REDKEN
5TH AVENUE NYC

INDULGE IN
RICH CHOCOLATE
COLOR ⋈⋈⋈⋈ 3 NEW SHADES

COVER FUSION
NATURAL
CHOCOLATES
FAMILY

COVERFUSION
ADVANCED PERFORMANCE COLOR CREAM
COLORBOND TECHNOLOGY
NET WT 2.1 OZ. / 60 g / 60 ml

REDKEN
5TH AVENUE NYC

WALL
CHART

COVER FUSION
NEW! NATURAL CHOCOLATES

COOL AND BALANCED FOR BLONDES AND BRUNETTES

Bring decadence to your brunettes and blondes with **Natural Chocolates**. This cool, yet rich neutral, complements any skin tone and is the perfect shade to use alone or added to your favorite formula for extra depth.
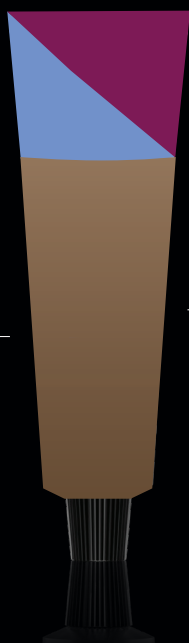
3 NEW SHADES
NCh = NATURAL CHOCOLATE

4NCh
Cover Fusion

6NCh
Cover Fusion

7NCh
Cover Fusion

NATURAL CHOCOLATES

ASH/BLUE
- Tones down brassy undertones
- Calibrated for each level's natural undertone

MAHOGANY
- Delicate red/violet tones are added for depth
- Adds richness without being overly warm

BROWN-TO-TAN BACKGROUND
- Adds balance for a natural-looking brunette or blonde
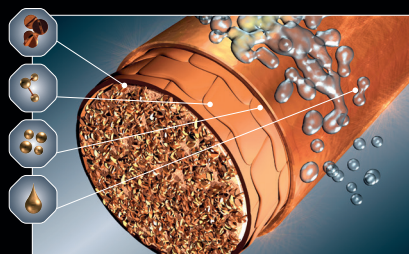

COLOR FUSION
ADVANCED PERFORMANCE COLOR CREAM

- 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

COLORBOND TECHNOLOGY
Our haircolor system, with proprietary dyes, locks in color with intense conditioning and radiant shine while protecting vibrancy.
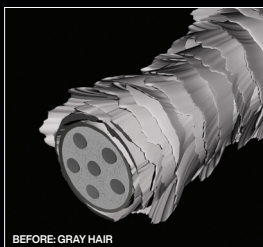
COVER FUSION™
UP TO 100% COVERAGE. NATURAL DIMENSION. BUILT-IN TONE.

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

REVITALAGE COLORBOND TECHNOLOGY
Exclusive to **Cover Fusion**, provides 100% coverage with higher saturation of color while providing superior hair conditioning.

BEFORE: GRAY HAIR

AFTER: HAIR COLORED WITH COVER FUSION

SHADE CATEGORIES AND TONAL FAMILIES

nb NATURAL BALANCE
Formulated to produce "natural and 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

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

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.

SKIN ALLERGY TEST

PERFORM A SKIN ALLERGY TEST 48 HOURS BEFORE EACH USE OF HAIRCOLOR AS ALLERGIES CAN DEVELOP SUDDENLY, EVEN THOUGH YOUR CLIENT HAS PREVIOUSLY USED A HAIRCOLOR FROM THIS BRAND OR ANOTHER.

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

SKIN ALLERGY TEST INSTRUCTIONS:

Use soap and water to clean an area the size of a quarter in the bend of your client's elbow. Pat dry. Using a plastic utensil, mix the following ratios of color in a plastic or glass container, then tightly recap the hair colorant and developer. Do not use metal utensils.

Mix 1/2 oz. of color and 1/2 oz. 20 vol. of the dedicated developer.

1. Apply Mixture to the test area with a cotton swab or ball.
2. Let test spot dry. Instruct client not to wash, cover or disturb for 48 hours.

Instruct client to examine test area periodically over the next 48 hours.

If he/she experiences any reactions such as redness, burning, itching, swelling, skin abrasions, eruptions or irritation in or around the test area, **DO NOT COLOR YOUR CLIENT'S HAIR UNTIL THEY HAVE CONSULTED A DOCTOR.**

STRAND TEST

Color Gels Oils 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 **Color Gels Oils** to a small section of hair and process according to instructions; adjust the formula accordingly.

