

REDKEN
5TH AVENUE NYC



LIQUID-CREAM ALKALINE DEMI

SHADES ALK EDUCATION GUIDE

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



221-861-1111

5TH AVENUE NYC



REDKEN LABS 400

REDKEN LABS 400

*Formula simplified and optimized for targeted performance

SHADES ALK

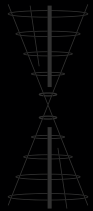
LIQUID-CREAM
ALKALINE DEMI

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



*Formula Simplified And Optimized
For Targeted Performance

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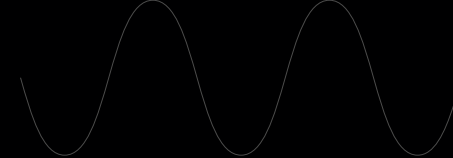
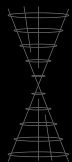
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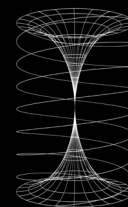
**/12
MAKE THE SWITCH**



THE FOUNDER OF ADVANCED pH SCIENCE



42 YEARS AGO +
REDKEN INVENTS
ACIDIC COLOR



+ TODAY
REDKEN REINVENTS
ALKALINE



/REDEFINING AL • KA • LINE / ALK /

SHADES ALK

Liquid-Cream Alkaline Demi

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

- UP TO 75% COVERAGE
- 8 WEEKS OF VIBRANCY
- VISIBLY HEALTHIER HAIR IN 1 USE

no ammonia / no fragrance / no silicones / no mineral oil
/ no parabens / no formaldehyde / no added phthalates /
no preservatives / no drying alcohols / no dmdm hydantoin / no ammonia / no fragrance / no silicones / no miner-

*Formula simplified and optimized for targeted performance

SHADES ALK | 5

01

WHAT IS SHADES ALK?

THE POWER OF COLOR



HIGH-IMPACT, FULL-BODIED RESULTS

High-performance dyes penetrate the cuticle for up to 1 level of lift and maximized full-bodied color payoff for true-to-tone color that lasts up to 8 weeks.



NEXT GEN DEMI COVERAGE

Wide 50 shade palette with boosted coverage including 5 complete families that cover up to 75%* gray, and all others covering up to 50%** in just 20-minutes. No ammonia. No heat. Only 10 vol.

*N, NCh, NB, NA, GI up to 75%.
**All cover up to 50% except Clear



CARE OF A GLOSS

PROPRIETARY 14% HYDRO-MAGNETIC COMPLEX [TRYPEPTIDE + GLOSSING]

FORMULATED WITH HUMECTANTS, EMOLLIENTS, AND TRYPEPTIDE THAT ATTRACT AND BIND FORMULA TO THE HAIR FIBER INSTANTLY REPLENISHING THE 4 SIGNS OF HEALTHY, YOUTHFUL-LOOKING HAIR: COLOR, SHINE, HYDRATION, AND RESTORED VITALITY WITH MOVEMENT AND BOUNCE

A BREAKTHROUGH IN HAIRCOLOR

PEPTIDES FOR
THE 1ST TIME IN
REDKEN COLOR

PROPRIETARY
FORMULATION

HIGHEST CARE COMPLEX
CONCENTRATE IN
REDKEN COLOR HISTORY



KEY INGREDIENTS ONLY*



no ammonia / no fragrance / no silicones / no mineral oil / no parabens / no formaldehyde / no added phthalates / no preservatives / no drying alcohols / no dmdm hydantoin / no ammonia / no fragrance / no silicones / no mineral oil /



- ▣ No Ammonia
- ▣ No Fragrance
- ▣ No Silicones
- ▣ No Mineral Oil
- ▣ No Parabens
- ▣ No Formaldehyde**
- ▣ No Added Phthalates
- ▣ No Preservatives
- ▣ No Drying Alcohols
- ▣ No DMDM Hydantoin

*Formula simplified and optimized for targeted performance

** We do not use these ingredients in our products. However, they may be present in technically unavoidable traces. The presence of these traces at safe levels is managed within a global system of safety and quality standards and complies with regulatory requirements.

THE HAIRCOLOR FOR

VISIBLY HEALTHIER HAIR

IN ONE SERVICE

INSTANTLY REPLENISH AND BOOST
THE 4 **SIGNS** OF HEALTHY, YOUTHFUL HAIR



COLOR → →
Full-Bodied Color
Payoff + Coverage



SHINE → →
2.3x Ultra-Glossy
Luminous Shine



HYDRATION → →
Deeply Nourished,
Moisturized Feel

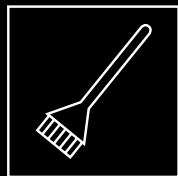


VITALITY → →
Restored Natural
Movement + Bounce

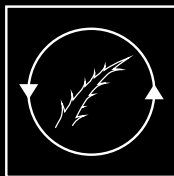
REDKEN LABS 400

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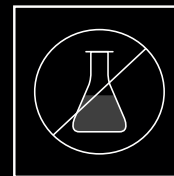
REDKEN LABS 400



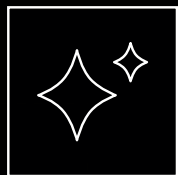
EASY TO USE



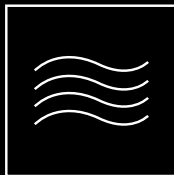
VISIBLY REVERSES
DAMAGE IN JUST
ONE USE**



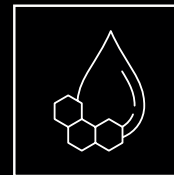
46% LESS
INGREDIENTS*



2.3X GLOSSY
SHINE***



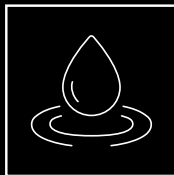
UP TO 8 WEEKS
OF VIBRANCY



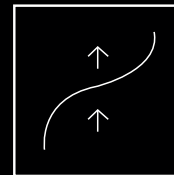
RICH
PREDICTABLE
COLOR PAYOFF



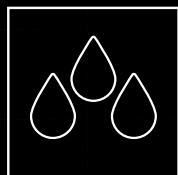
FAST MIXING +
RINSING



DEEPLY
HYDRATED
FEEL



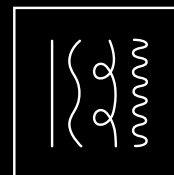
RESTORED
MOVEMENT +
BALANCE



LIQUID-CREAM
PRECISION



TRUE-TO-TONE
RESULTS



SHAPED &
DEFINED
CURL PATTERN



+ MANY MORE

* Vs. Our Traditional Permanent Cream Color
** Based Off Consumer Study + Instrumental Test
***Vs. Uncolored, Unwashed Hair

1:1.5
MIXING
RATIO WITH
10 VOL



AT-A-GLANCE

Alkaline Demi-Permanent

Up to 1 level of lift & up to 75% gray coverage

Liquid-Cream Formula

Easy application with either bowl & brush or bottle

Low-Commitment Color

Easier transition with grow-out than a full coverage permanent color

50 Shade Palette

Familiar and trusted tonalities that are fully intermixable

Longevity up to 32 Shampoos

Color that lasts until the next appointment

Hydro-Magnetic Complex

Instantly replenishes color, shine, hydration and vitality

20 Minute
Process Time
No Heat Needed

SHADES ALK

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

MULTI-PATENTED FORMULA INFUSED WITH
HYDRO-MAGNETIC COMPLEX

			BLACK-TO-GRAY BACKGROUND COLOR				BROWN TO TAN BACKGROUND COLOR									NO BACKGROUND COLOR		
LEVEL OF DEPOSIT	TONE		SILVER/BLUE	ASH/BLUE	BLUE/VIOLET	VIOLET	BLUE/GOLD	VIOLET/GOLD	BLUE/MAHOGANY	BLUE/VIOLET	BLUE/VIOLET	RED/VIOLET	GOLD/VIOLET	YELLOW	RED/ORANGE	ORANGE	RED	RED/VIOLET
	7, 8, 9 and 10 shades have the least amount of pigment to provide the lightest levels of deposit.	LIGHT SHADES	TITANIUM	ASH BLUE	PEARL	VIOLET	ASH GOLD	VIOLET GOLD	NATURAL CHOCOLATE*	NATURAL ASH*	NATURAL*	NEUTRAL BROWN BLONDE*	GOLD IRIDESCENT*	GOLD	COPPER BROWN	COPPER	RED	RED VIOLET
																		
			10T Platinum		10P Ivory Pearl						10N Delicate Natural	10NB Caramel Cloud				10C Orange Zest		
9 VERY LIGHT BLONDE	LIGHT SHADES																	
8 LIGHT BLONDE	LIGHT SHADES																	
7 MEDIUM BLONDE	LIGHT SHADES																	
6 DARK BLONDE	MEDIUM SHADES																	
5 LIGHT BROWN	MEDIUM SHADES																	
4 MEDIUM BROWN	DARK SHADES																	
3 DARK BROWN	DARK SHADES																	
2 DARKEST BROWN	DARK SHADES																	
1 BLACK	DARK SHADES																	
Clear can be used alone to provide up to 1 level of lift without deposit or mixed with any other shade to dilute its tonal deposit.																		
The level of deposit and intensity in any Shades ALK formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with Clear, 9, or 10 light level shades.																		
			Crystal Clear															

*Superior Gray Coverage Family

**Formula simplified and optimized for targeted performance

*Superior Gray Coverage Family
**Formula simplified and optimized for targeted performance

02 QUICK START

ONLY 10 VOLUME NEEDED

Shades ALK has been formulated to provide optimal results and up to 75% gray coverage when mixed with 10 volume **Pro-Oxide** Cream Developer

USAGE OVERVIEW

MIXING	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
1:1.5	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

QUICK MIX CHART

SHADES ALK	10 VOLUME	TOTAL
0.5oz (15mL)	0.75oz (22.5mL)	1.25oz (37.5mL)
1oz (30mL)	1.5oz (45mL)	2.5oz (75mL)
1.5oz (45mL)	2.25oz (67.5mL)	3.75oz (112.5mL)
2oz (60mL)	3oz (90mL)	5oz (150mL)

All **Shades ALK** families provide up to 50% gray coverage*.

