REDKEN

5TH AVENUE NYC

SHADES EQ GLOSS

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

SHADES EQ GLOSS

THE #1 ACIDIC LIQUID DEMI

1 BOTTLE OF *SHADES EQ GLOSS* SOLD PER SECOND

Demi-permanent that colors and conditions

Acidic technology for visible condition and shine

Fast 20-minute processing time

Liquid format for fast application. Save time, gain clients!

100+ shades formulated for ultimate customization and service opportunities

NOW WITH BONDER INSIDE!

BONDER INSIDE TECHNOLOGY

ALL-IN-ONE TONER + BONDER

Bonder pre-dosed in formula for fast formulation and no compromise to color results.

STRENGTH

Formulated with Citric Acid and Taurine to help protect the strength of sensitized hair in one step and help reduce alkalinity after a lightening service.

GET IN TOUCH WITH A REP NOW

WHY REDKEN *HAIRCOLOR?*

AT REDKEN, WE COLOR HAIR DIFFERENTLY TO PROTECT AND RESPECT THE CLIENT'S HAIR INTEGRITY

- The term "Zones" refers to specific areas of the hair strand.
- The hair is divided into three zones.
- Each zone will accept color differently based on the condition of the hair.
- Understanding zones will help you achieve even color results.

DID YOU KNOW

- The hair is healthiest at a slightly acidic pH (4.5–5.5)
- When the hair's pH increases, lifting of the cuticle occurs
- Excessive alkalinity causes over-lifting and hair damage
- A balanced pH is key for healthy hair during the color process

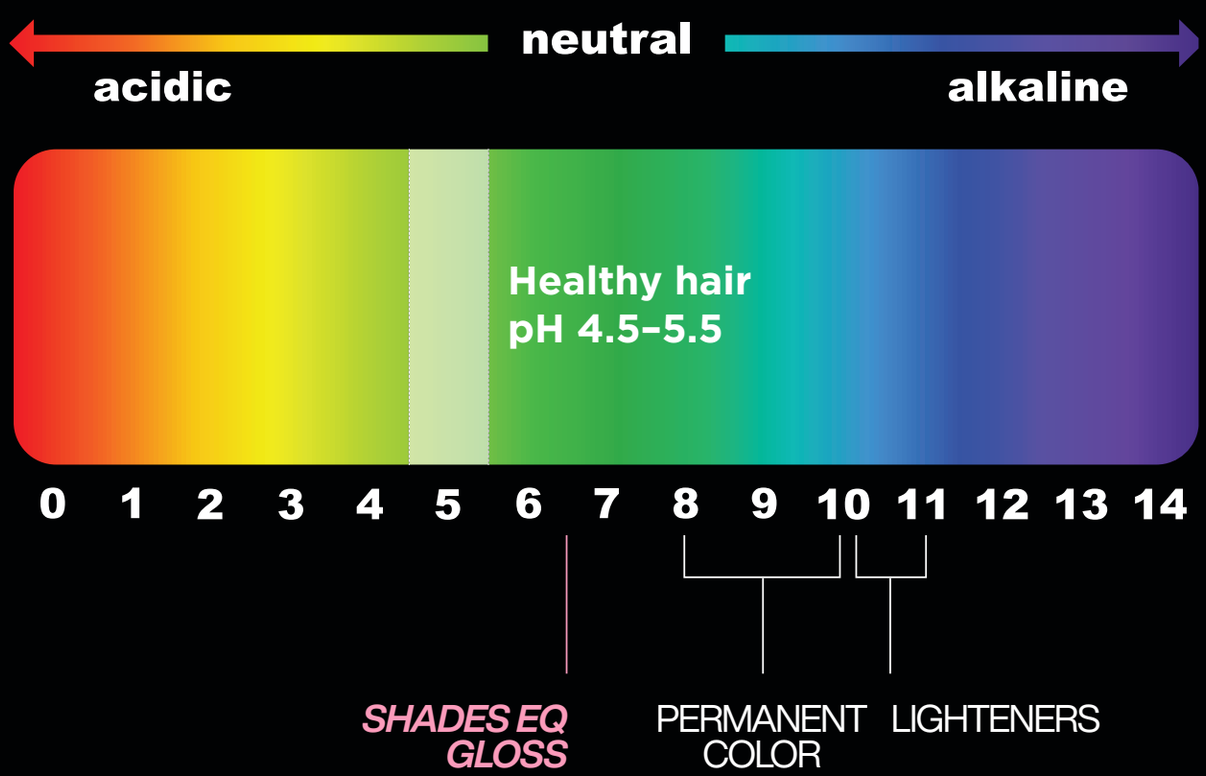
WHY *SHADES EQ?*

ACIDIC pH
Ensures gentle processing for outstanding condition and shine

AMMONIA FREE FOR A PLEASANT SMELL
Helps prevent swelling and cuticle damage

BLENDED WITH WHEAT AMINO ACIDS (NATURAL HUMECTANTS)
Locks in moisture and protects hair's condition

