



◇ PURE-RED<sup>2</sup>  
TECHNOLOGY PR<sup>2</sup>

◇ HIGH TENACITY  
FORMULAS

FROM THE #1 DEMI IN THE WORLD\*

SHADES EQ

# UNSTOPPABLE REDS TECH GUIDE

HIGH-POWERED VIBRANCY  
THAT CAN'T BE STOPPED



#SHADESEQUNSTOPPABLEREDS

\*Based on Kline 2023 Global Salon Hair Color Market

FROM THE #1 DEMI IN THE WORLD\*

# SHADES EQ UNSTOPPABLE REDS

## PURE-RED<sup>2</sup> 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



REDKEN  
5TH AVENUE NYC

shades  
**EQ**  
gloss

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



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**



# 11 NEW AND IMPROVED SHADES

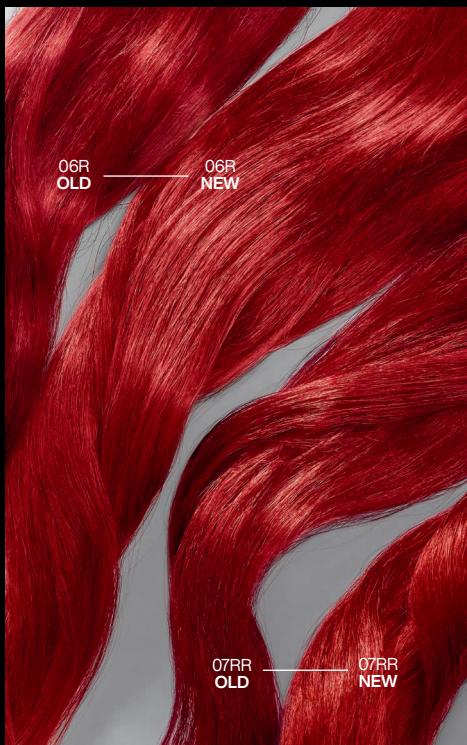
## WITH ADVANCED DYE CALIBRATION FOR MORE VIBRANT TRUE-TO-TONE RESULTS

◇ COPPER/RED

◇ RED

◇ RED/BROWN  
RED/VIOLET

◇ COPPER





THE #1 DEMI IN THE WORLD\*

# ICONIC SHADES EQ



#1 DEMI  
IN THE WORLD\*



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



# UNSTOPPABLE REDS

## SHADE FAMILIES



### C COPPER

RICH COPPER TONES

ORANGE REFLECT

BROWN TO TAN BACKGROUND



08C CAYENNE

07C CURRY  
NEW & IMPROVED

05C CHILI  
NEW & IMPROVED

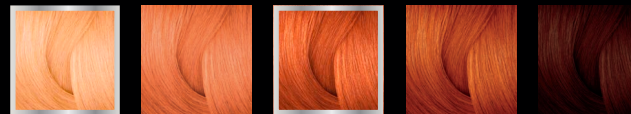


### AA AUBURN / AUBURN ACCENT

ADDS BALLANCED WARM ORANGE TONES

ORANGE/RED REFLECT

BROWN TO TAN BACKGROUND



010AA BUTTERNUT

09AA PAPAYA

07AA TURMERIC

06AA BONFIRE  
NEW & IMPROVED

03A TERRA COTTA

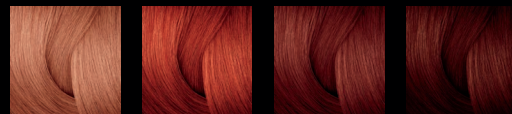


### RB RED BROWN

ADDS COOL BROWN RED TONES

RED REFLECT

BROWN TO TAN BACKGROUND



09RB BLUSH

06RB CHERRY COLA  
NEW & IMPROVED

05RB MANZANITA  
NEW & IMPROVED

03RB MAHOGANY



### CC COPPER COPPER

ADDS INTENSE VIBRANT COPPER TONES

ORANGE/ORANGE REFLECT

NO BACKGROUND



07CC URBAN FEVER

05CC ELECTRIC SHOCK  
NEW & IMPROVED







# UNSTOPPABLE REDS

## SHADE FAMILIES



### CR COPPER RED

RICH COPPER SHADES WITH  
ADDITIONAL RED TONES

 ORANGE/RED  
REFLECT  NO  
BACKGROUND



**09CR**  
SUMMER  
SUNSHINE



**08CR**  
SUNRISE  
NEW & IMPROVED

**06CR**  
SUNSET  
NEW & IMPROVED



### R RED

CREATES VIBRANT COOL RED TONES

 RED  
