

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/GREEN	BLUE/MAHOGANY	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	AUBURN/AUBURN ACCENT	COPPER BROWN	RED BROWN	GOLD/ROSE	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.	010T Titanium & Bonder Inside	010G Green Natural & Bonder Inside	010B Blue & Bonder Inside	010A Ash Brown & Bonder Inside	010V Violet Blue & Bonder Inside	010N Natural Ash & Bonder Inside	010P Pearl & Bonder Inside	010M Matte & Bonder Inside	010C Natural Chocolate & Bonder Inside	010N Natural & Bonder Inside	010AG Ash Gold & Bonder Inside	010NB Neutral Brown Blonde & Bonder Inside	010VG Violet Gold & Bonder Inside	010NW Natural Warm & Bonder Inside	010GI Gold Iridescent & Bonder Inside	010GB Gold Beige & Bonder Inside	010G Gold & Bonder Inside	010GG Gold Gold & Bonder Inside	010WG Warm Gold & Bonder Inside	010COP Copper & Bonder Inside	010AA Auburn/Auburn Accent & Bonder Inside	010CB Copper Brown & Bonder Inside	010RB Red Brown & Bonder Inside	010GR Gold/Rose & Bonder Inside	010CO Copper Copper & Bonder Inside	010CR Copper Red & Bonder Inside	010R Red & Bonder Inside	010RR Red Red & Bonder Inside	010RV Red Violet & Bonder Inside	010VR Violet/Rose & Bonder Inside	010V Violet & Bonder Inside	010VV Violet Violet & Bonder Inside	
9 VERY LIGHT BLONDE		09T Chroma & Bonder Inside	09GN Green Natural & Bonder Inside	09B Blue & Bonder Inside	09A Ash Brown & Bonder Inside	09V Violet Blue & Bonder Inside	09N Natural Ash & Bonder Inside	09P Pearl & Bonder Inside	09M Matte & Bonder Inside	09C Natural Chocolate & Bonder Inside	09N Natural & Bonder Inside	09AG Ash Gold & Bonder Inside	09NB Neutral Brown Blonde & Bonder Inside	09VG Violet Gold & Bonder Inside	09NW Natural Warm & Bonder Inside	09GI Gold Iridescent & Bonder Inside	09GB Gold Beige & Bonder Inside	09G Gold & Bonder Inside	09GG Gold Gold & Bonder Inside	09WG Warm Gold & Bonder Inside	09COP Copper & Bonder Inside	09AA Auburn/Auburn Accent & Bonder Inside	09CB Copper Brown & Bonder Inside	09RB Red Brown & Bonder Inside	09GR Gold/Rose & Bonder Inside	09CO Copper Copper & Bonder Inside	09CR Copper Red & Bonder Inside	09R Red & Bonder Inside	09RR Red Red & Bonder Inside	09RV Red Violet & Bonder Inside	09VR Violet/Rose & Bonder Inside	09V Violet & Bonder Inside	09VV Violet Violet & Bonder Inside	
8 LIGHT BLONDE		08T Silver	08GN Ivy	08B Sterling	08A Ash Brown	08V Violet Frost	08N Natural Ash	08P Opal Glow & Bonder Inside	08M Sand Dunes	08C Natural Chocolate	08N Natural	08AG Misty Beige & Bonder Inside	08NB Irish Crème	08VG Iridescent	08NW Cream Soda	08GI Hamptons	08GB Butter Cream	08G Vanilla Crème	08GG Gold Dip	08WG Golden Apricot	08COP Cayenne	08AA Papaya	08CB Blush	08RB Blush	08GR Sparkling Wine	08CO Summer Sunshine & Bonder Inside	08CR Summer Sunshine	08R Platinum Ice & Bonder Inside	08RR Lila Ice & Bonder Inside	08RV Rose Quartz	08VR Indescent Quartz	08V Indescent Quartz	08VV Lila Ice & Bonder Inside	
7 MEDIUM BLONDE		07T Steel	07GN Moss	07B Violet Star	07A Ash Brown	07V Violet Star	07N Natural Ash	07P Mother of Pearl	07M Driftwood	07C Fondue & Bonder Inside	07N Mirage	07AG Smokey Beige & Bonder Inside	07NB Chestnut	07VG Glided Taupe	07NW Milk Tea	07GI St. Barths	07GB Butterscotch	07G Saffron	07GG Gold Dip	07WG Golden Apricot	07COP Curly	07AA Turmeric & Bonder Inside	07CB Spicestone	07RB Golden Fizz	07GR Golden Fizz	07CO Urban Fever	07CR Flame	07R Crushed Amethyst	07RR Flame	07RV Crushed Amethyst	07V Crushed Amethyst	07VV Crushed Amethyst		
