



NEW NATURAL
VIOLET AND
NATURAL PEARL
FAMILIES



ADVANCED DYE
CALIBRATION
Precision Naturality +
Undertone Neutralization

FROM THE #1 DEMI IN THE WORLD*

SHADES EQ SKYLIGHT BLONDES TECH GUIDE

SKY HIGH LEVEL MEETS
PERFECTLY NATURALIZED REFLECTS



SKY-HIGH LEVEL MEETS PERFECTLY NATURALIZED REFLECTS



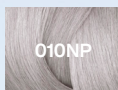
NEW NATURALITY FAMILIES

NP: Natural Pearl

NV: Natural Violet



08NP
OPAL
SHIMMER



010NP
PEARLESCENT
LUSTER



08NV
LAVENDER
JEWEL



010NV
ICONIC LILAC



ADVANCED DYE CALIBRATION

Precision Naturality +
Undertone Neutralization



SKYLIGHT SERVICE

Face-framing, low-maintenance technique to
brighten and enhance dimension and tone.



FROM THE #1 DEMI IN THE WORLD*

SHADES EQ

SKYLIGHT BLONDES



POWERED BY THE #1 DEMI IN THE WORLD*

ICONIC SHADES EQ



VISIBLY REVERSES
DAMAGE IN JUST
ONE USE****



LARGEST
DEMI PALETTE
WORLDWIDE



2,000,000+
POSSIBLE
FORMULATIONS**



RESTORES
HAIR'S SHINE
IN ONE USE



INTENSE
CONDITION



ACIDIC pH
FOR HEALTHY
LOOKING &
FEELING HAIR



ZERO AMMONIA
& ZERO LIFT



VEGAN COLOR
FORMULAS***



ADVANCED
PRECISION
CALIBRATION



TRUE-TO-TONE
RESULTS



LIQUID OR
GEL TEXTURE



EASY TO USE



FOR ALL
HAIR TYPES
& TEXTURES



MAINTAINS
NATURAL
CURL PATTERN



LONG-LASTING
UP TO 28
SHAMPOOS

*Based on Kline 2023 Global Salon Hair Color Market **Based on a 3 Shade mixture of Shades EQ shades

No animal derived ingredients *Based on instrumental test + consumer study

SKYLIGHT BLONDES

NEW! SHADE FAMILY

NP NATURAL PEARL



NATURAL/PEARL
REFLECT



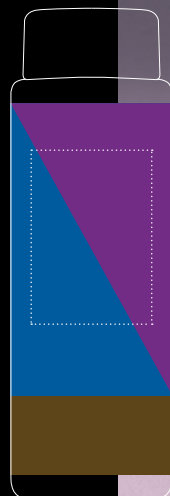
BROWN TO TAN
BACKGROUND



010NP
PEARLESCENT
LUSTER



08NP
OPAL
SHIMMER



DISCLAIMER: Tonal breakdowns are not to scale. All shades are formulated with varying amounts of background and tones. Only featuring SKYLIGHT BLONDE shades. For reference only.



SKYLIGHT BLONDES

NEW! SHADE FAMILY

NV NATURAL VIOLET



VIOLET
REFLECT



BROWN TO TAN
BACKGROUND



010NV
ICONIC
LILAC



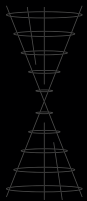
08NV
LAVENDER
JEWEL



DISCLAIMER: Tonal breakdowns are not to scale. All shades are formulated with varying amounts of background and tones. Only featuring SKYLIGHT BLONDE shades. For reference only.

SKYLIGHT BLONDES

TECHNIQUES



FACE-FRAMING, LOW-MAINTENANCE TECHNIQUE TO BRIGHTEN AND ENHANCE DIMENSION AND TONE. DISCOVER THE TECHNIQUE WITH OUR NEW SKYLIGHT BLONDE SHADES THAT TAKE AWAY THE FEAR OF OVERTONING WITH ADVANCED DYE CALIBRATION FOR SEAMLESS NATURALITY AND NEUTRALIZATION.

