



NEW CHROMATICS OMBRE LIGHTS

PLUS TWO EXCLUSIVE OMBRE TECHNIQUES!
FEATURING NEW CHROMATICS & CHROMATICS BEYOND COVER SHADES

SHADE CHART

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NEW CHROMATICS OMBRE LIGHTS SERVICE

FEATURING NEW CHROMATICS & CHROMATICS BEYOND COVER

Brighten up the night with **CHROMATICS**. The **NEW OMBRE LIGHTS** service lets you customize the perfect ombre haircolor for every client, with **luminous blonde** and **brilliant brunette shades** inspired by NYC's hottest nightspots. Use high-fashion hues from **CHROMATICS** to add alluring contrast and seductive dimension to any look, for amazing ombre haircolor that illuminates the night.

Plus, discover **NEW** shades from **CHROMATICS Beyond Cover** to give clients with 75% or more gray hair that's **2X fortified** and **2X smoother****!

	NEW Family							
	ASH blue		ASH green		IRIDESCENT gold		VIOLET brown	
	9Ab	8Ab	10g	8g	5g	5Vb	3Vb	
	9.1	8.17	10.23	8.23	5.23	5.25	3.25	
	BROWN red		COPPER		GOLD		GOLD red	
	3Br	9C	9G	10Gr				
	3.56	9.4	9.3	10.36				
	ASH gold		IRIDESCENT gold		BROWN violet			
	8Ago	7g	5g	6Vv	4Bv			
	8.13	7.23	5.23	6.52	4.52			



CHROMATICS ODS² + PROTEIN EXTRACT TECHNOLOGY

- ZERO AMMONIA, ZERO ODOR
- 4D COLOR RESULTS
- UP TO 100% GRAY COVERAGE

ODS² (Oil Delivery System) is a breakthrough Zero Ammonia carrier system that revolutionizes the way active ingredients are delivered to the hair strand.

- The cuticle is enveloped in a layer of protective oil-based formula, allowing for active ingredients to be propelled into the cortex.
- Hair is **2X fortified***, with multi-dimensional color and stunning shine.

1. SURROUND



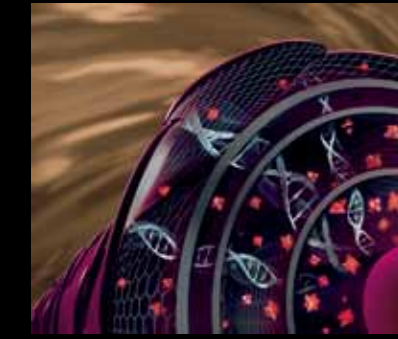
A mixture of **DYES, OIL** and **PROTEIN EXTRACTS** surrounds hair's cuticle

2. PROPEL



ODS² propels **DYES** and **PROTEIN EXTRACTS** into the cortex

3. 2X FORTIFIED*



The hair strand is **2X FORTIFIED*** and infused with **MULTI-DIMENSIONAL COLOR**

CHROMATICS BEYOND COVER ODS² + PROTEIN EXTRACT & ARGAN TECHNOLOGY

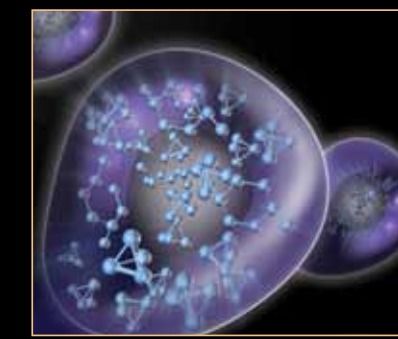
- **ODS² + Protein Extract and Argan Technology** leaves hair **2X fortified*** and **2X smoother****
- Pre-blended shades for 75% or more gray
- 100% gray coverage with fashionable true-to-tone color
- Zero Ammonia, Zero Odor technology for the ultimate in client comfort
- Advanced formula enriched with argan oil, ceramides, antioxidants and protein extracts



