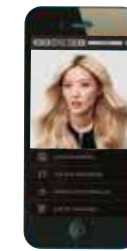




# SHADES EQ & SHADES EQ BONDER INSIDE

## EQUALIZING CONDITIONING COLOR GLOSS



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LEVEL OF DEPOSIT	10 ULTRA PALE BLONDE	9 VERY LIGHT BLONDE	8 LIGHT BLONDE	7 MEDIUM BLONDE	6 DARK BLONDE	5 LIGHT BROWN	4 MEDIUM BROWN	3 DARK BROWN	2 DARKEST BROWN	1 BLACK	0	TONES	Silver/Blue	Blue	Blue/Pearl	Blue/Violet	Blue/Violet	Blue/Violet	Blue/Green	Blue/Violet	Blue/Gold	Red/Violet	Gold/Violet	Violet/Gold	Gold/Mauve	Yellow	Gold	Yellow/Yellow	Yellow/Orange	Orange	Orange/Red	Red/Orange	Red	Red	Red/Red	Red/Violet	Violet Rose	Violet	Violet Violet				
LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND COLOR										BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR																						
10	010T Platinum												010NA Marble	010P Ivory Pearl							010N Delicate Sand	010AG Misty Beige	010NB Caramel Cloud	010GI Tahitian Sand	010VG Baby		010G Lemon Icing	010NW Iced Pina	010WG Honey Gold												010VV Lavendar Ice		
9	09T Chrome	09B Sterling											09NA Mist	09P Opal Glow							09N Café au Lait	09AG Glossy Greige	09NB Irish Crème		09VG Iridescence	09GB Butter Cream	09G Vanilla Creme													09AA Papaya	09VRo Rosé	09V Platinum Ice	
8	08T Silver			08VB Violet Frost	08NA Volcanic								08N Mojave								08VG Gilded Taupe					08GG Gold Dip	08WG Golden Apricot	08C Cayenne													08VRo Rose Quartz		
7	07T Steel			07VB Violet Star	07NA Pewter	07P Mother of Pearl	07M Driftwood	07N Mirage	07AG Smokey Beige	07NB Chestnut											07GB Butterscotch	07G Saffron					07C Curry														07CB Spicestone	07RR Flame	
6	06T Iron		06ABn Brown Smoke	06VB Violet Lagoon	06NA Granite			06N Moroccan Sand	06NB Brandy											06GB Toffee	06G St.Tropez					06WG Mango		06AA Bonfire	06CB Amber Glaze	06RB Cherry Cola	06R Rocket Fire	06RR Blaze									06VRo Mauve Rose		
5								05N Walnut																				05C Chili		05CB Brownstone											05V Cosmic Violet		
4					04ABn Dark Roast		04NA Storm Cloud	04M Cedar		04NB Maple																04WG Sun Tea																04RV Cabernet	
3								03N Espresso		03NB Mocha Java																																	
2																																											
1	01B Onyx																																										

**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 Blue: Level 7+

4 PRE-MIXED PASTEL SHADES

PASTEL SILVER GREEN	PASTEL AQUA BLUE	PASTEL PEACH	PASTEL PINK

**COLOR KICKERS**  
 Our vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other Shades EQ Gloss formulas.

4 VIBRANT DIRECT DYE SHADES

YELLOW KICKER	ORANGE KICKER	RED KICKER	VIOLET KICKER

**CLEAR**  
 Adds more shine and can be used alone or to dilute the intensity of any shade.

000  
 Crystal Clear

Available in Shades EQ Bonder Inside

All R5 shades should be used alone or intermixed with any other R5 shade. Mixing R5 shades outside the range can cause unpredictable results.

Head to Access on [lorealaccess.com](http://lorealaccess.com) to get education and inspiration at your fingertips 24/7

**UNDERSTANDING THE LABEL**  
 Level of depth

"0" Indicates No Lift

Family (VIOLET)

09V

Platinum Ice

Shade Name

**MIXING & DEVELOPMENT TIME**  
 Shades EQ is mixed in a 1:1 ratio with Shades EQ Processing Solution or Gloss to Gel Processing Solution. Develop for 20 minutes.

**SHADES EQ DEDICATED DEVELOPERS**

**PROCESSING SOLUTION**  
 The liquid developer formula is perfect for blending techniques

**GLOSS TO GEL DEVELOPER**  
 Transform Shades EQ into a gel texture for precision application techniques



**YOUR DILUTION SOLUTIONS**  
 Shades EQ can be diluted with Crystal Clear to lessen intensity or lighten the tone of any Shades EQ formulas, perfect for toning, balayage & blondes.

DILUTION	SELECTED SHADE OR 09 SHADE	CRYSTAL CLEAR (000)	PROCESSING SOLUTION
Full Strength	60ML	0ML	60ML
Minimal Dilution	45ML	15ML	60ML
Moderate Dilution	30ML	30ML	60ML
Maximum Dilution	15ML	45ML	60ML



An allergy alert test must be done 48 hours before each application of this colorant, as an allergy can develop suddenly, even if you have previously applied this product or another colorant on your client. Important: Hair colorants can cause severe allergic reactions. For you and your client.

**HOW TO PERFORM THE ALLERGY TEST ALERT:**



Remove earrings. Behind the ear and using a cotton bud apply a little of the SHADES EQ colorant sufficient to cover an area of 1 to 2 cm<sup>2</sup> (e.g. the size of a small coin). Re-apply allowing it to dry between applications. Carefully reseal the colorant container.

Leave for 48 hours without washing, covering or touching. If during this period you or your client notice any abnormal reactions, such as itching, redness or swelling in or around the test area, DO NOT APPLY THE PRODUCT.

**REDKEN**  
 5TH AVENUE NYC