

SHADES **EQ**



SILVER STRONG

CELEBRATING ALL SHADES OF GRAY

BEFORE
Pre-lightening

AFTER



ENHANCE

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.



Same color result you love,
new modern look



BEFORE

AFTER



NEUTRALIZE

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



BEFORE
Post-lightening

AFTER



TRANSFORM & CONDITION

BEST FOR: Clients with gray or virgin hair going intentionally silver blonde. This technique helps create blended balanced tones, while protecting hair for a dramatic silver transformation.



REDKEN
5TH AVENUE NYC



GIVE CLIENTS THEIR PERFECT SHADE OF GRAY



@georgegarciaredken

CHARCOAL CHIC

Enhance for ultimate customization

LIGHTENER FORMULA

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

GLOSS FORMULA

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



STARTING LEVEL
Natural Level 7



@justjackie_stylynyc

MOONLIGHT WHITE

Neutralize & condition in one step

GLOSS FORMULA 1

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

GLOSS FORMULA 2

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

GLOSS FORMULA 3

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

GLOSS FORMULA 4

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



STARTING LEVEL
Natural Level 100% Gray



@adriennedara

SILVER EMPOWERED

Transform & condition for a bold statement

HIGHLIGHT FORMULA 1

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

HIGHLIGHT FORMULA 2

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

TIP OUT FORMULA

- 1 scoop (15g) Flash Lift Power 9 Bondor 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 Bondor Inside
- 09T Chrome
- 1 oz. (30ml) Shades EQ Bondor Inside
- 09V Platinum Ice
- 0.5 oz. (15ml) Shades EQ Gloss 09GI Hamptons
- 2.5 oz. (75ml) Shades EQ Processing Solution



STARTING LEVEL
Natural Level 3



REDKEN
5TH AVENUE NYC

CELEBRATE YOUR GRAYS WITH A GLOSS



@georgegarclaredken

ENHANCE

NEUTRALIZE



@justjackie_stylistnyc



@adriennedara

TRANSFORM
& CONDITION

GET YOUR SILVER STRONG
SERVICE & ENJOY 20% OFF

REDKEN
5TH AVENUE NYC

SHADES ^{EQ}

SILVER STRONG

CELEBRATING ALL SHADES OF GRAY



**010T
PLATINUM**
Bondor Inside



**09T
CHROME**
Bondor Inside



**08T
SILVER**



**07T
STEEL**



**010P
IVORY PEARL**
Bondor Inside



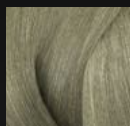
**09P
OPAL GLOW**
Bondor Inside



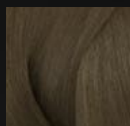
**07P
MOTHER
OF PEARL**



**08GN
IVY**



**06GN
MOSS**



**04ABn
DARK ROAST**

+ 10 TOTAL
SHADES



「 ENHANCE 」



@georgegarciaredken

FORMULA:
010T (1oz) + 09P (0.3oz)

「 NEUTRALIZE 」



@justjackie_stylynyc

FORMULA:
09T (1oz) + 010T (1oz)
+ 07T (1oz) + 08T (1oz)

「 TRANSFORM 」



@adriennedara

FORMULA:
Root: 04M (1oz) + 04N (1oz)
Length: 09T (1oz) + 09V (1oz)
+ 09GI (0.5oz)



— Same color result you love,
new modern design



REDKEN
5TH AVENUE NYC

SHADES [EQ]

SILVER STRONG SHADE FAMILIES

T

TITANIUM FAMILY

The must-have family for all gray looks. Use alone for gray-blending lowlights or cancelling out stubborn orange tones when transitioning your client with highlights.



SILVER/BUE
REFLECT



BLACK TO GRAY
BACKGROUND



P

PEARL FAMILY

Never too silver, too warm, or too cool. Pearl is the perfect family for blending, toning, and/or using as the base for your silver transformation.



BLUE/VIOLET
REFLECT



BLACK TO GRAY
BACKGROUND



GN

GREEN NATURAL FAMILY

Use this family to tone anytime you're lifting through previous deeper level colored hair. This family eliminates red undertones, achieving a cool natural result.



GREEN/YELLOW
REFLECT



BLACK TO GRAY
BACKGROUND



ABn

ASH BROWN FAMILY

This family will add depth and dimension, giving an ultra-cool, natural lowlight without being too flat.



BLUE/PEARL
REFLECT



BLACK TO GRAY
BACKGROUND



DISCLAIMER: Tonal breakdowns are not to scale. All shades are formulated with varying amounts of background and tone. For reference only.