BLENDED WITH SILICONE
Helps to improve shine and wet combability



pH scale

SERVICE OPPORTUNITIES

TRY THE FULL RANGE OF SERVICES WITH SHADES EQ

GLOSS

CORRECT

ADD DIMENSION

TONE

REFRESH

ENRICH GRAY

	SHADES EQ GLOSS
GLOSS	· Add shine and condition to all hair types · **CALLING ALL CURLY CLIENTS!** Offer your curly clients a Clear Gloss with **Shades EQ Gloss** 000 Crystal Clear for added condition and shine
CORRECT	· Correct uneven, brassy or overly vibrant tones · Fill over-lightened hair before a tintback service
ADD DIMENSION	· Add dimension with lowlights · Color block and add contour with precise placement

TONE	· Tone down or intensify natural or color-treated hair · Tone pre-lightened or highlighted hair
REFRESH	· Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth (Zone 1) · Add color immediately following a texture service, to restore any color loss that may have occurred
BLEND/ ENRICH GRAY	· Blend gray without lifting the hair's natural pigment *See FAQs for additional details

77% LESS BREAKAGE WITH *THE POWER TRIO*

WHAT WE KNOW: *THE SIGNS OF HEALTHY HAIR*

1. Smooth cuticle
2. Low pH
3. No alkalinity residue
4. Low porosity

WE KNOW *THE SOLUTION:*

MAINTAIN HAIR'S HEALTH EVEN AFTER A LIGHTENING SERVICE: FLASH LIFT BONDER INSIDE + SHADES EQ BONDER INSIDE

1. Lowers pH to seal the cuticle and adds shine
2. Helps to strengthen bonds
3. Reduces the alkalinity residue after a lightening service
4. Balances porosity for easy detangling and even color distribution

77% LESS BREAKAGE WITH THE REDKEN POWER TRIO**

*Untreated vs. treated hair with **Flash Lift Bonder Inside** + **Shades EQ Bonder Inside**, 1000x magnification
** Versus our leading lightener without bonder

GET IN TOUCH WITH A REP NOW

SHADE CHART
SHADES EQ GLOSS

KEY

New **Shades EQ Bonder Inside** shades outlined in pink

- 010T Platinum*
- 09T Chrome*
- 010GI Tahitian Sand*
- 010P Ivory Pearl*
- 09P Opal Glow*
- 000 Crystal Clear*
- 010N Delicate Natural*
- 09N Café au Lait*
- 09V Platinum Ice*
- 010VV Lavender Ice*
- 010NB Caramel Cloud (Only in Shades EQ Bonder Inside)
- 010NA Marble (Only in Shades EQ Bonder Inside)

*Available in **Shades EQ Gloss** and **Shades EQ Bonder Inside**

BLACK-TO-GRAY BACKGROUND

Provides the cool foundation needed to diminish warmth

		BLACK-TO-GRAY BACKGROUND COLOR						
	TONE	SILVER/ BLUE	GREEN/ YELLOW	BLUE	BLUE/ PEARL	BLUE/ VIOLET	BLUE/ VIOLET	BLUE/ VIOLET
		TITANIUM	GREEN NATURAL	BLUE	ASH BROWN	VIOLET BLUE	NATURAL ASH	PEARL
LEVEL OF DEPOSIT								
10 ULTRA PALE BLONDE	07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit. (LIGHT SHADES)	010T Platinum & Bonder Inside					010NA Marble Bonder Inside	010P Ivory Pearl & Bonder Inside
9 VERY LIGHT BLONDE		09T Chrome & Bonder Inside		09B Sterling			09NA Mist	09P Opal Glow & Bonder Inside
8 LIGHT BLONDE		08T Silver	08GN Ivy			08VB Violet Frost	08NA Volcanic	
7 MEDIUM BLONDE		07T Steel				07VB Violet Star	07NA Pewter	07P Mother of Pearl

6 DARK BLONDE **5** LIGHT BROWN **4** MEDIUM BROWN	04, 05 and 06 shades are described as medium in their level of deposit.	MEDIUM SHADES
3 DARK BROWN **2** DARKEST BROWN **1** BLACK	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.	DARK SHADES

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+

Color Kickers are vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other **Shades EQ Gloss** formulas.

Clear adds more shine and can be used alone or to dilute the intensity of any shade.