There are 5 superior coverage families that will provide up to 75% coverage on their own:

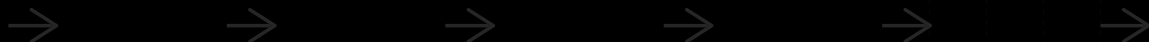
% of Gray	NATURAL CHOCOLATE	NATURAL ASH	NATURAL	NEUTRAL BROWN BLONDE	GOLD IRIDESCENT
Up to 75%	NCh	NA	N	NB	GI

*Except Clear

03

REDKEN COLOR MANTRA

WE APPLY HAIR COLOR IN ZONES
BASED ON pH HAIR SCIENCE



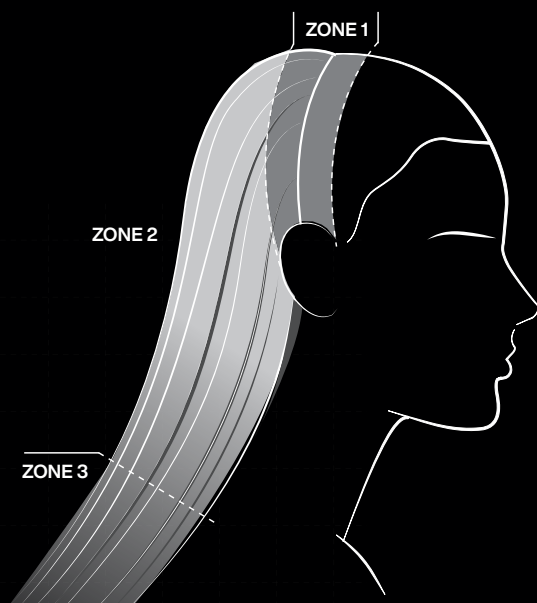
WHY?

/1 Each Zone Accepts Color Differently Based On The Condition Of The Hair.

/2 We Care For The Integrity Of Even The Most Sensitized Parts Of The Hair.

/3 The Choice Of Alkaline Or Acidic Haircolor Based On Zone Can Maximize Color Results And Minimize Stress On Hair.

The Redken Color Mantra is about coloring hair in 'Zones'. The term 'Zones' refers to specific areas of the hair strand, which is divided into **3 areas**:



[ZONE 1] Regrowth or root area, approximately the first ½ - 1 inch of hair.

[ZONE 2] Mid-shaft area, begins where Zone 1 ends.

[ZONE 3] Overly porous hair or hair that extends past the shoulders.

↓ ↓ ↓

The choice of alkaline or acidic haircolor based on Zone can maximize color results and minimize stress on hair.

Understanding Zones will help you achieve even color results.

At Redken, we recommend applying color in Zones based on pH science because we care for the integrity of even the most sensitized parts of the hair.

04 FORMULATION

GUIDELINES FOR GRAY HAIR

To cover gray means to minimize the contrast between natural hair and gray hair. To maintain the most control when covering gray, select a formula no more than 1 level lighter than the natural hair.

All **Shades ALK** families provide up to 50% gray coverage*.

There are 5 superior coverage families that will provide up to 75% coverage on their own:

% of Gray	NATURAL CHOCOLATE	NATURAL ASH	NATURAL	NEUTRAL BROWN BLONDE	GOLD IRIDESCENT
Up to 75%	NCh	NA	N	NB	GI

SUPERIOR GRAY COVERAGE FAMILIES

Using one of the superior gray coverage shades in your formula creates a balance of dyes for optimum results on gray hair. **Shades ALK** will provide multi-dimensional, colored coverage results for a low-commitment, natural grow-out.

FORMULATION EXAMPLE COVERING GRAY:

1. Natural Level: 4 Medium Brown/50% Gray
2. Target Color: Level 5 Light Brown with natural warm tones
3. Undertone at Level 5: Red
4. Formula: 1 oz. 5N Walnut SHADES ALK + 1 oz. 5AB Windstorm + 3 oz. 10 volume Pro-oxide Cream Developer

PROVIDING OPTIMAL COVERAGE IN A VARIETY OF REFLECTS

Shades mixed with a superior coverage family can enhance coverage while customizing tone. For the most effective gray coverage when using additional shades, use the chart below.

% OF GRAY	NCh, NA, N, NB, GI	ADDITIONAL SHADE
0-25%	½ oz	1½ oz
25-50%	1 oz	1 oz
50-75%	1½ oz	½ oz
75-100%	1¾ oz	¼ oz

Note: For over 75% gray, consider using a permanent for full coverage.

TYPES OF COVERAGE GRAY HAIR IS...





UTILIZING SHADES ALK CLEAR

Shades ALK Clear is used as a creative tool that will lift without depositing tone.

Clear can be used by itself in a 1:1.5 ratio with 10 Volume **Pro-Oxide** Cream Developer to boost hair up to 1 level, revealing the natural undertones while still conditioning and adding shine to the hair.

Intermixing Clear with other **Shades ALK** shades will dilute the deposit of those shades, producing a more sheer result while still providing up to 1 level of lift.

The Dilution Guidelines help to determine the amount of Clear to use when mixing with another shade. A Moderate Dilution (equal parts Clear and additional shade) will give the appearance of about 1 level lighter.



PRO TIP: If the hair is overly porous and only requires deposition of color, consider using **Shades EQ**.

DILUTION GUIDELINES

DILUTION STRENGTH		SHADE	CLEAR
MAXIMUM DILUTION		½ oz	1½ oz
MODERATE DILUTION		1 oz	1 oz
MINIMUM DILUTION		1½ oz	½ oz
FULL STRENGTH		1 oz	-

NOTE: For optimum penetration and durability of color results, Redken recommends processing for the standard time of 20 minutes. To achieve lighter results, use diluted formulas, not reduced processing time.

UNDERSTANDING THE LABEL

LEVEL OR DEPTH

8G

ALMOND SUGAR

SHADE FAMILY

SHADE NAME

SHADE FAMILY ON TOP

TITANIUM	ASH BLUE	PEARL	VIOLET	ASH GOLD	VIOLET GOLD	NATURAL CHOCOLATE*	NATURAL ASH*
NATURAL*	NEUTRAL BROWN BLONDE*	GOLD IRIDESCENT*	GOLD	COPPER BROWN	COPPER	RED	RED VIOLET

TONAL FAMILY ON FRONT OF CARTON



SHADES ALK LEVEL SYSTEM

TRADITIONAL LEVEL SYSTEM

LEVEL	TO NE	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	

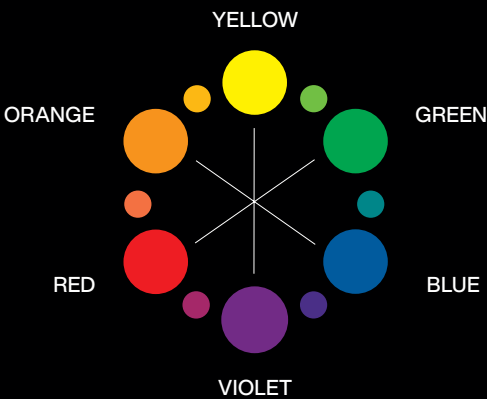
WORKING WITH UNDERTONES

Undertones are the unrefined warm tones exposed during the lifting process. Always consider the exposed undertones visible at the target level. To counteract undertones, use the Color Wheel to select a shade level with tonal value opposite to the undertone exposed at the target level. Remember, opposites neutralize. To enhance undertones, select a shade with a tonal value similar to the undertone exposed at the target level.

COLOR WHEEL

THE COLOR WHEEL

Always consider the tone of the hair that you are starting with. Use the color wheel to counteract or enhance tones. To counteract tones, select a shade with an opposite tonal value. Remember, opposites neutralize. To enhance tones, select a shade with a similar tonal value.



FORMULATION GUIDELINES

1. Determine your client's natural haircolor. Remember to consider percentage of gray, hair texture, condition and hair density.
2. Determine the target color (final level and tone) desired by your client.
3. Determine the undertone found at the target level (refer to Level System).
4. Select the shade to enhance, balance or counteract undertones and achieve the target color.

EXAMPLE

1. Natural Level: 5 Light Brown/0% Gray
2. Target Color: Level 6 Dark Blonde with natural tones
3. Undertone at Level 6: Red/Orange
4. Formula: 1 oz. **Shades ALK** 6NA Granite + 1.5 oz. 10 vol. **Pro-Oxide** Cream Developer

UNDERSTANDING THE PALETTE

BACKGROUND COLOR AND TONE

Background is the portion of the color base that helps produce balanced, natural-looking results and gives the shade its foundation. Tone is the portion of the base that gives a shade its unique character. All shades have a varying ratio of background to tone to create each family.

BLACK TO GRAY

PROVIDES THE COOL FOUNDATION NEEDED TO DIMINISH WARMTH

BROWN TO TAN

PROVIDES THE FOUNDATION FOR BALANCED, NATURAL RESULTS

NO BACKGROUND

PURE REFLECT SHADES THAT PROVIDE VIBRANT, TRUE-TO-TONE RESULTS

T

Titanium
Cool silver/gray results that diminish warm undertones

AB

Ash Blue
Offers maximum refinement of warmth

P

Pearl
Neutralizes warmth with a pearlescent finish

V

Violet
Diminishes yellow undertones

AG

Ash Gold
Cool creamy tones that provide a smoky beige end result



Violet Gold
Iridescent blonde results with a soft gold finish



Gold Iridescent*
Cool golden tones with balanced iridescent tones



Red Violet
Jewel tones with no added brown to deliver vibrant results



Natural Chocolate*
Controls brassy tones while delivering a rich chocolate finish



Gold
True golden tones for enhancing warmth



Clear
No pigment for lift without deposit or diluting other shades



Natural Ash*
Balancing warmth, creating smoky natural finish



Copper Brown
Provides rich amber tones



Natural*
Neutralizes unwanted warmth on naturally pigmented hair



Copper
Delivers rich copper tones with no brown



Neutral Brown Blonde*
Balanced beige tones



Red
Vibrant reds with increased tonal depth



*Superior Coverage Families for up to 75% coverage



Clear



Titanium
Black to Gray
Blue/Silver



Pearl
Black to Gray
Blue/Violet



Ash Gold
Brown to Tan
Ash/Gold



Natural Chocolate*
Brown to Tan
Blue Mahogany



Ash Blue
Black to Gray
Ash/Blue



Violet
Black to Gray
Violet



Violet Gold
Brown to Tan
Violet/Gold



Natural Ash*
Brown to Tan
Blue/Violet



BLACK TO GRAY
PROVIDES THE COOL FOUNDATION NEEDED TO
DIMINISH WARMTH



BROWN TO TAN
PROVIDES THE FOUNDATION FOR BALANCED,
NATURAL RESULTS



NO BACKGROUND
PURE REFLECT SHADES THAT PROVIDE VIBRANT,
TRUE-TO-TONE RESULTS



Natural*
Brown to Tan
Blue/Violet



Gold Iridescent*
Brown to Tan
Gold/Violet



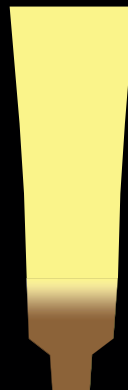
Copper Brown
Brown to Tan
Copper/Brown



Red
No Background
Red



**Neutral Brown
Blonde***
Brown to Tan
Red/Violet



Gold
Brown to Tan
Gold



Copper
No Background
Copper



Red Violet
No Background
Red/Violet



DISCLAIMER: Tonal breakdowns are not to scale. All shades are formulated with varying amounts of background and tones. For reference only

*Superior Coverage Families for up to 75% coverage

06 TECHNIQUES

✕ BLEND+GLOSS

LOW COMMITMENT COVERAGE WITH
NEXT GEN SHINE AND CARE



ZONE 1



ZONE 2



✕ BOOST+BRIGHTEN

HIGH IMPACT VIBRANCY WITH COLOR THAT
TURNS HEADS WASH AFTER WASH



ZONE 1-3



✕ LIFT+BALANCE

A COMPLETE TOOLKIT TO BALANCE AND
CUSTOMIZE WITH MAX COLOR PAYOFF



ZONE 1-3



AND/OR



ZONE 1-3





BASED ON THE HAIR CONDITION AND DESIRED RESULT, WE CAN USE **THE REDKEN COLOR MANTRA** TO DETERMINE WHEN AND WHERE TO USE ACIDIC OR ALKALINE COLOR TO MAXIMIZE RESULTS AND MINIMIZE STRESS ON THE HAIR.

