

COLOR FUSION

ADVANCED PERFORMANCE COLOR CREAM



LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND COLOR						BROWN TO TAN BACKGROUND COLOR												BROWN TO TAN BACKGROUND COLOR						NO BACKGROUND COLOR					
	COOL FASHION			NATURAL BALANCE				NATURAL FASHION				NATURAL FASHION								FASHION										
	ASH ash	ASH violet	VIOLET ash	ASH green	ASH blue	ASH violet	NEUTRAL	GOLD beige	GOLD gold	GOLD orange	GOLD copper	GOLD red	BROWN copper	BROWN red	MOCHA red	MAHOGANY violet	COPPER	COPPER red	COPPER copper	RED	RED red	RED violet	VIOLET red	TITANIUM						
12** HIGH LIFT																														
10 LIGHTEST BLONDE																														
9 VERY LIGHT BLONDE																														
8 LIGHT BLONDE																														
7 MEDIUM BLONDE																														
6 DARK BLONDE																														
5 LIGHTEST BROWN																														
4 LIGHT BROWN																														
3 MEDIUM BROWN																														
2 DARK BROWN																														
1 BLACK																														
HI-FUSION																														
EXTRA LIFT																														
																			EL-V Bases 7-10 Shown on Level 7	EL-LN Bases 6-10 Shown on Level 6	EL-B Bases 5-7 Shown on Level 6	EL-T Bases 3-5 Shown on Level 5								

COLOR FUSION

COVER FUSION



BROWN TO TAN BACKGROUND COLOR										
COVER FUSION										
NATURAL BROWN	NATURAL CHOCOLATE	NATURAL ASH	NATURAL NATURAL	NATURAL GOLD beige	NATURAL GOLD iridescent	NATURAL GOLD	NATURAL GOLD copper	NATURAL BROWN copper	NATURAL COPPER red	NATURAL BROWN red

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MIXING & PROCESSING

	MIXING RATIO (COLOR:DEVELOPER)	PRO-OXIDE DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
COLOR FUSION	Mix 1:1	10 volume	Up to 1	Minimal lift	35-45 minutes	<ul style="list-style-type: none">For modern, multi-dimensional gray coverage, formulate with the N or Gb familiesFor superior gray coverage on 50% or more gray hair, formulate with Cover FusionDo not use heat
		20 volume	Up to 2	Standard lift/ gray coverage		
		30 volume	Up to 3	Additional lift		
		40 volume	3+	Maximum lift		
HI-FUSION AS AN AMPLIFIER	Mix 1:1	10 volume	Varies according to formulation	Tonal amplifier for on or off-scalp	35-45 minutes	<ul style="list-style-type: none">To help maintain the proper balance of Hi-Fusion and Color Fusion dyes: ¼ oz. Hi-Fusion + 1 ¾ oz. Color Fusion.Color tone and longevity may be compromised otherwiseDo not use heat
		20 volume				
		30 volume				
		40 volume				
HI-FUSION AS A HIGHLIGHTER	Mix 1:1	10 volume	Varies according to formulation	Tonal highlighter for off-scalp only	35-45 minutes	<ul style="list-style-type: none">Hi-Fusion is not recommended to be used alone for all-over color applicationsFor on-scalp applications, refer to Hi-Fusion Amplifier instructionsDo not use heat
		20 volume				
		30 volume				
		40 volume				
COLOR FUSION EXTRA LIFT	Mix 1:2	Violet, Light Neutral and Blue: 40 volume Titanium: 30 or 40 volume	Up to 5	Extra lift for all levels	35-45 minutes	<ul style="list-style-type: none">Color Fusion Extra Lift shades are only intermixable with each otherViolet is for starting levels 7-10Light Neutral is for starting levels 6-10Blue is for starting levels 5-7Titanium is for starting levels 3-5Do not use heat
COVER FUSION	Mix 1:1	20 volume	Up to 2	50-100% gray coverage	35 minutes (up to 45 for resistant hair)	<ul style="list-style-type: none">Use only with 20 vol. Pro-oxide Cream DeveloperDo not use heat

UNDERSTANDING THE LABEL
EXAMPLE:



BACKGROUND COLOR AND TONE

Background color is the portion of the color base that helps produce balanced, natural looking results and gives the shade its foundation. Tone is the portion of the base that gives a shade its unique character.