PASTELS/KICKERS/CLEAR

06T Iron

06GN Moss

06ABn Brown Smoke

06VB Violet Lagoon

06NA Granite

05NA Smoke

04ABn Dark Roast

04NA Storm Cloud

02ABn Cool Ebony

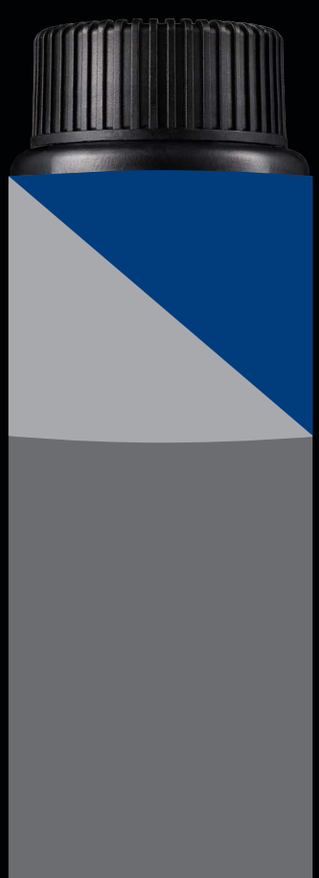
01B Onyx

000 Crystal Clear & Bonder Inside

Pastel Silver Green

Pastel Aqua Blue

The level of deposit and intensity in any **Shades EQ** formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with 000 Crystal Clear, 09, or 010 light level shades



EXAMPLE:

TITANIUM (T)
TONE: SILVER/BLUE

BROWN-TO-TAN BACKGROUND

Provides the foundation needed for balanced, yet natural results

BROWN-TO-TAN BACKGROUND COLOR

LEVEL OF DEPOSIT	TONE		BLUE/ GREEN	BLUE/ VIOLET	BLUE/ GOLD	RED/VIOLET	VIOLET/ GOLD	GOLD	GOLD/VIOLET
			MATTE	NATURAL	ASH GOLD	NEUTRAL BROWN BLONDE	VIOLET GOLD	NATURAL WARM	GOLD IRIDESCENT
10 ULTRA PALE BLONDE	07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.	LIGHT SHADES		**010N** Delicate Natural & Bonder Inside	**010AG** Misty Beige Bonder Inside	**010NB** Caramel Cloud Bonder Inside	**010VG** Baby	NEW! **010NW** Iced Piña Bonder Inside	**010GI** Tahitian Sand & Bonder Inside
9 VERY LIGHT BLONDE			**09M** Sand Dunes	**09N** Café au Lait & Bonder Inside	**09AG** Glossy Greige Bonder Inside	**09NB** Irish Crème	**09VG** Iridescence	**09NW** Cream Soda	**09GI** Hamptons
8 LIGHT BLONDE				**08N** Mojave			**08VG** Gilded Taupe		**08GI** St. Barths
7 MEDIUM BLONDE			**07M** Driftwood	**07N** Mirage	**07AG** Smokey Beige Bonder Inside	**07NB** Chestnut		**07NW** Milk Tea	
6 DARK BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.	MEDIUM SHADES		**06N** Moroccan Sand		**06NB** Brandy			**06GI** Tenerife
5 LIGHT BROWN				**05N** Walnut				**05NW** Macchiato	
4 MEDIUM BROWN			**04M** Smoked Cedar	**04N** Chicory		**04NB** Maple			
3 DARK BROWN	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.	DARK SHADES		**03N** Espresso		**03NB** Mocha Java		**03NW** Cocoa Bean	
2 DARKEST BROWN			**02M** Midnight Ash						
1 BLACK									

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+

Color Kickers are vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other **Shades EQ Gloss** formulas.

Clear adds more shine and can be used alone or to dilute the intensity of any shade.

