

REDKEN
5TH AVENUE NYC



REDKEN
5TH AVENUE NYC

shades
EQ
gloss

equalizing conditioning color
coloration revitalisante et
équilibrante
acid pH / pH acide

P2857100

#UNSTOPPABLE REDS



REDKEN
5TH AVENUE NYC

shades
EQ
gloss

equalizing conditioning color
coloration soignante et
équilibrante
acid pH / pH acide

SHADES EQ REDS
FORMULATION GUIDE

REDKEN
5TH AVENUE NYC

THE #1 DEMI IN THE WORLD*

ICONIC SHADES EQ



VISIBLY REVERSES
DAMAGE IN JUST
ONE USE****



LARGEST
DEMI PALETTE
WORLDWIDE



2,000,000+
POSSIBLE
FORMULATIONS**



RESTORES
HAIR'S SHINE
IN ONE USE



INTENSE
SHINE &
CONDITION



ACIDIC pH
FOR HEALTHY
LOOKING &
FEELING HAIR



ZERO AMMONIA
& ZERO LIFT



VEGAN COLOR
FORMULAS***



ADVANCED
PRECISION
CALIBRATION



TRUE-TO-TONE
RESULTS



LIQUID OR
GEL TEXTURE



EASY TO USE



FOR ALL
HAIR TYPES
& TEXTURES



MAINTAINS
NATURAL
CURL PATTERN



LONG-LASTING
UP TO 28
SHAMPOOS



06R
ROCKET FIRE
NEW & IMPROVED

07C
CURRY
NEW & IMPROVED

08CR
SUNRISE
NEW & IMPROVED

*Based on Kline 2023 Global Salon Hair Color Market **Based on a 3 Shade mixture of Shades EQ shades

No animal derived ingredients *Based on instrumental test + consumer study

REDKEN LABS 400

REDKEN LABS 400



REDKEN LABS 400

REDKEN LABS 400

SHADES EQ REDS LIKE YOU HAVE NEVER SEEN THEM BEFORE

11 SHADES WITH NEW & IMPROVED COLOR RESULT FOR MORE VIBRANCY & LONGEVITY



07C CURRY
NEW & IMPROVED



05C CHILI
NEW & IMPROVED



06AA BONFIRE
NEW & IMPROVED



06RB CHERRY COLA
NEW & IMPROVED



05RB MANZANITA
NEW & IMPROVED



05CC ELECTRIC SHOCK
NEW & IMPROVED



08CR SUNRISE
NEW & IMPROVED



06CR SUNSET
NEW & IMPROVED



06R ROCKET FIRE
NEW & IMPROVED



07RR FLAME
NEW & IMPROVED



05RV SANGRIA
NEW & IMPROVED

13 SHADES WITH IMPROVED LONGEVITY AND SAME GREAT COLOR RESULTS



08C CAYENNE



09AA PAPAYA



03A TERRA COTTA



09RB BLUSH



03RB MAHAGONY



010AA BUTTERNUT



07AA TURMERIC



09CR SUMMER SUNSHINE



07CC URBAN FEVER



03R ROXY RED



06RR BLAZE



04RV CABERNET



03RV MERLOT

INTRODUCING NEW

PURE-RED² TECHNOLOGY



PURE-RED² TECHNOLOGY



◆ Hyper resilient dyes inject and lock color in the cuticle for day 1 reds wash after wash*

HIGH TENACITY FORMULAS

◆ Advanced dye calibration for more vibrant, true-to-tone reds

DISCOVER THE NEW SHADES EQ REDS WITH THIS EXCLUSIVE VIDEO!



SCAN THE QR CODE

for an exclusive video detailing everything you need to know about the **NEW SHADES EQ REDS!**

Learn about the latest formula enhancements, palette breakdown, new dye technology, and everything you need to know to help you be successful with these upgraded shades from our very own Redken Ambassador, Rachel Redd.



