

REDKEN  
5TH AVENUE NYC

CELEBRATING  
ALL SHADES  
OF GRAY

ENHANCE, NEUTRALIZE,  
TRANSFORM & CONDITION

SHADES [EQ]

SILVER  
STRONG



WALL  
CHART

SHADES EQ

+

# SILVER STRONG

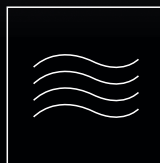
Discover endless possibilities from gray to silver with our ultimate Silver Strong collection. Designed to enhance, neutralize, and transform — whether it's a natural progression towards gray or to undergo a silver blonde transformation. Celebrate new ways to go gray with our latest services and expert formulation with the power of Shades EQ.



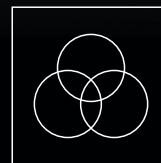
## THE SILVER STRONG COLLECTION

			
<b>010T</b> PLATINUM Bonder Inside	<b>09T</b> CHROME Bonder Inside	<b>08T</b> SILVER	<b>07T</b> STEEL
			
<b>010P</b> IVORY PEARL Bonder Inside	<b>09P</b> OPAL GLOW Bonder Inside	<b>07P</b> MOTHER OF PEARL	<b>08GN</b> IVY
		+	
<b>06GN</b> MOSS	<b>04ABn</b> DARK ROAST	<b>10 TOTAL SHADES</b>	

## POWERED BY THE ULTIMATE SHADES EQ BENEFITS



Intense conditioning  
for gray hair  
manageability



Neutralize yellow  
undertones on grays



Intense shine  
and softness

+



# SILVER STRONG FORMULAS

## ENHANCE



@georgegarciaredken

## NEUTRALIZE



@justjackie\_stylistnyc

## TRANSFORM



@adriennedara

### CHARCOAL CHIC

#### + LIGHTENER FORMULA

- 1 scoop (15g) Flash Lift Power 9 Bonder Inside
- 1 oz. (30ml) 30 Volume Pro-oxide Cream Developer

#### + GLOSS FORMULA

- 1 oz. (30ml) Shades EQ Bonder Inside 010T Platinum
- 0.3 oz. (10ml) Shades EQ Bonder Inside 09P Opal Glow
- 1.3 oz. (40ml) Shades EQ Processing Solution



### MOONLIGHT WHITE

#### + GLOSS FORMULA 1

- 1 oz. (30ml) Shades EQ 07T Steel
- 1 oz. (30ml) Shades EQ Processing Solution

#### + GLOSS FORMULA 2

- 1 oz. (30ml) Shades EQ 08T Silver
- 1 oz. (30ml) Shades EQ Processing Solution

#### + GLOSS FORMULA 3

- 1 oz. (30ml) Shades EQ Bonder Inside 09T Chrome
- 1 oz. (30ml) Shades EQ Processing Solution

#### + GLOSS FORMULA 4

- 1 oz. (30ml) Shades EQ Bonder Inside 010T Platinum
- 1 oz. (30ml) Shades EQ Processing Solution

### SILVER EMPOWERED

#### + HIGHLIGHT FORMULA 1

- 1 scoop (15g) Flash Lift Power 9 Bonder Inside
- 1 oz. (30ml) 20 Volume Pro-oxide Cream Developer

#### + HIGHLIGHT FORMULA 2

- 1 scoop (15g) Flash Lift Power 9 Bonder Inside
- 1 oz. (30ml) 30 Volume Pro-oxide Cream Developer

#### + TIP OUT FORMULA

- 1 scoop (15g) Flash Lift Power 9 Bonder Inside
- ½ oz. (15ml) 20 Volume Pro-oxide Cream Developer

#### + GLOSS FORMULA 1

- 1 oz. (30ml) Shades EQ Gloss 04M Smoked Cedar
- 1 oz. (30ml) Shades EQ Gloss 04N Chicory
- 2 oz. (60ml) Shades EQ Processing Solution

#### + GLOSS FORMULA 2

- 1 oz. (30ml) Shades EQ Bonder Inside 09T Chrome
- 1 oz. (30ml) Shades EQ Bonder Inside 09V Platinum Ice
- 0.5 oz. (15ml) Shades EQ Gloss 09GI Hamptons
- 2.5 oz. (75ml) Shades EQ Processing Solution

# SILVER STRONG SERVICES

EMPOWER YOUR CLIENTS WITH PROVEN TECHNIQUES



AFTER  
「 ENHANCE 」

### CHARCOAL CHIC

**BEST FOR:** Clients with over 25% partial gray seeking to enhance their natural color. Create multi-dimensional looks that celebrate grays with highlights and lowlights.



AFTER  
「 NEUTRALIZE 」

### MOONLIGHT WHITE

**BEST FOR:** Clients with partial to full gray hair looking to neutralize yellow undertones, add intense shine and boost gray hair manageability.