PASTELS/KICKERS/CLEAR

BROWN-TO-TAN BACKGROUND COLOR

LEVEL OF DEPOSIT	TONE		GOLD/ MAUVE	YELLOW	YELLOW/ YELLOW	YELLOW/ ORANGE	ORANGE	ORANGE/ RED	RED/ORANGE	RED
			GOLD BEIGE	GOLD	GOLD GOLD	WARM GOLD	COPPER	AUBURN/ AUBURN ACCENT	COPPER BROWN	RED BROWN
10 ULTRA PALE BLONDE	07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.	LIGHT SHADES		NEW! **010G** Lemon Icing Bonder Inside		NEW! **010WG** Honey Gold Bonder Inside				
9 VERY LIGHT BLONDE		LIGHT SHADES	**09GB** Butter Cream	**09G** Vanilla Crème				**09AA** Papaya		**09RB** Blush
8 LIGHT BLONDE		LIGHT SHADES			**08GG** Gold Dip	**08WG** Golden Apricot	**08C** Cayenne			
7 MEDIUM BLONDE		LIGHT SHADES	**07GB** Butterscotch	**07G** Saffron			**07C** Curry		**07CB** Spicestone	
6 DARK BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.	MEDIUM SHADES	**06GB** Toffee	**06G** St. Tropez	**06GG** Midas Touch	**06WG** Mango		**06AA** Bonfire	**06CB** Amber Glaze	**06RB** Cherry Cola
5 LIGHT BROWN		MEDIUM SHADES		**05G** Caramel			**05C** Chili		**05CB** Brownstone	**05RB** Manzanita
4 MEDIUM BROWN		MEDIUM SHADES				**04WG** Sun Tea			**04CB** Clove	
3 DARK BROWN	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.	DARK SHADES		**03G** Cinnamon				**03A** Terra Cotta		**03RB** Mahogany
2 DARKEST BROWN		DARK SHADES								
1 BLACK		DARK SHADES								

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+

Color Kickers are vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other **Shades EQ Gloss** formulas.

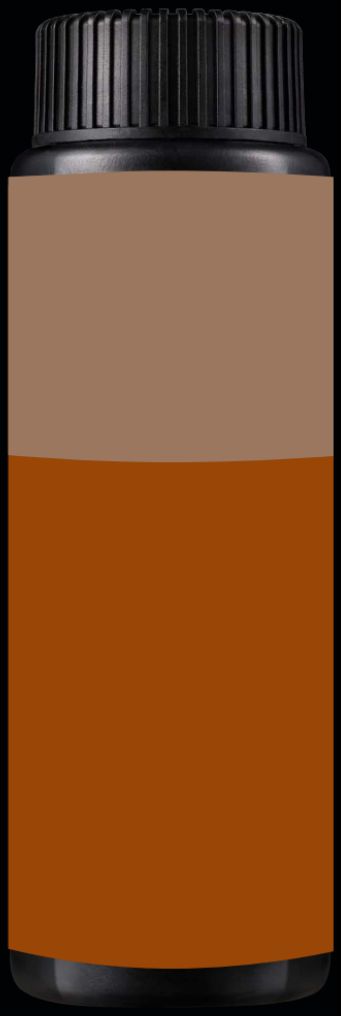
Clear adds more shine and can be used alone or to dilute the intensity of any shade.

PASTELS/KICKERS/CLEAR

Yellow Kicker

Pastel Peach

Orange Kicker



EXAMPLE:

GOLD (G)
TONE: YELLOW

NO BACKGROUND COLOR

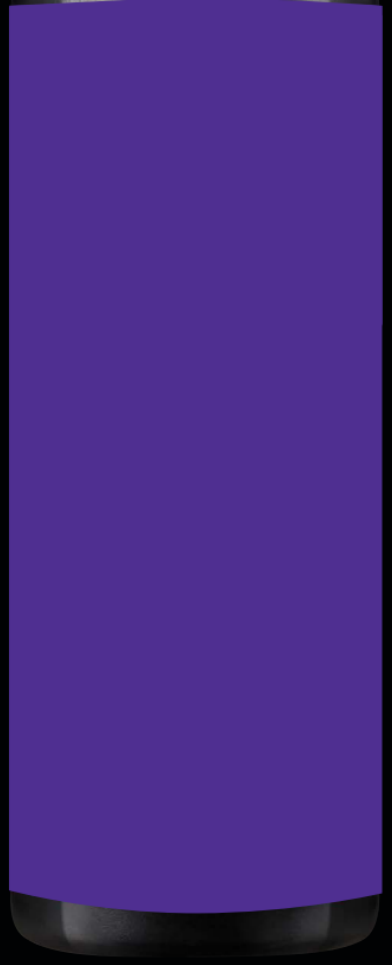
Pure reflect shades that provide vibrant, true-to-tone results