ARGAN OIL



CERAMIDES + PROTEIN EXTRACTS



ANTIOXIDANTS Acai + VITAMIN E

PRE-SERVICE STEPS

PRE-SERVICE 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 patch tests as outlined in the directions
- Utilize protective smocks or capes for you and your clients during the service

HOW TO PERFORM THE SKIN ALLERGY TEST

- Remove earrings. Behind the ear and using a cotton-bud apply a little of the unmixed colorant product sufficient to cover an area of 1 to 2 cm² (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.**

STRAND TEST

CHROMATICS 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 **CHROMATICS** to a small section of hair and process 35 minutes; adjust the formula accordingly.

ADDITIONAL REDKEN PRODUCTS

Redken offers advanced in-salon services plus a complete collection of haircare and styling products to enhance your talents:

REDKEN CHEMISTRY

Customized in-salon services help you treat and transform every client's hair—while increasing your revenue.



HAIRCARE

Scientifically advanced, benefit-driven shampoos, conditioners and treatments deliver simple solutions to hair's specific needs.



NEW DIAMOND OIL

Provides shatterproof strength and multi-faceted shine to dull, damaged hair. A silicone-free blend of oils penetrates each level of the hair fiber to nourish and strengthen.



STYLING

Runway-worthy styfers help you achieve any look from sleek to textured, subtle to extreme.



REDKEN FOR MEN

High-performance groomers including haircare, styling and the industry's first professional haircolor for men to create effortless styles.



NEW CURVACEOUS

Complete collection of haircare and styling products especially formulated to bring out the best in every curl.



REDKEN HAIRCOLOR COLLECTION



CHROMATICS

Prismatic Permanent Color. Zero Ammonia.

- Revolutionary **ODS²** (Oil Delivery System) + **Protein Extract Technology** leaves hair **2X fortified***
- Advanced zero ammonia, zero odor formula offers the ultimate in comfort for stylists and clients
- Up to 100% gray coverage
- 4D color results for ultimate gray coverage, multi-dimensional reflect, radiant shine and lasting vibrancy
- Over 70 stunning shades for unlimited color possibilities

CHROMATICS BEYOND COVER

Age-Defying Permanent Color

- Formulated specifically for clients with 75%–100% gray
- Offers 100% gray coverage and high-fashion, true-to-tone results
- **ODS² + Protein Extract and Argan Technology** to leave even the most brittle, wavy hair **2X fortified*** and **2X smoother****
- Zero ammonia, zero odor
- 20 pre-blended shades that complement every skin tone

COLOR FUSION

Advanced Performance Color Cream

- 100% oxidative dyes deliver healthy-looking, multi-dimensional permanent haircolor***
- Use to lighten, darken, match natural color or cover gray
- **Colorbond Technology™** locks in and protects color with intense conditioning and radiant shine
- Also includes **Cover Fusion Low Ammonia 100% Coverage Color Cream** for superior, naturally reflective coverage on hair that's over 50% gray
- Over 100 shades in 6 categories, including **Cover Fusion** and **Color Fusion Extra Lift**

SHADES EQ

Equalizing Conditioning Color

- *1 ammonia-free, long-lasting, acidic, liquid demi-permanent haircolor***
- Use to glaze, refresh, correct and blend gray
- Features acidic pH and wheat amino acids for healthy, shiny color with incredible conditioning
- Also includes *1 NEW haircolor **Shades EQ Cream™** for superior gray blending with no-lift, no-ammonia, acid pH technology and **Shades EQ Cover Plus** for up to 75% gray coverage with demi-permanent results
- Over 95 shades, including **Shades EQ Cream** and **Shades EQ Cover Plus**

COLOR GELS

Permanent Conditioning Haircolor

- Select Dye System contains 100% oxidative, UV-stable, long-lasting dyes, permanent liquid color resistant to fading
- Use for excellent gray coverage
- Contains protective wheat proteins and smoothing avocado oil
- Over 50 shades in 13 tonal families, plus **Clear and Fashion Gels**