SCAN HERE
FOR VIDEO



GLOBAL REDKEN AMBASSADOR
RACHEL REDD @rachel_redd





**REDKEN GOBAL
DIRECTOR OF ARTISTIC
DEVELOPMENT COLOR**

SEAN GODARD
@seangodard

CHERRY VINYL

○ **STARTING LEVEL:** Natural level 4

FORMULA

LIGHTENING FORMULA

- 2 oz. Color Gels Oils CLEAR
- 2 oz. 30 Volume Pro-oxide Cream Developer

SHADES EQ ZONE 1

- 2 oz. Shades EQ Gloss 05RB Manzanita
- 2 oz. Shades EQ Gloss Processing Solution

SHADES EQ ZONE 2

- 1 oz. Shades EQ Gloss 06R Rocket Fire
- 0.5 oz. Shades EQ Gloss 05RV Sangria
- 1.5 oz. Shades EQ Processing Solution

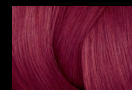
HERO SHADES



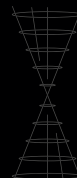
**05RB
MANZANITA**
NEW & IMPROVED



**06R
ROCKET FIRE**
NEW & IMPROVED



**05RV
SANGRIA**
NEW & IMPROVED





BY GLOBAL REDKEN
AMBASSADOR

RACHEL REDD
@rachel_redd

SCARLET GLOW

○ STARTING LEVEL: Natural level 4, Zone 2 level 6

FORMULA

LIGHTENING FORMULA

- 2 scoops (30G) Flash Lift 9 Bonder Inside
- 1.5 oz. 10 Volume Pro-oxide Cream Developer

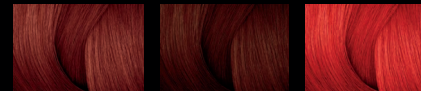
SHADES EQ ZONES 2 & 3

- 2oz. Shades EQ 06RR Blaze
- 2 oz. Shades EQ Processing Solution

SHADES EQ ZONE 1

- 1.5 oz. Shades EQ 05RB Manzanita
- 0.5 oz. Shades EQ 03A Terra Cotta
- 2 oz. Shades EQ Processing Solution

HERO SHADES



05RB
MANZANITA
NEW & IMPROVED

03A
TERRA COTTA

06RR
BLAZE





BEFORE

REDKEN LABS 400

4.5



AFTER

REDKEN LABS 400

REDKEN LABS 400



REDKEN GOBAL
DIRECTOR OF ARTISTIC
DEVELOPMENT COLOR

SEAN GODARD
@seangodard

CONTOURED COPPER

○ **STARTING LEVEL:** Natural level 5

FORMULA

LIGHTENING FORMULA 1: ZONE 1

- 2 scoops (30g) Flash Lift Power 9 Bondor Inside
- 2oz. 20 Volume Pro-Oxide Cream Developer

SHADES EQ FORMULA 1

- 1. oz. Shades EQ 07AA Turmeric
- 1 oz. Shades EQ Processing Solution

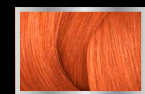
LIGHTENING FORMULA 2: ZONE 2

- 2 scoops (30g) Flash Lift Power 9 Bondor Inside
- 2oz. 10 Volume Pro-Oxide Cream Developer