BY GLOBAL REDKEN AMBASSADOR



PHILIP FORESTO
REDKEN GLOBAL
AMBASSADOR
@philipforesto

SKYLIGHT BLONDE



HERO SHADES



010NV
ICONIC LILAC



08NV
LAVENDER
JEWEL



000
CRYSTAL CLEAR
& BONDER INSIDE

JEWEL SKYLIGHT



HERO SHADES



07N
MIRAGE



08NV
LAVENDER
JEWEL



010NV
ICONIC LILAC

PEARLESCENT SKYLIGHT



HERO SHADES



010NP
PEARLESCENT
LUSTER



08NP
OPAL SHIMMER



SKYLIGHT BLONDE



SKYLIGHT BLONDE



STARTING LEVEL:
Natural Level 7 with
previous highlights

FORMULA

LIGHTENING FORMULA

- 2 scoops (30g) Flash Lift Power 8
Bonder Inside
- 1.5 oz. (45ml) 30 Volume Pro-oxide
Cream Developer

SHADES EQ FORMULA 1

- 1 oz. (30ml) Shades EQ Gloss
010NV Iconic Lilac
- 0.5 oz (15ml) Shades EQ Gloss
000 Crystal Clear
- 1.5 oz. (45ml) Shades EQ Gloss
Processing Solution

SHADES EQ FORMULA 2

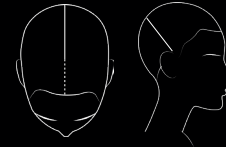
- 1 oz. (30ml) Shades EQ
08NV Lavender Jewel
- 1.0 oz. (30ml) Shades EQ
Processing Solution





SECTIONING

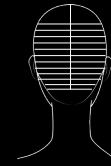
- + **STEP 1**
Separate each side with a vertical parting from the center front to the high point of the head.



- + **STEP 2**
Starting at the crown take a diagonal parting to the front of the ear, secure to the front and repeat opposite side.

LIGHTENING APPLICATION

- + **STEP 1**
Starting at the back, take a horizontal section, weave using a regular stitch. Place on foil and apply **Lightening Formula**. Once well saturated fold and secure foil. Continue with method through the back section.



- + **STEP 2**
Starting at the front left take a ¼" (0.5cm) diagonal back slice section, and place on a foil. Apply **Lightening Formula** and saturate well. Fold and secure the foil.



- + **STEP 3**
Continue to drop down sections pivoting each one slightly to complete 5 foils each side.

- + **STEP 4**
Once the front sections are complete, move to one side. complete 5 foils each side.



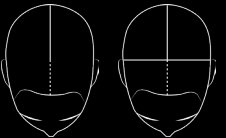
- + **STEP 5**
Starting at the left side take a ¼" (0.5cm) diagonal back slice section, and place on a foil. Apply **Lightening Formula** and saturate well. Fold and secure the foil. Continue taking diagonal back sections through side section, then repeat on opposite side.



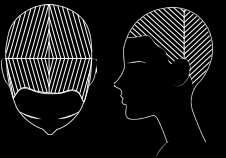
- + **STEP 6**
Working with the same sectioning and application methods as the back, work through each side section. Horizontal deep zig zag, backcombing to diffuse. Apply **Lightening Formula**. Process at room temperature (do not use heat) until pale yellow, not to exceed 50 minutes. Rinse and shampoo with **Acidic Bonding Concentrate**, then treat with **Acidic Concentrate**. Dry hair.

SHADES EQ GLOSS APPLICATION

- + **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. 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.



- + **STEP 2**
On dry hair, Apply **Shades EQ Formula 1** globally to zone 1.



- + **STEP 3**
Starting at the back taking diagonal section apply **Shades EQ Formula 1** through zone 2. Then every 3rd or 4th section (or as you choose) in place apply **Shades EQ Formula 2**. Continue with this application rhythm throughout the rest of the head.