REFLECT  NO  
BACKGROUND





**06R**  
ROCKET FIRE  
NEW & IMPROVED

**03R**  
ROXY RED



### RR RED RED

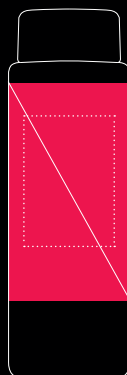
DELIVERS RICH VIBRANT RED TONES

 RED/RED  
REFLECT  NO  
BACKGROUND





**07RR**  
FLAME  
NEW & IMPROVED

**06RR**  
BLAZE



### RV RED VIOLET

DEPOSITS RICH RED VIOLET TONES

 RED/VIOLET  
REFLECT  NO  
BACKGROUND



**05RV**  
SANGRIA  
NEW & IMPROVED

**04RV**  
CABERNET

**03RV**  
MERLOT





# UNSTOPPABLE REDS

# HOTTEST TRENDS

BREAKING DOWN A-LIST SERVICES FOR ULTRA-DIMENSIONAL, VIBRANT, SHINY, AND LONG-LASTING RESULTS THAT TURN HEADS

BY GLOBAL REDKEN AMBASSADORS



SEAN GODARD  
REDKEN GLOBAL  
AMBASSADOR  
@seangodard



RACHEL REDD  
REDKEN GLOBAL  
AMBASSADOR  
@rachel\_redd

## CHERRY VINYL



## SCARLET GLOW



## CONTOURED COPPER



## HERO SHADES

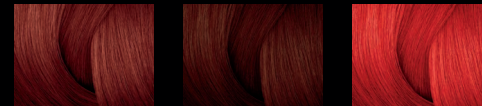


05RB  
MANZANITA  
NEW & IMPROVED

06R  
ROCKET FIRE  
NEW & IMPROVED

05RV  
SANGRIA  
NEW & IMPROVED

## HERO SHADES



05RB  
MANZANITA  
NEW & IMPROVED

03A  
TERRA COTTA

06RR  
BLAZE

## HERO SHADES



07AA  
TURMERIC

07CC  
URBAN FEVER





# CHERRY VINYL

154





# CHERRY VINYL

○ **STARTING LEVEL:**  
Natural level 4

○ **ARTIST:**  
Sean Godard

## FORMULA

### LIGHTENING FORMULA

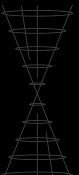
- 2 oz. (60ml) Color Gels Oils CLEAR
- 2 oz. (60ml) 30 Volume Pro-oxide Cream Developer

### SHADES EQ FORMULA 1

- 2 oz. (60ml) Shades EQ 05RB Manzanita
- 2 oz. (60ml) Shades EQ Gloss Processing Solution

### SHADES EQ FORMULA 2

- 1 oz. (30ml) Shades EQ 06R Rocket Fire
- 0.5 oz. (15ml) Shades EQ 05RV Sangria
- 1.5 oz. (45ml) Shades EQ Processing Solution



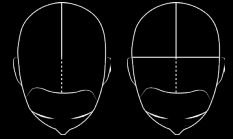




## SECTIONING

### + STEP 1

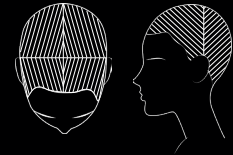
Separate the front from the back with a vertical parting from the top of the head to the top of the ear. Repeat on the opposite side. Divide the back equally with a vertical parting from the top of the head to the center of the nape, and from the top of the head to the front hairline.