SHADES EQ FORMULA 2

- 1. oz. Shades EQ 07CC Urban Fever
- 1 oz. Shades EQ Processing Solution

HERO SHADES



07AA
TURMERIC



07CC
URBAN FEVER

SHADES EQ APPLICATION

1. Apply Shades EQ Formula 1 to zone 1
2. Apply Shades EQ Formulas 1 and 2 alternatively throughout zone 2

4.5

4.5



RACHEL REDD

REDKEN GLOBAL AMBASSADOR

@rachel_redd



ADRIENNE DARA

REDKEN GLOBAL AMBASSADOR

@adriennedara

BEFORE

AFTER



FORMULA

LIGHTENING FORMULA

- 2 oz Flash Lift 8 Bonder Inside
- 2.5 oz 10 Volume Pro-Oxide Developer

GREY COVERAGE FORMULA

- 2 oz Color Gels Oils 6NCh Ganache
- 2 oz 20 Volume Pro-Oxide Developer

HERO SHADES



05RB
MANZANITA
NEW & IMPROVED

07CC
URBAN FEVER

ROOT SHADOW FORMULA

- 2oz. Shades EQ 05RB Manzanita
- 2 oz. Shades EQ Processing Solution

SHADES EQ GLOBAL GLOSS FORMULA GLOBAL GLOSS

- 2oz. Shades EQ 07CC Urban Fever
- 2 oz. Gloss to Gel Processing Solution

BEFORE

AFTER



FORMULA

SHADES EQ FILL FORMULA

- 1/4 oz Shades EQ 08C Cayenne
- 1/4 oz Shades EQ 09AA Papaya
- 1/2 oz Shades EQ Processing Solution

SHADES EQ ZONE 1

- 1/2 oz Shades EQ 6CR Sunset
- 1/2 oz Shades EQ 5RB Manzanita
- 1 oz Shades EQ Processing Solution

HERO SHADES



05RB
MANZANITA
NEW & IMPROVED

08CR
SUNRISE
NEW & IMPROVED

09AA
PAPAYA

06CR
SUNSET
NEW & IMPROVED

07CC
URBAN FEVER



LEYSA CARRILLO

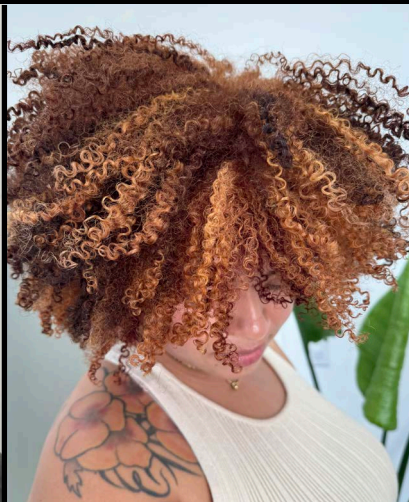
REDKEN GLOBAL AMBASSADOR

@leysahairandmakeup

BEFORE



AFTER



FORMULA

SHADES EQ GLOBAL GLOSS

- 1oz Shades EQ 06CR Sunset
- 1oz Shades EQ 06AA Bonfire
- 2oz Shades EQ Gloss-To-Gel Processing Solution

HERO SHADES



06CR
SUNSET
NEW & IMPROVED

06AA
BONFIRE
NEW & IMPROVED

VICTORIA AVALOS

REDKEN INFLUENCER

@girlorgun

BEFORE



AFTER



FORMULA

SHADES EQ GLOBAL GLOSS

- 1 1/2oz Shades EQ 05CC Electric Shock
- 1 1/2oz Shades EQ 05RB Manzanita
- 3oz Shades EQ Processing Solution

HERO SHADES



05CC
ELECTRIC
SHOCK
NEW & IMPROVED

05RB
MANZANITA
NEW & IMPROVED

LEXI DAWN

REDKEN INFLUENCER

@hairbylexidawn

LEXI DAWN

REDKEN INFLUENCER

@hairbylexidawn

BEFORE



AFTER



FORMULA

SHADES EQ ZONE 1

- 1/3oz Shades EQ 03A Terra Cotta
- 1oz Shades EQ 05CC Electric Shock
- 1 1/3oz Shades EQ Processing Solution

SHADES EQ ZONES 2 & 3

- 1oz Shades EQ 05CC Electric Shock
- 1oz Shades EQ 06CR Sunset
- 2oz Shades EQ Processing Solution

BEFORE



AFTER



FORMULA

SHADES EQ ZONE 1 + LOWLIGHTS

- 2/3oz Shades EQ 06CR Sunset
- 2/3oz Shades EQ 07CC Urban Fever
- 1 1/3oz Shades EQ Processing Solution

SHADES EQ ZONES 2 & 3

- 1oz Shades EQ 08C Cayenne
- 2/3oz Shades EQ 08CR Sunrise
- 2/3oz Shades EQ 09AA Papaya
- 2 1/3oz Shades EQ Processing Solution