- + **STEP 4**
Process for 20 minutes at room temperature, then rinse, shampoo, and condition with **Acidic Bonding Concentrate**. Dry and style.

JEWELLED SKYLIGHT

**STARTING LEVEL:**

Natural Level 6 with previous highlights top section

**ARTIST:**

Philip Foresto

FORMULA

LIGHTENING FORMULA 1

- 2 scoops (30g) Flash Lift 8 Bonder Inside
- 1.5 oz. (45ml) 20 Volume Pro-oxide Cream Developer

LIGHTENING FORMULA 2

- 2 scoops (30g) Flash Lift 8 Bonder Inside
- 1.5 oz. (45ml) 10 Volume Pro-oxide Cream Developer

SHADES EQ FORMULA 1

- 1oz. (30ml) Shades EQ Gloss 07N Mirage
- 1 oz. (30ml) Shades EQ Gloss Processing Solution

SHADES EQ FORMULA 2

- 1oz. (30ml) Shades EQ Gloss 08NV Lavender Jewel
- 1 oz. (30ml) Shades EQ Gloss Processing Solution

SHADES EQ FORMULA 3

- 1oz. (30ml) Shades EQ Gloss 010NV Iconic Lilac
- 1 oz. (30ml) Shades EQ Gloss Processing Solution

BEFORE

REDKEN LABS 400

4.5

AFTER

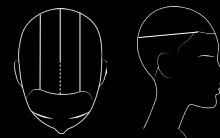
REDKEN LABS 400

REDKEN LABS 400

SECTIONING

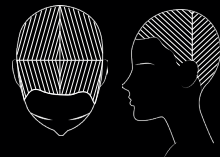
+ STEP 1

Create a horseshoe shaped section that starts at the corner of the eye and extends to just below the crown, ending at the opposite corner of the eye.



+ STEP 2

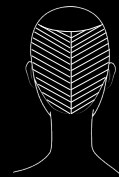
Separate each side with a parting through the middle of the section.



LIGHTENING APPLICATION

+ STEP 1

Starting at the back left side take a ¼" (0.5cm) diagonal micro stitch section and place on a foil. Apply **Lightening Formula 1** and saturate well. Fold and secure the foil.



+ STEP 2

Continue to drop down sections repeating application method until you reach the back of the crown. Then repeat on opposite side.

+ STEP 3

Once the back section is complete, move to the front.

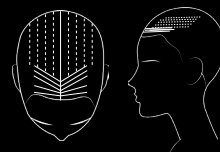


+ STEP 4

Starting at the front left side take a ¼" (0.5cm) diagonal back slice section, and place on a foil. Apply Lightening Formula and saturate well. Fold and secure the foil.

+ STEP 5

Continue to drop down sections pivoting each one slightly to complete 5 foils each side.



+ STEP 6

Once the front sections are complete, move to one side.

+ STEP 7

Starting at the bottom of the horseshoe section take a ¼" (0.5cm) horizontal section, using a regular stitch place in foil and apply **Lightening Formula 2** to zone 1, leaving out lightened ends fold and secure foil. Continue to work up towards the parting repeating the process on the opposite side.

+ STEP 8

Process at room temperature (do not use heat) until pale yellow, not to exceed 50 minutes. Rinse and shampoo with **Acidic Bonding Concentrate**, then treat with **Acidic Concentrate**. Dry hair.

SHADES EQ GLOSS APPLICATION

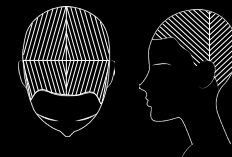
+ SECTIONING

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. 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. And section out front light area.



+ STEP 2

On dry hair, Apply **Shades EQ Formula 1** to zone 1. Leaving out the front section.



+ STEP 3

Once complete, apply **Shades EQ Formula 2** to zones 2 & 3.

+ STEP 4

Apply **Shades EQ Formula 3** to the front section all zones.