6 DARK BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.	06T Iron	06GN Moss	06B Brown Smoke	06A Ash Brown	06V Violet Lagoon	06N Natural Ash	06P Garnache & Bonder Inside	06M Moroccan Sand	06C Ganache & Bonder Inside	06N Moroccan Sand	06AG Brandy	06NB Brandy	06VG Macchiato	06NW Mango	06GI St. Tropez	06GB Toffee	06G St. Tropez	06GG Midas Touch	06WG Mango	06COP Chili	06AA Bonfire	06CB Amber Glaze	06RB Cherry Cola	06GR Rocket Fire	06CO Rocket Fire	06CR Rocket Fire	06R Mauve Rose	06RR Rocket Fire	06RV Mauve Rose	06V Mauve Rose	06VV Mauve Rose		
5 LIGHT BROWN		05T Iron	05GN Moss	05B Dark Roast	05A Ash Brown	05V Dark Roast	05N Natural Ash	05P Walnut	05M Smoked Cedar	05C Dark Chocolate & Bonder Inside	05N Walnut	05AG Chicory	05NB Maple	05VG Caramel	05NW Macchiato	05GI Caramel	05GB Caramel	05G Caramel	05GG Caramel	05WG Sun Tea	05COP Electric Shock	05AA Manzanita	05CB Electric Shock	05RB Manzanita	05GR Electric Shock	05CO Manzanita	05CR Manzanita	05R Cosmic Violet	05RR Manzanita	05RV Cosmic Violet	05V Cosmic Violet	05VV Cosmic Violet		
4 MEDIUM BROWN		04T Iron	04GN Moss	04B Dark Roast	04A Ash Brown	04V Storm Cloud	04N Natural Ash	04P Espresso	04M Smoked Cedar	04C Dark Chocolate & Bonder Inside	04N Chicory	04AG Espresso	04NB Mocha Java	04VG Cocoa Bean	04NW Cocoa Bean	04GI Cinnamon	04GB Cinnamon	04G Cinnamon	04GG Cinnamon	04WG Sun Tea	04COP Terra Cotta	04AA Terra Cotta	04CB Mahogany	04RB Mahogany	04GR Mahogany	04CO Mahogany	04CR Mahogany	04R Pastel Pink	04RR Mahogany	04RV Mahogany	04V Mahogany	04VV Mahogany		
3 DARK BROWN	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.	03T Iron	03GN Moss	03B Dark Roast	03A Ash Brown	03V Dark Roast	03N Natural Ash	03P Espresso	03M Smoked Cedar	03C Dark Chocolate & Bonder Inside	03N Espresso	03AG Mocha Java	03NB Mocha Java	03VG Cocoa Bean	03NW Cocoa Bean	03GI Cinnamon	03GB Cinnamon	03G Cinnamon	03GG Cinnamon	03WG Sun Tea	03COP Terra Cotta	03AA Terra Cotta	03CB Mahogany	03RB Mahogany	03GR Mahogany	03CO Mahogany	03CR Mahogany	03R Pastel Pink	03RR Mahogany	03RV Mahogany	03V Mahogany	03VV Mahogany		
2 DARKEST BROWN		02T Iron	02GN Moss	02B Dark Roast	02A Ash Brown	02V Dark Roast	02N Natural Ash	02P Espresso	02M Midnight Ash	02C Dark Chocolate & Bonder Inside	02N Espresso	02AG Mocha Java	02NB Mocha Java	02VG Cocoa Bean	02NW Cocoa Bean	02GI Cinnamon	02GB Cinnamon	02G Cinnamon	02GG Cinnamon	02WG Sun Tea	02COP Terra Cotta	02AA Terra Cotta	02CB Mahogany	02RB Mahogany	02GR Mahogany	02CO Mahogany	02CR Mahogany	02R Pastel Pink	02RR Mahogany	02RV Mahogany	02V Mahogany	02VV Mahogany		
1 BLACK		01T Iron	01GN Moss	01B Dark Roast	01A Ash Brown	01V Dark Roast	01N Natural Ash	01P Espresso	01M Midnight Ash	01C Dark Chocolate & Bonder Inside	01N Espresso	01AG Mocha Java	01NB Mocha Java	01VG Cocoa Bean	01NW Cocoa Bean	01GI Cinnamon	01GB Cinnamon	01G Cinnamon	01GG Cinnamon	01WG Sun Tea	01COP Terra Cotta	01AA Terra Cotta	01CB Mahogany	01RB Mahogany	01GR Mahogany	01CO Mahogany	01CR Mahogany	01R Pastel Pink	01RR Mahogany	01RV Mahogany	01V Mahogany	01VV Mahogany		
	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 Blues: 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.	000 Crystal Clear & Bonder Inside																																
	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, 05, or 010 light level shades.																																	