HERO SHADES



03A
TERRA COTTA

07CC
CURRY
NEW & IMPROVED

06CR
SUNSET
NEW & IMPROVED

HERO SHADES



08CR
SUNRISE
NEW & IMPROVED

09A A
PAPAYA
NEW & IMPROVED

06CR
SUNSET
NEW & IMPROVED

07CC
URBAN FEVER

SAVANNAH HICKS

REDKEN INFLUENCER

@thesavvytouch

BEFORE



AFTER



FORMULA

SHADES EQ GLOBAL GLOSS

- 2oz Shades EQ 06CR Sunset
- 2oz Shades EQ 06RR Blaze
- 4oz Shades EQ Processing Solution

HERO SHADES



06RR
BLAZE

06CR
SUNSET
NEW & IMPROVED

REDKEN LABS 400

RED 5502

REDKEN LABS

11:469:222

REDKEN LABS 400

RED 5502

>>

REDKEN LABS

11:469:222



EVEN MORE RED FORMULAS

FROM VIBRANT RED TO DEEP BURGUNDY, THE FOLLOWING FORMULAS FEATURE A RANGE OF RED HUES TO HELP YOU FIND THE PERFECT SHADE OF RED FOR EVERY CLIENT.

NAME	TO NE	RED FORMULAS*
ORANGE SHERBERT	Medium blonde to lightest blonde	• 1½ oz. 09AA Papaya Shades EQ Gloss • ½ oz. Orange Kicker Shades EQ Gloss
FIERY ORANGE	Medium blonde to lightest blonde	• 1 oz. Orange Kicker Shades EQ Gloss • ½ oz. 08CR Sunrise Shades EQ Gloss • ½ oz. 06CR Sunset Shades EQ Gloss
SOFT MARI GOLD	Medium blonde to lightest blonde	• 1¾ oz. 010AA Butternut Shades EQ Bonder Inside • ¼ oz. Yellow Kicker Shades EQ Gloss
TIGER	Medium blonde to lightest blonde	• 1¾ oz. 09CR Summer Sunshine Shades EQ Bonder Inside • ¼ oz. Yellow Kicker Shades EQ Gloss
SPICED APRICOT	Medium blonde to lightest blonde	• 1 oz. 08WG Golden Apricot Shades EQ Gloss • 1 oz. 07CC Urban Fever Shades EQ Gloss
WARM SAFFRON	Medium blonde to lightest blonde	• 1 oz. 08C Cayenne Shades EQ Gloss • ½ oz. 07N Mirage Shades EQ Gloss • ½ oz. 09AA Papaya Shades EQ Gloss
PUMPKIN SPICE	Medium blonde to lightest blonde	• ¾ oz. 08C Cayenne Shades EQ Gloss • ¼ oz. Yellow Kicker Shades EQ Gloss • 1 oz. 08WG Golden Apricot Shades EQ Gloss
LILAC CREAM	Medium blonde to lightest blonde	• 1 oz. 09RB Blush Shades EQ Gloss • 1 oz. 010VV Lavender Ice Shades EQ Bonder Inside
BRONZE	Medium blonde to lightest blonde	• 1 oz. 06AA Bonfire Shades EQ Gloss • 1 oz. 08WG Golden Apricot Shades EQ Gloss
FRENCH ROSE	Medium blonde to lightest blonde	• 1 oz. 010GRo Sparkling Wine Shades EQ Bonder Inside • 1 oz. 010VV Lavender Ice Shades EQ Bonder Inside
YAM	Medium blonde to lightest blonde	• 1¾ oz. 07AA Turmeric Shades EQ Bonder Inside • ¼ oz. 08CR Sunrise Shades EQ Gloss
CANTALOUPE	Medium blonde to lightest blonde	• 1½ oz. 09CR Summer Sunshine Shades EQ Bonder Inside • ½ oz. Pastel Peach Shades EQ Gloss
MARMALADE	Medium blonde to lightest blonde	• 1 oz. 07CB Spicestone Shades EQ Gloss • 1 oz. 09AA Papaya Shades EQ Gloss
CANDY	Dark blonde to medium blonde	• 1oz. 06AA Bonfire Shades EQ Gloss • ½ oz. 06R Rocket Fire Shades EQ Gloss • ½ oz. Orange Kicker Shades EQ Gloss

