

HAIR REJUVENATION
COMPLEX

- +78% shine*
- 2% Apricot oil for smoother hair
- 100% gray coverage in every shade
- +30% condition**

LARGEST 100%
PRO GRAY
COVERAGE PALETTE
IN THE WORLD



COLOR GELS OILS
TECH GUIDE
COVERAGE AND HAIR REJUVENATION
POWERED BY pH SCIENCE

#COLORGELSOILS

*vs uncolored hair **vs non-conditioning shampoo

COLOR GELS OILS UPTOWN BRONDE COLLECTION

VERSATILE & ELEGANT FOR BRONDE FORMULATION

Welcome to the Uptown Bronde Collection for **Color Gels Oils** featuring new shades, expanded education and exciting new services to modernize gray coverage and bring those clients back in salon.

Experience the transformational power of our signature Hair Rejuvenation Complex to transform wiry grays into soft, youthful feeling hair.



6MO
ICED COFFEE



8MO
FROSTED LATTE



5N
WALNUT



7N
MIRAGE



9N
CAFÉ AU LAIT



HAIR REJUVENATION COMPLEX
ADDRESSES THE 4 SIGNS OF HAIR AGING:

- DULL - WIRY
- GRAY - FRAGILE

REDKEN LABS 400

REDKEN LABS 400

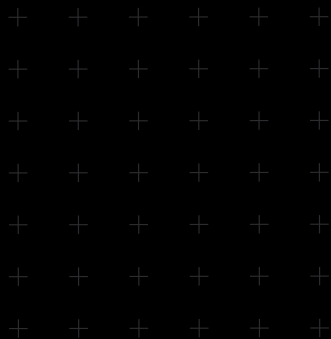


REDKEN LABS 400

REDKEN LABS 400

NEW FAMILIES AND LEVELS

LARGER PALETTE FOR GREATER CUSTOMIZATION AND NEW SERVICE OPTIONS



M

MOCHA - NEW FAMILY!



MOCHA
REFLECT



BROWN TO TAN
BACKGROUND



6MO
ICED COFFEE



8MO
FROSTED
LATTE



N

NATURAL



BLUE/VIOLET
REFLECT



BROWN TO TAN
BACKGROUND



5N
WALNUT



7N
MIRAGE



9N
CAFÉ AU LAIT



CUSTOMIZE YOUR COLOR GELS OILS FORMULA



BLEND GRAYS

Blending uses higher level shades with less deposit for a more dimensional, natural result.

NATURAL VIBRANCY

Enhancing vibrancy uses yellow/orange shades to increase brightness while retaining overall tone

ADD DEPTH

Adding depth is a way to make results darker without sacrificing richness

BLEND GRAYS

When your client is a level 6 or 7 and you don't want to completely cover their gray, use these shades for a more natural, blended effect. This can also be used for client's transitioning to gray through highlights and lowlights to help reduce contrast.

HERO SHADES



9N
CAFÉ AU LAIT



10NN
AFFOGATO



9NCH
CHOCOLATE
MILK



8NW
SAFARI

MICHELLE MARSHALL | UK



@michelle_marshall

"When trying to create a more natural, blended finish I always formulate a level up or increase the volume of Pro-oxide in my formula. This takes advantage of the natural highs and lows in their hair and creates a softer grow out!"

—Michelle Marshall

BEFORE



AFTER



SEAN GODARD

@seangodard

ADD DEPTH

Gray is naturally missing depth which is why some colors can look hollow. Adding these shades to your formula will allow you to put background and tone back into the hair without it looking overly warm.

HERO SHADES



8MO
FROSTED
LATTE



6MO
ICED COFFEE



5BR
BROWNSTONE



6NCh
GANACHE

TASHA PARKER | CANADA



@tashaparkerhair

"Gray coverage formulation isn't just about picking the right level, but also about what colors you mix into your formula to customize it. When a client has a high % of gray, I add a small amount of red/violet into the mix to add richness without making the tone darker!"