REDKEN FOR MEN COLOR CAMO

5 min. Custom Gray Camouflage

- Advanced ammonia-free, permanent dye technology with demi-permanent results offers 5 min. processing time
- Use to camouflage and blend gray
- Contains protein and quinoa oil for strength and shine
- 6 natural-looking shades in 2 families

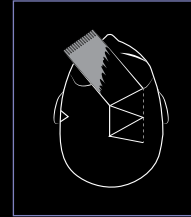
CHIC ILLUMINATION



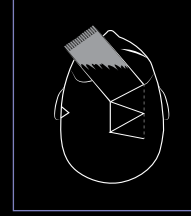
DISCOVER TWO AMAZING OMBRE TECHNIQUES!

APPLICATION

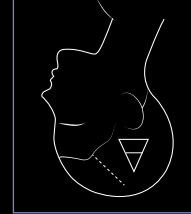
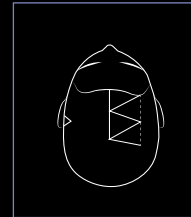
Move to triangle above left ear. Place a 1/4" horizontal slice onto a foil. Apply Highlight Formula to Zone 2 and carry out to the ends. Blur in to the Zone 1 areas as in previous sections. Continue to drop down 1/4" slices and lay directly on top of previous section and saturate using same application method. When complete with this section, cover with foil to secure. Repeat on opposite side.



Starting at the hairline, take a 1/4" diagonal back slice parting from the first triangle and place onto a foil. Apply Highlight Formula to Zone 2 (mid-shaft) and carry out to the ends. Without adding more product, blur the Zone 2 area towards Zone 1 (regrowth area) to softly blend. Cover with foil. Continue to drop down 1/4" slices and repeat application method. Complete section in next triangle.



SECTIONING



FOR A LESS DRAMATIC RESULT:

Try using 6Aq (6.17) **CHROMATICS Beyond Cover** 6Bq (6.32) or 6Cq (6.52) for a similar result.

NATURAL LEVEL: 4 MEDIUM BROWN

2 oz. 8Aq (8.17) **CHROMATICS**

Oil in Cream Developer for the Highlight Formula. For hair with 75% or more gray, try **CHROMATICS Beyond Cover** 6Bq (6.32) or 6Cq (6.52)

2 oz. 03NA Dark Chocolate Shades EQ Cream

2 oz. 10 vol. Pro-Oxide Cream Developer

HIGHLIGHT FORMULA:

2 oz. 8Aq (8.17) **CHROMATICS**

Oil in Cream Developer

OPTIONAL BASE:

2 oz. 03NA Dark Chocolate Shades EQ Cream

2 oz. 10 vol. Pro-Oxide Cream Developer

ALLURING CONTRAST



*Fortifies the cortex for 2X less breakage when using CHROMATICS Permanent Haircolor System with 20 Volume Oil in Cream Developer and Redken Hair Coloring Cream Shampoo vs. untreated hair tested with a non-conditioning shampoo
**Leaves hair 2X smoother than before coloring
***Based on chemical color lightness/contrast measured



CHIC ILLUMINATION

NATURAL LEVEL: 4 MEDIUM BROWN

ZONE 2 FORMULA:

- 2 oz. 10g (10.29) CHROMATICS
- 2 oz. 20 vol. CHROMATICS Oil in Cream Developer

ZONE 3 FORMULA:

- 2 scoops Flash Lift Maximum Power Lightening Powder
- 2 oz. 30 vol. Pro-Oxide Cream Developer