ADDITIONAL REDKEN PRODUCTS

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

ACIDIC BONDING CONCENTRATE

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

STYLING

Innovative collection creates any look from runway volume to flexible texture and finished it with hold and shine.

HAIRCARE

Scientifically advanced, benefit-driven products deliver smart solutions to hair's specific needs.

REDKEN HAIRCOLOR COLLECTION

COLOR FUSION

Natural-looking, multi-dimensional results with condition and shine.

COLOR GELS LACQUERS

Rich, saturated results with exceptional gray coverage.

COLOR GELS LACQUERS 10 MINUTE

Liquid permanent color with 10-minute processing time and up to 100% gray coverage.

COLOR GELS OILS

Liquid permanent ammonia free color with up to 100% gray coverage & hair rejuvenation.

REDKEN BREWS COLOR CAMO

5-minute custom gray camouflage.

SHADES EQ GLOSS AND SHADES EQ BONDER INSIDE

The haircolor that thinks it's a conditioner

BLONDING

The professional solution to all of your blonding needs.

COLOR FUSION
ADVANCED PERFORMANCE COLOR CREAM

	BLACK-TO-GRAY BACKGROUND COLOR		BROWN-TO-TAN BACKGROUND COLOR	BROWN-TO-TAN BACKGROUND COLOR	NO BACKGROUND COLOR
LEVEL OF DEPOSIT	COOL FASHION / NATURAL BALANCE		NATURAL FASHION	NATURAL FASHION	FASHION

Column families (left to right):
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

Level	Shades
12** HIGH LIFT	12Ab · 12Av · 12N
10 LIGHTEST BLONDE	10Ab · 10N · 10Gb
9 VERY LIGHT BLONDE	9Av · 9Av · 9N · 9Gb
8 LIGHT BLONDE	8Va · 8Ag · 8Ab · 8N · 8Gb · 8Gr · 8Rv · 8T
7 MEDIUM BLONDE	7Aa · 7Ag · 7Av · 7N · 7Gb · 7Gg · 7Go · 7Gc · 7Bc · 7Cr · 7Cc · 7R
6 DARK BLONDE	6Ag · 6Ab · 6N · 6Gb · 6Gg · 6Bc · 6Mr · 6Mv · 6C · 6R · 6Rr · 6Rv · 6T
5 LIGHTEST BROWN	5Va · 5Ag · 5N · 5Gb · 5Gg · 5Go · 5Gr · 5Bc · 5Br · 5Cr · 5Cc · 5R · 5Rv · 5Vr · 5T
4 LIGHT BROWN	4Ag · 4Ab · 4N · 4Gb · 4Bc · 4Br · 4Mr · 4Mv · 4C · 4R · 4Rr
3 MEDIUM BROWN	3N · 3Gb · 3Br · 3Rv · 3Vr
2 DARK BROWN	2N
1 BLACK	1Ab · B · V
HI-FUSION	

TECHNOLOGY KEY
- Shade contains C-LOCK Technology
- Shade contains R5 red dye
- Shade contains Rubilane® copper dye — O
- Shade contains Carmin'R red dye — R

COLOR FUSION
EXTRA LIFT

NO BACKGROUND COLOR			
COLOR FUSION EXTRA LIFT			
VIOLET	LIGHT NEUTRAL	BLUE	TITANIUM
EL-V	EL-LN	EL-B	EL-T
Bases 7–10	Bases 6–10	Bases 5–7	Bases 3–5
Shown on Level 7	Shown on Level 6	Shown on Level 6	Shown on Level 5

COLOR FUSION
COVER FUSION

BROWN-TO-TAN BACKGROUND COLOR									
COVER FUSION									
NATURAL ASH 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

Shades
9NN · 9NGb · 9NGi · 9NG
8NA · 8NN · 8NGc
7NCh · 7NN · 7NGb · 7NGi · 7NG · 7NCr
6NABn · 6NCh · 6NA · 6NN · 6NGc · 6NBc · 6NBr
5NN · 5NGb · 5NCr
4NABn · 4NCh · 4NA · 4NN · 4NBc · 4NBr
3NN
2NABn · 2NA

MIXING AND 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	• For modern, multi-dimensional gray coverage, formulate with the N or Gb families • For superior gray coverage on 50% or more gray hair, formulate with **Cover Fusion** • Do 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	• To help maintain the proper balance of **Hi-Fusion** and **Color Fusion** dyes: ¼ oz. **Hi-Fusion** + 1¾ oz. **Color Fusion** • Color tone and longevity may be compromised otherwise • Do 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	• **Hi-Fusion** is not recommended to be used alone for all-over color applications • For on-scalp applications, refer to **Hi-Fusion** amplifier instructions • Do 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	• **Color Fusion Extra Lift** shades are only intermixable with each other • **Violet** is for starting levels 7–10 • **Light Neutral** is for starting Levels 6–10 • **Blue** is for starting Levels 5–7 • **Titanium** is for starting Levels 3–5 • Do 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)	• Use only with 20 vol. **Pro-oxide** Cream Developer • Do not use heat