—Tasha Parker

BEFORE



AFTER



RACHEL REDD

@rachel_redd

NATURAL VIBRANCY

Color results that look muddy are usually too cool and lacking a balance of natural tonal warmth from the hair. Use a portion of these shades in your coverage formula if you feel like they are looking too flat or dark.

HERO SHADES



8G
ALMOND
SUGAR



6G
SAN
TROPEZ



7CC
URBAN
FEVER



6IG
VINTAGE
GOLD

MARCO ARENA | GERMANY



@marco__arena

"Gold and copper are must haves for keeping hair looking natural and enhancing vibrancy. Based on the natural level I'm looking to cover, I'll add a small amount of whatever the undertone is at that level to give that "wow" factor to the final result that my clients notice."

—Marco Arena



SEAN GODARD
@seangodard

LIQUID COLOR APPLICATION TIPS

◇ The chemical process of oxidation begins the moment you mix your color with your developer. This means when you're working with **Color Gels Oils**, you should begin application directly after completing your mixing of the product. The longer you leave the product in the bottle/bowl, the more dye will oxidize early and give you less deposit in the hair.



◇ Practice, practice and practice. Bottle application can feel difficult and awkward the first few times you use it. Through repetition the applicator bottle can give you high-efficiency application without sacrifice to consistency.

□ **PRO TIP:** Product coming out too fast at first? Use the offset nozzle of the Redken Bottle Applicator rotated up to restrict flow and give you more control!

◇ **Color Gels Oils** works best on hair that has been evenly saturated during application. Oversaturating sections can lead to excessively dark sections and spots. Undersaturation can lead to lack of coverage or hollow results.



◇ Due to its unique consistency, **Color Gels Oils** can also be applied with a bowl and brush. When using a bowl, stir vigorously with developer until incorporated. Bubbles will begin to appear and formula will hold to a brush. The resulting thicker texture prevents runniness and ensures even saturation.





UPTOWN BRONDE



UPTOWN BRONDE

◇ **STARTING LEVEL:**
Natural level 7
10% gray,
Previously heavy-highlighted

◇ **ARTIST:**
Sean Godard

FORMULA

ZONE 1 FORMULA

- 1 oz. Color Gels Oils 8N
- 1 oz. Color Gels Oils 8MO
- 2 oz. 10 vol. Pro-oxide Cream Developer

GLOBAL GLAZE FORMULA

- 1 oz. Shades EQ Bonder Inside 010AG
- 1/2 oz. Shades EQ Bonder Inside 09NB
- 1/2 oz. Shades EQ Crystal Clear 000
- 2 oz. Shades EQ Processing Solution

REVERSE BALAYAGE FORMULA

- 1 oz. Color Gels Oils 9N
- 1/2 oz. Color Gels Oils 9NCh
- 1/2 oz. Color Gels Oils Clear
- 2 oz. 10 vol. Pro-oxide Cream Developer



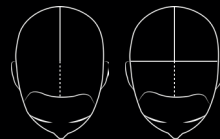


SECTIONING

+ STEP 1

Follow the natural part and separate the front from the back with a vertical parting from the high point of the head to the top of the ear.

Repeat on the opposite side.



+ STEP 2

Divide the back equally with a vertical parting from the high point of the head parting to the center of the nape.

Secure 4 quadrants.

+ STEP 3

Process for 20-45 minutes based on developer choice, rinse, shampoo and condition with **Acidic Color Gloss**. Dry the hair.

+ STEP 4

Starting in the back right quadrant and working from bottom to top, apply Global Glaze Formula from Zone 1 through Zone 3. Repeat on opposite side and front two quadrants. Process for 20 minutes.