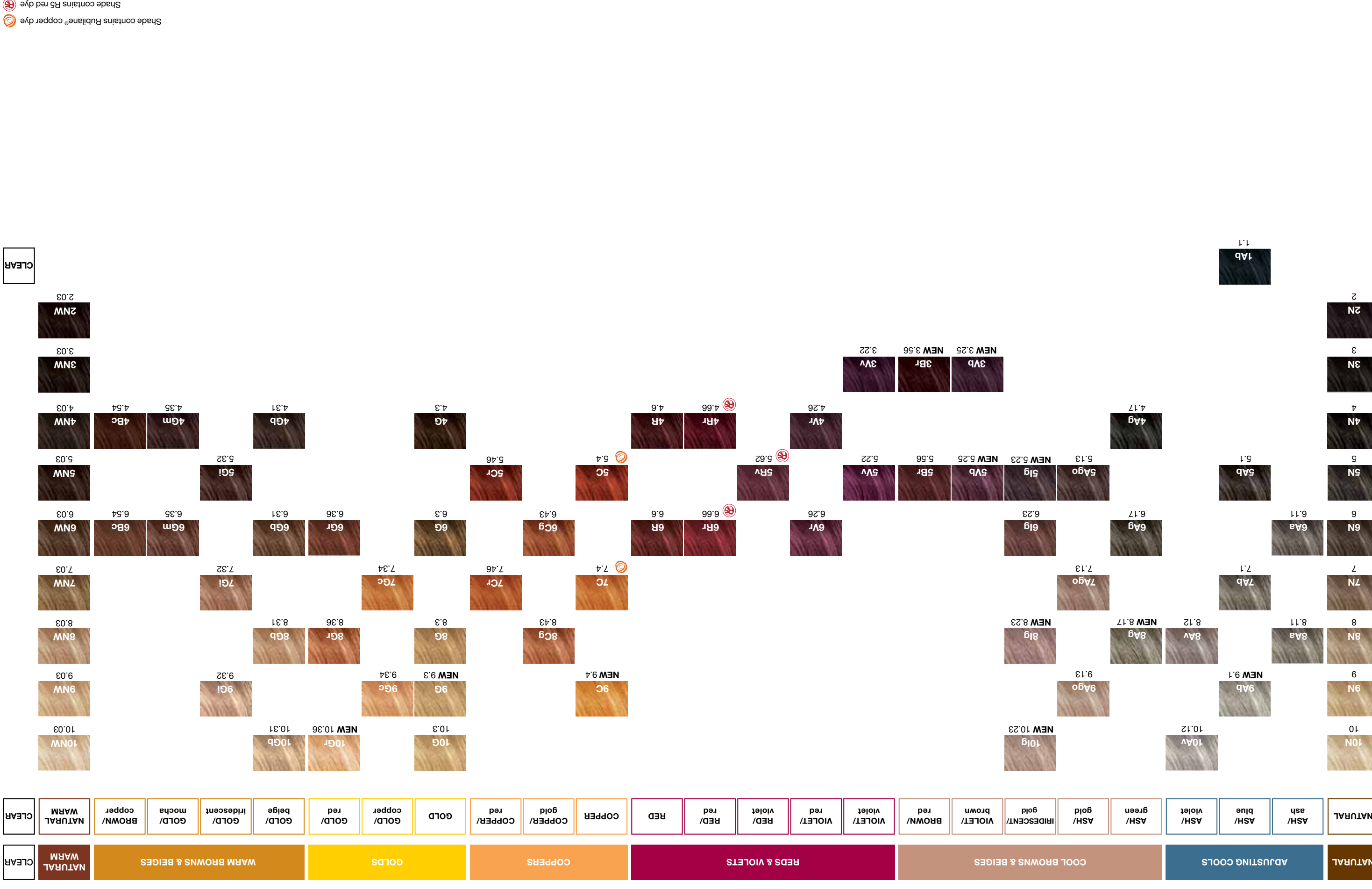
