COLOR GELS OILS

DON'T JUST COVER GRAYS, *REJUVENATE THEM*

+78% SHINE*
+30% CONDITION**

UP TO 100% GRAY COVERAGE ON EVERY SINGLE SHADE

2% APRICOT OIL FOR SMOOTHER HAIR

HIGHLY SATURATED RESULTS FOR ALL HAIR TYPES & TEXTURES

AMMONIA FREE, FRAGRANCE FREE PERMANENT LIQUID HAIRCOLOR

HAIR ADHESION FOR NO DRIP

FORMULATION GUIDELINES

- Determine your client's natural hair color level using the **Color Gels Oils** Natural (NN) family swatches found in the swatchbook. 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 Color Wheel).
- Select the **Color Gels Oils** 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: 5 Light Brown/0% gray
- Target Color: Level 7 Medium Blonde with cool mahogany tones
- Undertone at Level 7: Orange
- Formula: 7NCh Color Gels Oils + 20 volume Pro-oxide Cream Developer

FORMULATION EXAMPLE FOR COVERING GRAY WHILE LIGHTENING NATURAL PIGMENT

- Natural Level: 5 Light Brown/50% gray
- Target Color: Level 7 Medium Blonde with cool natural tones
- Undertone at Level 7: Orange
- Formula: 6NA + 8NA Color Gels Oils + 20 volume Pro-oxide Cream Developer

GUIDELINES FOR COVERING GRAY

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. All **Color Gels Oils** shades have a brown to tan background and will cover up to 100% gray, except Clear. It is not necessary to mix shades with NN for coverage. Shades are named (level and tone) for their performance on white hair.

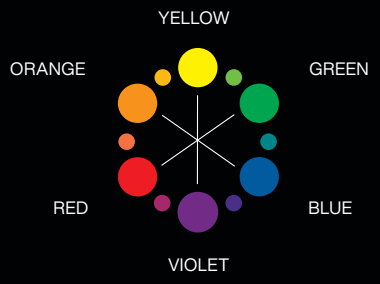
MONOCHROMATIC AND SATURATED

Monochrome colors are all the varieties of a single hue - the tints, shades, and tones. A monochromatic color scheme will range between lighter and darker versions of the base color or hue. Each **Color Gels Oils** family will follow a monochromatic color scheme, meaning there will be lighter or darker versions of the primary and/or secondary tone without tertiary or additional reflects in the background.

Color Gels Oils shades provide saturated, opaque gray coverage results. **Color Gels Oils** shades will appear saturated and rich even on various percentages of gray.

TRADITIONAL LEVEL SYSTEM

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



*vs. uncolored hair ** vs. non-conditioning shampoo

MIXING AND PROCESSING

Mix Color Gels Oils in a 1:1 ratio with 10, 20, 30 or 40 volume Pro-oxide Cream Developer.

	PRO-OXIDE CREAM DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	OFF-SCALP/ HEAT OPTIONS
COLOR GELS OILS	10 volume	Up to 1	Minimal Lift	20	Do not use heat
	20 volume	Up to 2	Standard Lift/Gray Coverage	30	
	30 volume	Up to 3	Additional Lift	40	
	40 volume	3+	Maximum Lift	45	

Color Gels Oils Clear is a non-pigmented shade that can be used to lift natural hair. It can be mixed with other Color Gels Oils shades to dilute their tonal deposit and customize your results.

RED SHADES FROM COLOR GELS OILS

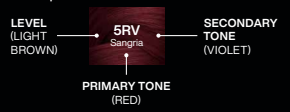
Featuring exclusive Red Dye Technologies

Rubilane®
Offers the truest, chromatic coppery-red reflect that remains bright and saturated.

R5
Provides pure red tones with outstanding longevity and highly visible results. Use R5 shades alone or with Clear.

UNDERSTANDING THE LABEL

Example:



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

Alkaline color should only touch virgin hair. Use any alkaline color formula on Zone 1. Always use acidic **Shades EQ** 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 **Redken** haircare.

TRADITIONAL VIRGIN APPLICATION EXAMPLE:

Zone 2 Formula: 2 oz. **6NN Color Gels Oils** + 2 oz. 30 vol. **Pro-oxide** Cream Developer

Zone 1 Formula: 2 oz. **6NN Color Gels Oils** + 2 oz. 20 vol. **Pro-oxide** Cream Developer

- Apply selected formula with a higher volume of **Pro-oxide** Cream Developer to Zone 2 (the mid-shaft).
- Immediately apply to Zone 1 (the scalp area) a new mixture of the same Zone 2 formula with a lower volume of **Pro-oxide** Cream 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 + 3

Formulate **Shades EQ** to match Zone 1 result. Process at room temperature for up to 20 minutes. If Zone 3 (porous ends) is present, reduce timing or use a diluted formula. Strand test for proper deposit.

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 **Redken** haircare.

HAIR COLOR APPLICATION BEST PRACTICES

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

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BROWN TO TAN BACKGROUND

LEVELS	TONE	BLUE/ PEARL	PEARL	BLUE/ VIOLET	BLUE/ MAHOGANY	NEUTRAL/ NEUTRAL	NEUTRAL	GOLD	RED	VIOLET/ GOLD	YELLOW	ORANGE/ ORANGE	RED/ RED	RED/ VIOLET
	FAMILY NAME	ASH BROWN	PEARL	NATURAL ASH	NATURAL CHOCOLATE	NATURAL NATURAL	NATURAL	NATURAL WARM	BROWN RED	IRIDESCENT GOLD	GOLD	COPPER COPPER	RED RED	RED VIOLET
10	ULTRA PALE BLONDE		10P Ivory Pearl	10NA Marble		10NN Affogato								
9	VERY LIGHT BLONDE					9NN Cortado								
8	LIGHT BLONDE		8P Misty Pearl	8NA Volcanic		8NN Crème Brûlée	8N Mojave	8NW Safari		8IG Gold Faithful	8G Almond Sugar			
7	MEDIUM BLONDE				7NCh Fondue	7NN Affogato						7CC Urban Fever		
6	DARK BLONDE	6ABn Brown Smoke		6NA Granite	6NCh Ganache	6NN Chocolate Mousse	6N Moroccan Sand	6NW Brandy	6BR Rusted Ruby	6IG Vintage Gold	6G St Tropez		6RR Blaze	
5	LIGHT BROWN					5NN Café Mocha			5BR Brownstone			5CC Electric Shock		5RV Sangria
4	MEDIUM BROWN	4ABn Dark Roast		4NA Storm Cloud	4NCh Dark Chocolate	4NN Coffee Ground	4N Chicory	4NW Maple						
3	DARK BROWN					3NN Black Coffee								
2	DARKEST BROWN	2ABn Cool Ebony												
1	BLACK					1NN French Roast								
	CLEAR													

Key Technology Shade contains R5 red dye · Shade contains Rubilane® copper dye

REDKEN
5TH AVENUE NYC