

AMMONIA FREE,
FRAGRANCE FREE
LIQUID PERMANENT COLOR

DON'T JUST COVER GRAYS,
REJUVENATE THEM
COLOR GELS
OILS

- Hair Rejuvenation:
+78% shine* & +30% condition**
- 2% apricot oil for smoother hair
- Up to 100% gray coverage on every shade



COLOR GELS OILS

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REJUVENATE THEM



HAIR REJUVENATION:
+78% SHINE*
+30% CONDITION**

+



UP TO 100% GRAY COVERAGE
ON EVERY SHADE



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2% APRICOT OIL
FOR SMOOTHER HAIR



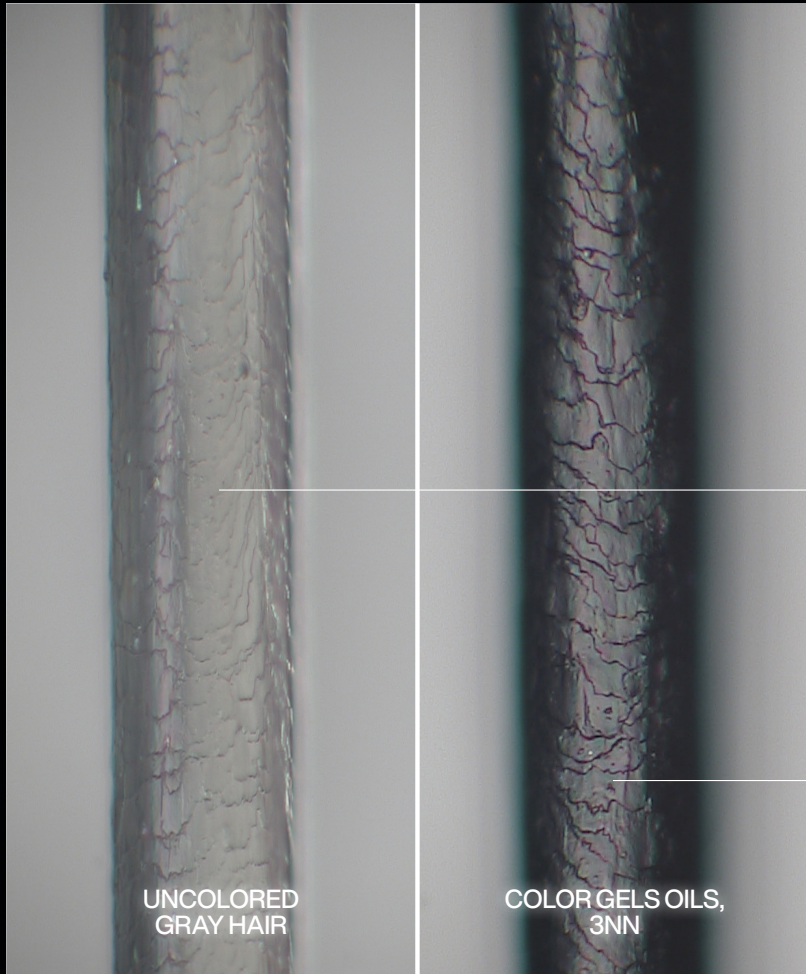
DEEP, SATURATED RESULTS
FOR ALL HAIR TYPES & TEXTURES



HAIR ADHESION
FOR NO DRIP

⊗

*vs uncolored hair **vs non-conditioning shampoo



2 SIDES OF GRAY HAIR, 1 ANSWER TO BOTH

⊗

UNCOLORED GRAY HAIR

THE LOOK

Melanin pigments are gone giving the hair a gray appearance

THE FEEL

Gray hair often feels stiff & has reduced shine

+

COLOR GELS OILS

THE LOOK

Up to 100% gray coverage on every shade with deep, saturated results

THE FEEL

Hair rejuvenation with +78% shine*, +30% condition** & smoother hair

+

*vs uncolored hair **vs non-conditioning shampoo

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 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.

Mix 1/2 oz. of color and 1/2 oz. 20 vol. of the dedicated developer.

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.

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

Color Gels Oils 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 Oils** 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:



ACIDIC BONDING CONCENTRATE

Customized in-salon services help you treat and transform every client's hair —while increasing your revenue.



