Green Natural
Intense reds with increased tonal depth and no brown create exciting results on naturally pigmented hair.

Warm Gold
Creates warm results with golden accents and provides excellent gray coverage.
Controls unwanted red tones when lifting.

Natural Warm
Red/Orange
Delivers soft ruby-like results and excellent gray coverage.
Provides exceptional gray coverage by adding depth and warmth to non-pigmented hair.

Red
Burnished copper with complete gray coverage.

Violet
Gold
For control of yellow-orange undertones. Best for use on level 6 dark blonde hair.

Natural Gold
Copper Browns
For maximum control of orange undertones. Best for use on level 5 light brown hair.

Non-pigmented for maximum lift without deposit or for diluting other
Jewel tones with no added brown deliver vibrant results.

Before you begin any chemical service...

PRE-SERVICE BEST PRACTICES
Before you begin any chemical service...
- Precisely follow package instructions for haircolor, lighter 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

SKIN ALLERGY TEST
Perform a skin allergy test 48 hours before each use of this product. As allergies can develop suddenly, even though your client has previously used a haircolor product from this brand or another.

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

SKIN ALLERGY TEST INSTRUCTIONS
- Clean an area the size of a quarter in the bend of your client’s elbow with soap and water. Pat dry.
- Using a plastic or metal tube, 1 part COLOR GELS to 1 part COLOR GELS 25-volume developer (the ratio should be 1 part hair-colorant to 1 part developer) in a plastic or glass container. Tightly recap the hair-colorant and developer. Do not use metal utensils.
- Apply to test area with a cotton swab or ball.
- Let test area dry. Instruct client not to wash, cover or disturb test area for 48 hours.
- Instruct client to examine test area periodically over the next 48 hours. If itchy or redness appears any reactions—such as redness, burning, itching, swelling, skin irritation or blistering—DO NOT COLOR.

SPECIFIC NEEDS, SIMPLE SOLUTIONS.
PRE-SERVICE STEPS

ADDITONAL REDKEN PRODUCTS
Redken offers advanced-in-salon treatments plus a complete collection of haircare and styling products to enhance your talents.

RUNWAY STYLE...EVERYDAY
With a full range of high-performance products, Redken Styling gives you the ability to create any hairstyle—slick or textured, up or down, subtle or extreme. Whatever it is, the caring formulas strengthen and protect hair as you style.

SHADES EQ
Equalizing Conditioning Color Gloss
- #1 Ammonia-Free, long-lasting, robust, lifting demi-permanent haircolor
- Use to create any haircolor look, perfect for creating blondes, reds or highlights
- Provides invisible lift, natural gray coverage
- Does not coat, deposits in hair, does not lift or remove permanent color
- Safe for colored hair
- Safe for extensions
- Safe for keratin treated hair
- Works over 100 shades
- Contains wheat amino acids
- Radiant, long-lasting results

SHIMMER ONE
20-Min. Shine-Infusing Color Cream
- #1 Ammonia-Free, permanent color
- Use for Level 1, Level 1, Well-Lit, Unlit, Drenched, Balance and Tone, and Brighten effects with long-lasting results and superior shine
- Tri-Light Technology delivers soft, radiant color, locks in moisture and protection
- 26 shades, plus Clear

COLOR FUSION
Advanced Performance Color Cream
- 100% oxidative dyes deliver healthy-looking, multi-dimensional permanent haircolor results
- Use to lighten, darken, match natural color or cover gray
- Colorbond Technology locks in and protects color with intense conditioning and radiant shine
- Over 100 shades in 6 categories

COLOR GELS
Permanent Conditioning Haircolor
- Select Dye System contains 100% oxidant, UV-stable, long-lasting, infuse permanent color resistant to fading
- Use for excellent gray coverage
- Contains protective wheat proteins and smoothing avocado oil
- Over 50 shades in 12 tonal families, plus Clear and Fashion Gels

FASHION GELS
- Achieve ultra-high lift with superior tonal control
- Lighten believably and brighten brilliantly in one simple step

COLOR GELS TONAL FAMILIES
- Versatile, reliable and dynamic permanent haircolor
- Provides exceptional gray coverage, from a few strands to high percentages of gray
- Use to brighten, darken, change or correct, or for highlighting and creative color effects
- Select Dye System contains 100% oxidative, UV-stable, long-lasting dyes for holding power and resistance to fading
- Contains protective wheat proteins and smoothing avocado oil
- Formulated with a traditional 10-level system
- Over 50 shades in 12 tonal families, plus Clear and Fashion Gels

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COLOR GELS BLOCK SERIES
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2. FORMULATION

FORMATION GUIDELINES
1. Determine your client’s natural hair level using the COLOR GELS Natural Alarm (NA) family swatches found in the swatch book. Remember to consider percentage of grey, hair texture, condition, and hair density.
2. Determine the target color level and tone desired by your client.
3. Determine the undertone found at the target level (see Color Wheel).
4. Select the COLOR GELS shade to enhance, balance or counteract undertone and volume of developer needed to achieve the target color.

FORMATION EXAMPLE FOR LIFTING NATURAL PIGMENT:
1. Natural Level: 5 light blonde/0% gray
2. Target Color: Level 7 medium blonde with natural tones
3. Undertone at Level 7: Ash
4. Formula: 7NA/Mango COLOR GELS + 20 volume COLOR GELS Developer

NOTE: The tones of the NA and NA family vary according to the Color Wheel. For example, NW will have a red tone and INA will have a green tone. The tones will change at each level.