THE COLOR WHEEL

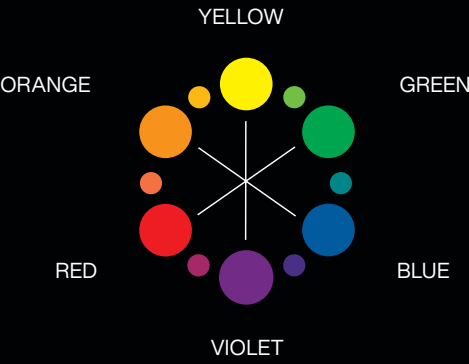
Always consider the tone of the hair that you are starting with. Use the color wheel to counteract or enhance tones. To counteract tones, select a shade with an opposite tonal value. Remember, opposites neutralize. To enhance tones, select a shade with a similar tonal value.

COLOR FUSION LEVEL SYSTEM

The hair's natural hair color level is the starting point in formulation. Color Fusion is based on an American 10 level system, which means there are more increments of lighter brown shades between levels 2 and 6, allowing for more color formulation options at levels 3, 4 and 5.

AMERICAN LEVEL SYSTEM

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



FORMULATION GUIDELINES

- Determine your client's natural hair color level using the **Color Fusion** natural level finder tool found in the swatch book. Remember to consider percentage of gray (use the gray percentage finder found in the swatch book), 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 **Color Fusion** shade to enhance, balance or counteract undertones and volume of developer needed to achieve the target color.

FORMULATION EXAMPLE FOR LIFTING NATURAL PIGMENT

- Natural Level: 4 Light Brown, 0% gray
- Target Color: Level 6 Bright, vibrant red
- Undertone at Level 6: Orange
- Formula: 2 oz. 6Rr **Color Fusion** + 2 oz. 20 vol. **Pro-oxide** Cream Developer

FOR COVERING GRAY
WITH COLOR FUSION

- Natural Level:** 4 Light Brown/25-50% Gray
- Target Color:** Level 6 Dark Blonde with soft golden tones
- Undertone at Level 6:** Orange
- Formula:** 2 oz. 6Gb **Color Fusion** + 2 oz. 20 vol. **Pro-oxide** Cream Developer

WITH COVER FUSION

- Natural Level:** 4 Light Brown/75% Gray
- Target Color:** Level 6 Dark Blonde with natural, cool tones
- Undertone at Level 6:** Orange
- Formula:** 2 oz. 6NA **Color Fusion** + 2 oz. 20 vol. **Pro-oxide** Cream Developer

GUIDELINES FOR COVERING GRAY HAIR

To cover gray means to minimize the contrast between natural hair and gray hair. To maintain the most control when covering gray, select a formula no more than two levels lighter than the natural hair.

	COLOR FUSION		COVER FUSION
% OF GRAY	N OR GB	PROPORTION OF OTHER SHADES	PURE SHADE
UP TO 25%	½ oz.	1 ½ oz.	NOT RECOMMENDED
25-50%	1 oz.	1 oz.	
50-75%	1 ½ oz.	½ oz.	2 oz.
75-100%	1 ¾ oz.	¼ oz.	2 oz.

DEVELOPER

Pro-oxide Cream Developer (10, 20, 30 and 40 volume) is the appropriate developer to use with **Color Fusion**. It has a smooth consistency for easy mixing and provides predictable performance for all types of applications.

THE REDKEN COLOR MANTRA ∞∞∞∞
SHOW OFF YOUR PROFESSIONAL SKILLS.
CREATE PHENOMENAL HAIRCOLOR.

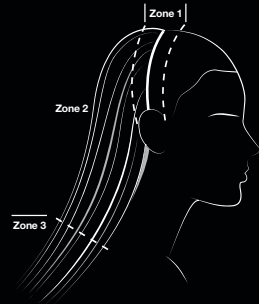
APPLY IN ZONES.
MAXIMIZE COLOR RESULTS.
MINIMIZE STRESS ON HAIR.

