

BLACK TO GRAY BACKGROUND COLOR

LEVEL OF DEPOSIT	TONE		SILVER/BLUE	GREEN/YELLOW	BLUE	BLUE/PEARL	BLUE/VIOLET	BLUE/VIOLET	BLUE/VIOLET	
			TITANIUM	GREEN NATURAL	BLUE	ASH BROWN	VIOLET BLUE	NATURAL ASH	PEARL	
10 ULTRA PALE BLONDE	07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.	LIGHT SHADES								
MEDIUM SHADES										
DARK SHADES										
PASTELS/KICKERS/CLEAR										

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+
 Peach: Level 8+
 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.

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 or 09 light level shades

KEY

New Shades EQ Bonder Inside shades outlined in pink

- 010VV Lavender Ice*
- 010N Delicate Natural*
- 000 Crystal Clear*
- 010NA Marble (Only in Shades EQ Bonder Inside)

*Available in **Shades EQ Gloss** & **Shades EQ Bonder Inside**

BROWN TO TAN BACKGROUND COLOR

		BROWN TO TAN BACKGROUND COLOR													
		BLUE/ GREEN	BLUE/ VIOLET	RED/ VIOLET	VIOLET/ GOLD	GOLD	GOLD/ VIOLET	GOLD/ MAUVE	YELLOW	YELLOW/ YELLOW	YELLOW/ ORANGE	ORANGE	ORANGE/ RED	RED/ ORANGE	RED
LEVEL OF DEPOSIT	TONE	MATTE	NATURAL	NEUTRAL BROWN BLONDE	VIOLET GOLD	NATURAL WARM	GOLD IRIDESCENT	GOLD BEIGE	GOLD	GOLD GOLD	WARM GOLD	COPPER	AUBURN/ AUBURN ACCENT	COPPER BROWN	RED BROWN
	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															
6 DARK BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.														
5 LIGHT BROWN															
4 MEDIUM BROWN															
3 DARK BROWN	01 and 03 shades contain the greatest amount of pigment and deepest deposit.														
2 DARKEST BROWN															
1 BLACK															
<p>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+ Peach: Level 8+ Aqua Blue: Level 7+</p> <p>Color Kickers are vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other Shades EQ Gloss formulas.</p> <p>Clear adds more shine and can be used alone or to dilute the intensity of any shade.</p>															
<p>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 or 09 light level shades</p>															
PASTELS/KICKERS/CLEAR															

		NO BACKGROUND COLOR							
TONE		ORANGE/ ORANGE	COPPER/ RED	RED	RED/RED	RED/ VIOLET	VIOLET/ ROSE	VIOLET	VIOLET VIOLET
LEVEL OF DEPOSIT	10 ULTRA PALE BLONDE	COPPER COPPER		RED	RED RED	RED VIOLET	VIOLET ROSE	VIOLET	VIOLET VIOLET
		07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.							010VV Lavender Ice & Bonder Inside
9 VERY LIGHT BLONDE	8 LIGHT BLONDE		08CR Sunrise				09VRo Rosé	09V Platinum Ice	
							08VRo Rose Quartz	08V Iridescent Quartz	
7 MEDIUM BLONDE	6 DARK BLONDE	07CC Urban Fever			07RR Flame			07V Crushed Amethyst	
			06CR Sunset	06R Rocket Fire	06RR Blaze		06VRo Mauve Rose		
5 LIGHT BROWN	4 MEDIUM BROWN	05CC Electric Shock				05RV Sangria		05V Cosmic Violet	
						04RV Cabernet	04VRo Violet Rose		
3 DARK BROWN	2 DARKEST BROWN			03R Roxy Red		03RV Merlot		03V Orchid	
<p>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+ Peach: Level 8+ Aqua Blue: Level 7+</p> <p>Color Kickers are vibrant, high-purity shades with no added brown or background. These are excellent additives to enhance other Shades EQ Gloss formulas.</p> <p>Clear adds more shine and can be used alone or to dilute the intensity of any shade.</p>		PASTELS/KICKERS/CLEAR			Pastel Pink				
					Red Kicker			Violet Kicker	
		<p>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 or 09 light level shades</p>							

LIGHT SHADES

MEDIUM SHADES

DARK SHADES

TECHNICAL INFORMATION

MIXING AND PROCESSING

MIXING RATIO COLOR : DEVELOPER	DEVELOPER	LEVELS OF LIFT	USAGE	MINUTES	SPECIAL INSTRUCTIONS
Mix 1:1	Shades EQ Gloss Processing Solution or Processing Solution for precision application	None	Gloss, tone, refresh, correct, add dimension	20	Use only with Shades EQ Gloss Processing Solution or Processing Solution for precision application

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	

COLOR WHEEL