GUIDELINES FOR COVERING GRAY HAIR
To cover grey means to minimize the contrast between natural hair and grey hair. To maintain the most control when covering grey, select a formula no more than two levels lighter than the natural hair.

SUPERIOR GRAY COVERAGE FAMILIES:
COLOR GELS families can be used alone to provide superior gray coverage in a variety of tones.

- WARMING FAMILIES:
  - RED/VIOLET
  - RED/ORANGE

- COOLING FAMILIES:
  - BLUE/GREEN
  - NATURAL WARM

- PROVING COVERAGE IN A VARIETY OF REFLECTS
For the most effective gray coverage when using the cocking and corning or warming and enhancing tonal families, follow the chart below.

<table>
<thead>
<tr>
<th>% of Gray</th>
<th>NATURAL</th>
<th>NATURAL WARM</th>
<th>WARM GOLD</th>
<th>COPPER BROWN</th>
<th>RUBY BROWN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 25%</td>
<td>N only</td>
<td>NW only</td>
<td>WG only</td>
<td>CB only</td>
<td>PB only</td>
</tr>
<tr>
<td>26-35%</td>
<td>10%</td>
<td>20%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>36-45%</td>
<td>10%</td>
<td>20%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>46-55%</td>
<td>10%</td>
<td>20%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>56-65%</td>
<td>10%</td>
<td>20%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>66-75%</td>
<td>10%</td>
<td>20%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>76-85%</td>
<td>10%</td>
<td>20%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>86-95%</td>
<td>10%</td>
<td>20%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>&gt;95%</td>
<td>10%</td>
<td>20%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
</tr>
</tbody>
</table>

FORMULATION EXAMPLE FOR COVERING GRAY:
1. Natural Level: Medium brown (7/-700) gray
2. Target Color: Level 6 dark blonde with natural golden tones
3. Undertone at Level 6: Warm
4. Formula: 6NW Brandy COLOR GELS + 1 oz. NWG St. Tropez COLOR GELS + 20 volume COLOR GELS Developer

4. APPLICATION

UNDERSTANDING “ZONES”
Redken uses the term “Zones” to refer to specific areas of the hair strand. The hair is divided into 3 Zones. Each Zone will accept color differently based on the condition of the hair. Understanding Zones will help you achieve even color results.

Zones 1 and 2
Zone 1 is approximately the first 1” of the hair—also referred to as the scalp area or regrowth.
Zone 2 is the mid-shaft area of the hair strand and begins where Zone 1 ends.
Zone 3 is either covered porous hair (ends) or hair that extends past the shoulders in length (not all hair has a Zone 3).

ZONE 1 FORMULA:
- Mix: 1 oz. 6NW Brandy
- Developer: 2 oz. 60 ml 20 volume
- Usage: 15 minutes
- Off-scalp heat option: Do not use heat.

ZONE 2 FORMULA:
- Mix: 1 oz. 6NW Brandy
- Developer: 2 oz. 60 ml 30 volume
- Usage: 30 minutes
- Off-scalp heat option: Do not use heat.

ZONE 3 FORMULA:
- Mix: 1 oz. 6NW Brandy
- Developer: 2 oz. 60 ml 30 volume
- Usage: 45 minutes
- Off-scalp heat option: Do not use heat.

ON-SCALP
For all on-scalp applications, start with dry hair and divide into 4 sections. Take 10" (2.5 cm) partings for even saturation. Process according to Mixing & Processing chart. Rinse, shampoo and condition with COLOR EXTEND.

TRADITIONAL VIRGIN APPLICATION EXAMPLE:
Zone 1 Formula: 2 oz. 60 ml 30 volume COLOR GELS Developer
Zone 2 Formula: 2 oz. 60 ml 20 volume COLOR GELS Developer

- Apply selected formula with a higher volume of COLOR GELS Developer to Zone 2 (the root shaft).
- Immediately apply to Zone 1 (the scalp area) a new mixture of the same Zone 2 formula with a lower volume of COLOR GELS Developer.
- Start the processing time after the Zone 1 application is complete.

RETOUCH APPLICATION
- Apply selected formula to Zone 1 (the regrowth).

TO REFRESH ZONES 2 AND 3

- Use the Zone 1 formula and apply to Zone 2 for the last 5–10 minutes. Strand test to determine appropriate processing time.
- Use the Zone 2 formula and apply to Zone 3 for the last 10 minutes. Strand test to determine appropriate processing time.
- Use the Zone 3 formula and apply to Zone 3 for the last 15 minutes. Strand test to determine appropriate processing time.

FORMULATIONS:
1. Mix: 1 oz. 6NW Brandy + 1 oz. NWG St. Tropez COLOR GELS + 20 volume COLOR GELS Developer
2. Mix: 1 oz. 6NW Brandy + 1 oz. NWG St. Tropez COLOR GELS + 20 volume COLOR GELS Developer
3. Mix: 1 oz. 6NW Brandy + 1 oz. NWG St. Tropez COLOR GELS + 20 volume COLOR GELS Developer
4. Mix: 1 oz. 6NW Brandy + 1 oz. NWG St. Tropez COLOR GELS + 20 volume COLOR GELS Developer

FORMULA:
- Mix: 1 oz. 6NW Brandy + 1 oz. NWG St. Tropez COLOR GELS + 20 volume COLOR GELS Developer
- Developer: 2 oz. 60 ml 20 volume
- Usage: 15 minutes
- Off-scalp heat option: Do not use heat.

COLOR GELS
PERMANENT CONDITIONING HAIRCARE