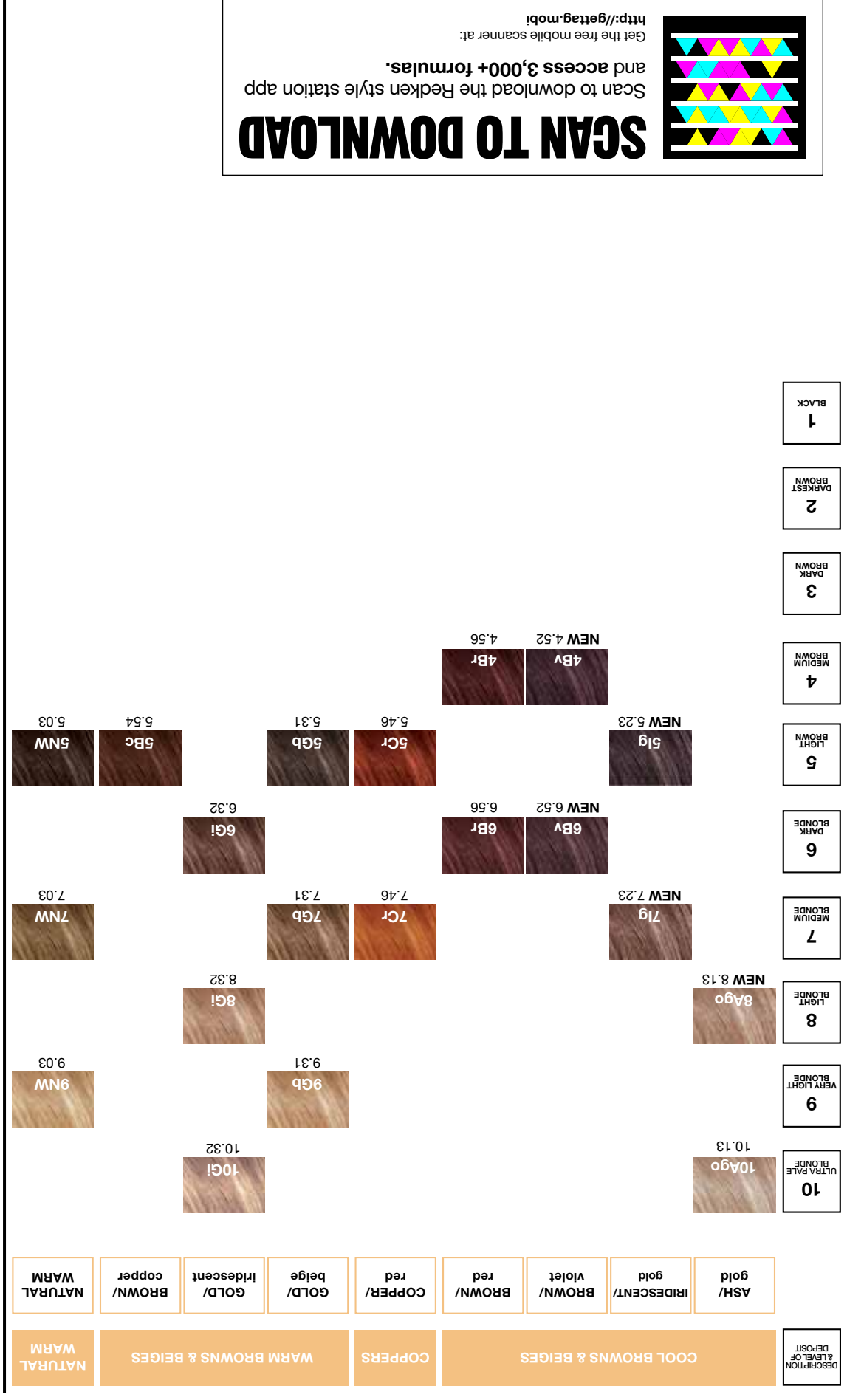
GLAZE:

