

REDKEN
5TH AVENUE NYC



NEW! SHADES ALK

LIQUID-CREAM ALKALINE DEMI

POWER OF A COLOR.
CARE OF A GLOSS.
KEY INGREDIENTS ONLY.*

UP TO 75% COVERAGE
UP TO 8-WEEKS OF VIBRANCY
VISIBLY HEALTHIER HAIR IN ONE USE

AVAILABLE IN 50 SHADES

*Formula simplified and optimized for targeted performance

GETTING STARTED

WITH SHADES ALK

SCAN TO LEARN MORE ABOUT
THE NEWEST INNOVATION TO
REDKEN COLOR



Mixing Ratio	Developer	Levels of Lift	Usage	Minutes	Special Instructions
1 : 1.5 (Color : Developer)	10 volume Pro-Oxide Cream Developer	Up to 1	Gray coverage up to 75%, brightening, darkening, low-lighting, correction, tone-shifting	20	Apply to dry hair. Process at room temperature. Do not use heat.



**CONCEALS
FIRST GRAYS**
Up To 75% Gray
Coverage



**ADDS
SHINE**
Up To 2.3x
Glossy Shine*
*Vs. Uncolored, Unwashed Hair



**INTENSELY
NOURISHES**
Moisturized +
Hydrated Feel



**50 SHADE
PALETTE**
For Endless
Creativity