## LIGHTENING APPLICATION

### + STEP 1

Starting at the nape, take a ¼" (0.5cm) diagonal back slice section. Apply **Lightening Formula** to zone 2, saturate well. Continue to drop down sections and work through the 4 quadrants applying lightening formula to all zones 2.



### + STEP 2

Process for 40 minutes at room temperature, then rinse, shampoo with **Acidic Bonding Concentrate**.

## SHADES EQ GLOSS APPLICATION

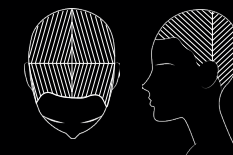
### + STEP 1

On dry hair apply **Shades EQ Formula 1** to zone 1, once complete apply **Shades EQ Formula 2** to zone 2



### + STEP 2

Process for 20 minutes at room temperature, then rinse, shampoo, and condition with **Acidic Bonding Concentrate**. **Dry and style.**







# SCARLET GLOW

**STARTING LEVEL:**  
Natural Level 4, zone 2 level 6

**ARTIST:**  
Rachel Redd

## FORMULA

### LIGHTENING FORMULA

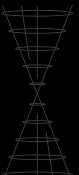
- 2 scoops (30g) Flash Lift Power 9 Bonder Inside
- 1.5 oz. (45ml) 10 Volume Pro-oxide Cream Developer

### SHADES EQ FORMULA 1

- 1.5 oz. (45ml) Shades EQ 05RB Manzanita
- 0.5 oz. (15ml) Shades EQ 03A Terra Cotta
- 2 oz. (60ml) Shades EQ Processing Solution

### SHADES EQ FORMULA 2

- 2oz. (60ml) Shades EQ 06RR Blaze
- 2 oz. (60ml) Shades EQ Processing Solution

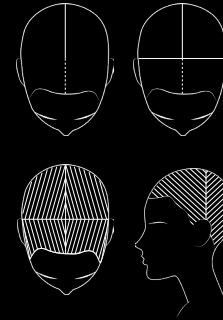




## SECTIONING

### + STEP 1

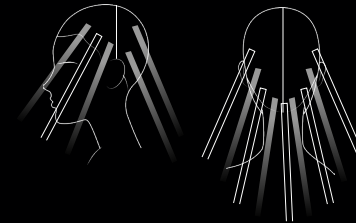
Separate the front from the back with a vertical parting from the top of the head to the top of the ear. Repeat on the opposite side. Divide the back equally with a vertical parting from the top of the head to the center of the nape, and from the top of the head to the front hairline.



## LIGHTENING APPLICATION

### + STEP 1

Starting at the nape, take a ¼" (0.5cm) diagonal back slice section. Apply **Lightening Formula** to zone 2 & 3 saturate well. Lay another foil on top and secure. Continue to drop down sections and work through the 4 quadrants applying **Lightening Formula** to zones 2 & 3.



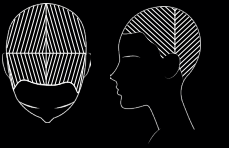
### + STEP 2

Process at room temperature until level 6 is achieved, do not exceed 50 minutes. Rinse and shampoo with **Acidic Bonding Concentrate**.

## SHADES EQ GLOSS APPLICATION

### + STEP 1

On dry hair, Apply **Shades EQ Formula 1** globally to zone 1.



### + STEP 2

Once complete, Apply **Shades EQ Formula 2** through zones 2 & 3.



### + STEP 3

Process for 20 minutes at room temperature, then rinse well and condition with **Acidic Bonding Concentrate**. **Dry and style.**





# CONTOURED COPPER



**STARTING LEVEL:**  
Natural level 5



**ARTIST:**  
Sean Godard

## FORMULA

### LIGHTENING FORMULA 1

- 2 scoops (30g) Flash Lift Power 9 Bonder Inside
- 2oz. (60ml) 20 Volume Pro-Oxide Cream Developer

### LIGHTENING FORMULA 2

- 2 scoops (30g) Flash Lift Power 9 Bonder Inside
- 2oz. (60ml) 10 Volume Pro-Oxide Cream Developer

### SHADES EQ FORMULA 1

- 1. oz. (30ml) Shades EQ 07AA Turmeric
- 1 oz. (30ml) Shades EQ Processing Solution

