

REDKEN  
5TH AVENUE NYC
























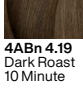



# COLOR GELS 10 MIN

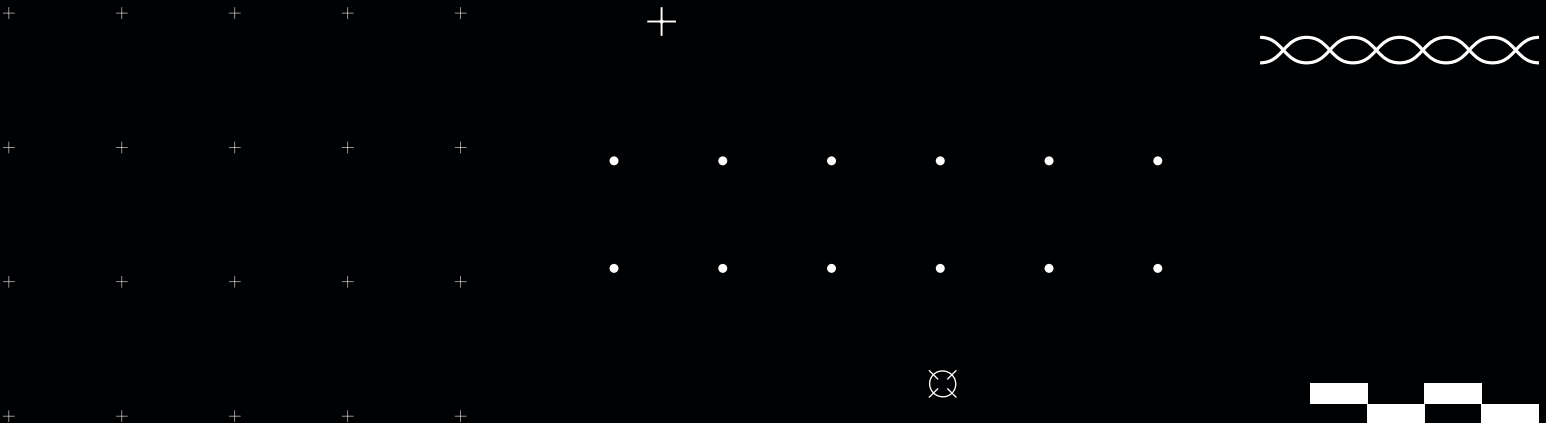
COVER YOUR CLIENTS' GRAY  
ON YOUR SCHEDULE

WALL  
CHART

# COLOR GELS 10 MIN

## COVER YOUR CLIENTS' GRAY ON YOUR SCHEDULE

LEVEL OF DEPOSIT	BLACK-TO-GRAY BACKGROUND		BROWN-TO-TAN BACKGROUND						
	BLUE/ PEARL	PEARL/ BLUE/VIOLET	BLUE/ MAHOGANY	BLUE/ VIOLET	BLUE/ VIOLET	NATURAL LEVEL	BROWN/ COPPER	COPPER/ RED	RED/ VIOLET
	ASH BROWN	NATURAL ASH	NATURAL CHOCOLATE	NATURAL NATURAL	NATURAL	NATURAL WARM	BROWN COPPER	COPPER RED	RUBY BROWN
	COOL			NATURAL					
<b>10</b> ULTRA PALE BLONDE									
<b>9</b> VERY LIGHT BLONDE									
<b>8</b> LIGHT BLONDE									
<b>7</b> MEDIUM BLONDE									
<b>6</b> DARK BLONDE									
<b>5</b> LIGHT BROWN									
<b>4</b> MEDIUM BROWN									
<b>1</b> BLACK									



「COLOR GELS 10 MIN」



# THE PERFECT COVERAGE LINE FOR DIMENSION CLIENTS



## MIXING AND PROCESSING

	MIXING RATIOS (Color : Developer)	PRO-OXIDE DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	OFF-SCALP/ HEAT OPTION
COLOR GELS 10 MINUTE	Mix 1 : 1	20 Volume	Up to 1	Minimal Lift/ Gray Coverage	10-15 Minutes	Do not use heat
		30 Volume	1+	Minimal Lift/ Gray Coverage	10-15 Minutes	



USE WITH REDKEN PRO-OXIDE CREAM DEVELOPER

## FORMULATION EXAMPLE

FOR COVERING GRAY:

1. Natural Level: 4 Medium Brown/50% Gray
2. Target Color: Level 5 Light Brown with natural warm tones
3. Undertone at Level 5: Orange
4. Formula: 2 oz. Color Gels 10 Min 5N Walnut + 2 oz. 20 Volume Redken Pro-oxide Cream Developer



## MODERN BOOKING

You beat to the rhythm of your own drum, and your guests appreciate the focus you give them because of it. Expand your service options and visit personalization with **Color Gels 10 Min** using these tips:



For guests who see you for dimension and do their coverage at home, offer to add this to their toning service as an add-on



Perfect for extensions when you need a more solid finish and resiliency to fading



Create more depth in your root drop/extension when gray is present



Use as an option for reverse balayage/ mid-lights when hair is overly light



Use **Color Gels 10 Min** to increase efficiency in your lowlight gray blending services



Use express coverage as a premium upgrade to your current coverage services

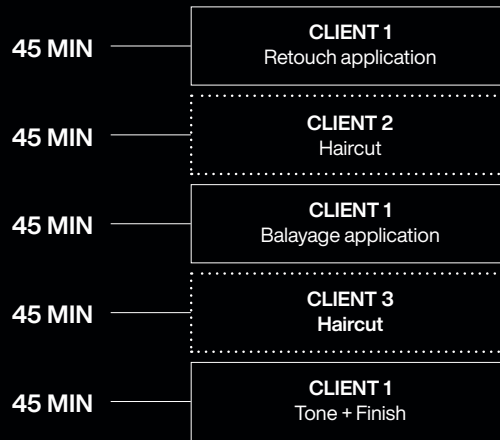




# TRADITIONAL BOOKING

You live life by the consistent 30 or 45-minute block and so do your guests. Use these tips to incorporate **Color Gels 10 Min** into your very regular rotation:

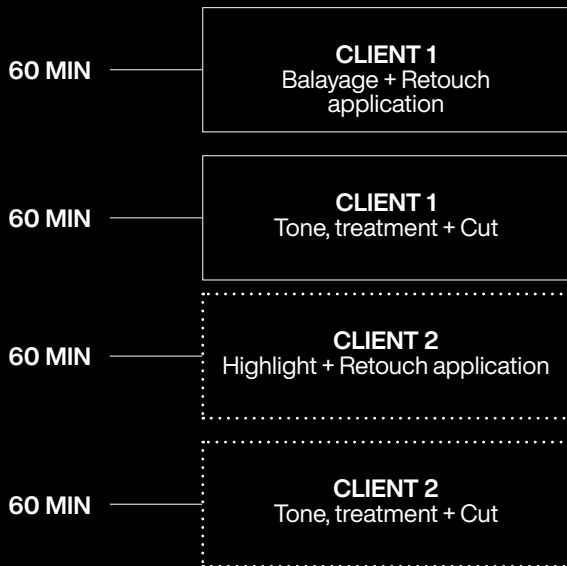
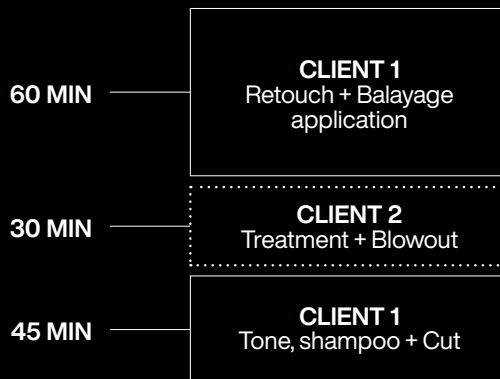
- Apply at the shampoo bowl for an add-on to your cut or blowout clients
- Combine toning and gray coverage into one application step for dimension clients
- Use this to quickly add an express retouch block to the beginning or end of your day for the client that HAS to get in



# MODIFIED BOOKING

You like having things both ways; extended time for dimension services and opportunities to squeeze in an extra client. Maximize both with **Color Gels 10 Min** using these tips:

- ◇ Spend more time creating dimension and save gray coverage application for the last 10-15 minutes of lightener processing
- ◇ Convert appropriate gray coverage-only clients to **Color Gels 10 Min** clients and fit them in those opportunity gaps



**COLOR GELS 10 MIN**

Minimal processing downtime

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