- 1 oz. Shades EQ Cream Clear
- 1 oz. 08Gci Iced Gold Shades EQ Cream
- 2 oz. 10 vol. Pro-Oxide Cream Developer

FOR A LESS DRAMATIC RESULT:

Try using 8g (8.23) CHROMATICS with 20 vol. CHROMATICS Oil in Cream Developer for Zone 2, and 10g (10.29) CHROMATICS with 30 vol. CHROMATICS Oil in Cream Developer in Zone 3. Adjust the glaze as necessary for finer with 7.5% or more gray. Try

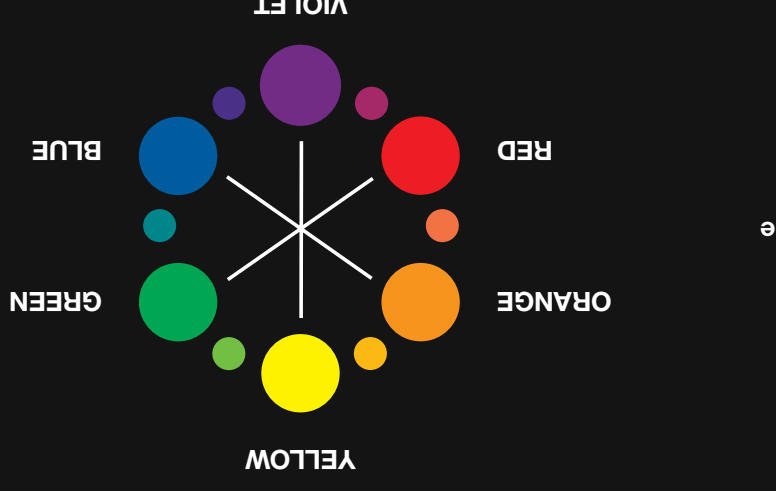
CHROMATICS Beyond Cover 9B (8.51) or 7.5B (7.31) for a similar result.



1. TECHNICAL INFORMATION

UNDERSTANDING THE LABEL

EXAMPLE:
5.25 (VIOLET)
Level
Secondary Tone (Brown)



BACKGROUND COLOR

Background color is the portion of the color base that helps produce balanced natural looking results and gives the shade its foundation. Every CHROMATICS shade has some amount of background color, each contains the perfect amount needed for its purpose.

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.

2. FORMULATION

FORMULATION GUIDELINES

- Determine your client's natural hair color level. Remember to consider percentage of gray, hair texture, condition, and hair density.
- Determine the target color (final level and tone) desired by your client.
- Determine the undertone found at the target level (see Level System Chart).
- Select the CHROMATICS shade and volume of CHROMATICS Oil in Cream Developer needed to achieve the target color.
- NOTE: Only use CHROMATICS Oil in Cream Developer with CHROMATICS Haircolor.

FORMULATION EXAMPLE FOR LIFTING NATURAL PIGMENT:

- Natural Level: 5 light brown / 0% gray
- Target Color: Level 7 medium blonde with natural tones
- Undertone at Level 7: orange
- Formula: 2 oz. 7N (7) CHROMATICS + 2 oz. 20 volume CHROMATICS Oil in Cream Developer

FORMULATION EXAMPLE FOR COVERING GRAY:

- Natural Level: 4 medium brown / 50-75% gray
- Target Color: Level 6 dark blonde with soft golden tones
- Undertone at Level 6: red/orange
- Formula: Mix 1/2 oz. 6NW (6.03) and 1 1/2 oz. 6C (6.3) CHROMATICS + 2 oz. 20 volume CHROMATICS Oil in Cream Developer
- Mix: 2 oz. 6G1 (6.32) CHROMATICS Beyond Cover + 2 oz. 20 vol. CHROMATICS Oil in Cream Developer

FOR A MORE TRADITIONAL COVERAGE RESULT:

- For clients with less than 50% gray who want additional coverage, consider adding a small amount of 7 or 8N (8.8) For example 6N 30% gray: mix 1 1/2 7N (7) + 1/2 2N (2)
- For clients with 50% gray or more, mix equal parts of 4 or 5N (4.0) into desired shade.
- Mix 4 or 5N (4.0) 1 level darker than your desired level.
- Extend processing time by 5 to 10 minutes (total processing time 40 to 45 minutes).