### SHADES EQ FORMULA 2

- 1. oz. (30ml) Shades EQ 07CC Urban Fever
- 1 oz. (30ml) Shades EQ Processing Solution





BEFORE

REDKEN LABS 400

4.5



AFTER

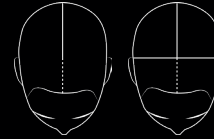
REDKEN LABS 400

REDKEN LABS 400

## SECTIONING

### + STEP 1

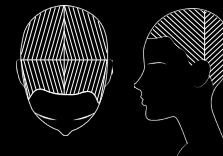
Separate the front from the back with a vertical parting from the top of the head to the top of the ear. Repeat on the opposite side. Divide the back equally with a vertical parting from the top of the head to the center of the nape, and from the top of the head to the front hairline.



## LIGHTENING APPLICATION

### + STEP 1

Starting at the nape, take a 1/4" (0.5cm) diagonal back slice section. Apply **Lightening Formula 1** to zone 2, saturate well. Continue to drop down sections and work through the 4 quadrants applying **Lightening Formula 1** to all zones 2.



### + STEP 2

Once complete, apply **Lightening Formula 2** to zone 1

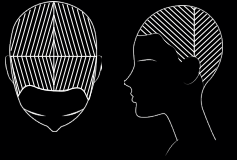
### + STEP 3

Process at room temperature, until level 7 is achieved. Maximum processing time should not exceed 50 minutes. Rinse, shampoo with Acidic Bonding Concentrate, Treat with **Acidic Amino protein Concentrate**. Rinse and dry hair.

## SHADES EQ GLOSS APPLICATION

### + SECTIONING

Separate the front from the back with a vertical parting from the top of the head to the top of the ear. Repeat on the opposite side. Divide the back equally with a vertical parting from the top of the head to the center of the nape, and from the top of the head to the front hairline.




### + STEP 1

On dry hair, Apply **Shades EQ Formula 1** globally to zone 1.

### + STEP 2

Once complete, work through rest of head applying alternate formulas of **Shades EQ Formula 1 & Shades EQ Formula 2** to zones 2.

 **Hot Tip** - Change the thickness and direction of each section to increase dimension.



### + STEP 3

Process for 20 minutes at room temperature, then rinse well and condition with **Acidic Bonding Concentrate**. **Dry and style.**



# 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-RED<sup>2</sup> TECHNOLOGY, a next generation dye technology with high powered vibrancy.

## WHAT IS PURE-RED<sup>2</sup> 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-RED<sup>2</sup> TECHNOLOGY?

PURE-RED<sup>2</sup> 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-RED<sup>2</sup> technology can be intermixed.

## HOW HAVE THE SHADES CHANGED?

All shades now feature PURE-RED<sup>2</sup> 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 <sup>2</sup> + SAME END RESULT		IMPROVED TONALITY PURE-RED <sup>2</sup> + 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**

# SHADES EQ THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

KEY: Shades available in both Shades EQ Gloss & Shades EQ Bonder Inside outlined in pink

Shades available only in Shades EQ Bonder Inside outlined in silver

KEY TECHNOLOGY:  
 Shade contains RB red dye  
 Shade contains Rubilane  
 Shade contains Pure-Red<sup>2</sup> Technology