NO BACKGROUND COLOR

LEVEL OF DEPOSIT	TONE		ORANGE/ ORANGE	COPPER/ RED	RED	RED/RED	RED/ VIOLET	VIOLET/ ROSE	VIOLET	VIOLET VIOLET
			COPPER COPPER	COPPER RED	RED	RED RED	RED VIOLET	VIOLET ROSE	VIOLET	VIOLET VIOLET
10 ULTRA PALE BLONDE	07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.	LIGHT SHADES								010VV Lavender Ice & Bonder Inside
9 VERY LIGHT BLONDE		LIGHT SHADES						09VRo Rosé	09V Platinum Ice & Bonder Inside	
8 LIGHT BLONDE		LIGHT SHADES		08CR Sunrise				08VRo Rose Quartz	08V Iridescent Quartz	
7 MEDIUM BLONDE		LIGHT SHADES	07CC Urban Fever			07RR Flame			07V Crushed Amethyst	
6 DARK BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.	MEDIUM SHADES		06CR Sunset	06R Rocket Fire	06RR Blaze		06VRo Mauve Rose		
5 LIGHT BROWN		MEDIUM SHADES	05CC Electric Shock				05RV Sangria		05V Cosmic Violet	
4 MEDIUM BROWN		MEDIUM SHADES					04RV Cabernet	04VRo Violet Rose		
3 DARK BROWN	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.	DARK SHADES			03R Roxy Red		03RV Merlot		03V Orchid	
2 DARKEST BROWN		DARK SHADES								
1 BLACK		DARK SHADES								
	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+	PASTELS/KICKERS/CLEAR			Pastel Pink					
	Color Kickers are vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other **Shades EQ Gloss** formulas.	PASTELS/KICKERS/CLEAR			Red Kicker				Violet Kicker	
	Clear adds more shine and can be used alone or to dilute the intensity of any shade.	PASTELS/KICKERS/CLEAR								

The level of deposit and intensity in any **Shades EQ** formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with 000 Crystal Clear, 09, or 010 light level shades

Key Technology
Shade contains R5 red dye



EXAMPLE:

VIOLET (V)

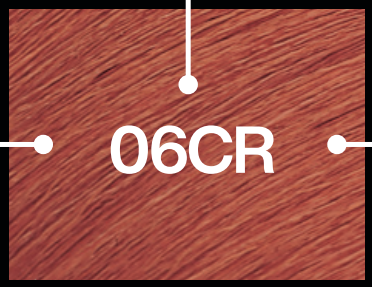
TONE: VIOLET

GET IN TOUCH WITH A REP NOW

HOW TO USE

UNDERSTANDING THE LABEL

EXAMPLE:



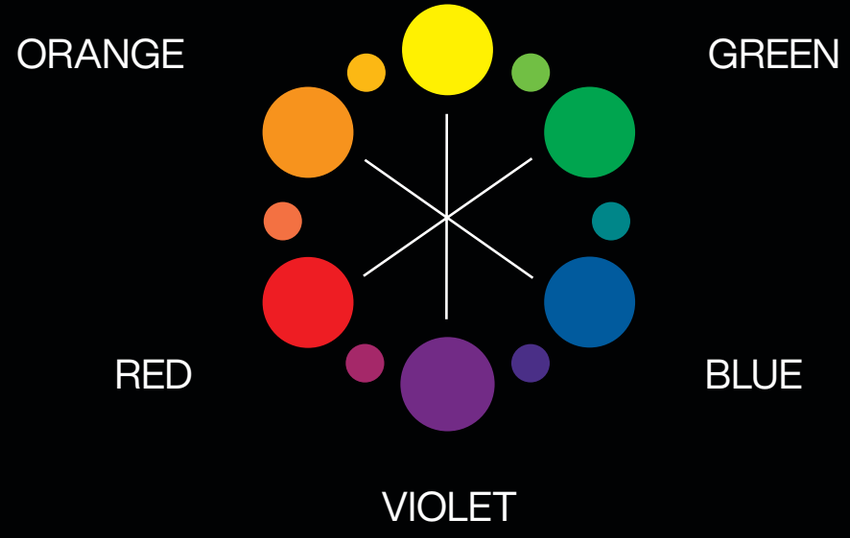
BACKGROUND COLOR AND TONE

Background color is the portion of the color base that helps produce balanced, natural-looking results and gives the shade its foundation. **Tone** is the portion of the base that gives a shade its unique character.

THE COLOR WHEEL

Always consider the tone of the hair that you are starting with. Use the color wheel to counteract or enhance tones. To counteract tones, select a shade with an opposite tonal value. Remember, opposites neutralize. To enhance tones, select a shade with a similar tonal value.

YELLOW



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 Blonde	Red	Green
4	Medium Brown	Red/Violet	Yellow/Green
3	Dark Brown	Violet	
2	Darkest Brown	Blue/Violet	
1	Black	Blue	

FORMULATION GUIDELINES

1. Determine your client's natural hair color level using the Shades EQ Neutral Brown/ Blonde (NB) family swatches found in the swatch book. Remember to consider percentage of gray, hair texture, condition, and hair density.
2. Determine the target color desired by your client.
3. Select the **Shades EQ Gloss** shade to enhance, balance or cool to achieve the target color.