BLEND + GLOSS

For covering gray, in Zone 1 choose a **Shades ALK** shade the same level or within 1 level of the natural level to add rich, luminous color that gives blended coverage. Use a superior coverage shade for up to 75% coverage. In Zone 2/3, use **Shades EQ Gloss** to refresh tone and add shine.



BOOST + BRIGHTEN

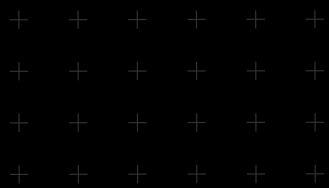
In Zone 1, use **Shades ALK** one level lighter than the natural level to lift up to 1 level and a warmer and/or lighter shade in Zone 2/3 to add high-impact vibrancy and healthy shine. In Zone 1, results may appear warm, reflecting a natural undertone. Adjust formula accordingly.



LIFT + BALANCE

After an off-scalp lightening service, use **Shades ALK** and/or **Shades EQ Gloss** to tone from Zones 1-3. **Shades ALK** will provide a robust, full-bodied deposit. For overly sensitized hair or sheer deposit, use **Shades EQ Gloss**.





BEFORE

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BLEND +GLOSS

○ Natural Level 4,
25% Gray

○ STEP-BY-STEPS
BY REDKEN ARTIST
LINDSEY OLSON



AFTER

REDKEN LABS 400

REDKEN LABS 400

Formula

SHADES ALK

- .5oz (15mL) **Shades ALK** 5NCh Rich Chocolate
- .5oz (15mL) **Shades ALK** 4N Chicory
- 1.5oz (45mL) 10 volume **Pro-Oxide** Cream Developer

SHADES EQ

- 1oz (30mL) **Shades EQ** 000 Crystal Clear
- 1oz (30mL) **Shades EQ** Processing Solution



#REDKENRECIPE

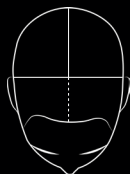
SECTIONING

+ 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.

+ STEP 2

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.



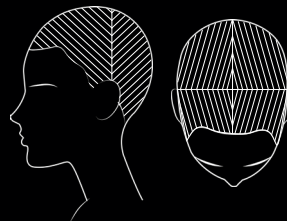
SHADES ALK APPLICATION

+ STEP 1

Starting at the top of the head, take a ¼ inch diagonal back slice across the quadrant, apply **SHADES ALK FORMULA** to Zone 1. Gently place subsection across the top of the head.

+ STEP 2

Continue taking ¼ inch subsections from top to bottom until quadrant is complete. Continue this process through all 4 quadrants.



SHADES EQ APPLICATION

+ STEP 1

Once Zone 1 is complete, return to the first quadrant. Repeat application steps applying **SHADES EQ FORMULA** to Zones 2 and 3.

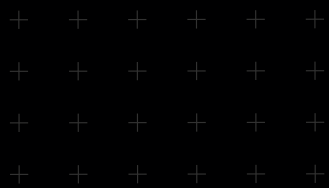


+ STEP 2

Process at room temperature for 20 minutes.

+ STEP 3

Shampoo and Condition with **Acidic Color Gloss System**. Dry and Style hair as desired.



REDKEN LABS 400

45



REDKEN LABS 400

REDKEN LABS 400

BOOST + BRIGHTEN

○ Virgin Level 7

○ STEP-BY-STEPS
BY REDKEN ARTIST
LINDSEY OLSON

Formula

SHADES ALK FORMULA 1

- 0.5oz (15mL) **Shades ALK 5C Chili**
- 0.5oz (15mL) **Shades ALK 7C Curry**
- 1.5oz (45mL) 10 volume **Pro-Oxide** Cream Developer

SHADES ALK FORMULA 2

- 0.7oz (21mL) **Shades ALK 7C Curry**
- 0.3oz (9mL) **Shades ALK Crystal Clear**
- 1.5oz (45mL) 10 volume **Pro-Oxide** Cream Developer



#REDKENRECIPE

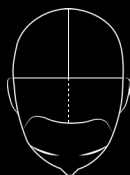
SECTIONING

+ 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.

+ STEP 2

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.



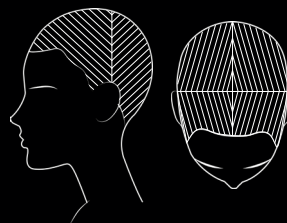
ZONE 1 APPLICATION

+ STEP 1

Starting at the top of the head, take a ¼ inch diagonal back slice across the quadrant, apply **SHADES ALK FORMULA 1** to Zone 1. Gently place subsection across the top of the head.

+ STEP 2

Continue taking ¼ inch subsections from top to bottom until quadrant is complete. Continue this process through all 4 quadrants.



ZONE 2/3 APPLICATION

+ STEP 1

Once Zone 1 is complete, return to the first quadrant. Repeat application steps applying **SHADES ALK FORMULA 2** to Zones 2 and 3.

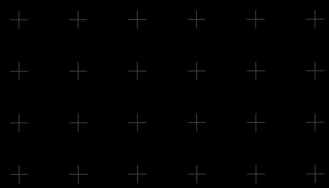


+ STEP 2

Process at room temperature for 20 minutes.

+ STEP 3

Shampoo and Condition with **Acidic Color Gloss System**. Dry and Style hair as desired.



BEFORE

REDKEN LABS 400

45



AFTER

REDKEN LABS 400

REDKEN LABS 400

LIFT + BALANCE

○ Natural Level 3,
Pre-existing Level 6
Highlights

○ STEP-BY-STEPS
BY REDKEN ARTIST
LINDSEY OLSON

Formula

LIGHTENER FORMULA

- 2 Scoops (30g) **Blonde IQ 9+** Calibrated Anti-Brass Lightener
- 1.5oz (45mL) 20 volume **Pro-Oxide** Oil Developer

SHADES ALK FORMULA

- 1oz (30mL) **Shades ALK 7N** Mirage
- 1.5oz (45mL) 10 volume **Pro-Oxide** Cream Developer

SHADES EQ FORMULA

- 1oz (30mL) **Shades EQ 09V** Platinum Ice
- 1oz (30mL) **Shades EQ 010NB** Caramel Cloud
- 2oz (60mL) **Shades EQ** Processing Solution



#REDKENRECIPE

SECTIONING

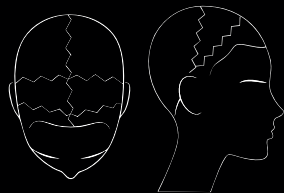
+ STEP 1

Section the hair into 4 quadrants using vertical, zig-zag partings.



+ STEP 2

Approximately 1-1.5" from the hair line, create a face-framing section with a vertical zig-zag parting from center part to the front of the ear.



LIGHTENING APPLICATION

+ STEP 1

Starting in the back nape, take a 1" diagonal forward subsection using zig-zag parting. Take a 1/4" regular stitch from the top of the subsection. Place onto a foil, apply **LIGHTENER FORMULA** saturating thoroughly. Place another foil on top, fold sides to secure.



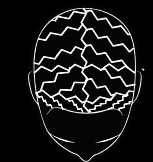
+ STEP 2

Continue with 1/2 inch subsections, taking a regular stitch from the top. Continue until back and sides are complete.



+ STEP 3

On the front hairline sections switch to a diagonal back subsection and repeat application steps until both front sections are complete.



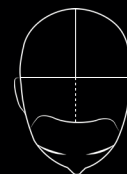
+ STEP 4

Process at room temperature until desired level of lift, not to exceed 50 minutes. Shampoo and condition using the **Acidic Bonding Concentrate System**.

TONING APPLICATION

+ STEP 1

Section the hair into 4 quadrants. On dry hair, apply **SHADES ALK FORMULA** to Zone 1 until all quadrants are complete.



+ STEP 2

Return to the first quadrant and apply **SHADES EQ FORMULA** to Zones 2 and 3.



+ STEP 3

Process at room temperature for 20 minutes. Shampoo and Condition with **Acidic Color Gloss System**. Dry and Style hair as desired.



STEP-BY STEP VIDEOS

ON LOREALACCESS.COM



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> >
BRAND IN THE U.S.

#1 PRO HAIR



LINDSEY OLSON
REDKEN ARTISTIC
AMBASSADOR
@lindsey.marie.olson

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07

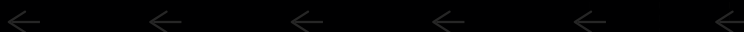
BOOST YOUR SERVICES



Shades ALK empowers you to not just expand your salon offerings, but to enrich the client journey itself. Every client desires that perfect, long-lasting vibrancy, the enviable shine, or perhaps a subtle adjustment that truly customizes their look. By seamlessly integrating **Shades ALK** into your services, you can offer enhanced services with crucial add-ons that elevate their existing color, address their specific hair needs, and provide those extra touches of luxury and personalization they crave. **Shades ALK** delivers unparalleled results that clients will love, keeping them coming back to your chair.



Discover how **Shades ALK** is an essential tool for common salon scenarios and boosted services, enabling you to meet every client's desire.





BROWNE-OUT ENDS

When the mid-lengths to ends have faded, lost vibrancy, or have an undesired tonal shift, **Shades ALK** can be used in Zones 2 and 3 to brighten up areas to create a consistent tone and vibrance to match Zone 1. Using a targeted, creative placement can enhance dimensional effects, while a uniform application will restore overall tone and luminosity.