GUIDELINES FOR GRAY

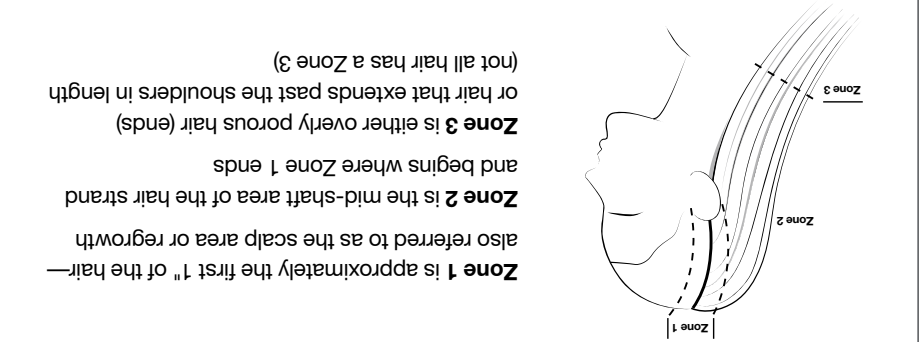
Formulate with Natural (N) or Natural WA/FM (NW)

CHROMATICS TRADITIONAL LEVEL SYSTEM CHART

LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE TONE
10	Very Light Blonde	Yellow	Violet
9	Light Blonde	Yellow/Orange	Violet
8	Medium Blonde	Yellow/Orange	Violet
7	Dark Blonde	Orange	Violet
6	Light Brown	Red	Blue/Violet
5	Medium Brown	Red/Violet	Blue/Violet
4	Dark Brown	Black/Violet	Blue/Violet
3	Dark Brown	Black/Violet	Blue/Violet
2	Black	Black	Blue

CHROMATICS Beyond Cover is mixed in a 1:1 ratio of color cream to CHROMATICS Oil in Cream Developer.

ON-SCALP



UNDERSTANDING "ZONES"

Redken uses the term "Zones" to refer to specific areas of the hair strand on the condition of the hair. Understanding Zones will help you achieve even color results.

4. APPLICATION

CHROMATICS TRADITIONAL VIRGIN APPLICATION EXAMPLE:

- Formula: 5N (5) CHROMATICS + 20 volume CHROMATICS Oil in Cream Developer
- Formula: 5N (5) CHROMATICS + 30 volume CHROMATICS Oil in Cream Developer

CHROMATICS Beyond Cover is mixed in a 1:1 ratio of color cream to CHROMATICS Oil in Cream Developer.

MIXING RATIO (COLOR : DEVELOPER)	OIL IN CREAM DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
Mix 1:1	CHROMATICS Beyond Cover	Up to 1	Minimal Lift	35	For modern, multi-dimensional gray coverage, formulate with the N or NW families.
		Up to 2	Standard Lift/Gray Coverage		
		Up to 3	Additional Lift		
Mix 1:1	CHROMATICS Beyond Cover	Up to 2	75-100% Gray Coverage	35	For best results, use 20 vol. CHROMATICS Oil in Cream Developer (No heat)

CHROMATICS Beyond Cover + 2 oz. 20 volume CHROMATICS Oil in Cream Developer.

Example 2 oz. 7 Gb (7.31) CHROMATICS Beyond Cover + 2 oz. 20 volume CHROMATICS Oil in Cream Developer.

3. MIXING & PROCESSING

4. APPLICATION

For all on-scalp applications, start with dry hair and divide into 4 sections. Take 1/4" (0.5 cm) partings for even saturation. Can be applied with bowl and brush or bottle. Process according to Mixing and Processing chart. Rinse, shampoo with Hair Cleansing Cream.

Hair Cleansing Cream.

Hair Color Application Best Practices

- Treat the hair with Redken Pre-Rinse and Hair-Cleansing Cream.
- Apply color generously to Zone 1 (the scalp area) using fine "V" diagonal partings.
- Use the opposite diagonal to cross-check your application to ensure proper application.
- Use a timer to ensure accurate timing. Do not over or under process.