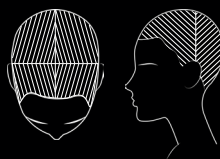
+ STEP 5

Rinse and shampoo with **Acidic Color Gloss**, then treat with **Acidic Bonding Concentrate 5 Min Leave-In Treatment**. Dry and style hair.

APPLICATION

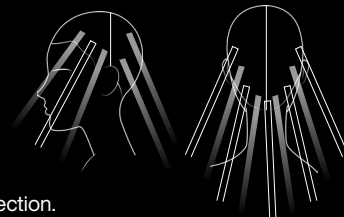
+ STEP 1

Begin by applying Zone 1 Formula to the first 1"-1.5" of the front right quadrant. Take diagonal back sub sections as you work. Work from top to bottom and repeat on opposite front side. After that side is complete, repeat in back.



+ STEP 2

Starting in the front right quadrant, take a small triangle section at the bottom of the section near the ear, and apply a small amount of the Reverse Balayage Formula to the top of your section. Using your hands, work the formula from, Zone 1 down into Zone 2. Continue taking wider triangles as you work up the head, stopping right above the parietal ridge/front side section. Repeat on opposite side and back.





UPPER EAST BRONDE

◇ **STARTING LEVEL:**
Natural level 6
25-50% gray
Existing color and highlights

◇ **ARTIST:**
Rachel Redd

FORMULA

ZONE 1 FORMULA

- 1 oz. Color Gels Oils 8MO
- 1 oz. Color Gels Oils 7N
- 2 oz. 20 vol. Pro-oxide Cream Developer

ZONES 2+3 FORMULA

- 1 oz. Shades EQ Gloss 07N
- 1 oz. Shades EQ Gloss 07M
- 2 oz. Gloss to Gel Processing Solution

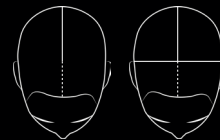




SECTIONING

+ STEP 1

Separate the front from the back with a vertical parting from the top of the head to the top of the ear. Repeat on the opposite side.



+ STEP 2

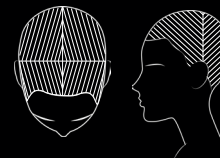
Divide the back equally with a vertical parting from the top of the head to the center of the nape, and from the top of the head to the front hairline.



APPLICATION

+ STEP 1

Begin by applying Zone 1 Formula to the first 1"-1.5" of the front right quadrant. Take diagonal back sub sections as you work. Work from top to bottom and repeat on opposite front side. After that side is complete, repeat in back.



+ STEP 2

Apply Zone 2+3 Formula starting from the front right quadrant to Zones 2 and 3, working from the bottom section up. Repeat on opposite side and then back two quadrants.

+ STEP 3

Rinse and shampoo with **Acidic Color Gloss**, then treat with **Acidic Bonding Concentrate 5 Min Leave-In Treatment**. Dry and style hair.



UPPER WEST BRONDE

◇ **STARTING LEVEL:**
Natural level 6
10% gray
Previous highlights

◇ **ARTIST:**
Sean Godard

FORMULA

ZONE 1 FORMULA

- 1 oz. Color Gels Oils 7GB
- 1 oz. Color Gels Oils 9N
- 2 oz. 20 vol. Pro-oxide Cream Developer

ZONE 2 FORMULA

- 2 oz. Color Gels Oils 10NN
- 2 oz. 30 vol. Pro-oxide Cream Developer

ZONE 3 FORMULA

GLAZE

- 2 oz. Shades EQ Bonder Inside 010G
- 2 oz. Shades EQ Processing Solution



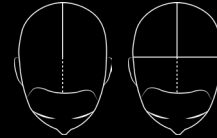


SECTIONING

+ STEP 1

Follow the natural part and separate the front from the back with a vertical parting from the high point of the head to the top of the ear.

Repeat on the opposite side.



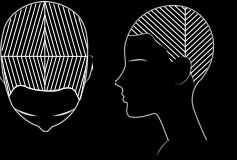
+ STEP 2

Divide the back equally with a vertical parting from the high point of the head parting to the center of the nape.