Redken uses the term "Zones" to refer to different areas of the hair strand. Understanding Zones will help you achieve pHenomenal, even color results every time!

ZONE 1: Regrowth or root area, approximately the first ½ inch of hair

ZONE 2: Mid-shaft area, begins where Zone 1 ends

ZONE 3: Overly porous hair that extends past the shoulders (not all hair has a Zone 3)



WE APPLY COLOR IN ZONES BASED ON PH SCIENCE BECAUSE:

Each Zone accepts color differently based on the condition of the hair	We care for the integrity of even the most sensitized parts of the hair	The combination of alkaline and acidic color maximizes color results and minimizes stress on hair
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Alkaline color should only touch virgin hair. Use any alkaline color formula on Zone 1. Always use acidic **Shades EQ Gloss** color on Zones 2 and 3 for amazing condition and shine while maintaining maximum respect for previously-colored hair.

ON-SCALP

For all on-scalp applications, start with dry hair and divide into 4 sections. Take ¼" (0.5 cm) partings for even saturation. Process according to Mixing and Processing chart. Rinse, shampoo and condition with **Acidic Bonding Concentrate**.

HAIR COLOR APPLICATION BEST PRACTICES

- Pre-treat the hair with **Hair Cleansing Cream**. Dry hair.
- Apply color generously to Zone 1 (the scalp area) using fine ¼" diagonal partings.
- Use the opposite diagonal to cross-check and ensure proper application.
- Use a timer to ensure accurate timing. Do not over or under process.
- Always refresh with **Shades EQ**.

MODERN VIRGIN APPLICATION
EXAMPLE USING COLOR FUSION:

Zone 1 Formula: 6N **Color Fusion** + 20 vol. **Pro-oxide** Cream Developer
Zone 2 Formula: 7Gb **Color Fusion** + 20 vol. **Pro-oxide** Cream Developer

- Apply selected formula to Zone 1 (the scalp area).
- Immediately apply to Zone 2 (the mid-shaft) the slightly lighter and warmer formula.
- Begin processing time after the Zone 2 application is complete.
- Process at room temperature for 35 minutes.
- Rinse and shampoo with **Hair Cleaning Cream**, **Extreme** or **Acidic Bonding Concentrate**. Condition with **Extreme** or **Acidic Bonding Concentrate**.

COLOR FUSION

ADVANCED PERFORMANCE
COLOR CREAM

- Natural-looking, multi-dimensional results with condition and shine
- Formulated with a 10-level modern system
- Use with **Pro-oxide** Cream Developer—10, 20, 30 and 40 volume



COLOR BOND TECHNOLOGY

Our haircolor system, with proprietary dyes, locks in color with intense conditioning and radiant shine while protecting vibrancy.



SHADE CATEGORIES AND TONAL FAMILIES

- nb** **NATURAL BALANCE**
Formulated to produce "natural balanced" results
- nf** **NATURAL FASHION**
Create vibrant, yet believable results, even on gray hair
- f** **FASHION**
For ultra-vibrant results on natural haircolor
- cf** **COOL FASHION**
For long-wear color with depth and a cool background

COVER FUSION™

UP TO 100% COVERAGE. NATURAL
DIMENSION. BUILT-IN TONE.

- Up to 100% dimensional gray coverage with natural, modern reflects
- Pre-blended shades for hair with 50% or more gray
- 11 tonal families with coverage and tone in one step
- Low ammonia formula
- Use with 20 volume **Pro-oxide** Cream Developer



REVITALAGE COLOR BOND TECHNOLOGY

Exclusively to **Cover Fusion**, reflects 100% coverage with higher saturation of color while providing superior hair conditioning.



- hf** **HI-FUSION 2-IN-1 TONAL AMPLIFIER AND HIGHLIGHTER**
Use as an amplifier to boost intensity or create vibrant highlights
- cf** **COVER FUSION**
100% coverage, low ammonia color cream for superior, naturally reflective coverage on hair that is over 50% gray
- el** **COLOR FUSION EXTRA LIFT**
Achieve up to 5 levels of lift with maximum control of warmth in a single process

COLOR FUSION



ADVANCED PERFORMANCE
COLOR CREAM

WALL
CHART

REDKEN
5TH AVENUE NYC