+ STEP 5

Process for 20 minutes at room temperature, then rinse, shampoo, and condition with **Acidic Bonding Concentrate**. Dry and style.



PEARLESCENT SKYLIGHT



STARTING LEVEL:
5, Zone 2 Level 7



ARTIST:
Philip Foresto

FORMULA

LIGHTENING FORMULA 1

- 2 scoops (30g) Flash Lift Power 9 Bonder Inside
- 1.5oz. (45ml) 20 Volume Pro-Oxide Cream Developer

SHADES EQ FORMULA 1

- 1. oz. (30ml) Shades EQ Gloss 010NP Pearlescent Luster
- 1 oz. (30ml) Shades EQ Gloss Processing Solution

SHADES EQ FORMULA 2

- 2. oz. (60ml) Shades EQ Gloss 08NP Opal Shimmer
- 2 oz. (60ml) Shades EQ Processing Solution





REDKEN LABS 400



REDKEN LABS 400

SECTIONING

- + **STEP 1**
Separate each side with a vertical parting from the front to the nape.
- + **STEP 2**
Section from the high point of the head to the back of the ear and secure the back section away.
- + **STEP 3**
Repeat on opposite side.



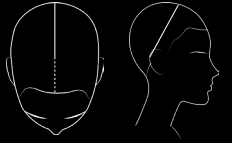
LIGHTENING APPLICATION

- + **STEP 1**
Starting at the front left take a ¼" (0.5cm) diagonal back slice section, and place on a foil. Apply **Lightening Formula** and saturate well. Fold and secure the foil.
- + **STEP 2**
Continue to drop down sections pivoting each one slightly to complete 5 foils each side.
- + **STEP 3**
Repeat on opposite side.
- + **STEP 4**
Process at room temperature (do not use heat) until pale yellow, not to exceed 50 minutes. Rinse and shampoo with **Acidic Bonding Concentrate**, then treat with **Acidic Concentrates**. Dry hair.



SHADES EQ GLOSS APPLICATION

- + **SECTIONING**
Separate each side with a vertical parting from the front to the nape.
- Section from the high point of the head to the back of the ear and secure the back section away.
- Repeat on opposite side.



- + **STEP 1**
On dry hair, Apply **Shades EQ Formula 2** to zone 1.
- + **STEP 2**
Once complete, Apply **Shades EQ Formula 2** to zone 2 & 3 through the back section.
- + **STEP 3**
Finally apply **Shades EQ Formula 1** to the front section.
- + **STEP 4**
Process for 20 minutes at room temperature, then rinse, shampoo, and condition with **Acidic Bonding Curls**. Dry and style.



FREQUENTLY ASKED QUESTIONS

WHAT IS SHADES EQ SKYLIGHT BLONDES?

Discover four expertly calibrated shades, with our new Natural Pearl and Natural Violet families. Powered by **Shades EQ** advanced dye calibration, Skylight Blondes provide both precision naturality + undertone neutralization. Achieve the latest cutting-edge looks from Redken, featuring Redken Ambassadors, Philip Forresto and Adrienne Dara.

WHAT IS THE TECHNOLOGY?

Skylight Blondes feature shades formulated with our advanced dye calibration of pearls and violets at specific ratios to get the perfect shades.

WHAT ARE THE SHADES?

The Skylight Blondes shades deliver 2 new **Shades EQ** families: Natural Pearl and Natural Violet. The new Skylight Blonde shades are:

NEUTRAL VIOLET		NATURAL PEARL	
08NP LAVENDER JEWEL	010NV ICONIC LILAC	08NP OPAL SHIMMER	010NP PEARLESCENT LUSTER

DO THE SHADES HAVE BACKGROUND? WHAT'S THE TONE?

Yes, the Natural Pearl and the Natural Violet shades have a brown-to-tan background.

WHO ARE THE SHADES FOR? WHEN WOULD YOU USE THEM?

Shades EQ Skylight Blondes shades can be used in multiple ways. They can be used on natural light blonde hair, previously color-treated hair, and/or pre-lightened hair to minimize warmth and/or to neutralize brassy tones without concern of over-toning.