**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 R5 red dye
- Shade contains Rubilane
- Shade contains Pure-Red<sup>2</sup> Technology





# 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
10 ULTRA PALE BLONDE	TITANIUM 010T Platinum Bonder Inside	NATURAL ASH 010NA Marble Bonder Inside	PEARL 010P Ivory Pearl Bonder Inside	NATURAL CHOCOLATE 010N Delicate Natural Bonder Inside	NATURAL 010AG Misty Beige Bonder Inside	ASH GOLD 010NB Caramel Cloud Bonder Inside	NEUTRAL BROWN BLONDE 010VG Baby Bonder Inside	VIOLET GOLD 010NW Iced Piña Bonder Inside	NATURAL WARM 010GI Tahitian Sand Bonder Inside	GOLD 010G Lemon Icing Bonder Inside	WARM GOLD 010WG Honey Gold Bonder Inside	AUBURN/AUBURN ACCENT 010AA Butternut Bonder Inside	GOLD/ROSE 010GRo Sparkling Wine Bonder Inside	COPPER/RED 010VV Lavender Ice Bonder Inside	VIOLET	VIOLET/VIOLET	
9 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	
8 LIGHT BLONDE																	
7 MEDIUM BLONDE				07NCh Fondue Bonder Inside	07AG Smokey Beige Bonder Inside							07AA Turmeric Bonder Inside	07GRo Golden Fizz Bonder Inside				
6 DARK BLONDE				06NCh Ganache Bonder Inside													
5 LIGHT BROWN																	
4 MEDIUM BROWN				04NCh Dark Chocolate Bonder Inside													
CLEAR	000 Crystal Clear Bonder Inside																

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

**TYPES OF SHADES EQ BACKGROUNDS**  
Shades EQ Gloss has three distinct backgrounds for every salon need: black to gray, brown to tan, and no background.

- BLACK TO GRAY**  
Provides the cool foundation needed to diminish warmth
- BROWN TO TAN**  
Provides the foundation needed for balanced, natural results
- NO BACKGROUND**  
Pure reflect shades that provide vibrant, true-to-tone results

## MIXING AND PROCESSING

Usage	20 Minute Processing
<b>GLOSS, TONE, REFRESH, CORRECT, ADD DIMENSION</b>	Process for the full recommended time at room temperature.
<b>GRAY BLENDING, RESISTANT HAIR, MORE VIBRANT RESULTS</b>	Process for 15 minutes with plastic cap under a preheated warm dryer. Remove cap and cool for 5 minutes at room temperature.
<b>LIGHTER COLOR DEPOSIT, POROUS HAIR</b>	Process for the full recommended time at room temperature. <ul style="list-style-type: none"> <li>When less color deposit is desired, use Shades EQ Gloss or Shades EQ Bonder Inside 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>	

## TRADITIONAL LEVEL SYSTEM

LEVEL	NEUTRAL 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	

All Rights Reserved. 2025