NAME	TO NE	RED FORMULAS*
DARK CAMEL	Dark blonde to medium blonde	• 1½ oz. 06WG Mango Shades EQ Glosee • ½ oz. 06AA Bonfire Shades EQ Gloss
TOMATO RED	Dark blonde to medium blonde	• 1½ oz. 06AA Bonfire Shades EQ Gloss • ½ oz. Red Kicker Shades EQ Gloss
GOLDEN HOUR	Lightest brown to dark blonde	• 1 oz. 07CC Urban Fever Shades EQ Gloss • 1 oz. 06WG Mango Shades EQ Gloss • ¼ oz. Yellow Kicker Shades EQ Gloss
CERISE	Lightest brown to dark blonde	• 1½ oz. 06RR Blaze Shades EQ Gloss • ½ oz. Pastel Pink Shades EQ Gloss
REAL RED	Lightest brown to dark blonde	• 1½ oz. 06R Rocket Fire Shades EQ Gloss • ½ oz. Red Kicker Shades EQ Gloss
ANGELS RED	Lightest brown to dark blonde	• 1 oz. 06RB Cherry Cola Shades EQ Gloss • 1 oz. 09AA Papayaa Shades EQ Gloss
MULBERRY	Lightest brown to dark blonde	• 1¾ oz. 07RR Flame Shades EQ Gloss • ¼ oz. 08VRo Rose Quartz Shades EQ Gloss
PERSIMMON	Lightest brown to dark blonde	• 1 oz. 07C Curry Shades EQ Gloss • 1 oz. 07CB Spicestone Shades EQ Gloss
SPANISH ORANGE	Lightest brown to dark blonde	• 1¾ oz. 08C Cayenne Shades EQ Gloss • ¼ oz. Yellow Kicker Shades EQ Gloss
BRIGHT ROUGE	Medium brown to light brown	• 1½ oz. 06AA Bonfire Shades EQ Gloss • ¼ oz. 03A Terra Cotta Shades EQ Gloss • ¼ oz. 03R Roxy Red Shades EQ Gloss
CHOCOLATE CHERRY	Medium brown to light brown	• 1oz. 06RB Cherry Cola Shades EQ Gloss • 1oz. 05RV Sangria Shades EQ Gloss
DARK CORAL	Medium brown to light brown	• 1 oz. 06CR Sunset Shades EQ Gloss • 1 oz. 04CB Clove Shades EQ Gloss
BISHOPS GARNET	Medium brown to light brown	• 1 oz. 04RV Cabernet Shades EQ Gloss • 1 oz. 05V Cosmic Violet Shades EQ Gloss

*All Shades EQ formulas are mixed with equal parts Shades EQ Processing Solution or Gloss-To-Gel Processing Solution For Precision Application



FREQUENTLY ASKED QUESTIONS

WHAT IS SHADES EQ UNSTOPPABLE REDS?

Introducing high-powered vibrancy that can't be stopped! These newly re-calibrated Shades EQ shades address the well-known challenges of reds: fast fading vibrancy and lackluster shine. Shades EQ Reds are now unstoppable with our PURE-RED² TECHNOLOGY, a next generation dye technology with high powered vibrancy.

WHAT IS PURE-RED² TECHNOLOGY?

Optimized combinations of base and coupler dyes that lock together like puzzle pieces in the hair, forming larger, stronger dye molecules. These larger molecules are much harder to wash out or fade, so hair color stays vibrant and true-to-tone for longer. This provides high-tenacity results in red shades that fade true-to-tone wash after wash*.

WHAT ARE THE DYES THAT MAKE UP THE PURE-RED² TECHNOLOGY?