WHAT LEVEL DO YOU USE THESE ON?

These shades are designed to perform at their best on natural, previously color-treated, and/or pre-lightened hair that is the same level or lighter than the shade being used.

CAN THE NEW SHADES EQ SKYLIGHT BLONDES SHADES BE MIXED WITH OTHER SHADES?

Yes, the new **Shades EQ** Skylight Blondes shades can be mixed with other **Shades EQ** shades, except those containing R5, for custom formulations and results. Shades containing R5 can be mixed with Clear.

CAN SHADES EQ BONDER INSIDE AND SHADES EQ GLOSS BE MIXED TOGETHER?

Yes, **Shades EQ Bonder Inside** can be mixed with other **Shades EQ Gloss** shades except for those containing R5 dyes as this could lead to unpredictable results.* See Shade Chart for additional information. When you mix the two technologies together, however, the bonding effect can be diminished.

*Note: Shades EQ Bonder Inside 000 Crystal Clear and Shades EQ Gloss 000 Crystal Clear can be mixed with R5 dyes

SHADES EQ THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

KEY: Shades available in both Shades EQ Gloss & Shades EQ Bonder Inside outlined in pink Shades available only in Shades EQ Bonder Inside outlined in silver

KEY TECHNOLOGY:
● Shade contains R6 red dye
● Shade contains Rubilane
● Shade contains Pure-Red² Technology

		BLACK TO GRAY BACKGROUND COLOR								BROWN TO TAN BACKGROUND COLOR																NO BACKGROUND COLOR									
LEVEL OF DEPOSIT	TONE	SILVER/BLUE	GREEN/YELLOW	BLUE	BLUE/PEARL	BLUE/VIOLET	BLUE/VIOLET	BLUE/VIOLET	BROWN/BLUE/VIOLET	BLUE/GREEN	BROWN/VIOLET	BLUE/MAHOGANY	BLUE/VIOLET	BLUE/GOLD	RED/VIOLET	VIOLET/GOLD	GOLD	GOLD/VIOLET	GOLD/MAUVE	YELLOW	YELLOW/YELLOW	YELLOW/ORANGE	ORANGE	ORANGE/RED	RED/ORANGE	RED	GOLD/ROSE	ORANGE/ORANGE	COPPER/RED	RED	RED/RED	RED/VIOLET	VIOLET/ROSE	VIOLET	VIOLET VIOLET
		TITANIUM	GREEN NATURAL	BLUE	ASH BROWN	VIOLET BLUE	NATURAL ASH	PEARL	NATURAL PEARL	MATTE	NATURAL VIOLET	NATURAL CHOCOLATE	NATURAL	ASH GOLD	NEUTRAL BROWN BLONDE	VIOLET GOLD	NATURAL WARM	GOLD IRIDESCENT	GOLD BEIGE	GOLD	GOLD GOLD	WARM GOLD	COPPER	ORANGE	COPPER BROWN	RED BROWN	GOLD/ROSE	COPPER COPPER	COPPER RED	RED	RED RED	RED VIOLET	VIOLET ROSE	VIOLET	VIOLET VIOLET
10 ULTRA PALE BLONDE	07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.																																		
9 VERY LIGHT BLONDE																																			
8 LIGHT BLONDE																																			
7 MEDIUM BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.																																		
6 DARK BLONDE																																			
5 LIGHT BROWN																																			
4 MEDIUM BROWN	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.																																		
3 DARK BROWN																																			
2 DARKEST BROWN																																			
1 BLACK																																			
Pastels have different end results depending on hair's starting level. For optimal results, use on the following levels or above: Silver Green & Pink Level 9+ Pastel Clear or Aqua Blue Level 7+ Color Kickers are vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other Shades EQ Gloss formulas. Clear adds more shine and can be used alone or to dilute the intensity of any shade.		PASTELS/KICKERS/																																	
			The level of deposit and intensity in any Shades EQ formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with 000 Crystal Clear, 05, or 010 light level shades																																

