

NEW!

COLOR GELS LACQUERS

10 MINUTE

FAST COVERAGE. FULL CONTROL.



MIXING & PROCESSING



MIXING RATIO (COLOR : DEVELOPER)	PRO-OXIDE DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	OFF-SCALP/ HEAT OPTION
Mix 1:1	20 volume	Up to 1	Gray coverage	10 minutes	Do not use heat

FAQ'S

WHICH DEVELOPER SHOULD I USE?

Color Gels Lacquers 10 Minute is compatible with Pro-oxide Cream Developer! For best results, use 20 volume.

HOW LONG SHOULD THIS PRODUCT PROCESS FOR?

Color Gels Lacquers 10 Minute is designed to provide up to 100% gray coverage with a 10 minute processing time.

WHAT ARE COLOR RESULTS LIKE IF USED UNDER 10 MINUTES?

If processed for less than 10 minutes, the color may seem translucent. We recommend you process for the full 10 minutes.

IS THIS FORMULA RECOMMENDED FOR ALL HAIR TYPES AND TEXTURES?

Yes! Color Gels Lacquers 10 Minute features a liquid formula that is ideal for express applications on all hair types and textures.

DOES THIS FORMULA CONTAIN PPD, PTD AND/OR AMMONIA?

Yes, some shades contain these ingredients for maximum color performance.

ARE ALL THE SHADES INTERMIXABLE?

Yes, Color Gels Lacquers 10 Minute shades are intermixable! However, we do not recommend mixing with original Color Gels Lacquers.

WHAT HAPPENS IF I TAKE LONGER THAN 10 MINUTES TO APPLY?

For stylists who do slower applications we recommend the following four tips:

- Apply the color on the higher percentage of white hair.
- If you take 10 minutes to apply, only process the color for 5 minutes after complete application.
- Apply color in quadrants. Begin at the nape and work from the back two quadrants to the front two quadrants. Once the back quadrants are complete, set your timer for 10 minutes and then continue with the application of the front two quadrants. The difference between the two quadrants will be 5 minutes but each half of the head will be processed for 10 minutes. This will ensure a more uniform end color result.
- Apply Color Gels Lacquers 10 Minute with a bottle. Its liquid formula allows for express application.

WHAT ARE COLOR RESULTS LIKE IF USED FOR MORE THAN 10 MINUTES?

Lose track of time and accidentally leave your client processing a few minutes too long? No need to fear! Color Gels Lacquers 10 Minute contains proprietary Smart Pause technology which helps prevent over processing. Color results will be virtually the same between 10 and 15 minutes. We recommend you remove after no longer than 15 minutes.

HOW DOES COLOR GELS LACQUERS 10 MINUTE COMPARE TO COLOR GELS LACQUERS?

	COLOR GELS LACQUERS	NEW! COLOR GELS LACQUERS 10 MINUTE
SATURATION	High saturation	
SHINE	Lacquer-like shine	
FORMAT	Permanent liquid color	
COVERAGE	Up to 100% gray coverage in superior color families	Up to 100% gray coverage in all shades
LEVELS OF LIFT	Up to 3+ levels of lift	Up to 1 level of lift
PROCESSING TIME	30-45 minutes	10 minutes
USAGE	Full color techniques, coverage with toning/refresh, coverage on any amount of regrowth	Fast root retouch services, walk-in and add-on appointments, coverage on less than 8 weeks/up to 1 inch of regrowth



SCAN TO
LEARN MORE!

REDKEN
5TH AVENUE NYC

*Virtually same results between 10 and 15 minutes

NEW!

COLOR GELS LACQUERS 10 MINUTE

FAST COVERAGE. FULL CONTROL.



BEFORE



AFTER



10 MINUTE
PROCESSING TIME



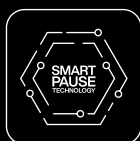
1:1 SHADE MATCH WITH
COLOR GELS LACQUERS
No banding between applications



UP TO 100%
GRAY COVERAGE

















LIQUID FORMAT
For faster application



SMART PAUSE
TECHNOLOGY
Helps prevent
over-processing*



SHARED REDKEN
DEVELOPER

LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND		BROWN TO TAN BACKGROUND		
	BLUE/PEARL	NATURAL BLUE/ASH	BLUE/VIOLET	BLUE/VIOLET	NATURAL LEVEL
	ASH BROWN*	NATURAL ASH*	NATURAL NATURAL*	NATURAL*	NATURAL WARM*
	COOL	NATURAL			WARM NATURAL
9 VERY LIGHT BLONDE				 9N 9.0 Café au Lait	
8 LIGHT BLONDE		 8NA 8.01 Volcanic	 8NN 8.00 Crème Brûlée		 8NW 8.03 Safari
7 MEDIUM BLONDE	COMING SOON!			 7N 7.0 Mirage	
6 DARK BLONDE	 6ABn 6.19 Brown Smoke	 6NA 6.01 Granite	 6NN 6.00 Chocolate Mousse		 6NW 6.03 Brandy
5 LIGHT BROWN	COMING SOON!			 5N 5.0 Walnut	
4 MEDIUM BROWN	 4ABn 4.19 Dark Roast		 4NN 4.00 Coffee Grounds		 4NW 4.03 Maple
3 DARK BROWN					
2 DARKEST BROWN					
1 BLACK					 1NW 1.03 Midnight

*Virtually same results between 10 and 15 minutes
All rights reserved. 07/2021