FORMULATION EXAMPLE:

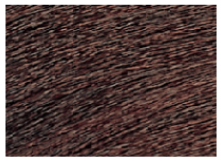
1. Natural Level: 5 light brown/0% gray

2. Target Color: Light golden brunette
3. Formula: 2 oz. 05G Caramel **Shades EQ Gloss**
   + 2 oz. **Shades EQ** Processing Solution

Redken recommends that no more than ½ oz. of Color Kickers be added to any Shades EQ formula: 1½ oz. Shades EQ, ½ oz. Color Kicker, 2 oz. Shades EQ Processing Solution or Processing Solution for Precision Application.

SWATCHES

All swatches are full-strength formulas on pre-lightened (to pale yellow) hair. Shades EQ results will vary based on the level of hair to which it is applied. Follow the chart below to see how Shades EQ Color Gloss will color different levels of hair.

	STARTING LEVEL	06AA BONFIRE
PRE-LIGHTENED		
MEDIUM		
DARK		

GUIDELINES FOR GRAY HAIR

Shades EQ Gloss will effectively blend and color gray hair. Using an NB shade in your formula creates a balance of dyes for optimum results on gray hair. The percentage of gray hair equals the percentage of NB in the formulation.

% OF GRAY	NB	OTHER COLOR GLOSS
Up to 25%	½ oz.	1½ oz.
25–50%	1 oz.	1 oz.
50–75%	1½ oz.	½ oz.
75–100%	1¾ oz.	¼ oz.

DILUTION SOLUTION

Shades EQ Gloss can be diluted with 000 Crystal Clear or a 09 or 010 level shade to lessen or lighten the tone of any Shades EQ formula. (If less color deposit is required, use 000 Crystal Clear; for lighter deposit, use a 09 or 010 level shade.) Use the following chart to customize the formula:

FORMULA	01–03	04–06	07–010	PROPORTIONS
Maximum dilution				• ½ oz. Color Gloss • 1½ oz. 000 Crystal Clear or a 09 or 010 shade • 2 oz. **Shades EQ Processing Solution** or **Processing Solution for Precision Application**
Moderate dilution				• 1 oz. Color Gloss • 1 oz. 000 Crystal Clear or a 09 or 010 shade • 2 oz. **Shades EQ Processing Solution** or **Processing Solution for Precision Application**
Minimal dilution				• 1½ oz. Color Gloss • ½ oz. 000 Crystal Clear or a 09 or 010 shade • 2 oz. **Shades EQ Processing Solution** or **Processing Solution for Precision Application**
Full Strength				• 2 oz. Color Gloss • 2 oz. **Shades EQ Processing Solution** or **Processing Solution for Precision Application**

MIXING RATIO COLOR:DEVELOPER	DEVELOPER	LEVELS OF LIFT
Mix 1:1	**Shades EQ Gloss Processing Solution** or **Processing Solution for Precision Application**	None

USAGE	MINUTES	SPECIAL INSTRUCTIONS
Gloss, refresh, correct	20	Use only with **Shades EQ Gloss Processing Solution** or **Processing Solution** for **Precision Application**

FOR RESISTANT HAIR OR MORE VIBRANT RESULTS:

Process for 15 minutes with plastic cap under a pre-heated warm dryer. Remove cap and cool for 5 minutes at room temperature.

FOR RESISTANT GRAY:

Process for 15 minutes with plastic cap under a pre-heated warm dryer. Remove cap and cool for 5 minutes at room temperature.

FOR A SHEER COLOR RESULT:

Process for 20 minutes at room temperature with a diluted formula. When less color deposit is desired, use **Shades EQ Gloss** 000 Crystal Clear. When lighter color deposit is desired, use 09 or 010 level shades.

GET IN TOUCH WITH A REP NOW

FAQs

WHAT IS SHADES EQ GLOSS?

Shades EQ Gloss is a demi-permanent range formulated with an acidic pH to promote healthy and shiny hair.

WHAT ARE THE BENEFITS OF THE SHADES EQ GLOSS RANGE?

Gentle processing provides outstanding shine and condition
Promotes healthy and shiny hair
No lift—no need to worry about banding or harsh regrowth

ARE SHADES EQ GLOSS SHADES INTERMIXABLE?

Yes, the Shades EQ Gloss shades can be mixed with other Shades EQ Gloss shades, with the exception of those that contain Carmin'R or R5 dyes as this could lead to unpredictable results.

HOW DO I MIX SHADES EQ GLOSS?

Mix in a 1:1 ratio using Shades EQ Processing Solution or Processing Solution for Precision Application. Always mix Shades EQ and Shades EQ Processing Solution (or Shades EQ Processing Solution for Precision Application) in equal parts and use immediately.