STYLING

Innovative collection creates any look from runway volume to flexible texture and finished it with hold and shine.

HAIRCARE

Scientifically advanced, benefit-driven products deliver smart solutions to hair's specific needs.

REDKEN HAIRCOLOR COLLECTION



COLOR FUSION

Natural-looking, multi-dimensional results with condition and shine.

COLOR GELS LACQUERS

Rich, saturated results with exceptional gray coverage.

COLOR GELS LACQUERS 10 MINUTE

Liquid permanent color with 10-minute processing time and up to 100% gray coverage.

COLOR GELS OILS

Liquid permanent ammonia free color with up to 100% gray coverage & hair rejuvenation.



REDKEN BREWS COLOR CAMO

5-minute custom gray camouflage.



SHADES EQ GLOSS AND SHADES EQ BONDER INSIDE

The haircolor that thinks it's a conditioner



BLONDING

The professional solution to all of your blonding needs.

COLOR GELS OILS

DON'T JUST COVER GRAYS,
REJUVENATE THEM



BROWN TO TAN BACKGROUND													
TONE	BLUE/ PEARL	PEARL VIOLET	BLUE/ VIOLET	BLUE/ MAHOGANY	NEUTRAL/ NEUTRAL	NEUTRAL	GOLD	RED	VIOLET/ GOLD	YELLOW	ORANGE/ ORANGE	RED/ RED	RED/ VIOLET
FAMILY NAME	ASH BROWN	PEARL	NATURAL ASH	NATURAL CHOCOLATE	NATURAL NATURAL	NATURAL	NATURAL WARM	BROWN RED	IRIDESCENT GOLD	GOLD	COPPER COPPER	RED RED	RED VIOLET
LEVELS	10 ULTRA PALE BLONDE	10P Ivory Pearl	10NA Marble		10NN Affogato								
	9 VERY LIGHT BLONDE				9NN Cortado								
	8 LIGHT BLONDE	8P Misty Pearl	8NA Volcanic		8NN Crème Brûlée	8N Mojave	8NW Safari		8IG Gold Faithful	8G Almond Sugar			
	7 MEDIUM BLONDE			7Nch Fondue	7NN Affogato						7CC Urban Fever		
	6 DARK BLONDE	6ABn Brown Smoke	6NA Granite	6NCh Ganache	6NN Chocolate	6N Moroccan Sand	6NW Brandy	6BR Rusted Ruby	6IG Vintage Gold	6G St Tropez		6RR Blaze	
	5 LIGHT BROWN				5NN Espresso			5BR Brownstone			5CC Electric Shock		5RV Sangria
	4 MEDIUM BROWN	4ABn Dark Roast	4NA Storm Cloud	4NCh Dark Chocolate	4NN Espresso	4N Chicory	4NW Maple						
	3 DARK BROWN				3NN Black Coffee								
	2 DARKEST BROWN	2ABn Cool Ebony											
	1 BLACK				1NN French Roast								
CLEAR													

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

+78% SHINE*
+30% CONDITION**

UP TO 100%
GRAY COVERAGE
ON EVERY
SINGLE SHADE

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

2% APRICOT OIL
FOR SMOOTHER HAIR

HIGHLY SATURATED
RESULTS FOR ALL
HAIR TYPES & TEXTURES

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

AMMONIA FREE, FRAGRANCE FREE
PERMANENT LIQUID HAIRCOLOR

HAIR ADHESION
FOR NO DRIP

FORMULATION GUIDELINES

- Determine your client's natural hair color level using the **Color Gels Oils Natural (NN)** family swatches found in the swatchbook. 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.