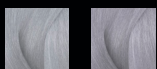


AFTER  
「 TRANSFORM 」

### SILVER EMPOWERED

**BEST FOR:** Clients with gray or virgin hair going intentionally silver blonde. This technique, co-created with Redken Brand Ambassador, Adrienne Dara, helps create blended balanced tones, while protecting hair for a dramatic silver transformation.

### HERO SHADES

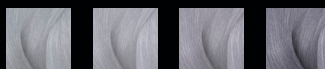


010T PLATINUM  
Bonder Inside

09P OPAL GLOW  
Bonder Inside



### HERO SHADES



010T PLATINUM  
Bonder Inside

09T CHROME  
Bonder Inside

08T SILVER

07T STEEL

### HERO SHADES



09T CHROME  
Bonder Inside



# SHADES EQ

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER



LEVEL OF DEPOSIT	TONE	BLACK TO GRAY BACKGROUND COLOR														BROWN TO TAN BACKGROUND COLOR														NO BACKGROUND COLOR									
		SILVER-BLEU	GREEN-NATURAL	BLUE	BLUE-PEARL	BLUE-VIOLET	NATURAL-ASH	PEARL	MATTE	NATURAL-CHOCOLATE	NATURAL	ASH-GOLD	NEUTRAL-GOLD	VIOLET-GOLD	GOLD	GOLD-VIOLET	ORANGE-MAUVE	YELLOW	YELLOW-GOLD	WARM-GOLD	COPPER	ASH-BURNING-ROSE	COPPER-BROWN	RED-BROWN	RED	ORANGE-ROSE	COPPER-ROSE	COPPER-RED	RED	RED-RED	RED-VIOLET	VIOLET-ROSE	VIOLET	VIOLET					
10 ULTRA PALE BLONDE	01, 02, 09 These shades have the least amount of pigment and require the lightest level of deposit.	[Color swatches]														[Color swatches]														[Color swatches]									
9 VERY LIGHT BLONDE		[Color swatches]														[Color swatches]														[Color swatches]									
8 LIGHT BLONDE		[Color swatches]														[Color swatches]														[Color swatches]									
7 MEDIUM BLONDE		[Color swatches]														[Color swatches]														[Color swatches]									
6 DARK BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.	[Color swatches]														[Color swatches]														[Color swatches]									
5 LIGHT BROWN		[Color swatches]														[Color swatches]														[Color swatches]									
4 MEDIUM BROWN		[Color swatches]														[Color swatches]														[Color swatches]									
3 DARK BROWN	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.	[Color swatches]														[Color swatches]														[Color swatches]									
2 DARKEST BROWN		[Color swatches]														[Color swatches]														[Color swatches]									
1 BLACK		[Color swatches]														[Color swatches]														[Color swatches]									

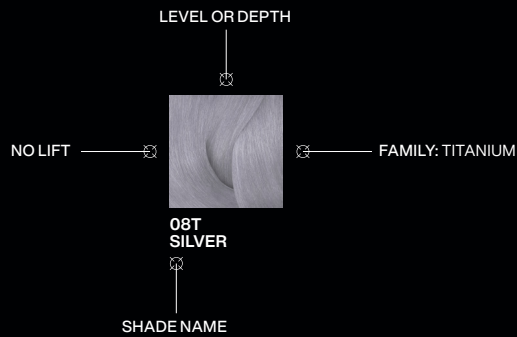
**KEY:** [Pink outline] Shades available in both Shades EQ Gloss & Shades EQ Bonder. Inside outlined in pink.

[Silver outline] Shades available only in Shades EQ Bonder. Inside outlined in silver.

**KEY TECHNOLOGY:**  
 [Red circle] Shade contains R5 red dye  
 [Orange circle] Shade contains Rubilane

## UNDERSTANDING THE LABEL

EXAMPLE:



## 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	

## TECHNICAL INFORMATION

### 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.

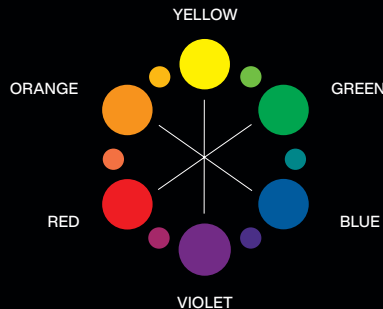
### TYPES OF SHADES EQ BACKGROUNDS

Shades EQ Gloss has three distinct backgrounds for every salon need: black to gray, brown to tan, and zero background.

- BLACK TO GRAY**  
Provides the cool foundation needed to diminish warmth
- BROWN TO TAN**  
Provides the foundation needed for balanced, natural results
- NO BACKGROUND**  
Pure reflect shades that provide vibrant, true-to-tone results

### 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.










# #SHADESEQSILVERSTRONG



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