Example:

Starting: Level 5 with grown-out, faded red

Goal: Retouch and restore vibrant red tones

Shades ALK Formula 1: .5oz 4R Lava + .5oz 6R Rocket Fire + 1.5oz 10 Volume **Pro-oxide** Cream Developer

Shades ALK Formula 2: .75oz 6R Rocket Fire + .25oz Crystal Clear + 1.5oz 10 Volume **Pro-Oxide** Cream Developer

- Apply **Shades ALK Formula 1** to all of Zone 1
- Follow with **Shades ALK Formula 2** on Zones 2/3
- Process for 20 minutes at room temperature



LEVEL DOWN

Leveling down 1 - 2 levels is ideal for clients who desire a subtle yet significant shift to a deeper shade. This is great for clients whose hair has naturally lightened over time, want more depth to their natural color, or have previously lightened hair and want to slowly transition darker. **Shades ALK** will provide a gentle and rich color deposit while adding exceptional shine and condition without a harsh line of demarcation as it grows out.



Example:

Starting: Level 5 with warm tones, 25% Gray

Goal: Level 4 with copper reflects

Shades ALK Formula 1: 1oz 4CB Clove + 1.5oz 10 Volume **Pro-Oxide** Cream Developer

Shades ALK Formula 2: .5oz 4CB Clove + .5oz Crystal Clear + 1.5oz 10 Volume **Pro-Oxide** Cream Developer

- Apply to **Shades ALK Formula 1** to Zone 1
- Follow by applying **Shades ALK Formula 2** to Zones 2/3
- Process for 20 minutes at room temperature.



TONE ON TONE

For clients seeking to maintain the current level but are lacking vibrancy or have a subdued tone, **Shades ALK** can provide rich, dimensional color that will restore the hairs healthy looking, youthful glow.



Example:

Starting: Level 6 with flat tones

Goal: 6 with natural tones, 50% Gray

Shades ALK Formula: 1oz 6NB Brandy + 1.5oz 10 Volume
Pro-Oxide Cream Developer

- Apply to Zones 1, followed by Zones 2/3
- Process for 20 minutes at room temperature.



BASE BREAK

For a client who has a darker natural level than their lightened hair, a base break can soften the contrast between root and highlights. Use **Shades ALK** ½ to 1 level lighter in Zone 1 to subtly lift or soften the natural hair color between foils during a highlighting service. Use Clear to reveal natural undertone or a Cool shade to reduce warmth.



Example:

Starting: Natural Level 6 with level 10 highlights

Goal: Soften the contrast between the natural and highlights while maintaining natural tone.

Shades ALK Formula: 1oz 7NA + 1.5oz 10 Volume **Pro-Oxide**
Cream Developer

- Highlight as usual.
- In the last 20 minutes of processing time, apply **Shades ALK Formula** in between foils on Zone 1.
- Finish processing at room temperature for 20 minutes.



REBALANCE

Use **Shades ALK** on previously lightened hair for tonal refinement. Gently lifting the hair can help create an even canvas for your desired tone to achieve its full potential. Use neutral shades to naturalize, cool shades to deposit ashy results, or warm tones to enhance underlying pigment.



Example:

Starting: Previously lightened to level 9 with uneven yellow tones

Goal: Even, cool level 9

Shades ALK Formula: .5oz 9V Platinum Ice + .5oz 10T Platinum + 1.5oz 10 Volume **Pro-Oxide** Cream Developer

- Apply **Shades ALK Formula** to the uneven areas with residual yellow undertones, either in a foil or open air.
- If needed, tone the left out hair with matching **Shades EQ** formula.
- Process for 20 minutes at room temperature



COLOR BLOCKING

Color blocking creates bold, distinct sections of contrasting or complementary colors to create visual impact. It can be used to add vibrant pops of color or give the visual appearance of added density. It is a great technique for fine hair. Color blocking can be customized in many ways. For this example, a tiered technique is used.



Example:

Starting: Level 6, 75% Gray

Goal: Visual appearance of more density with soft natural tones

Shades ALK Formula 1: .5oz 4NB + .5oz 6NB + 1.5oz 10 Volume **Pro-Oxide** Cream Developer

Shades ALK Formula 2: .5oz 6VG + .5oz 6NB + 1.5oz 10 Volume **Pro-Oxide** Cream Developer

Shades ALK Formula 3: .5oz 6VG + .5oz 8NB + 1.5oz 10 Volume **Pro-Oxide** Cream Developer

- Section out the top in a horseshoe section
- Section out the middle at the bottom of the occipital; include the sides.
- Leave the nape out as your starting section
- Apply **Shades ALK Formula 1** to the entire nape section
- Apply **Shades ALK Formula 2** to the entire occipital section and sides
- Apply **Shades ALK Formula 3** to the top horseshoe section
- Process at room temperature for 20 minutes



ROOT SMUDGE

When a traditional highlight client wants to transition to a more lived-in look, **Shades ALK** can provide rich depth at Zone 1 while seamlessly blending into their pre-existing highlights. Pair **Shades ALK** and **Shades EQ** for a balanced smudge and tone.



Example:

Starting: Natural Level 4 with previous level 9 highlights, 50% Gray

Goal: Extend the natural color to soften the line of demarcation from the highlights while refreshing the all over tone.

Shades ALK Formula: .5oz 4NB Maple + .5oz 5N Walnut + 1.5oz 10 Volume **Pro-Oxide** Cream Developer

Shades EQ Formula: 1oz 09NB Irish Cream + 1oz **Shades EQ** Processing Solution

- Apply **Shades ALK** in Zone 1
- Apply **Shades EQ Formula** in Zones 2/3 leaving a small space between the two.
- Gently blend the two colors together extending past Zone 1 to where the highlight line of demarcation is.
- Process for 20 minutes at room temperature.



BOLD FACE FRAME

For clients desiring a bold and impactful face-frame, apply **Shades ALK** with a customized placement that compliments their face shape and complexion. Hand-painting around the face without foils can create a diffused transition that avoids harsh lines. Deposit a rich, full-bodied color with this quick add-on service.



Example:

Starting: Natural Level 5

Goal: Bold red-copper accents around the face

Shades ALK Formula: .5oz 7C Curry + .5oz 6R Rocket Fire + 1.5oz 10 Volume **Pro-oxide** Cream Developer

- Use visual placement to section out the high-impact areas around the face.
- Apply **Shades ALK Formula** in Zones 1-3
- Process at room temperature for 20 minutes



LOW-LIGHTING

When a blonde is feeling too solid and needs more dimension, you can use **Shades ALK** to foil in between highlights to add contrast and depth back in the hair.



Example:

Starting: Level 6 with pre-existing level 9 highlights, 50% Gray
Goal: Dimensional blonde with Level 7 lowlights

Highlight Retouch Formula: 30g **Blonde IQ** 9+ and 20 Volume **Pro-oxide** Oil Developer

Shades ALK Formula: .5oz 6N Moroccan Sand + .5oz 7GI Lanzarote + 1.5oz and 10 Volume **Pro-Oxide** Cream Developer

- In one foil, apply the **Highlight Retouch Formula** to Zone 1 to retouch.
- In the next foil, apply the **Shades ALK** Formula in Zones 1-3.
- Process for 20 Minutes or until desired level of lift is achieved.
- After shampooing, gloss with **Shades EQ** all over to tone highlights.



OVERLAY

When a blonde client is ready to make the transition to a darker shade 3 or more levels, it is necessary to deposit the missing undertones to provide a rich final tone. Using **Shades EQ** and **Shades ALK** in the same service can create the depth and shine needed for a long lasting tint-back. Use the **Shades EQ** fill guidelines followed by a final overlay with **Shades ALK** to ensure the best tonal reflect and longevity.



Example:

Starting: Natural Level 4, 50% Gray Previously Lightened Level 9
Goal: Level 4 with cool tones

SEQ Formula 1: .5oz 08WG Golden Apricot + .5oz 06WG Mango + 1oz **SEQ** Processing Solution

SEQ Formula 2: .5oz 06WG Mango + 04WG Sun Tea + 1oz **SEQ** Processing Solution

Shades ALK Formula: .5oz 5NCh Rich Chocolate + .5oz 3NA Dark Chocolate + 1.5oz 10 Volume **Pro-Oxide** Cream Developer

- Apply **SEQ Formula 1** only to the pre-lightened hair
- Process for 20 minutes, rinse and rough dry at least 80%
- Apply **SEQ Formula 2** to the same areas as before
- Process for 20 minutes, rinse and rough dry at least 80%
- Apply **Shades ALK Formula** in Zones 1-3
- Process for 20 minutes at room temperature



SUMMER GLOW-UP

For clients who are first-timers to haircolor and aren't ready to make the full leap, offer them a quick add-on service to their haircut or blow-out that recreates the natural glow from spending days in the summer sun. Create subtle brightness that gently lifts and enhances the natural undertones by using Crystal Clear or adding in warmth to the formula. Give the client an effortless, multi-dimensional, low commitment look.



Example:

Starting: Natural Level 7

Goal: First time color client looking to softly brighten up their natural undertones

Shades ALK Formula: .5oz 8G Almond Sugar + .5oz Crystal Clear + 1.5oz 10 Volume **Pro-Oxide** Cream Developer

- Section out the areas of the hair that would typically be touched by sunlight, i.e. around the hairline or above the parietal ridge.
- Taking visual sections or triangles to create balayage-like depth, apply **Shades ALK Formula** to the hair.
- Process for 20 minutes at room temperature.



08

REDKEN RECIPES

➔ Now that you've discovered what **Shades ALK** has to offer, we want to see your own Redken Recipe! Tag **@redkenpro** on Instagram and use hashtag **#RedkenRecipe** for your chance to be featured on RedkenPro.com and across our digital channels.