LEVEL OF DEPOSIT	TONE	BLACK TO GRAY BACKGROUND COLOR											BROWN TO TAN BACKGROUND COLOR											NO BACKGROUND COLOR									
		SILVER/BLUE	GREEN/YELLOW	BLUE	BLUE/PEARL	BLUE/VIOLET	BLUE/VIOLET	BLUE/VIOLET	BLUE/GREEN	BLUE/MAHOAGANY	BLUE/VIOLET	BLUE/GOLD	RED/VIOLET	VIOLET/GOLD	GOLD	GOLD/VIOLET	GOLD/MAUVE	YELLOW	YELLOW/YELLOW	YELLOW/ORANGE	ORANGE	ORANGE/RED	RED/ORANGE	RED	GOLD/ROSE	ORANGE/ORANGE	COPPER/RED	RED	RED/RED	RED/VIOLET	VIOLET/ROSE	VIOLET	VIOLET/VIOLET
		TITANIUM	GREEN NATURAL	BLUE	ASH BROWN	VIOLET BLUE	NATURAL ASH	PEARL	MATTE	NATURAL CHOCOLATE	NATURAL	ASH GOLD	NEUTRAL BROWN BLONDE	VIOLET GOLD	NATURAL WARM	GOLD Iridescent	GOLD BEIGE	GOLD	GOLD GOLD	WARM GOLD	COPPER	ORANGE	ORANGE/RED	COPPER BROWN	RED BROWN	GOLD/ROSE	COPPER COPPER	COPPER RED	RED	RED RED	RED VIOLET	VIOLET ROSE	VIOLET
10 ULTRA PALE BLONDE	07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest level of deposit.	LIGHT SHADES		MEDIUM SHADES											DARK SHADES											PASTELS/KICKERS/							
		010T Platinum & Bonder Inside		010NA Marble Bonder Inside											010P Ivory Pearl & Bonder Inside											010V Lavender Ice & Bonder Inside							
		09T Chrome & Bonder Inside		09NA Mist											09P Opal Glow & Bonder Inside											09V Luscious Ice & Bonder Inside							
9 VERY LIGHT BLONDE	08T Silver	08GN Ivy		08VB Violet Frost											08NA Volcanic											08CR Sunrise New & Improved							
		08T Steel		07VB Violet Star											07NA Pewter											07V Indescent Quartz							
		06T Iron		06VB Violet Lagoon											06NA Granite											06V Crushed Amethyst							
8 LIGHT BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.	06GN Moss		06ABn Brown Smoke											06NB Brandy											06RB Cherry Cola New & Improved							
		06T Iron		06VB Violet Lagoon											06NA Granite											06V Mauve Rose							
		05T Silver		05NA Smoke											05NB Walnut											05V Cosmic Violet							
7 MEDIUM BLONDE	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.	04GN Moss		04ABn Dark Roast											04NB Maple											04RB Cabernet							
		04T Steel		04VB Violet Star											04NA Storm Cloud											04V Violet Rose							
		03T Steel		03NB Mocha Java											03NB Mocha Java											03V Orchid							
6 DARK BLONDE	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.	02GN Moss		02ABn Cool Ebony											02NB Mocha Java											02RB Merlot							
		02T Steel		02VB Violet Star											02NA Storm Cloud											02V Violet Rose							
		01T Steel		01NB Mocha Java											01NB Mocha Java											01V Orchid							
5 LIGHT BROWN	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.	01GN Moss		01ABn Dark Roast											01NB Mocha Java											01RB Merlot							
		01T Steel		01VB Violet Star											01NA Storm Cloud											01V Violet Rose							
		00T Steel		00NB Mocha Java											00NB Mocha Java											00V Orchid							
4 MEDIUM BROWN	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.	00GN Moss		00ABn Dark Roast											00NB Mocha Java											00RB Merlot							
		00T Steel		00VB Violet Star											00NA Storm Cloud											00V Violet Rose							
		00T Steel		00NB Mocha Java											00NB Mocha Java											00V Orchid							
3 DARK BROWN	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.	00GN Moss		00ABn Dark Roast											00NB Mocha Java											00RB Merlot							
		00T Steel		00VB Violet Star											00NA Storm Cloud											00V Violet Rose							
		00T Steel		00NB Mocha Java											00NB Mocha Java											00V Orchid							
2 DARKEST BROWN	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.	00GN Moss		00ABn Dark Roast											00NB Mocha Java											00RB Merlot							
		00T Steel		00VB Violet Star											00NA Storm Cloud											00V Violet Rose							
		00T Steel		00NB Mocha Java											00NB Mocha Java											00V Orchid							
1 BLACK	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.	00GN Moss		00ABn Dark Roast											00NB Mocha Java											00RB Merlot							
		00T Steel		00VB Violet Star											00NA Storm Cloud											00V Violet Rose							
		00T Steel		00NB Mocha Java											00NB Mocha Java											00V Orchid							
PASTELS/KICKERS/		000 Crystal Clear & Bonder Inside											000NB Mocha Java											000RB Merlot									
Color Kickers are vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other Shades EQ Gloss formulas.		Pastel Silver Green											Pastel Peach											Pastel Pink									
Clear adds more shine and can be used alone or to dilute the intensity of any shade.		Pastel Silver Green											Pastel Peach											Pastel Pink									