PURE-RED² TECHNOLOGY uses unique combinations of these high-tenacity dyes with other traditional dyes to create our Unstoppable Reds shades that stay true-to-tone for longer. Each shade in the Unstoppable Reds collection has at least one of these dyes in its formulation:

- 6-HYDROXYINDOLE
- HYDROXYPROPYL BIS(N-HYDROXYETHYL-P-PHENYLENEDIAMINE)
- HCL 2-AMINO-3-HYDROXYPYRIDINE

ARE THERE OTHER DYES THAT CONTRIBUTE TO LONG-LASTINGNESS AND VIBRANCY?

Yes, there are:

- R5 - included in shades 06RR, 07RR
- RUBILANE - included in shade 07AA, 010AA, 09CR

ARE ALL SHADES INTERMIXABLE?

Yes, the new Shades EQ Unstoppable Reds shades can be mixed with other Shades EQ shades, except those containing R5 (06RR, 07RR) for custom formulations and results. Shades containing R5 can be mixed with 000 Crystal Clear. PURE-RED² technology can be intermixed.

HOW HAVE THE SHADES CHANGED?

All shades now feature PURE-RED² Technology for long lasting results. Of the featured 24 shades in this collection, half maintain the tonality and end results you've come to know and love; the other half has been improved upon to perform truer to level and reflect.

WHAT SHADES HAVE MAINTAINED THEIR CURRENT REFLECT? WHICH HAVE BEEN IMPROVED FOR A TRUER REFLECT/TONALITY?

TONALITY MAINTAINED PURE-RED ² + SAME END RESULT		IMPROVED TONALITY PURE-RED ² + REFORMULATED FOR TRUER REFLECT	
09AA PAPAYA	08C CAYENNE	07C CURRY	06RB CHERRY COLA
07CC URBAN FEVER	06RR BLAZE	08CR SUNRISE	05RV SANGRIA
04RV CABERNET	010AA BUTTERNUT	06CR SUNSET	06R ROCKET FIRE
03RV MERLOT	07AA TURMERIC	06AA BONFIRE	05C CHILI
09CR SUMMER SUNSHINE	03RB MAHOGANY	05RB MANZANITA	05CC ELECTRIC SHOCK
03R ROXY RED	03A TERRA COTTA	07RR FLAME	
09RB BLUSH			

ARE ALL OF THESE SHADES BONDER INSIDE?

No, shades that are currently Shades EQ Gloss will stay Shades EQ Gloss; shades that are Shades EQ Bonder Inside will stay Shades EQ Bonder Inside.

WHAT IS BONDER INSIDE TECHNOLOGY AND WHAT MAKES IT IDEAL FOR PRE-LIGHTENED HAIR?

Shades EQ Bonder Inside helps repair weak bonds during a color service. Tone + Repair in one step – built-in bonding helps strengthen weak bonds & protect more than the leading bonding additive for a stronger hair fiber**.

Formulated with Triple Acid Complex – Citric Acid & Taurine (bonding actives) and Erythorbic Acid (antioxidant). The Acidic pH of Shades EQ + bonding actives help reduce residual alkalinity that occurs during an alkaline lightening service and helps repair weak bonds.

WHO ARE THE SHADES FOR? WHEN WOULD YOU USE THEM?

Shades EQ Unstoppable Reds shades can be used in multiple ways. They can be used on natural hair, previously color-treated hair, and/or pre-lightened hair to maximize warmth, as part of a filler formulation, or for overall transformations in highlight and/or double process services.

WHAT LEVEL DO YOU USE THESE ON?

These shades are designed to perform at their best on natural, previously color-treated, and/or pre-lightened hair that is the same level or lighter than the shade being used.

WHERE WILL THEY SIT IN THE CHART?

The shades will be exactly where they are today.

CAN SHADES EQ BONDER INSIDE AND SHADES EQ GLOSS BE MIXED TOGETHER?

Yes, Shades EQ Bonder Inside can be mixed with other Shades EQ Gloss shades except for those containing R5 dyes as this could lead to unpredictable results*. See Shade Chart for additional information. When you mix the two technologies together, however, the bonding effect will be diminished.

***NOTE: Shades EQ Bonder Inside 000 Crystal Clear and Shades EQ Gloss 000 Crystal Clear can be mixed with R5 dyes**