WHAT IS THE PROCESSING TIME FOR SHADES EQ GLOSS SHADES?

Shades EQ Gloss should always be processed for 20 minutes at room temperature.

CAN SHADES EQ BE APPLIED AFTER A TEXTURE OR PERM SERVICE?

Yes. All Shades EQ Gloss shades can be used to add color immediately following a permanent wave or straightener service.

CAN I MIX SHADES EQ CLEAR WITH THE OTHER SHADES EQ GLOSS SHADES?

Yes, Shades EQ Gloss shades can be mixed with Shades EQ Gloss Crystal Clear. This will dilute the toning effect and provide a sheer end result.

WHAT IS THE DIFFERENCE BETWEEN THE SHADES EQ PROCESSING SOLUTION AND THE SHADES EQ PROCESSING SOLUTION FOR PRECISION APPLICATION?

- Shades EQ Processing Solution is a dedicated Shades EQ Gloss developer. When mixed with Shades EQ Gloss, it creates a liquid format.
- Shades EQ Processing Solution for Precision Application is a developer that turns any Shades EQ Gloss into a gel format, giving greater control, which is ideal for precision techniques, such as lowlights, contouring or defining.
- Either can be used with any Shades EQ Gloss shade. Both are to be used exclusively with Shades EQ Gloss.

CAN I USE PRO-OXIDE 10 VOLUME WITH THE SHADES EQ SHADES?

No, with Shades EQ Gloss you must only use Shades EQ Processing Solution or Shades EQ Processing Solution for Precision Application.

WHAT IS SHADES EQ BONDER INSIDE?

Shades EQ Bonder Inside is an all-in-one demi-permanent color that tones and helps strengthen bonds for stronger hair* after just one service. No additive needed.

WHO IS SHADES EQ BONDER INSIDE FOR?

Shades EQ Bonder Inside can be used for all hair types and textures. It is a premium range specialized for clients with sensitized to very sensitized hair. For clients with wavy, curly or coily texture, **Shades EQ Bonder** Inside is a great color option as it improves curl definition.

WILL REGULAR SHADES EQ GLOSS BE GOING AWAY?

No, original **Shades EQ Gloss** shades will not be replaced. **Shades EQ Bonder Inside** is being added to the **Shades EQ** family and both ranges will be available for use.

WHEN SHOULD YOU USE SHADES EQ BONDER INSIDE?

Use **Shades EQ Bonder** Inside as a strengthening gloss or toner on any hair type. It is ideal for use on clients who have sensitized or extremely sensitized hair and want added strengthening benefits as well as a beautiful tone.

CAN YOU MIX SHADES EQ AND SHADE EQ BONDER INSIDE TOGETHER?

Yes, you can mix the two technologies together, however, the bonding effect will be diminished.

WHAT IS THE DIFFERENCE IN BONDING BETWEEN SHADES EQ BONDER INSIDE AND FLASH LIFT BONDER INSIDE?

Flash Lift Bonder Inside is formulated with glycine and citric acid to help minimize the amount of disulfide bonds that break during a chemical process like lightening. This results in hair feeling shiny, smooth and looking healthy even after harsh processes. Shades EQ Bonder Inside can be used alone or after the bleaching process.

Shades EQ Bonder Inside features an acidic pH to help seal the cuticle and is formulated with active ingredients citric acid + taurine to reduce the residual alkalinity which occurs during the bleaching process.
It infuses the hair with bonding additives that help reinforce the "weak" or hydrogen bonds matrix during the coloring process, as well as balance porosity for even color distribution. This yields shiny and smooth-looking hair.

Adding a **Shades EQ Bonder Inside** service will assure that the "weak" bonds broken can be easily reinforced in a quicker manner. On the other hand, the bonding technology present in Flash Lift Bonder Inside is formulated to protect the types of bonds that will be affected by a lightening service. These are disulfide bonds. They cannot be broken easily and cannot be repaired once broken. Both amazing bonding innovations add a bonding benefit at every step of a Redken chemical service that is calibrated to match the level of protection needed.

WHAT'S THE BENEFIT OF USING PRE-MIXED BONDERS IN FLASH LIFT BONDER INSIDE AND SHADES EQ BONDER INSIDE COMPARED TO SHADES EQ AND A BONDING SYSTEM?

The benefits of using **Flash Lift Bonder Inside** and **Shades EQ Bonder Inside** are:

- Ranges are pre-dosed for faster formulation and easier use
- There is no compromise to color results
- Together, **Flash Lift Bonder Inside** and **Shades EQ Bonder Inside** work together to reduce signs of chemical damage in one application by:

1. Helping to protect bonds and strengthen the hair
2. Lowering the pH of the hair to seal the cuticle for outstanding condition and shine
3. Reducing the alkalinity residue of the hair after a lightening service
4. Balancing hair's porosity for even color distribution
5. Providing hair manageability

77% less breakage**

IS IT NORMAL TO SEE A COLOR DISPERSION IN THE FORMULATION IN THE BOWL/APPLICATOR BOTTLE AS IT SITS?