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	STARTING LEVEL	SHADES ALK FORMULA
Porcelain Glow	Level 10	1oz 10T + .5oz 10P + 2.25oz 10 Vol
Whispering Copper	Level 10	1oz 10C + .5oz Clear + 2.25oz 10 Vol
Golden Honey Drizzle	Level 9	.5oz 8G + .5oz 10C + .5oz Clear + 2.25oz 10 Vol
Champagne Fizz	Level 9	.5oz 8VG + .5oz 10P + 1.5oz 10 Vol
Heirloom Gold	Level 9	1oz 8G + .5oz 10NB + 2.25oz 10 Vol
Frosted Oat	Level 9	.5oz 10NB + .5oz 9AG + 1.5oz 10 Vol
Dusk Beige	Level 8	.5oz 9V + .5oz 7AG + 1.5oz 10 Vol
Desert Sand	Level 8	1oz 7AG + .5oz 7N + 2.25oz 10 Vol
Rising Sun	Level 8	1oz 7C + .5oz 9GI + 2.25oz 10 Vol
Rosewood Bloom	Level 7	1oz Clear + .5oz 6RV + 2.25oz 10 Vol
Twilight Ash	Level 6	1oz 5AB + .5oz 6V + 2.25oz 10 Vol
Roasted Coffee Bean	Level 5	1oz 5NCh + .5oz 4NA + 2.25oz 10vol
Midnight Truffle	Level 5	1oz 5NCh + .5oz 1NA + 2.25oz 10 Vol
Twilight Ash	Level 6	1oz 5AB + .5oz 6V + 2.25oz 10 Vol
Autumn Blaze	Level 6	1oz 4CB + .5oz 4R + 2.25oz 10 Vol
Velvet Cocoa	Level 5	1oz 5NCh + .5oz 4NB + 2.25oz 10 Vol
Black Cherry	Level 4	1oz 4RV + .5oz 1NA + 2.25oz 10 Vol

All Shades ALK formulas are mixed 1:1.5 with **Pro-Oxide** Cream Developer



09

HAIRCOLOR COLLECTION



KNOW YOUR SHADES

	ALK	EQ
Up to 75% Gray Coverage	☒	
Deposit Only		☒
Low-Light	☒	☒
Base Break	☒	
Brighten Up To 1 Level	☒	
Fill		☒
Overlay/Correct	☒	☒
Tonal Shift/Balance	☒	
Refresh		☒
Root Smudge	☒	☒
Gloss		☒



Shades ALK and **Shades EQ** can be used together in the same service or separately depending on the desired result. **Shades ALK** has a monochromatic taste of color and is multi-dimensional yet full-bodied. **Shades ALK** is more saturated than **Shades EQ** but more sheer than a permanent color.

Shades ALK will be used when you are looking for more robust color deposit, when you require lift from the natural level, a boost in vibrancy from previously color-treated hair that's faded, and when your client wants tone-on-tone gray coverage that only an alkaline demi can provide.

Shades EQ is used when you are looking for sheer color deposit, when there is no lift desired or required from the natural level, when previously color-treated hair that's faded needs only deposit or shine.

A thorough consultation can determine whether an acidic or alkaline demi is necessary.

As an analogy, imagine a room with different colored-walls. To get a uniform result on every wall, a primer would be required. Essentially, that's what you're getting when using an alkaline toner. An acidic toner would be like painting without priming leaving the highs and lows more visible.

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HAIRCOLOR COLLECTION | 44

SATURATION AND CHROMATICITY

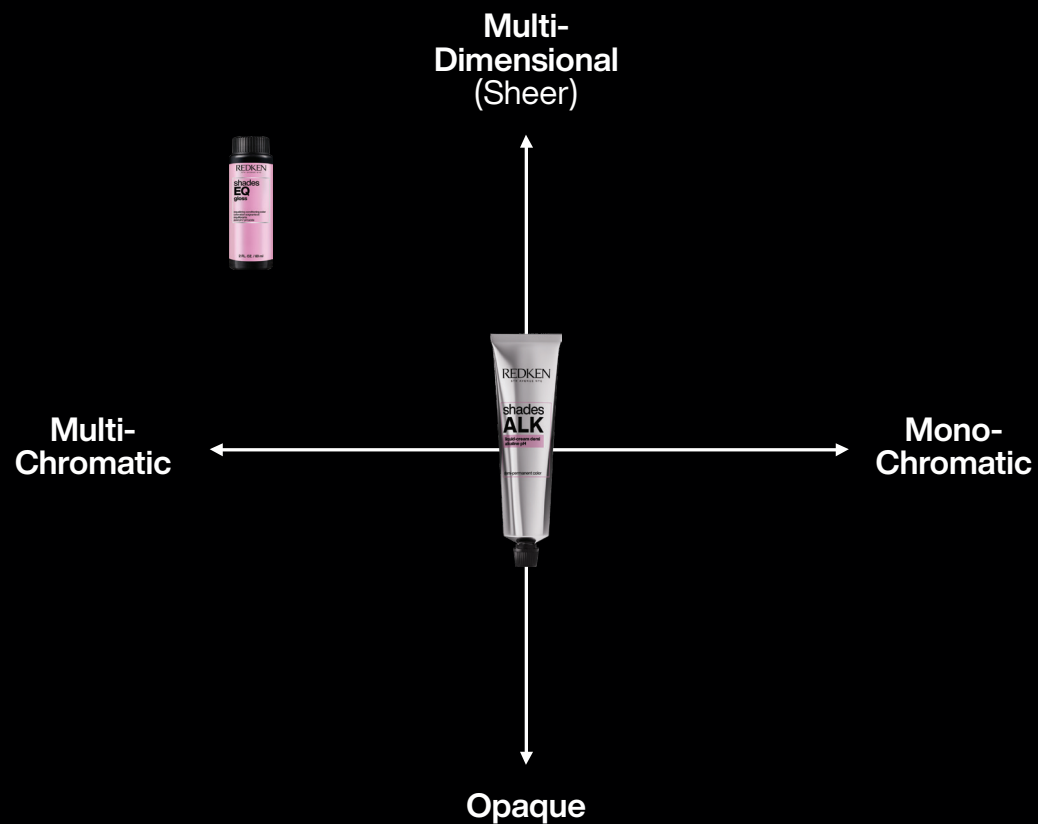
Saturation refers to how much the color allows the natural hair pigment or previously colored hair to show through, or how thoroughly it covers it.

Levels difference between the colored and non-pigmented (gray or white) hair:

Blended: 3+ Colored : 2-3 Covered: 1-2 Opaque: 0-1



 BLENDED	 COLORED	 COVERED	 OPAQUE
---	--	---	--



Chromaticity defines how pure the hue is without considering how bright or dark that color appears.

- **Multi-Chromatic:** Reflect has multiple tones present.
- **Monochromatic:** Reflect has one dominant tone overall.

	COLOR FUSION	COVER FUSION	COLOR GELS OILS	COLOR GELS LACQUERS
CATEGORY	Permanant Alkaline Cream Color	Permanant Alkaline Cream Color	Permanant Alkaline Liquid Color	Permanant Alkaline Liquid Color
LEVEL OF LIFT	Up to 3+ levels Extra Lift: up to 5	Up to 2 levels	Up to 3+ levels	
DYE SYSTEM	100% Oxidative			
PROCESSING TIME	35 - 45 Minutes		20 - 45 Minutes	
CHARACTERISTICS	• Multi-Dimensional color results • Intense conditoning • Radiant shine • Includes Hi-Fusion and Extra Lift shades • Includes proprietary red dye technology 	• Up to 100% dimensional gray coverage with natural, modern reflects • Pre-blended shades for hair with 50% or more gray • 11 tonal families with coverage and tone in one step • Low ammonia formula • Superior conditioning 	• No ammonia • Up to 100% gray coverage with monochromatic results, in every shade • Hair rejuvenation for wiry grays • 78% increased shine • 30% increased condition • 2% apricot oil for smoother hair • Includes proprietary red dye technology 	• Dimensional color with shiny, saturated results • Liquid format is best for blended techniques like smudges and melts • Includes proprietary red dye technology 



	COLOR GELS 10 MINUTES	SHADES EQ GLOSS	SHADES EQ BONDER INSIDE	SHADES ALK
	Permanant Alkaline Liquid Color	Demi Acidic Liquid Color	Demi Acidic Liquid Color	Demi Alkaline Liquid-Cream Color
	Up to 1+ level	Deposit only		Up to 1 level
	100% Oxidative	Direct & Oxidative		100% Oxidative
	10 - 15 Minutes	20 Minutes		
	- Up to 100% coverage in only 10 minutes - Liquid format for express application - SmartPause technology helps prevents overprocessing	- Acidic demi-permanent liquid gloss - Intense shine and condition - Restores hair's shine instantly - Zero ammonia, zero lift 100+ perfectly pre-mixed shades - Gloss, tone, refresh, correct, add dimension and blend gray	- Acidic demi-permanent liquid gloss - Intense shine and condition - Tones + repairs in 1 step - Zero ammonia, zero lift - Balances porosity for even distribution of color - Suitable for very sensitized hair - Restores hair shine instantly	- Alkaline demi-permanent liquid-cream gloss - Blend up to 75% gray, brighten, correct and add dimension 100% oxidative dyes for maximum longevity - Zero ammonia - Up to 1 level of lift - Visibly healthier hair - Intense hydration & glossy shine
				

10 BEST PRACTICES

BEFORE YOU BEGIN ANY CHEMICAL SERVICE

- Precisely follow package instructions for haircolor, lightener and texture products
- Wear suitable gloves for all applications
- Perform necessary allergy tests as outlined in the directions
- Utilize protective smocks or capes for you and your clients during the service

SKIN ALLERGY TEST

Perform a skin allergy test before each use of haircolor, as allergies can develop suddenly, even though your client has previously used a haircolor from this brand or another.

➔ If your client has a tattoo, the risk of an allergic reaction may be increased.

SKIN ALLERGY TEST INSTRUCTIONS

- Use soap and water to clean an area the size of a quarter in the bend of your client's elbow. Pat dry.
- Using a plastic utensil, mix 1 part **Shades ALK** hair colorant and 1.5 part developer. Do not use metal utensils.
- Apply mixture to the test area with a cotton swab or ball.
- Let test spot dry. Instruct client not to wash, cover or disturb for 48 hours.
- Instruct client to examine test area periodically over the next 48 hours. If they experiences any reactions such as redness, burning, itching, swelling, skin abrasions, eruptions or irritation in or around the test area. **DO NOT COLOR YOUR CLIENT'S HAIR UNTIL THEY HAVE CONSULTED A DOCTOR**

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> > > #1 PRO HAIR
BRAND IN THE U.S.

PRO TIP:

Shades ALK should process for the full 20 minutes at room temperature to ensure full oxidation of the dyes. For hair that is porous (Zones 2-3), we recommend the following options:

1. Diluting your formula in ½ with equal parts **Shades ALK** Crystal Clear (1 part **Shades ALK** shade : 1 part **Shades ALK** Crystal Clear)
2. Lightening your formula by mixing with a lighter and/or warmer shade.

STRAND TEST

Haircolor may be readily accepted by porous hair that has been chemically treated or damaged from environmental exposure or heat styling. Always conduct a preliminary strand test to determine how the hair will accept color. Apply the formula to a small section of hair and process according to instructions; adjust the formula accordingly.



The 1:1.5 mix ratio ensures a product consistency that is creamy and thick, yet easy to apply with bowl & brush or bottle. Additionally, it provides optimal rate of dye oxidation and up to 75% gray coverage within the 20 minute development time for robust, saturated results

SKILLS OF EXCELLENCE

1. Pre-treat the hair with Hair Cleansing Cream. Follow with **Extreme CAT** as needed. Dry hair
2. Apply color generously using fine ¼ inch diagonal partings.
3. Use the opposite diagonal to crosscheck and ensure proper application.
4. Use a timer for accurate timing. Do not over or under-process.