MIXING AND PROCESSING

USAGE	20 MINUTE PROCESSING
GLOSS, TONE, REFRESH, CORRECT, ADD DIMENSION	Process for the full recommended time at room temperature.
GRAY BLENDING, RESISTANT HAIR, MORE VIBRANT RESULTS	Process for 15 minutes with plastic cap under a preheated warm dryer. Remove cap and cool for 5 minutes at room temperature.
LIGHTER COLOR DEPOSIT, POROUS HAIR	Process for the full recommended time at room temperature. - When less color deposit is desired, use Shades EQ Gloss or Shades EQ Bonder Inside 000 Crystal Clear in your formula - When lighter color deposit is desired, use 09 or 010 level shades
MIXING	
- All shades are mixed in a 1:1 ratio of equal parts color:developer. - Use only with Shades EQ Gloss Processing Solution or Processing Solution for Precision Application. - The level of deposit and intensity in any Shades EQ formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with 000 Crystal Clear, Level 9 or Level 10 shades.	

SHADES EQ BONDER INSIDE

PATENT PENDING ACIDIC LIQUID TECHNOLOGY, INFUSED WITH BONDER INSIDE FOR ADDED STRENGTH



LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND COLOR			BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR			
	SILVER/BLUE	BLUE/VIOLET	BLUE/VIOLET	BLUE/MAHOGANY	BLUE/VIOLET	BLUE/GOLD	RED/VIOLET	VIOLET/GOLD	GOLD	GOLD/VIOLET	YELLOW	YELLOW/ORANGE	ORANGE/RED	GOLD/ROSE	COPPER/RED	VIOLET	VIOLET VIOLET
10 ULTRA PALE BLONDE	TITANIUM	NATURAL ASH	PEARL	NATURAL CHOCOLATE	NATURAL	ASH GOLD	NEUTRAL BROWN BLONDE	VIOLET GOLD	NATURAL WARM	GOLD Iridescent	GOLD	WARM GOLD	AUBURN/AUBURN ACCENT	GOLD/ROSE	COPPER/RED	VIOLET	VIOLET VIOLET
	010T Platinum Bonder Inside	010NA Marble Bonder Inside	010P Ivory Pearl Bonder Inside		010N Delicate Natural Bonder Inside	010AG Misty Beige Bonder Inside	010NB Caramel Cloud Bonder Inside	010VG Baby Bonder Inside	010NW Iced Piña Bonder Inside	010GI Tahitian Sand Bonder Inside	010G Lemon Icing Bonder Inside	010WG Honey Gold Bonder Inside	010AA Butternut Bonder Inside	010GRo Sparkling Wine Bonder Inside			010VV Lavender Ice Bonder Inside
9 VERY LIGHT BLONDE																	
	09T Chrome Bonder Inside		09P Opal Glow Bonder Inside		09N Café au Lait Bonder Inside	09AG Glossy Greige Bonder Inside								09GRo Blush Spritz Bonder Inside	09CR Summer Sunshine Bonder Inside	09V Platinum Ice Bonder Inside	09VV Lilac Ice Bonder Inside
8 LIGHT BLONDE																	
7 MEDIUM BLONDE																	
6 DARK BLONDE																	
5 LIGHT BROWN																	
4 MEDIUM BROWN																	
CLEAR																	
	000 Crystal Clear Bonder Inside																

GREATER SUSTAINABILITY POWERED BY SCIENCE



NORTH AMERICA



**86% RECYCLED
PLASTIC BOTTLE***

*EXCLUDING CAP



**MADE IN FACTORY USING
100% RENEWABLE
ENERGY****

**IN THE PREVIOUS CALENDAR YEAR.
FIND MORE INFO ON THE L'ORÉAL
UNIVERSAL REGISTRATION DOCUMENT.



**VEGAN COLOR
FORMULAS*****

***NO ANIMAL DERIVED INGREDIENTS