Secure 4 quadrants.

+ STEP 3

Apply Zone 3 Formula starting from the front right quadrant to Zone 3 working from the bottom section up and blurring the Formula into Zone 2. Repeat on opposite side and then back two quadrants.



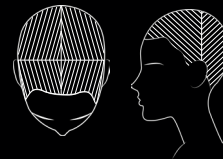
+ STEP 4

Rinse and shampoo with **Acidic Color Gloss**, then treat with **Acidic Bonding Concentrate 5 Min Leave-In Treatment**. Dry and style hair.

APPLICATION

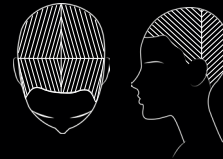
+ STEP 1

Begin by applying Zone 1 Formula to the first 1"-1.5" of the front right quadrant. Take diagonal back sub sections as you work. Work from top to bottom and repeat on opposite front side. After that side is complete, repeat in back.



+ STEP 2

Apply Zone 2 Formula starting from the front right quadrant to Zone 2 working from the bottom section up and blurring the Formula into Zone 1. Repeat on opposite side and then back two quadrants.



FREQUENTLY ASKED QUESTIONS



WHAT ARE THE NEW SHADES?

COLOR GELS OILS - 5 NEW SHADES																							
		AB	AV	P	ABn	NA	NCh	NN	N	IG	NW	BR	BC	M	GI	GB	G	WG	CC	CR	R	RR	RV
WAVE 4 TOTAL SHADES = 48	10			10P		10NA		10NN															
	9						9NCh	9NN	9N														
	8			8P		8NA	8NCh	8NN	8N	8IG	8NW						8G						
	7						7NCh	7NN	7N								7GB			7CC			
	6				6ABn	6NA	6NCh	6NN	6N	6IG	6NW	6BR	6BC	6MO			6G					6BR	
	5							5NN	5N			5BR							5CC				5RV
	4				6ABn	4NA	4NCh	4NN	4N		4NW		4BC	4MO									
	3								3NN														
2				6ABn																			
1								1NN															
CLEAR		CLR																					

THERE ARE 5 NEW SHADES WITH 1 NEW TONAL FAMILY: ☺

NATURAL	MOCHA
9N - CAFÉ AU LAIT	8MO - FROSTED LATTE
7N - MIRAGE	6MO - ICED COFFEE
5N - WALNUT	

WHAT IS HAIR REJUVENATION COMPLEX?

Our Hair Rejuvenation Complex is a proprietary blend of functional ingredients that provide a benefit to the hair and includes apricot oil to provide smoothness and calibrated dyes for exceptional 100% gray coverage. **Color Gels Oils** with the Hair Rejuvenation Complex revitalizes hair with +30% conditioning* and +78% shine**.

WHY DO THE MOCHA SHADES HAVE ‘MO’ AS ITS ALPHA REFLECT AND NOT ‘M’?

Because M shades in **Shades EQ** are Matte, we want to ensure stylists are not refreshing Mocha shades with Matte shades. To refresh **Color Gels Oils** MO shades, we recommend using the Shades EQ VG or NCh families depending on the level and desired tone.

HAVE THERE BEEN OTHER CHANGES TO COLOR GELS OILS?

Yes, a few of our darker shades have been modified slightly to improve their viscosity when mixed, thickening them: 2ABn, 3NN, 4NCh, 4NA, 4NN. Shade performance including tonality and level of deposit has not changed.

HOW DO I FORMULATE WITH COLOR GELS OILS FOR DIFFERENT PERCENTAGES OF GRAY?