When lifting or lightening natural hair, the scalp area will always be warmer/brighter and the mid-shaft and ends will appear darker and drabber. To ensure even color from scalp to ends, create formulas with the appropriate family shades.



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OUR UNIQUE APPROACH TO HAIRCARE

POWERED BY SCIENCE,
PRESCRIBED BY PROS



PROTEIN

MOISTURE

ACIDIC PH

VISIT REDKENPRO.COM TO SEE ALL REDKEN HAIRCARE HAS TO OFFER

REDKEN
5TH AVENUE NYC



Protect and maintain hair after a **Shades ALK** service by prescribing one of Redken's premium Haircare lines:

 **ACIDIC BONDING CONCENTRATE**
PROFESSIONAL SOLUTION FOR DAMAGED, PROCESSED HAIR

 **ACIDIC COLOR GLOSS**
PROFESSIONAL SOLUTION FOR COLOR CARE & SHINE.

 **ACIDIC BONDING CURLS**
PROFESSIONAL SOLUTION FOR DAMAGED, PROCESSED WAVES, CURLS, AND COILS



11

FAQs



WHAT'S NEW WITH REDKEN HAIRCOLOR?

Power of a color. Care of a gloss. Key ingredients only*. Introducing new **Shades ALK** Liquid-Cream Demi with an alkaline pH that provides up to 75% gray coverage, up to 8-weeks of vibrancy, and visibly healthier hair in one use. *formula simplified and optimized for targeted performance

WHY AN ALKALINE DEMI?

More than ever, haircolor clients are looking for the secret to healthier looking hair. They don't only want to conceal their first grays, they also expect shine, hair that feels hydrated and has vitality with restored movement and bounce. **Shades ALK** provides all of these benefits plus a lower commitment than permanent hair color by offering an easy transition with grow-out compared to a full coverage permanent color.

WHAT MAKES THE GROW-OUT EASIER?

Shades ALK has 1-level lift vs. 2-level lift from a traditional permanent color, and it features colored-coverage vs. full coverage.

TECHNOLOGY

WHAT IS THE TECHNOLOGY?

The power of a color. High-performance 100% oxidative dyes penetrate the cuticle for up to 1-level of lift and maximized full-bodied color payoff for true-to-tone color that lasts up to 8 weeks, or 32 washes. Our fully intermixable 50-shade palette including 5 families that cover up to 75% grays and all others* that cover up to 50% in just 20-minutes without ammonia or heat using 10 volume **Pro-oxide** Cream Developer. *except Clear

WHAT IS THE HYDRO-MAGNETIC COMPLEX?

The care of a gloss. **Shades ALK** features our proprietary 14% Hydro-Magnetic Complex. Our breakthrough in hair color, this complex formulated with humectants, emollients, and a tripeptide, attracts and binds to the hair fiber instantly replenishing the 4 signs of healthy, youthful-looking hair: color, shine, hydration, and restored vitality with movement and bounce.

WHAT ARE TRIPEPTIDES?

Peptides are the building blocks of protein. A tripeptide is a molecule of three amino acids linked together by peptide bonds.

WHAT ARE THE HUMECTANTS USED IN THE FORMULA? WHAT IS THE EMOLLIENT?

Shades ALK has glycerin and propanediol. Humectants can act like a magnet to attract moisture into the hair fiber. **Shades ALK** also features the emollient shea butter which is rich in fatty acids like omega 6 and 9, vitamin E and specific lipids such as phytosterols.

WHAT IS THE ALKALINE AGENT USED IN PLACE OF AMMONIA?

In place of an ammoniated alkaline system, **Shades ALK** uses ethanolamine (also known as monoethanolamine or MEA).

HOW MUCH MEA IS USED?

Shades ALK uses an MEA only system that's been optimized to provide up to 1-level of lift when using 10 volume **Pro-oxide** Cream Developer in the recommended mixing ratio.

ARE THE DYES USED PPD OR PTD? DO I NEED TO PERFORM AN AAT WHEN USING SHADES ALK?

Shades ALK uses PTD (p-paratoluenediamine). No matter the type of dyes, it is always recommended and important to follow all safety guidelines when using **Shades ALK** including performing an Allergy Alert Test / Skin Allergy Test and wearing gloves.

ARE SHADES ALK OXIDATIVE AND DIRECT DYES?

Shades ALK shades are 100% oxidative dyes, except for Clear which has no dye.

WHAT IS THE PH OF SHADES ALK IN MIXTURE?

When **Shades ALK** is combined in a 1:1.5 ratio with 10 Volume **Pro-oxide** Cream Developer, the pH of the mixture can range from 9.8-10.0.

DOES SHADES ALK HAVE BONDER INSIDE TECHNOLOGY? WHY NOT?

No, **Shades ALK** does not have Bonder inside technology because the inclusion of bonder depends on the intended use of the hair color product and not all hair needs bonding.

WHAT ARE CONSUMERS SAYING AFTER THEIR SHADES ALK SERVICE?

- Hair feels and looks healthy, smooth, nourished/conditioned, and intensely moisturized/hydrated.
- Hair is glossy with vibrant looking color.
- Hair has natural movement/bounce.
- Natural curl pattern is maintained*, curls are shaped/defined*.

*asked of those with a CP3+

THERE ARE 46% LESS INGREDIENTS IN SHADES ALK THAN OUR TRADITIONAL CREAM PERMANENT COLOR (COLOR FUSION). WHAT INGREDIENTS ARE NOT FOUND IN SHADES ALK THAT CAN OFTEN BE FOUND IN OTHER ALKALINE FORMULAS?

- **Shades ALK** features key ingredients for targeted performance. There is no ammonia, no fragrance, no silicones, no mineral oil, no SLS, no SLES, no drying alcohol.

To find out more, please refer to the following link:
inside-our-products.loreal.com/ingredients | L'OREAL

WHAT KEY INGREDIENTS CAN BE FOUND IN SHADES ALK?

Active ingredients	Active ingredients include MEA (monoethanolamine) as the alkaline engine, dye precursors, anti-oxidants, chelating agents and other materials to help stabilize the formula.
Base ingredients	Shea butter, glycerin and propanediol, tripeptide, plus surfactants, waxes, oil, and thickening polymers that work together to form a creamy yet fluid texture enabling the colorant to blend easily and quickly when mixed with developer.

HOW DO SHADES ALK SHADES LOOK IN THE BOWL/BOTTLE WHEN PROCESSING?

Shades ALK may look different than you are expecting while it processes. For example, the Copper shades may look purple in the bowl/bottle or while processing on head, and the Gold shades can look green. Don't worry! This is normal and does not indicate that anything is wrong with the formula.

THE PALETTE & GRAY COVERAGE

WHAT IS THE PALETTE?

Shades ALK is launching with a fully intermixable 50 shade palette that includes all levels 1-10 plus Clear.

	Black-to-Gray Background				Brown-to-Tan Background									No Background			
	T	AB	P	V	AG	VG	NCh	NA	N	NB	GI	G	CB	C	R	RV	CLEAR
10																	
9																	
8																	
7																	
6																	
5																	
4																	
3																	
2																	
1																	
																	CLEAR

IS THERE BACKGROUND?

Yes. Cool shades T-V have a black-to-gray background that provides a cool foundation needed to diminish warmth, AG-CB have a brown-to-tan background for balanced, natural results, C-RV have no background for vibrant, true-to-tone results. Clear has no background and no tone.

HOW IS SHADES ALK CLEAR USED?

Use **Shades ALK** Clear alone to provide up to 1-level of lift without tonal deposit or use mixed with any other **Shades ALK** shade to reduce its tonal deposit. When using **Shades ALK** in an all-over application, it's recommended to dilute the tonal deposit in ½ (1 part **Shades ALK** shade : 1 part **Shades ALK** Clear) or lightening the formula by mixing with a lighter and/or warmer shade before pulling through porous ends. **Shades ALK** Clear is mixed like any other **Shades ALK** shade in a 1:1.5 ratio with 10 volume **Pro-oxide** Cream Developer.

WHAT DOES IT MEAN TO HAVE UP TO 75% GRAY COVERAGE? HOW DOES IT COMPARE TO OTHER SHADES?

To cover gray means to minimize the contrast between natural hair and gray hair. To what degree that contrast is minimized is the difference between coverage that is translucent to coverage that is opaque and everything in-between. **Shades ALK** provides colored coverage, with superior performance with N, NA, NCh, NB, GI shades.

- Use N, NA, NCh, NB, GI shades for up to 75% gray coverage
- Use VG, AG, G, and CB shades for up to 50% gray coverage
- Reflective shades C, R, and RV will provide colored coverage depending on their level of deposit
- Cool shades T, AB, P and V will provide coverage depending on their level of deposit, for example lighter levels 9-10 will not provide coverage, but deeper levels can. Lighter levels may appear more blended.



WHAT SHADES CAN BE USED ALONE TO PROVIDE UP TO 75% GRAY COVERAGE?

N, NA, NCh, NB, GI shades can be used alone for up to 75% gray coverage.

IF YOU MIX COVERAGE SHADES WITH OTHER SHADES ALK SHADES, WILL IT COMPRISE THE COVERAGE?

Yes, coverage can be compromised. For optimal gray coverage (up to 75%) use N, NA, NCh, NB and GI shades alone or mixed with one another.

WHAT’S THE RESULT WHEN MIXING AN N, NA, NCh, NB, AND/OR GI SHADE WITH OTHER SHADES?

Results are as you would expect when mixing shades together. Depending on the mix ratio, the tonalities will combine, and the gray coverage may be compromised.

IF I HAVE RESISTANT GRAY, CAN I USE 20 VOL. DEVELOPER AND/OR PROCESS LONGER?

Shades ALK N, NA, NCh, NB and GI shades have been formulated to provide up to 75% gray coverage when mixed with 10 volume. They have not been validated for use with higher levels of developer. If you are looking for more coverage or prefer to use 20 volume, we recommend using a permanent haircolor such as **Color Gels Oils**.

IS SHADES ALK LONG LASTING?

Yes. **Shades ALK** uses only oxidative dyes to provide up to 8-weeks of true-to-tone color, color longevity, and color vibrancy.

CAN ALL SHADES ALK SHADES BE INTERMIXED? EVEN THE RED SHADES?

Yes, even the red shades! Vibrancy and long-lastingness is not an issue with these shades featuring PR6 (4R, 6R, 4RV, 6RV). No **Shades ALK** shades contain R5.

CAN SHADES ALK BE MIXED WITH SHADES EQ?

No. **Shades ALK** is only intermixable with other **Shades ALK** shades; **Shades EQ** shades are only intermixable with other **Shades EQ** shades.

USAGE

HOW ARE SHADES ALK MIXED, PROCESSED, ETC.?

