



THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER  
**SHADES EQ CREAM**  
 EQUALIZING CONDITIONING COLOR

**SHADES EQ CREAM SHADES**

DESCRIPTION & LEVEL OF DEPOSIT	<b>NATURAL GREEN</b> TONE: Green	<b>NATURAL ASH</b> TONE: Blue/Violet	<b>WARM NATURAL</b> TONE: Gold	<b>WARM BEIGE</b> TONE: Gold/Violet	<b>GOLD IRIDESCENT</b> TONE: Gold/Iridescent	<b>GOLD</b> TONE: Gold	<b>GOLD COPPER</b> TONE: Gold/Orange	<b>BROWN COPPER</b> TONE: Copper/Gold	<b>BROWN RED</b> TONE: Mahogany/Red	<b>COPPER</b> TONE: Orange	<b>COPPER RED</b> TONE: Orange/Red	<b>RED RED</b> TONE: Red	<b>RED VIOLET</b> TONE: Red/Violet	<b>VIOLET</b> TONE: Violet
	BROWN TO TAN BACKGROUND COLOR							NO BACKGROUND COLOR						
9 VERY LIGHT BLONDE	09NA Slate Blonde	09WN Summer Wheat	09WB Golden Vanilla			09GC Golden Sienna								09V Soft Lilac
8 LIGHT BLONDE				08GI Iced Gold						08C Persimmon	08CR Candle Flame			
7 MEDIUM BLONDE	07NGr Moon Sparkle	07WN Chai Tea			07G Sequin Chic	07GC Burnished Copper						07RR Strawberry Lemonade	NEW 07RV Malbec	
6 DARK BLONDE		06NA Cool Cocoa		06GI Antiqued Gold		06BC Rich Amber				06C Shiny Penny	06CR Firecracker			06V Fresh Lavender
5 LIGHT BROWN	05NGr Starlight	05WN Sandy Sable	05WB Golden Hazel		05G Gilded Age			05BR Garnet Sand				05RR Polished Ruby	NEW 05RV Pinot Noir	
4 MEDIUM BROWN														04V Rich Iris
3 DARK BROWN		03NA Dark Chocolate						03BR Burgundy Wine						03RR Chocolate Cherry
2 DARKEST BROWN														
1 BLACK														
	CLEAR													

Shade contains Carmin<sup>®</sup>™ red dye  
 Shade contains Rubilane<sup>®</sup> copper dye  
 Shade contains R5 red dye



**SHADES EQ COVER PLUS**  
 BRIGHTENING CONDITIONING COLOR CREAM

**SHADES EQ COVER PLUS SHADES**

	<b>MOCHA</b> TONE: Violet/Gold	<b>NATURAL</b>	<b>WARM MOCHA</b> TONE: Gold/Violet	<b>GOLD BEIGE</b> TONE: Gold/Mauve	<b>GOLD</b> TONE: Gold	<b>COPPER COPPER</b> TONE: Orange	<b>RED RED</b> TONE: Red
	BROWN TO TAN BACKGROUND COLOR				NO BACKGROUND COLOR		
	8M Frosted Latte	8N Almond Cream	8WM Caramel Latte			8CC Fire Rush	
				7GB Golden Dune	7G Honeycomb		
	6M Iced Coffee	6N Toasted Almond	6WM Rich Coffee			6CC Firelight	6RR Lipstick Red
				5GB Soft Russet	5G Maple Syrup		
	4M Cool Mocha	4N Chocolate Mousse	4WM Dark Mocha				4RR Crimson
					3G Golden Mocha		
		2N Double Espresso					
	CLEAR						

MIXING & PROCESSING

	MIXING RATIO COLOR: DEVELOPER	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES
SHADES EQ CREAM	Mix 1:1	10 volume Pro-oxide Cream Developer	None	Glaze, Refresh, Correct and more!	20 (up to 30 for optimal gray blending)
SHADES EQ COVER PLUS	Mix 1:1	10 or 20 volume Pro-oxide Cream Developer	1-1 ½	Blend Gray, Brighten, Correct and more!	20

**Shades EQ Cream** and **Shades EQ Cover Plus** each have a unique base, not recommended to mix these two lines together.