UNDERSTANDING THE LABEL

EXAMPLE:

LEVEL OR DEPTH

7NCh

FAMILY
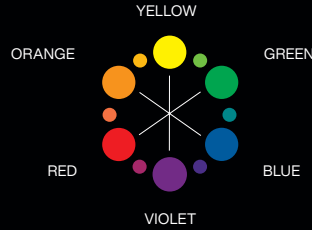(NATURAL CHOCOLATES)

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	TONE	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			

YELLOW

ORANGE   GREEN

RED   BLUE

VIOLET

FORMULATION GUIDELINES

1. 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.

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 Chart).

4. Select the **Color Fusion** shade to enhance, balance or counteract undertones and volume of developer needed to achieve the target color.

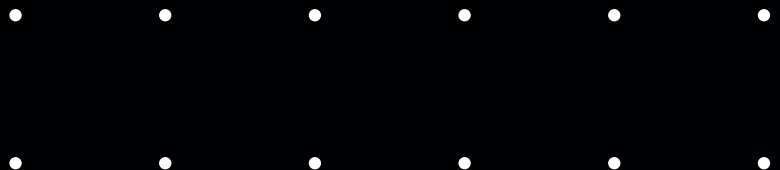## FORMULATION EXAMPLE FOR LIFTING NATURAL PIGMENT:

1. Natural Level: 4 Light Brown, 0% gray

2. Target Color: Level 6 Bright, vibrant red

3. Undertone at Level 6: Orange

4. Formula: 2 oz. 6Rr **Color Fusion** + 2 oz. 20 vol. **Pro-oxide** Cream Developer

FOR COVERING GRAY:

WITH COLOR FUSION

1. **Natural Level:** 4 Light Brown/25-50% Gray

2. **Target Color:** Level 6 Dark Blonde with soft golden tones

3. **Undertone at Level 6:** Orange

4. **Formula:** 2 oz. 6Gb **Color Fusion** + 2 oz. 20 vol. **Pro-oxide** Cream Developer

WITH COVER FUSION

1. **Natural Level:** 4 Light Brown/75% Gray

2. **Target Color:** Level 6 Dark Blonde with natural, cool tones

3. **Undertone at Level 6:** Orange

4. **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.	1½ oz.	Not recommended
25–50%	1 oz.	1 oz.	Not recommended
50–75%	1½ oz.	½ oz.	2 oz.
75–100%	1¾ 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.
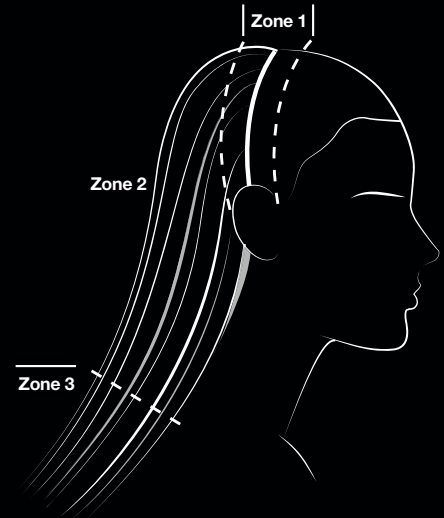
APPLY IN ZONES. MAXIMIZE COLOR RESULTS.
MINIMIZE STRESS ON HAIR.

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

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 **Color Extend Magnetics**.

HAIRCOLOR APPLICATION BEST PRACTICES

1. Pre-treat the hair with **ABC Treatments** and **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**.

MODERN VIRGIN APPLICATION
EXAMPLE USING COLOR FUSION:

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

1. Apply selected formula to Zone 1 (the scalp area).

2. Immediately apply to Zone 2 (the mid-shaft) the slightly lighter and warmer formula.

3. Begin processing time after the Zone 2 application is complete.

4. Process at room temperature for 35 minutes.

5. Rinse and shampoo with **Hair Cleansing Cream, Extreme or Color Extend Magnetics**. Condition with **Extreme** or **Color Extend Magnetics.**

Zone 1

Zone 2

Zone 3

#REDKENNATURALCHOCOLATES

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