Yes, it is normal to see some color dispersion in the formula as it sits in the bowl or color applicator bottle. If you notice this dispersion, stir the mixture or re-shake the bottle.

SHOULD I USE AN ADDITIVE WITH SHADES EQ BONDER INSIDE?

Given Shades EQ Bonder Inside contains a built-in bonding agent, additional bonding additives are not necessary to achieve strong hair results.

WHAT ARE THE NEW LEVEL 10 SHADES?

Three new **Shades EQ Bonder Inside** Level 10 shades are available in:

- **010NW** Iced Piña
- **010G** Lemon Icing
- **010WG** Honey Gold

WHAT IS THE TONAL BREAKDOWN OF THE NEW LEVEL 10 SHADES?

- **010NW:** Gold + brown-to-tan background (.03)
- **010G:** Yellow + brown-to-tan background (.3)
- **010WG:** Yellow/orange + brown-to-tan background (.33)

WHAT ARE THE NEW LEVEL 10 SHADES BEST FOR?

- **010NW:** best for creating a warm, balanced blonde end result
- **010G:** best for creating a soft, buttery blonde end result
- **010WG**: best for creating an ultra-warm, honey blonde end result

ARE THE NEW LEVEL 10 SHADES AVAILABLE IN SHADES EQ GLOSS?

No, the new Level 10 shades are only available in Shades EQ Bonder Inside.

WHAT IS THE PROCESSING TIME FOR THE NEW LEVEL 10 SHADES?

The processing time for the new Level 10 shades is the same as for the existing **Shades EQ Bonder Inside** palette. **Shades EQ Bonder Inside** should always be processed for 20 minutes at room temperature on dry hair.

CAN I MIX THE NEW LEVEL 10 SHADES WITH THE REST OF THE SHADES EQ BONDER INSIDE PALETTE?

Yes, the **Shades EQ Bonder Inside** new Level 10 shades can be mixed with other **Shades EQ Bonder Inside** shades except for those containing Carmin'R or R5 dyes as this could lead to unpredictable results. See Shade Chart for additional information.

CAN I MIX THE NEW LEVEL 10 SHADES WITH SHADES EQ BONDER INSIDE 000 CRYSTAL CLEAR?

Yes, the new **Shades EQ Bonder Inside** Level 10 shades can be mixed with **Shades EQ Bonder Inside** 000 Crystal Clear. This will dilute the toning effect and provide a sheer result.

CAN I MIX THE NEW LEVEL 10 SHADES WITH SHADES EQ CREAM OR SHADES EQ COVER PLUS?

No, we do not recommend mixing **Shades EQ Bonder Inside** with **Shades EQ Cream** or **Shades EQ Cover Plus** as this could lead to unpredictable results.

CAN I REFRESH WITH THE NEW LEVEL 10 SHADES?

Yes, the **Shades EQ Bonder Inside** new Level 10 shades can be used to refresh previously colored strands.

CAN THE NEW LEVEL 10 SHADES BE APPLIED AFTER A TEXTURE AND PERM SERVICE?

Yes, all Shades EQ Bonder Inside shades can be used to add color immediately following a permanent wave or straightening service. Wait at least 14 days after relaxing before coloring.

WHAT IS THE DIFFERENCE BETWEEN SHADES EQ BONDER INSIDE AND SHADES EQ GLOSS?

	SHADES EQ BONDER INSIDE	SHADES EQ GLOSS
CLIENT	Premium range specialized for clients with sensitized to very sensitized hair	All clients
BENEFITS	▪ Acidic demi-permanent with built-in bonder ▪ All-in-one: Toner + Bonder ▪ Pre-dosed bonding for faster formulation ▪ No compromise to color results ▪ Added strength, shine and conditioning ▪ Helps strengthen the hair after one use ▪ Earn more revenue with premium bonded gloss services	▪ Acidic demi-permanent liquid color ▪ Shine and condition ▪ 100+ perfectly premixed shades ▪ Refreshes all permanent color lines
USAGE	▪ Strengthening gloss on all hair types, especially clients with sensitized hair ▪ Toning at a high blonde level ▪ Color correction at lighter levels ▪ Refreshing lighter level blonde color	▪ Glossing ▪ Toning ▪ Color correction ▪ Refreshing any permanent color ▪ Blending gray

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