MIXING RATIO COLOR: DEVELOPER	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTION
1:1.5	10 volume Pro-oxide Cream Developer	Up to 1	Gray coverage up to 75%, brightening, darkening, low-lightening, correction, tone- shifting	20	Apply to dry hair. Process at room temperature. Do not use heat.

WHY IS THE MIX RATIO DIFFERENT FROM OTHER REDKEN PERMANENT AND DEMI PERMANENT COLOR?

The 1:1.5 mix ratio ensures a product consistency that is creamy and thick, yet easy to apply with bowl & brush and bottle and to pull through the ends. Additionally, it provides the optimal rate of dye oxidation and up to 75% coverage within the 20 minute development time for robust, saturated results.

WHAT IS THE BENEFIT OF AN ALKALINE DEMI AND HAVING UP TO 1-LEVEL OF LIFT?

Providing 1-level of lift not only helps to cover grays, it also helps to provide the power to fight through or enhance undertones, helping to even out the ‘canvas’ while depositing color. **Shades ALK** has the ability to lift the level of naturally pigmented hair up to 1-level. How much lift is achieved depends on multiple factors including, but not limited to, density, hair texture, natural level, hair porosity, etc.

WHAT IS THE PROPER USAGE OF ALK SHADES? CAN THEY BE APPLIED FOR 20 MIN. ON ALL ZONES 1-3?

Shades ALK should process for the full 20 minutes at room temperature to ensure full oxidation of the dyes. For hair that is porous (Zones 2-3), we recommend the following options:

1. Diluting your formula in ½ with equal parts **Shades ALK Clear** (1 part **Shades ALK** shade : 1 part **Shades ALK Clear**)
2. Lightening your formula by mixing with a lighter and/or warmer shade.

Pro Tip: If you are unsure of the hair's history or if the hair is porous, we recommend a strand test before pulling any color through the ends.

CAN I USE A BOTTLE TO APPLY? BOWL AND BRUSH?

Yes, the liquid-cream consistency of **Shades ALK** enables it to be applied with whichever method you choose.

CAN SHADES ALK BE APPLIED TO DAMP HAIR?

We recommend applying **Shades ALK** to dry hair for best gray coverage and for optimal results. Applying to wet or damp hair can compromise color longevity, rate of oxidation, and evenness of deposition.

DOES SHADES ALK NEED TO BE SHAMPOOED FROM THE HAIR?

Yes. We recommend shampooing **Shades ALK** from the hair.

CAN I USE SHADES ALK IMMEDIATELY FOLLOWING A LIGHTENING SERVICE?

Yes, for off-scalp applications when a boost or brightening is needed. If the hair is overly porous and/or only deposition is needed, we recommend using **Shades EQ**.

CAN I USE SHADES ALK IMMEDIATELY FOLLOWING A TEXTURE SERVICE, SUCH AS A PERM? RELAXER?

No. We recommend applying **Shades ALK** at least 2-weeks prior to or waiting at least 2-weeks following a chemical texture service.

CAN I USE SHADES ALK ON ALL HAIR TYPES, TEXTURES AND CURL PATTERNS?

Yes.

THE REDKEN COLOR MANTRA

WHAT WAS THE REDKEN COLOR MANTRA?

The Redken color mantra is about coloring hair in 'Zones'. The term 'Zones' refers to specific areas of the hair strand, which is divided into 3 areas:

Zone 1 – the new growth or the first ½ -1 inch of new growth

Zone 2 – the mid-shaft

Zone 3 – the ends of the hair, anything past the shoulders, hair that's been excessively damaged or porous (not all hair has a Zone 3).

Each Zone will accept color differently based on the condition of the hair. Understanding Zones will help you achieve even color results. At Redken, we recommend applying color in Zones based on pH science because we care for the integrity of even the most sensitized parts of the hair. The combination of alkaline (at Zone 1) and acidic (at Zones 2-3) maximizes color results and minimizes stress on hair.

HOW DOES AN ALKALINE DEMI FIT WITH OUR MANTRA?

Our Color Mantra still stands, yet it's necessary to take an updated approach especially when considering the last sentence. While using a coloring product with an acidic pH like **Shades EQ** on Zones 2-3 can minimize stress on the hair, it may or may not maximize color results. This is especially true if you are looking to brighten the ends of the hair, rather than refresh them. The last sentence of the current mantra assumes that we are always doing a standard touch-up and refresh, and the formula isn't changing over time, or the ends are not 'browning out', becoming dull, or becoming overly saturated. There are occasions when an acidic colorant is not the best tool to use to achieve the results you and your client are looking for. To brighten or to achieve lift, an alkaline product is necessary.

WHAT'S NEW WITH THE MANTRA?

The last sentence is changing to: The choice of alkaline or acidic haircolor based on zone can maximize color results and minimize stress on hair.

SHADES ALK POSITIONING

HOW IS AN ALKALINE TONER DIFFERENT FROM AN ACIDIC TONER?

Typically, acidic toners will only deposit color without lifting the natural pigment. There is only the ability to darken, and if the canvas is uneven there can be difficulty creating an even end result.

Alkaline toners can help to create a more even canvas while depositing color. The result is often more even from root to tip.

- As an analogy, imagine a room with different colored-walls. To get an even result on every wall, a primer would be required. Essentially, that's what you're getting when using an alkaline toner. An acidic toner would be like painting without priming leaving the highs and lows more visible.

CAN I USE SHADES ALK AND SHADES EQ IN THE SAME SERVICE?

Yes! It's possible to use the two together in multiple ways. Here are some examples:

- Blend + Gloss: **Shades ALK** at the Zone 1 and **Shades EQ** as a refresh on Zones 2-3
- Lift + Balance: **Shades ALK** as a lowlight and **Shades EQ** as an overall gloss following a highlight service or **Shades ALK** between foils followed by **Shades EQ** as an overall gloss.

IF I USE SHADES ALK ON ZONES 2-3 IN A SERVICE, DOES THAT MEAN I WILL ALWAYS BE REFRESHING WITH SHADES ALK FOR FUTURE SERVICES?

No. As with every appointment, start with a consultation and assess the hair. Consider the starting point, the target, and what's necessary to get there. If the hair is overly porous and/or only requires deposition, then the appropriate product of choice is **Shades EQ**.

HOW WILL I USE SHADES ALK DIFFERENTLY THAN SHADE EQ?

Shades ALK will be used when you are looking for more robust color deposit, when you require lift from the natural level, a boost in vibrancy from previously color-treated hair that's faded, and when your client wants tone-on-tone gray coverage that only an alkaline demi can provide.

Shades EQ is used when you are looking for sheer color deposit, when there is no lift desired or required from the natural level, when previously color-treated hair that's faded needs only deposit or shine.

WHAT DOES IT MEAN TO BE A TONAL MATCH?

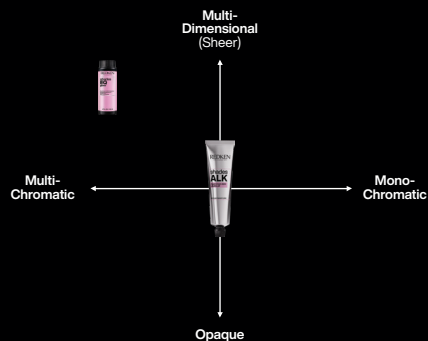
It means that **Shades ALK** follows the same reflect system as all other Redken haircolor brands (.0 = neutral, .1 = ash, .2 = violet, etc.). The difference between **Shades ALK** and **Shades EQ** will be found in saturation. **Shades ALK** (more saturated) provides rich, full-bodied tonal deposit, while **Shades EQ** (less saturated) provides sheer, translucent tonal deposit.

WHAT IS THE TASTE OF COLOR? IS SHADES ALK MONOCHROMATIC OR MULTI-CHROMATIC? OPAQUE OR MULTI-DIMENSIONAL?

Shades ALK has a monochromatic taste of color and is multi-dimensional yet full-bodied. It is more saturated than **Shades EQ** and more sheer than a permanent color.

HOW DOES SHADES ALK DIFFER IN RESULTS TO SHADES EQ?

The taste of color of **Shades ALK** is slightly deeper, cooler, and more monochromatic than **Shades EQ**; the shades are more saturated, and therefore the coverage is better.



WHAT ARE MONOCHROME COLORS?

Monochrome colors are all the varieties of a single hue - the tints, shades, and tones. A monochromatic color scheme will range between lighter and darker versions of the base color or hue.

WHAT DOES IT MEAN FOR A HAIRCOLOR TO BE MONOCHROMATIC?

It means that shades perform true to their primary and secondary reflects (the shade name) without tertiary or additional reflects in the background. **Shades ALK** will follow a more monochromatic color scheme than **Shades ALK**, meaning there will be lighter or darker versions of the primary and/or secondary tone.

DO MONOCHROMATIC SHADES HAVE MORE GRAY COVERAGE?

Not necessarily. A shade could have a monochromatic reflect and not cover gray, such as a .1 (Ash) or .6 (Red) tone without background. The gray hair will appear 'colored' rather than 'covered'. Whether a shade is multi-dimensional with less coverage or opaque with more coverage is a result of saturation. For example, **Shades ALK** provides full-bodied results that can cover up to 75% gray, whereas **Shades EQ** provides multi-dimensional, less saturated gray coverage results.

WHEN I WANT TO COLOR CORRECT OR TINT BACK A CLIENT'S HAIR MORE THAN 2+ LEVELS, SHOULD I USE SHADES EQ OR SHADES ALK?

Both **Shades EQ** and **Shades ALK** can be used to darken hair. A 2-step Tint Back Service is for when the desired shade is 2 or more levels darker than the starting level. For this service **Shades EQ** is recommended to be used first as the filler, applying off-scalp only to the hair that's been previously lightened. After rinsing thoroughly and drying, **Shades ALK** can be applied to Zone 1 and pulled through after diluting 1:1 with Clear only as needed. If it's not necessary, our recommendation would be to use **Shades EQ** on Zones 2-3.

WHAT IS THE DIFFERENCE BETWEEN SHADES ALK, SHADES EQ, COLOR GELS 10, AND BASE BREAKERS?

