

LEVEL OF DEPOSIT	TONE		Silver/ Blue	Blue	Blue/ Pearl	Blue/ Violet	Blue/ Violet	Blue/ Violet
			TITANIUM	BLUE	ASH BROWN	VIOLET BLUE	NATURAL ASH	PEARL
			BLACK TO GRAY BACKGROUND COLOR					
10 ULTRA PALE BLONDE	07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.	LIGHT SHADES	010T PLATINUM				010NA MARBLE	010P IVORY PEARL
9 VERY LIGHT BLONDE			09T CHROME	09B STERLING			09NA MIST	09P OPAL GLOW
8 LIGHT BLONDE			08T SILVER			08VB VIOLET FROST	08NA VOLCANIC	
7 MEDIUM BLONDE			07T STEEL			07VB VIOLET STAR	07NA PEWTER	07P MOTHER OF PEARL
6 DARK BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.	MEDIUM SHADES	06T IRON		06ABn BROWN SMOKE	06VB VIOLET LAGOON	06NA GRANITE	
5 LIGHT BROWN								
4 MEDIUM BROWN					04ABn DARK ROAST		04NA SMOKED CLOUD	
3 DARK BROWN	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.	DARK SHADES						
2 DARKEST BROWN								
1 BLACK			01B ONYX					

	Blue/ Green	Blue / Mahogany	Blue/ Violet	Blue/ Violet	Blue/ Gold	Red/ Violet	Gold/ Violet	Violet/ Gold	Gold/ Mauve	Yellow
	MATTES	NATURAL CHOC	NATURAL	NATURAL VIOLET	ASH GOLD	NEUTRAL BROWN BLONDE	GOLD Iridescent	VIOLET GOLD	GOLD BEIGE	GOLD
10			010N DELICATE NATURAL	010NV ICONIC LILAC	010AG MISTY BEIGE	010NB CARAMEL CLOUD	010GI TAHITIAN SAND	010VG BABY		010G LEMON ICING
9			09N CAFÉ AU LAIT		09AG GLOSSY GREIGE	09NB IRISH CREME		09VG IRIDESCENCE	09GB BUTTER CREAM	09G VANILLA CREME
8		08NCh CHOCOLATE SOUFFLE	08N MOJAVE	08NV LAVENDER JEWEL			08GI ST. BARTHS	08VG GILDED TAUPE		
7	07M DRIFTWOOD	07NCh FONDUE	07N MIRAGE		07AG SMOKEY BEIGE	07NB CHESTNUT			07GB BUTTER SCOTCH	07G SAFFRON
6		06NCh GANACHE	06N MOROCCAN SAND			06NB BRANDY			06GB TOFFEE	06G ST. TROPEZ
5			05N WALNUT							05G CARAMEL
4	04M SMOKED CEDAR					04NB MAPLE				
3			03N ESPRESSO			03NB MOCCHA JAVA				
2										
1										

	Blue/ Violet	Gold	Yellow/ Yellow	Yellow/ Orange	Orange	Orange/ Red	Red/ Orange	Red	Gold/ Rose
	NATURAL PEARL	NATURAL WARM	GOLD GOLD	WARM GOLD	COPPER	AUBURN/ AUBURN ACCENT	COPPER BROWN	RED BROWN	GOLD / ROSE
	BROWN TO TAN BACKGROUND COLOR								
10	010NP PEARL LUSTER	010NW ICED PINA		010WG HONEY GOLD		010AA BUTTERNUT			010GRo SPARKLING WINE
9		09NW CREAM SODA				09AA PAPAYA			09GRo BLUSH SPRITZ
8	08NP OPAL SHIMMER		08GG GOLD DIP	08WG GOLDEN APRICOT	08C CAYENNE				
7		07NW MILK TEA			07C CURRY	07AA TURMERIC	07CB SPICESTONE		
6				06WG MANGO		06AA BONFIRE	06CB AMBER GLAZE	06RB CHERRY COLA	
5		05NW MACCHIATO			05C CHILI		05CB BROWN STONE	05RB MANAZANITA	
4				04WG SUN TEA					
3									
2									
1									

	Orange/ Orange	Copper/ Red	Red	Red/ Red	Red/ Violet	Violet Rose	Violet	Violet Violet
	COPPER COPPER	COPPER RED	RED	RED RED	RED VIOLET	VIOLET ROSE	VIOLET	VIOLET VIOLET
	NO BACKGROUND COLOR							
10								010VV LAVENDER ICE
9		09CR SUMMER SUNSHINE				09VRo ROSE	09V PLATINUM ICE	09VV LILAC ICE
8		08CR SUNRISE				08VRo ROSE QUARTZ		
7	07CC URBAN FEVER			07RR FLAME				
6		06CR SUNSET	06R ROCKET FIRE	06RR BLAZE		06VRo MAUVE ROSE		
5	05CC ELECTRIC SHOCK							
4					04RV CABERNET			
3								
2								
1								

TYPES OF

SHADES EQ BACKGROUNDS

Shades EQ Gloss has three distinct backgrounds for every salon need: black to gray, brown to tan, and no background.

- BLACK TO GRAY

Provides the cool foundation needed to diminish warmth
- BROWN TO TAN

Provides the foundation needed for balanced, natural results
- NO BACKGROUND

Pure reflect shades that provide vibrant, true-to-tone results

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.

🔪 Shade contains Pure-Red2 technology. Pure-Red2 shades can be intermixed.

PASTELS

Have different end results depending on hair's starting level. For optimal results, use on the following levels or above: Pink: Level 9+ and Peach: Level 8+

2 PRE-MIXED PASTEL SHADES

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