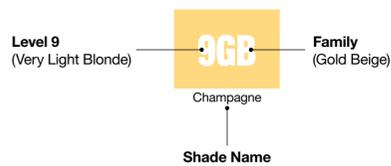
LEVEL & DESCRIPTION	GREEN NATURAL (TONE: Yellow/Green)	ASH BLUE (TONE: Blue)	NATURAL ASH (TONE: Corrective Tone)	NATURAL* (TONE: Blue/Violet)	GOLD BEIGE (TONE: Gold/Beige)	NATURAL WARM* (TONE: Natural Level Tone)	NATURAL GOLD (TONE: Gold)	WARM GOLD* (TONE: Yellow/Orange)	COPPER BROWN* (TONE: Orange)	RUBY BROWN* (TONE: Red/Violet)	RED/ORANGE (TONE: Red/Orange)	RED (TONE: Red)	RED/VIOLET (TONE: Red/Violet)	
10 ULTRA PALE BLONDE				10NA Silk	10N Crème Latté		10NW Macadamia Nut	10NG Honey						
9 VERY LIGHT BLONDE				9NA Platinum Ice	9N Café au Lait	NEW 9GB Champagne	9NW Irish Creme	9NG Vanilla Creme						
8 LIGHT BLONDE		8AB Stardust		8NA Mojave	8N Sesame		8NW Safari	8NG Sunflower	8WG Golden Apricot					
7 MEDIUM BLONDE		7AB Moonstone		7NA Mirage	7N Bamboo	NEW 7GB Praline Cream	7NW Chestnut	7NG Saffron						
6 DARK BLONDE	6GN Moss			6NA Moroccan Sand	6N Suede		6NW Brandy	6NG St. Tropez	6WG Mango	6CB Cognac		7RO Marigold	7R Flame	
5 LIGHT BROWN		5AB Twilight		5NA Walnut	5N Coffee Bean	NEW 5GB Truffle	5NW Cappuccino	5NG Caramel		5CB Sandalwood	5RB Manzanita	5RO Paprika	5RV Scarlett	
4 MEDIUM BROWN				4NA Chicory	4N Hazelnut		4NW Maple	4NG Pecan	4WG Sun Tea	4CB Clove			4R Lava	4RV Cabernet
3 DARK BROWN					3N Espresso		3NW Mocha Java							
2 DARKEST BROWN							2NW Chocolate							
1 BLACK							1NW Midnight							

* Superior Gray Coverage Family

1. TECHNICAL INFORMATION

UNDERSTANDING THE LABEL

EXAMPLE:



BACKGROUND COLOR AND TONE

Background Color is the portion of the color base that helps produce balanced, natural looking results and gives the shade its foundation. Brown to tan background helps ensure gray coverage and black to gray background helps to diminish warmth when lifting. Tone is the portion of the base that gives a shade its unique character.

WORKING WITH UNDERTONES

Undertones are the unrefined warm tones exposed during the lifting process. Always consider the exposed undertones visible at the target level.

Use the Color Wheel to counteract or enhance undertones. To counteract undertones, 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.

THE COLOR WHEEL



COLOR GELS LEVEL SYSTEM CHART

LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE TONE
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	

2. FORMULATION

FORMULATION GUIDELINES

- Determine your client's natural hair color level using the COLOR GELS Natural Warm (NW) 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 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 blonde/0% gray
- Target Color: Level 7 medium blonde with natural tones
- Undertone at Level 7: orange
- Formula: 7NA Mirage COLOR GELS + 20 volume COLOR GELS Developer

NOTE: The tones of the NW and NA families will vary according to the Color Wheel. For example: 5NW will have a red tone and 5NA will have a green tone. The tones will change at each level.

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

GUIDELINES FOR COVERING GRAY HAIR

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.

SUPERIOR GRAY COVERAGE FAMILIES

5 COLOR GELS families can be used alone to provide superior gray coverage in a variety of tonal reflects:

% of Gray	NATURAL	NATURAL WARM	WARM GOLD	COPPER BROWN	RUBY BROWN
Up to 100%	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.