	Shades ALK	Shades EQ	Color Gels 10 Minute	Blonde Idol Base Breakers
Formula Spotlight	Liquid-Cream formula with 14% Hydro-Magnetic Complex featuring tripeptide + glossing	Acidic pH, Calibrated Dyes, with or without Bonding	Fast Kinetic Dyes with Smart Pause Technology	Oxidative dyes
Type	Demi	Demi	Permanent	Permanent
Galenic	Liquid-Cream	Liquid	Liquid	Liquid
Engine	MEA	MEA	Ammonia and Ammonium Bicarbonate	Ammonia
pH	Alkaline	Acidic	Alkaline	Alkaline
Levels of Lift	Up to 1-Level	Zero	Up to 1+ Level	1 level
Processing Time	20 min.	20 min.	10-15 min.	10 min.
Level System	Traditional	Traditional	Traditional	N/A
Saturation	Medium	Sheer	High	Sheer
Gray Coverage	Up to 75% with N, NA, NCh, NB, GI shades; colored-coverage up to 50%*	Gray blending with NB shades + heat processing	Up to 100% in all shades	None
Mixing	1:1.5 10 volume Pro-Oxide Cream Developer	1:1 Shades EQ Processing Solution or Shades EQ Gloss to Gel Processing Solution	1:1 20 volume Pro-Oxide Cream Developer	1:1 20 volume Pro-Oxide Cream Developer
Recommended Hair Type	Natural, previously color-treated or pre-lightened hair with up to 75% gray	Natural, previously color-treated or pre-lightened hair for deposit-only services	50-100% gray, natural hair	Natural, highlighted hair
Number of Available Shades	50	100+	25	2

*except Clear

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MAKE THE SWITCH

IGORA VIBRANCE TO
SHADES ALK

	Schwarzkopf Igora vibrance	Redken Shades ALK		Schwarzkopf Igora vibrance	Redken Shades ALK		Schwarzkopf Igora vibrance	Redken Shades ALK		Schwarzkopf tone numbering system	Redken tone numbering system
Natural Extra	9-00	9N + 9NA	Beige & Golds	9-42	9AG	Pastels	9.5-4	9AG + 10NB	Boost	0 Natural (Neutral)	.0 Natural
	8-00	8N + 8NA		7-42	7AG		9.5-46	2 pt 9GI + 1 pt CLEAR		1 Cendre (Blue/Violet)	.1 Blue/Ash
	7-00	7N + 7NA		8-46	9GI + 7GI		9.5-47	10C + drop 8G		2 Ash (Blue)	.2 Violet/Iridescent
	6-00	6N + 6NA		7-48	6VG + 8VG		9.5-49	9GI + CLEAR + drop 8VG		3 Matte (Green)	.3 Gold
	5-00	5N + 5NA		6-46	6G + 7GI		9.5-5	3 pt CLEAR + 1 pt 8G		4 Beige (Muted Gold)	.4 Copper
	4-00	4N + 4NA		4-46	4G + 4NB		9.5-9	3 pt 9V + 1 pt CLEAR		5 Gold	.5 Red Violet/Mahogany
Naturals	3-00	3N + 3NA	Chocolates	9-55	8G + CLEAR	Boost	10-1	10T		6 Chocolate (Warm Brown)	.6 Red
	9-0	9N		7-55	6G + 8G		10-12	10P		7 Copper (Orange)	.7 Green
	8-0	8N		5-5	4G + 6G		10-4	3 pt 9AG + 1 pt CLEAR		8 Red	.8 Mocha
	7-0	7N		9-57	8G + 10C		10-42	10N + 10T		9 Violet	.9 Pearl
	6-0	6N		7-57	8G + 6G + 7C		10-91	10T			
	5-0	5N		5-57	4G + 6G + 7C		10-5	CLEAR + drop 8G			
Cendres and Cools	4-0	4N	Reds	6-6	5NCh + 7NCh		0-00	CLEAR			
	3-0	3N		4-6	5NCh + 4NB						
	1-0	1NA		9-65	10NB + 9GI						
	9-1	8AB + CLEAR		7-65	8NB + 7GI						
	8-11	6T + 10T		5-65	2 pt 5N + 1 pt 4G						
	7-1	8AB + 6AB		5-67	4CB + 6CB						
	6-12	6AB + 6T	Pastels	6-68	6CB + 6R						
	5-1	5AB		4-68	4CB + 4R						
	9-12	9V		9-7	2 pt 10C + 1 pt 7C						
	8-19	8P		7-77	7C						
	6-16	5NCh + 7NCh		5-7	5C						
	5-16	5NCh		6-78	5C + 7C + 6R						
	7-21	6T + 8P		7-88	3 pt 6R + 1 pt 7C						
	9-24	9AG + 9V		5-88	4R + 6R						
	7-24	7AG + 6V		9.5-1	2 pt CLEAR + 1 pt 8AB						
	9-4	10NB + 8NB + 9AG		9.5-11	2 pt 10T + 1 pt 8AB						
	7-4	8NB + 6NB + 7AG		9.5-21	10T + 9V						
	5-4	6NB + 4NB + drop 7AG		9.5-24	9AG + 9V + CLEAR						

COLOR TOUCH TO SHADES ALK

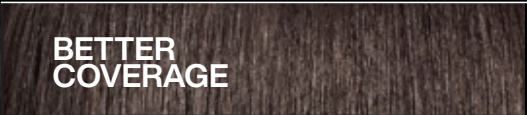
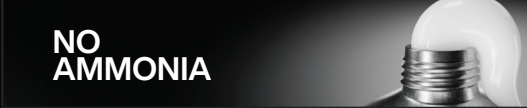
	Wella Color Touch/ Color Touch Plus	Redken Shades ALK		Wella Color Touch/ Color Touch Plus	Redken Shades ALK		Wella Color Touch/ Color Touch Plus	Redken Shades ALK		Wella tone numbering system	Redken tone numbering system
Plus	88/07	8N + 8NB	Rich Naturals	10/1	2 pt CLEAR + 1 pt 8AB	Vibrant Reds	4/77	4NB + drop 5NCh	Special	/0 Natural	.0 Natural
	88/03	8N + 8G		9/36	9GI		4/71	4NA + drop 5NCh		/1 Ash (Blue/Green)	.1 Blue/Ash
	77/07	7N + 6NB + 8NB		9/16	2 pt 9V + 9GI		8/43	7C + CLEAR + drop 8G		/2 Matte (Green)	.2 Violet/Iridescent
	77/03	7N + 6G + 8G		9/3	8G + CLEAR + drop 10C		7/47	6CB + CLEAR + drop 7C		/3 Gold (Yellow)	.3 Gold
	66/07	6N + 6NB		8/81	6T + 10P		7/43	7C + drop 8G		/4 Red (Warm)	.4 Copper
	66/04	6N + 6CB		8/38	7GI + 9GI		7/4	7C		/5 Mahogany (Red/ Violet)	.5 Red Violet/ Mahogany
	66/03	6N + 6G		8/3	8G		6/57	5NCh + 7NCh + 6RV		/6 Violet (Cool)	.6 Red
	55/07	5N + 4NB + 6NB		7/89	6T + 8AB		6/47	6CB		/7 Brown (Red, Yellow, Blue)	.7 Green
	55/06	4NA + 6RV		7/3	6G + 8G		6/45	6R		/8 Pearl (Blue)	.8 Mocha
	55/05	2 pt 5NCh + 1 pt 6R		7/1	6AB + 8AB		6/4	4CB + 5C		/9 Cendre (Blue/ Violet)	.9 Pearl
	55/04	4NB + 6CB		6/37	2 pt 6G + 1 pt 6NB		5/5	4CB + 6R			
	55/03	5N + 4G + 6G		6/35	6G + 6NB		5/4	4CB + 5CB			
	44/07	4N + 4NB		6/3	6G		4/57	2 part 4CB + 1 part 4RV			
	44/06	4NA + 4RV		5/37	4G + 6G + 4NB + 6NB		4/6	4CB			
Pure Naturals	44/05	5NCh + 4R	Deep Browns	5/3	4G + 6G	Sunlights	4/5	2 part 4CB + 1 part 4R	Relights		
	10/01	9NA + CLEAR		5/1	5AB		0/00	CLEAR			
	10/0	10N		8/73	8G + 8NB		/04	10C			
	9/03	2 pt 9N + 1 pt 10C		8/71	7NCh + CLEAR		/0	10C + CLEAR		10 Lightest Blonde	10 Ultra Pale Blonde
	9/01	9NA		7/75	7NCh + drop 6RV		/18	10T + 10P + CLEAR		9 Very Light Blonde	9 Very Light Blonde
	9/0	9N		7/73	6NB + 8NB + 6G + 8G		/36	2 pt CLEAR + 1 pt 9GI		8 Light Blonde	8 Light Blonde
	8/03	2 pt 8G + 1 pt 8N		7/71	7NCh		/7	10NB + CLEAR		7 Medium Blonde	7 Medium Blonde
	8/0	8N		7/7	6NB + 8NB		/8	10P + CLEAR		6 Dark Blonde	6 Dark Blonde
	7/03	7N + 8G + 6G		6/77	2 pt 6NB + 1 pt 5NCh		/00	CLEAR		5 Light Brown	5 Light Brown
	7/0	7N		6/75	5NCh + 7NCh + drop 6RV		/06	1 pt 8VG + 3 pt CLEAR		4 Medium Brown	4 Medium Brown
	6/0	6N		6/73	6NB + 6G		/18	10T + CLEAR		3 Dark Brown	3 Dark Brown
	5/03	5N + 4G + 6G		6/71	5NCh + 7NCh		/86	1 pt 9V + 3 pt CLEAR + drop 10P		2 Darkest Brown	2 Darkest Brown
	5/0	5N		6/7	6NB	Instamatic					
	4/0	4N		5/75	5NCh + drop 4RV		Smokey Amethyst	CLEAR + drop 8VG			1 Black
	3/0	3N		5/73	4NB + 6NB + 4G + 6G		Muted Mauve	CLEAR + drop 9V			
Rich Natural	2/0	1N + 3N		5/71	5NCh		Clear Dust	CLEAR + drop 10NB			
	10/81	10T + 10P									

These are meant for guidelines only, color may vary based on condition and type of hair.

COMPETITIVE SIZE UP

REDKEN LABS 400 ▶ RED 5502 >> REDKEN LABS 11-469/222 R



Shades ALK		/IGORA VIBRANCE	/COLOR TOUCH
 BETTER COVERAGE	75%, 5 families/24 shades	70%, only 7 naturals extra shades	70% only with 16 Color Touch Plus shades
 BETTER LONGEVITY	32 washes on all shades	Core: 25 Washes 9.5 series: 12 Washes 10 series: 6 washes	28 washes
 BETTER SHINE	2.3x*	2x*	No numerical
 ONE DEVELOPER	Only Need One	Two Dedicated	Three – 2 Color Touch, 1 Color Touch Plus
 NO AMMONIA	No	No	Yes, with Color Touch Plus
 100% INTERMIXABLE	Yes	Yes	No
 SHADES EQ TONAL MATCH			
 VISIBLY HEALTHIER HAIR IN 1 SERVICE			

*VS. UNCOLORED HAIR
ALL SCHWARZKOPF AND WELLA CLAIMS BASED OFF PUBLICLY AVAILABLE DATA