**WHEN TO USE CLEAR:**  
 Use **Shades EQ Cream** Clear for added shine or to lock in previous color. Mix with other **Shades EQ Cream** shades for less color deposit.  
 Use **Shades EQ Cover Plus** Clear for added shine with a subtle brightening effect. Mix with other **Shades EQ Cover Plus** shades for less color deposit.

SHADES EQ LEVEL SYSTEM

LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE TONE
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	

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

# SHADES EQ COVER PLUS

BRIGHTENING CONDITIONING COLOR CREAM

# SHADES EQ CREAM

EQUALIZING CONDITIONING COLOR



## SERVICES

	SHADES EQ CREAM	SHADES EQ COVER PLUS
<b>GLAZE</b>	<ul style="list-style-type: none"><li>Enhance, enrich, change, match tone down or intensify natural or color-treated hair while harmonizing contrast</li></ul>	
<b>REFRESH</b>	<ul style="list-style-type: none"><li>Refresh and renew faded mid-shaft and ends (Zones 2 and 3), while processing permanent color at the regrowth (Zone 1)</li><li>Restore color to highlights</li><li>Add color immediately following a Redken texture service, to restore any color loss that may have occurred</li></ul>	<ul style="list-style-type: none"><li>Not recommended due to lifting Alkaline technology—refer to <b>Shades EQ Gloss</b> or <b>Shades EQ Cream</b></li></ul>
<b>CORRECT</b>	<ul style="list-style-type: none"><li>Correct uneven, brassy or overly vibrant tones</li><li>Harmonize tone from scalp to ends</li></ul>	<ul style="list-style-type: none"><li>Correct uneven, brassy or overly vibrant tones</li><li>Harmonize tone from scalp to ends</li><li>Lessen banding</li></ul>
<b>DEFINE</b>	<ul style="list-style-type: none"><li>Add dimension with lowlights</li><li>Color block and add contour with precise placement</li></ul>	
<b>COVER GRAY</b>	<ul style="list-style-type: none"><li>Blend gray with richer color and without lifting the hair's natural pigment</li></ul>	<ul style="list-style-type: none"><li>Blend up to 75% gray*</li></ul>
<b>BRIGHTENING</b>	<ul style="list-style-type: none"><li>No lift</li></ul>	<ul style="list-style-type: none"><li>Up to 1–1 ½ levels of lift depending on shade and hair type</li><li>Soften the base prior to a highlight service</li><li>Add reflect and shine to dull or faded color</li></ul>
<b>CLEAR</b>	<ul style="list-style-type: none"><li>Deposit shine only</li><li>Dilute color intensity</li><li>Dilute level density</li></ul>	<ul style="list-style-type: none"><li>Soften the base</li><li>Dilute color intensity</li><li>Dilute level density</li></ul>

\*N and G are superior gray coverage families

## FORMULATION & TIPS

### FORMULATION GUIDELINES

- 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.
- Determine the target color desired by your client.
- Select the **Shades EQ** shade to enhance, balance or cool to achieve the target color.

### HAIRCOLOR APPLICATION BEST PRACTICES

- Pre-treat the hair with Redken **PreArt** and **Hair Cleansing Cream**. Follow with **Extreme CAT** or **Redken Chemistry** as needed. Dry hair.
- Apply color generously to Zone 1 (the scalp area) using **fine 1/4" diagonal partings**.
- Use the opposite diagonal to **cross-check your application** to ensure proper application.
- Use a timer to ensure accurate timing. Do not over or under process.
- Always refresh with **Shades EQ**.

**Log-on to [Redken.com](http://Redken.com) and click on Education On Demand for an easy step-by-step video!**