

COLOR GELS

PERMANENT CONDITIONING HAIRCOLOR



LEVEL & DESCRIPTION	GREEN NATURAL TONE: Yellow/Green	NATURAL ASH TONE: Corrective Tone	NATURAL* TONE: Blue/Violet	GOLD BEIGE TONE: Gold/Beige	NATURAL WARM* TONE: Natural Level Tone	NATURAL GOLD TONE: Gold	WARM GOLD* TONE: Yellow/Orange	COPPER BROWN* TONE: Orange	RUBY BROWN* TONE: Red/Violet	RED/ORANGE TONE: Red/Orange	RED TONE: Red	RED/VIOLET TONE: Red/Violet	CLEAR	
	BLACK TO GRAY BACKGROUND COLOR							BROWN TO TAN BACKGROUND COLOR				NO BACKGROUND COLOR		CLEAR
10 ULTRA PALE BLONDE		10NA Silk	10N Crème Latté		10NW Macadamia Nut	10NG Honey								
9 VERY LIGHT BLONDE		9NA Platinum Ice	9N Café au Lait	9GB Champagne	9NW Irish Creme									
8 LIGHT BLONDE		8NA Mojave	8N Sesame		8NW Safari	8NG Sunflower	8WG Golden Apricot							
7 MEDIUM BLONDE		7NA Mirage	7N Bamboo	7GB Praline Cream	7NW Chestnut	7NG Saffron				7RO Marigold	7R Flame			
6 DARK BLONDE	6GN Moss	6NA Moroccan Sand	6N Suede		6NW Brandy	6NG St. Tropez	6WG Mango	6CB Cognac		6RO Bonfire	6R Rocket Fire			
5 LIGHT BROWN		5NA Walnut	5N Coffee Bean	5GB Truffle	5NW Cappuccino	5NG Caramel		5CB Sandalwood	5RB Manzanita	5RO Paprika		5RV Scarlett		
4 MEDIUM BROWN		4NA Chicory	4N Hazelnut		4NW Maple	4NG Pecan	4WG Sun Tea	4CB Clove			4R Lava	4RV Cabernet		
3 DARK BROWN			3N Espresso		3NW Mocha Java				3RB Mahogany					
2 DARKEST BROWN					2NW Chocolate									
1 BLACK					1NW Midnight									

*Superior Gray Coverage Family

MIXING & PROCESSING	MIXING RATIO (COLOR : DEVELOPER)	COLOR GELS DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	OFF-SCALP/HEAT OPTION	SPECIAL INSTRUCTIONS
COLOR GELS	Mix 1:1	10 volume	Up to 1	Minimal Lift	20	Do not use heat.	Refer to the "Guidelines for Covering Gray Hair" section for superior gray coverage
		20 volume	Up to 2	Standard Lift/ Gray Coverage	30		
		30 volume	Up to 3	Additional Lift	40		
		40 volume	3+	Maximum Lift	45		
FASHION GELS	Mix 1:2	40 volume	Up to 4	High lift for levels 5 and up	45	Do not use heat.	Fashion Gels are only intermixable with each other, not with Color Gels

LEVEL	DESCRIPTION	UNDERTONE	CORRECTIVE TONE
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	

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COLOR GELS

PERMANENT CONDITIONING HAIRCOLOR



- Versatile, reliable and dynamic permanent haircolor
- **Select Dye System** contains 100% oxidative, UV-stable, long-lasting dyes for holding power and resistance to fading
- Contains wheat proteins and avocado oil for strength and condition
- Formulated with a traditional 10-level system

ALSO INCLUDES FASHION GELS

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

FORMULATION GUIDELINES

1. Determine your client's **natural hair color level** using the **Color Gels Natural Warm (NW)** family swatches found in the swatch book. **Remember to consider** percentage of gray, hair texture, condition, and hair density.
2. Determine the **target color** (final level and tone) desired by your client.
3. Determine the **undertone** found at the target level (see "Level System").
4. Select the **Color Gels shade** to enhance, balance or counteract undertones and volume of developer needed to achieve the target color.

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.

SUPERIOR GRAY COVERAGE FAMILIES

5 **Color Gels** families can be used alone to provide superior gray coverage in a variety of tonal reflects:

% of Gray	NATURAL	NATURAL WARM	WARM GOLD	COPPER BROWN	RUBY BROWN
Up to 100%	N only	NW only	WG only	CB only	RB only

PROVIDING COVERAGE IN A VARIETY OF REFLECTS

For the most effective gray coverage when using the cooling and correcting or warming and enhancing tonal families, follow the chart below:

% of Gray	COOLING FAMILIES: GN, NA		WARMING FAMILIES: GB, NG, RO, R, RV	
	N	Proportion of other shades	NW, WG, CB or RB	Proportion of other shades
Up to 25%	-	2 oz.	½ oz.	1 ½ oz.
25-50%	½ oz.	1 ½ oz.	¾ oz.	1 ¼ oz.
50-75%	1 oz.	1 oz.	1 oz.	1 oz.
75-100%	1 ½ oz.	½ oz.	1 ½ oz.	½ oz.

FORMULATION EXAMPLE FOR COVERING GRAY:

1. Natural Level: 4 medium brown/75-100% gray
2. Target Color: Level 6 dark blonde with natural golden tones
3. Undertone at Level 6: red/orange
4. Formula: 1 ½ oz. 6NW Brandy **Color Gels** + ½ oz. 6NG St. Tropez **Color Gels** + 20 volume **Color Gels Developer**

HAIRCOLOR APPLICATION BEST PRACTICES

1. Pre-treat the hair with Redken **PreArt** and **Hair Cleansing Cream**. Follow with **Extreme CAT** or **Redken Chemistry** as needed. 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 your application** to ensure proper application.
4. Use a timer to ensure accurate timing. Do not over or under process.

Log-on to Redken.com and click on Education On Demand for an easy step-by-step video!