% of Gray	COOLING FAMILIES: GN, AB, NA		WARMING FAMILIES: NG, RO, R, RV	
	N	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)

FORMULATION EXAMPLE FOR COVERING GRAY:

- Natural Level: 4 medium brown/75–100% gray
- Target Color: Level 6 dark blonde with natural golden tones
- Undertone at Level 6: red/orange
- Formula: 1 ½ oz. 6NW Brandy COLOR GELS + ½ oz. 6NG St. Tropez COLOR GELS + 20 volume COLOR GELS Developer

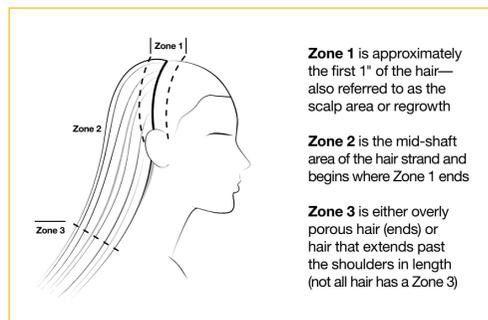
3. MIXING & PROCESSING

	MIXING RATIO (COLOR : DEVELOPER)	COLOR GELS DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	OFF-SCALP/ HEAT OPTION	SPECIAL INSTRUCTIONS
COLOR GELS	Mix 1:1	10 volume	Up to 1	Minimal Lift	20	Do not use heat.	Refer to the "Guidelines for Covering Gray Hair" section for superior gray coverage
		20 volume	Up to 2	Standard Lift/ Gray Coverage	30		
		30 volume	Up to 3	Additional Lift	40		
		40 volume	3+	Maximum Lift	45		
FASHION GELS	Mix 1:2	40 volume	Up to 4	High lift for levels 5 and up	45	Do not use heat.	FASHION GELS are only intermixable with each other, not with COLOR GELS

4. APPLICATION

UNDERSTANDING "ZONES"

Redken uses the term "Zones" to refer to specific areas of the hair strand. The hair is divided into 3 Zones. Each Zone will accept color differently based on the condition of the hair. Understanding Zones will help you achieve even color results.



Zone 1 is approximately the first 1" of the hair—also referred to as the scalp area or regrowth

Zone 2 is the mid-shaft area of the hair strand and begins where Zone 1 ends

Zone 3 is either overly porous hair (ends) or hair that extends past the shoulders in length (not all hair has a Zone 3)

ON-SCALP

For all on-scalp applications, start with dry hair and divide into 4 sections. Take ¼" (0.5 cm) partings for even saturation. Process according to Mixing & Processing chart. Rinse, shampoo and condition with COLOR EXTEND.

TRADITIONAL VIRGIN APPLICATION

EXAMPLE:
Zone 2 Formula: 2 oz. (60 ml) 5N Coffee Bean COLOR GELS + 2 oz. (60 ml) 30 volume COLOR GELS Developer
Zone 1 Formula: 2 oz. (60 ml) 5N Coffee Bean COLOR GELS + 2 oz. (60 ml) 20 volume COLOR GELS Developer

- Apply selected formula with a higher volume of COLOR GELS Developer to Zone 2 (the mid-shaft).
- Immediately apply to Zone 1 (the scalp area) a new mixture of the same Zone 2 formula with a lower volume of COLOR GELS Developer.
- Start the processing time after the Zone 1 application is complete.

RETOUCH APPLICATION

- Apply selected formula to Zone 1 (the regrowth).

TO REFRESH ZONES 2 AND 3

OPTION 1: Use the Zone 1 formula and apply to Zone 2 for the last 5–10 minutes. Strand test to determine appropriate processing time.

OPTION 2:

Formulate SHADES EQ Equalizing Conditioning Color Gloss to match Zone 1 result. Process at room temperature for up to 20 minutes. If Zone 3 (porous ends) is present, reduce timing or use a diluted formula. Strand test for proper deposit.