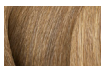
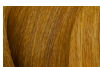
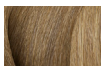
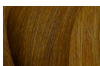
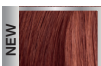
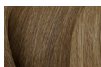
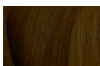


COLOR GELS 10 MIN

COVER YOUR CLIENT'S GRAY
ON YOUR SCHEDULE ∞∞∞∞

REDKEN
5TH AVENUE NYC

	BLACK TO GRAY BACKGROUND	BROWN TO TAN BACKGROUND							
LEVEL OF DEPOSIT	BLUE/ PEARL	PEARL/ BLUE/VIOLET	BLUE/ MAHOGANY	BLUE/ VIOLET	BLUE/ VIOLET	NATURAL LEVEL	BROWN/ COPPER	COPPER/ RED	RED/ VIOLET
	ASH BROWN	NATURAL ASH	NATURAL CHOCOLATE	NATURAL NATURAL	NATURAL	NATURAL WARM	BROWN COPPER	COPPER RED	RUBY BROWN
	COOL			NATURAL					
10 ULTRA PALE BLONDE				 10NN 10.00 Affogato 10 Minute		 10NW 10.03 Macadamia Nut 10 Minute			
9 VERY LIGHT BLONDE				 9NN 9.00 Cortado 10 Minute	 9N 9.0 Café au Lait 10 Minute				
8 LIGHT BLONDE	 8ABn 8.19 Hazy 10 Minute	 8NA 8.01 Volcanic 10 Minute	 8NCh 8.15 Chocolate Souffle 10 Minute	 8NN 8.00 Crème Brûlée 10 Minute		 8NW 8.03 Safari 10 Minute			
7 MEDIUM BLONDE			 7NCh 7.15 Fondue 10 Minute	 7NN 7.00 Cocoa Powder 10 Minute	 7N 7.0 Mirage 10 Minute			 7CR 7.46 Blood Moon 10 Minute	
6 DARK BLONDE	 6ABn 6.19 Brown Smoke 10 Minute	 6NA 6.01 Granite 10 Minute	 6NCh 6.15 Ganache 10 Minute	 6NN 6.00 Chocolate Mousse 10 Minute		 6NW 6.03 Brandy 10 Minute	 6BC 6.54 Rich Amber 10 Minute		 6RB 6.62 Cherry Cola 10 Minute
5 LIGHT BROWN					 5N 5.0 Walnut 10 Minute				
4 MEDIUM BROWN	 4ABn 4.19 Dark Roast 10 Minute			 4NN 4.00 Coffee Grounds 10 Minute		 4NW 4.03 Maple 10 Minute			
1 BLACK						 1NW 1.03 Midnight 10 Minute			

「COLOR GELS 10 MIN」

THE PERFECT COVERAGE LINE FOR DIMENSION CLIENTS

MIXING AND PROCESSING

COLOR GELS 10 MINUTE	MIXING RATIOS (Color : Developer)	PRO-OXIDE DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	OFF-SCALP/ HEAT OPTION
	Mix 1 : 1	20 Volume	Up to 1	Minimal Lift/ Gray Coverage	10-15 Minutes	Do not use heat
		30 Volume	1+	Minimal Lift/ Gray Coverage	10-15 Minutes	

USE WITH REDKEN PRO-OXIDE CREAM DEVELOPER

FORMULATION EXAMPLES

FOR COVERING GRAY:

1. Natural Level: 4 Medium Brown/50% Gray
2. Target Color: Level 5 Light Brown with natural warm tones
3. Undertone at Level 5: Orange
4. Formula: 2 oz. **Color Gels 10 Min** 5N Walnut + 2 oz. 20 Volume Redken **Pro-oxide** Cream Developer

MODERN BOOKING

You beat to the rhythm of your own drum, and your guests appreciate the focus you give them because of it. Expand your service options and visit personalization with **Color Gels 10 Min** using these tips :

- △ For guests who see you for dimension and do their coverage at-home, offer to add this to their toning service as an add-on

△ Create more depth in your root drop/ extension when gray is present

△ Use **Color Gels 10 Min** to increase efficiency in your lowlight gray blending services
- △ Perfect for extensions when you need a more solid finish and resiliency to fading

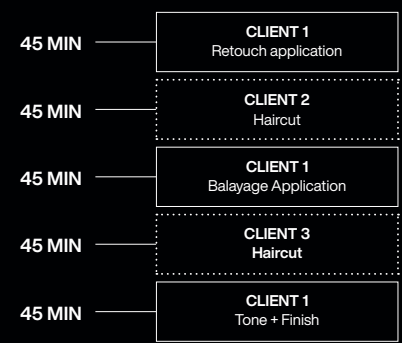
△ Use as an option for reverse-balayage/ mid-lights when hair is overly light

△ Use express coverage as a premium upgrade to your current coverage services

TRADITIONAL BOOKING

You live life by the consistent 30 or 45 minute block and so do your guests. Use these tips to incorporate **Color Gels 10 Min** into your very regular rotation:

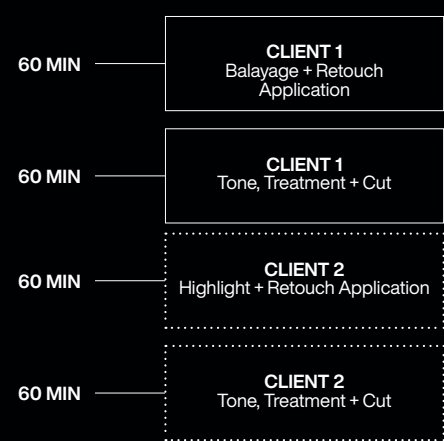
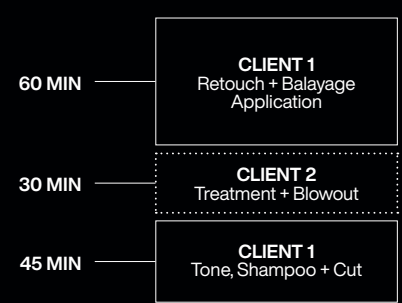
- Apply at the shampoo bowl for an add-on to your cut or blowout clients
- Combine toning and gray coverage into one application step for dimension clients
- Use this to quickly add an express retouch block to the beginning or end of your day for the client that HAS to get in



MODIFIED BOOKING

You like having things both ways; extended time for dimension services and opportunities to squeeze in an extra client. Maximize both with **Color Gels 10 Min** using these tips:

- ◇ Spend more time creating dimension and save gray coverage application for the last 10-15 minutes of lightener processing
- ◇ Convert appropriate gray coverage-only clients to **Color Gels 10 Min** clients and fit them in those opportunity gaps



「COLOR GELS 10 MIN」
Minimal processing
downtime