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



# MIXING AND PROCESSING

USAGE	20 MINUTE PROCESSING
GLOSS, TONE, REFRESH, CORRECT, ADD DIMENSION	Process for the full recommended time at room temperature.
GRAY BLENDING, RESISTANT HAIR, MORE VIBRANT RESULTS	Process for 15 minutes with plastic cap under a preheated warm dryer. Remove cap and cool for 5 minutes at room temperature.
LIGHTER COLOR DEPOSIT, POROUS HAIR	<p>Process for the full recommended time at room temperature.</p> <ul style="list-style-type: none"> <li>When less color deposit is desired, use <b>Shades EQ Gloss</b> or <b>Shades EQ Bondor Inside</b> 000 Crystal Clear in your formula</li> <li>When lighter color deposit is desired, use 09 or 010 level shades</li> </ul>
<b>MIXING</b>	
<ul style="list-style-type: none"> <li>All shades are mixed in a 1:1 ratio of equal parts color:developer.</li> <li>Use only with <b>Shades EQ Gloss Processing Solution</b> or <b>Processing Solution for Precision Application</b>.</li> <li>The level of deposit and intensity in any <b>Shades EQ</b> formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with 000 Crystal Clear, Level 9 or Level 10 shades.</li> </ul>	

# SHADES EQ BONDER INSIDE

PATENT PENDING ACIDIC LIQUID TECHNOLOGY, INFUSED WITH BONDER INSIDE FOR ADDED STRENGTH



LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND COLOR			BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR				
	SILVER/BLUE	BLUE/VIOLET	BLUE/VIOLET	BLUE/MAHOGANY	BLUE/VIOLET	BLUE/GOLD	RED/VIOLET	VIOLET/GOLD	GOLD	GOLD/VIOLET	YELLOW	YELLOW/ORANGE	ORANGE/RED	GOLD/ROSE	COPPER/RED	VIOLET	VIOLET/VIOLET	
<b>10</b> ULTRA PALE BLONDE	010T Titanium Bonder Inside	010NA Natural Ash Bonder Inside	010P Pearl Bonder Inside	010N Natural Bonder Inside	010AG Ash Gold Bonder Inside	010NB Neutral Brown Bonder Inside	010VG Violet Gold Bonder Inside	010NW Natural Warm Bonder Inside	010GI Gold/Iridescent Bonder Inside	010G Gold Bonder Inside	010WG Warm Gold Bonder Inside	010AA Auburn/Auburn Accent Bonder Inside	010GRo Gold/Rose Bonder Inside				010VV Violet/Violet Bonder Inside	
<b>9</b> VERY LIGHT BLONDE	09T Chrome Bonder Inside	09P Opal Glow Bonder Inside		09N Café au Lait Bonder Inside	09AG Glossy Greige Bonder Inside								09GRo Blush Spritz Bonder Inside	09CR Summer Sunshine Bonder Inside	09V Platinum Ice Bonder Inside	09VV Lilac Ice Bonder Inside		
<b>8</b> LIGHT BLONDE																		
<b>7</b> MEDIUM BLONDE				07NCh Fondue Bonder Inside	07AG Smokey Beige Bonder Inside								07AA Turmeric Bonder Inside	07GRo Golden Fizz Bonder Inside				
<b>6</b> DARK BLONDE				06NCh Ganache Bonder Inside														
<b>5</b> LIGHT BROWN																		
<b>4</b> MEDIUM BROWN				04NCh Dark Chocolate Bonder Inside														
<b>CLEAR</b>	000 Crystal Clear Bonder Inside																	

**KEY TECHNOLOGY:**  
 Shade contains Rubilane  
 Pure-Red<sup>2</sup> Technology