1. TECHNICAL INFORMATION

UNDERSTANDING THE LABEL

EXAMPLE:

<table>
<thead>
<tr>
<th>Level of Depth</th>
<th>Shade Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Lift</td>
<td>07V</td>
</tr>
<tr>
<td>999 Lift</td>
<td>999 Lift</td>
</tr>
</tbody>
</table>

2. FORMULATION

FORMULATION GUIDELINES
1. Determine your client’s desired color level using the SHADES EQ Neutral Base Chart. Choose the desired color level and shade. Refer to the chart below to see how SHADES EQ color chart will work with different levels of hair.

FORMULATION EXAMPLE:
- Natural Level 3: 5 parts SHADES EQ 2 oz. 099 Garnier | 2 oz. SHADES EQ 099 Gloss
- Natural Level 4: 5 parts SHADES EQ 2 oz. 099 Garnier | 2 oz. SHADES EQ 099 Gloss
- Natural Level 5: 5 parts SHADES EQ 2 oz. 099 Garnier | 2 oz. SHADES EQ 099 Gloss

SWATCHES

3. Choose the SHADES EQ shade for each zone.

GUIDELINES FOR GRAY HAIR

SHADES EQ 2 oz. on the label speed and color gray hair. Depending on Nib shade in your formula, it creates a balance of gray for optimum results on gray hair. The percentage of gray hair equals the percentage of Nib in the formulation.

% of Gray | Nib | OTHER COLOR GLOSS
--- | --- | ---
Up to 25% | 1/2 oz. (15 ml) | 1/2 oz. (15 ml)
25-50% | 1 oz. (30 ml) | 1 oz. (30 ml)
50-75% | 1/2 oz. (15 ml) | 1 oz. (30 ml)
75-100% | 1/2 oz. (15 ml) | 1 oz. (30 ml)

3. MIXING & PROCESSING

FOR RESISTANT HAIR OR MORE VIBRANT RESULTS:

FOR RESISTANT GRAY:

FOR LIGHTER COLOR DEPOSIT OR POROUS HAIR:

FOR A PASTE:

FOR A REMOVAL:

FOR A FILLER:

FOR A LIGHTWEIGHT:

4. APPLICATION

UNDERSTANDING “ZONES”

Redken uses the term “Zone” 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.

FOR A GLAZE:

FOR A FRESHFADE:

IMMEDIATELY FOLLOWING A PRETREATMENT SERVICE:

FOR A FILLER IN A TINT TRAY:

FOR A LIGHTWEIGHT:

PRE-LIGHTENED

DILUTION SOLUTION

SHADES EQ 2 oz. or 099 Garnier or 1 oz. 099 Gloss or 099 Crystal Clear or 099 Crystal Clear. Mix 099 Crystal Clear or 099 Gloss or 099 Crystal Clear.

STARTING LEVEL | SHADE BONFire
--- | ---
PRE-LIGHTENED | MEDIUM | DARK

NOTE: SHADES EQ shade will be visible in its final color form when applied to hair in its final color form. SHADES EQ color chart will work with different levels of hair.