Color Gels Oils have been formulated to provide up to 100% gray coverage on white hair with a saturated result. On hair that is 50-100% gray shades will appear on-level, and on hair that is less than 50% gray shades can appear darker than anticipated. When formulating, consider these following guidelines:

PERCENTAGE OF GRAY	FORMULATE	
50-100%	Color Gels Oils desired shade + 20 vol. Pro-Oxide Cream Developer	
0-50%	Option A: Color Gels Oils 1 level lighter than desired shade + 20 vol. Pro-Oxide Cream Developer	Option B: Color Gels Oils desired shade + 30 vol. Pro-Oxide Cream Developer

EXAMPLE

STARTING LEVEL	FORMULA	
NL 6, 75% gray	Color Gels Oils 7N + 20 vol. Pro-Oxide Cream Developer	
NL 6, 25%	Option A: Color Gels Oils 8N + 20 vol. Pro-Oxide Cream Developer	Option B: Color Gels Oils 7N + 30 vol. Pro-Oxide Cream Developer

HOW ARE COLOR GELS OILS USED?

Color Gels Oils are recommended for use on dry hair. They can be used for all-over virgin applications or Zone 1 touch-up applications partnered with **Shades EQ** for Zones 2-3 refreshes. Any usage outside of these guidelines has not been validated and could have unpredictable results.

DO THE NEW SHADES HAVE A BACKGROUND TONE?

Yes, all **Color Gels Oils** shades have a brown to tan background and every shade, except Clear, will provide up to 100% gray coverage on its own.

ARE ALL SHADES STILL POSITIONED FOR GRAY COVERAGE EVEN WHEN USED ALONE?

Yes, all **Color Gels Oils** shades provide up to 100% gray coverage, except Clear. Although **Color Gels Oils** shades can be mixed with each other to create custom formulations, it is not required to mix any shade with a fundamental for complete gray coverage. Note: Shades that contain R5 that could provide unpredictable results when mixed with other shades. It is recommended to use shades containing R5 alone, and/or mixed with Clear.



COLOR GELS OILS

COVERAGE AND HAIR REJUVENATION
POWERED BY pH SCIENCE

BROWN TO TAN BACKGROUND																
TONE	BLUE/ PEARL	PEARL	BLUE/ VIOLET	BLUE/ MAHOGANY	NEUTRAL/ NEUTRAL	NEUTRAL	GOLD	RED	RED/ ORANGE	MOCHA	VIOLET/ GOLD	GOLD/ ASH	YELLOW	ORANGE/ ORANGE	RED/ RED	RED/ VIOLET
FAMILY NAME	ASH BROWN	PEARL	NATURAL ASH	NATURAL CHOCOLATE	NATURAL NATURAL	NATURAL	NATURAL WARM	BROWN RED	BROWN COPPER	MOCHA	IRIDESCENT GOLD	GOLD BEIGE	GOLD	COPPER COPPER	RED RED	RED VIOLET
LEVELS	10 ULTRA PALE BLONDE	10P Ivory Pearl	10NA Marble		10NN Affogato											
	9 VERY LIGHT BLONDE			9NCh Chocolate Milk	9NN Cortado	9N Café Au Lait										
	8 LIGHT BLONDE	8P Misty Pearl	8NA Volcanic	8NCh Chocolate Soufflé	8NN Creme Brulee	8N Mojave	8NW Safari			8MO Frosted Latte	8IG Gold Faithful		8G Almond Sugar			
	7 MEDIUM BLONDE			7NCh Fondue	7NN Cocoa Powder	7N Mirage						7GB Butterscotch		7CC Urban Fever		
	6 DARK BLONDE	6ABn Brown Smoke		6NA Granite	6NCh Ganache	6NN Chocolate Mousse	6NW Brandy	6BR Rusted Ruby	6BC Sumac	6MO Iced Coffee	6IG Vintage Gold		6G St Tropez		6RR Blaze	
	5 LIGHT BROWN				5NN Café Mocha	5N Walnut		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		CLEAR														

Swatches illustrate Color Gels Oils applied on 100% gray hair

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