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

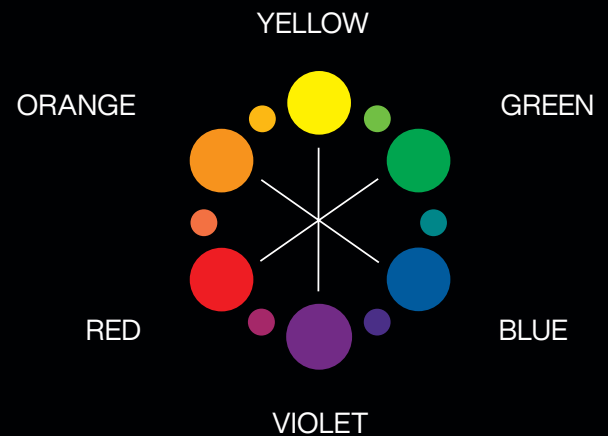
Monochrome colors are all the varieties of a single hue - the tints, shades, and tones. A monochromatic color scheme will range between lighter and darker versions of the base color or hue. Each **Color Gels Oils** family will follow a monochromatic color scheme, meaning there will be lighter or darker 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 rich even on various percentages of gray.

TRADITIONAL LEVEL SYSTEM




LEVEL	TONE	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	



MIXING AND PROCESSING


Mix Color Gels Oils in a 1:1 ratio with 10, 20, 30 or 40 volume Pro-oxide Cream Developer.


	PRO-OXIDE CREAM DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	OFF-SCALP/ HEAT OPTIONS
COLOR GELSOILS	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	

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.

RED SHADES FROM COLOR GELS OILS

Featuring exclusive Red Dye Technologies

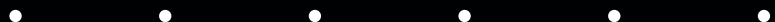
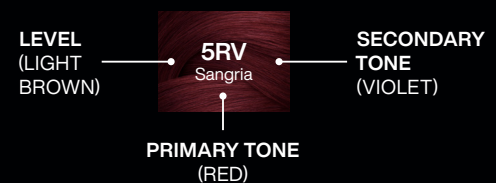
 **Rubilane®**
Offers the truest, chromatic coppery-red reflect that remains bright and saturated.

 **R5**
Provides pure red tones with outstanding longevity and highly visible results. Use R5 shades alone or with Clear.



UNDERSTANDING THE LABEL

Example:



THE REDKEN COLOR MANTRA

SHOW OFF YOUR PROFESSIONAL SKILLS. CREATE PHENOMENAL HAIRCOLOR.

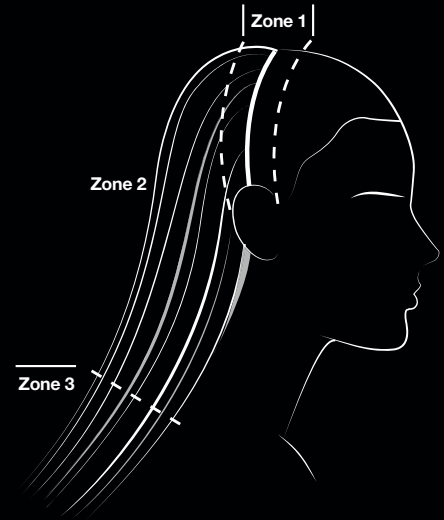
APPLY IN ZONES. MAXIMIZE COLOR RESULTS. MINIMIZE STRESS ON HAIR.

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

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.

TRADITIONAL VIRGIN APPLICATION EXAMPLE:

Zone 2 Formula: 2 oz. **6NN Color Gels Oils** + 2 oz. 30 vol. **Pro-oxide Cream Developer**

Zone 1 Formula: 2 oz. **6NN Color Gels Oils** + 2 oz. 20 vol. **Pro-oxide Cream Developer**

- Apply selected formula with a higher volume of Pro-oxide Cream 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 Pro-oxide Cream 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 + 3

Formulate **Shades EQ** 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.

OFF-SCALP

For weave or highlighting applications, start with dry hair. Process according to Mixing and Processing chart after wrapping the last foil. Rinse and shampoo with **Redken** haircare.

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 and Processing chart. Rinse, shampoo and condition with **Redken** haircare.

HAIR COLOR APPLICATION BEST PRACTICES

1. Pre-treat the hair with **Hair Cleansing Cream**. Dry hair.
2. Apply color generously to Zone 1 (the scalp area) using fine ¼” diagonal partings.
3. Use the opposite diagonal to cross-check and ensure proper application.
4. Use a timer to ensure accurate timing. Do not over or under process.
5. Always refresh with **Shades EQ**.


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#COLORGELSOILS +



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[Facebook.com/Redken](https://www.facebook.com/Redken)

 Follow us on Instagram
[@Redken](https://www.instagram.com/Redken)

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