CHROMATICS MODERN VIRGIN APPLICATION EXAMPLE:

- Formula: 5NW (6.03) CHROMATICS + 20 volume CHROMATICS Oil in Cream Developer
- Formula: 6B (6.31) CHROMATICS + 20 volume CHROMATICS Oil in Cream Developer

OFF-SCALP

For weave or highlighting applications, start with dry hair. Process according to Mixing and Processing chart after wrapping the last foil. Rinse and shampoo with Hair Cleansing Cream or Color Extend. Condition with Color Extend.

FORMULATION GUIDELINES

- Determine your client's natural hair color level. Remember to consider percentage of gray, hair texture, condition, and hair density.
- Determine the target color (final level and tone) desired by your client.
- Determine the undertone found at the target level (see Level System Chart).
- Select the CHROMATICS shade and volume of CHROMATICS Oil in Cream Developer needed to achieve the target color.
- NOTE: Only use CHROMATICS Oil in Cream Developer with CHROMATICS Haircolor.

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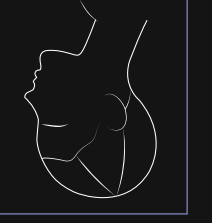
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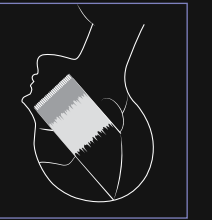
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- For clients with 50% gray or more, mix equal parts of 4 or 5N (4.0) into desired shade.
- Mix 4 or 5N (4.0) 1 level darker than your desired level.
- Extend processing time by 5 to 10 minutes (total processing time 40 to 45 minutes).

SECTIONING



- From the high point of the head, take a vertical parting that moves to the top of the left ear. Repeat on the opposite side.
- Take a diagonal forward parting that starts at the high point of the head and ends at the temple area. Repeat on the opposite side.
- From the high point of the head, take a vertical parting down the center back. From a point about 2" above the left ear, take a diagonal back parting that ends in the center back. Repeat on the opposite side.

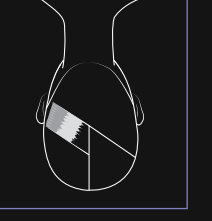


- Starting in front of the left ear, place a 1/4" diagonal back slice onto a foil. Apply Zone 2 Formula to the Zone 2 area. Without adding more product, blur the Zone 2 area towards Zone 1 (regrowth area) to softly blend. Apply the Zone 3 Formula to Zone 3 (the ends) and gently blur into Zone 2. Cover with foil. Continue to drop down 1/4" slices and repeat application method. Complete section. Repeat on opposite side.



- Complete top crown sections with same application method and formula. Dry hair. Apply glaze formula from scalp to ends and process at room temperature for 20 min. Shampoo with Color Extend. Follow with the appropriate Redken Chemistry treatment.

APPLICATION



- Use the Zone 1 formula and apply to Zone 2 for the last 5-10 minutes. Or apply a formula slightly lighter and warmer than Zone 1 the last 10 minutes. amount of CHROMATICS Oil in Cream Developer.

RETOUCH APPLICATION

- Apply selected formula to Zone 1 (the regrowth)

TO REFRESH ZONES 2 AND 3

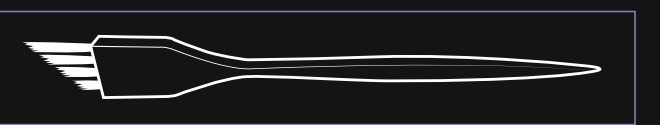
OPTION 1: WITH CHROMATICS

Use the Zone 1 formula and apply to Zone 2 for the last 5-10 minutes. Or apply a formula slightly lighter and warmer than Zone 1 the last 10 minutes. amount of CHROMATICS Oil in Cream Developer.

OPTION 2: WITH SHADES EQ

- Formula: Shades EQ to Zone 2 and process at room temperature for up to 20 minutes, while simultaneously processing chronicles. If Zone 3 is present, dilute formula with Shades EQ Clear.

PRO TIP



Use an angled brush for best results, and make sure to wipe your brush on a clean, dry towel before blurring to remove excess product and create a smooth transition.

FLIP FOR ADDITIONAL OMBRE TECHNIQUE