REDKEN
5TH AVENUE NYC

HAIRCOLOR
IS THE NEW MAKEUP

SHADES EQ
ARE YOU READY TO
#GLOSSITUP

GLOSS IT UP
NO COMMITMENT. YOUR COLOR, JUST BETTER.

REDKEN
5TH AVENUE NYC

GLOSS IT UP WITH SHADES EQ!

THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

BENEFITS:

1. Act like a top coat to your hair. It helps to lock in moisture, protect condition of hair and seal your color so it can last longer.
2. Contain wheat **amino-acids** for healthy-looking, conditioned result.
3. **No ammonia, acidic pH** to prevent swelling and cuticle damage.

FOR HAIR WITH HEALTHY CONDITION AND UP TO 100% MORE SHINE*

* than before coloring. Improvement in shine is shade dependent.

CUT & GLOSS

COMPLETE YOUR LOOK WITH A GLOSS

APPROX. 30 MINS

Gloss it up with Shades EQ with up to 100% healthy shine! Get a fresh top coat of shine in 20 minutes!

BEFORE : AFTER

Dull hair → → 100% shine

APPLICATION
Apply Shades EQ glossing solution on dry / towel-dried hair and leave it for 20 minutes. Rinse and wash off.

COLOR BOOST SERVICE

COMPLETE YOUR LOOK WITH A INSTA-WORTHY HAIR

APPROX. 30 MINS

Fight flat colors and add dimension to your prized hair crown now. Refresh your hair color with Shades EQ that contains long lasting colorants to achieve vibrant hair color that fades on tone.

BEFORE / AFTER

Root Regrowth

Dull Mid-length

Faded Tips

Retouched Roots

Multi-Dimensional Mid-length

Vibrant Tips

COLOR PERM / STRAIGHTENING SERVICE

Kiss your newly permed / straightened hair with a boost of color reflect, letting you walk out of the salon with a fabulous hair shine and color. After every Shades EQ service, hair is restored to a healthy pH balance with up to 100% more shine than before coloring.

FRESHLY PERMED HAIR BEFORE COLOR BOOST SERVICE

FRESHLY PERMED HAIR AFTER COLOR BOOST SERVICE

Uneven Hair Tone Mid-length

Dull and Sensitized Tips

Vibrant and Even Color Tone Mid-length

100% Shine Tips

APPLICATION
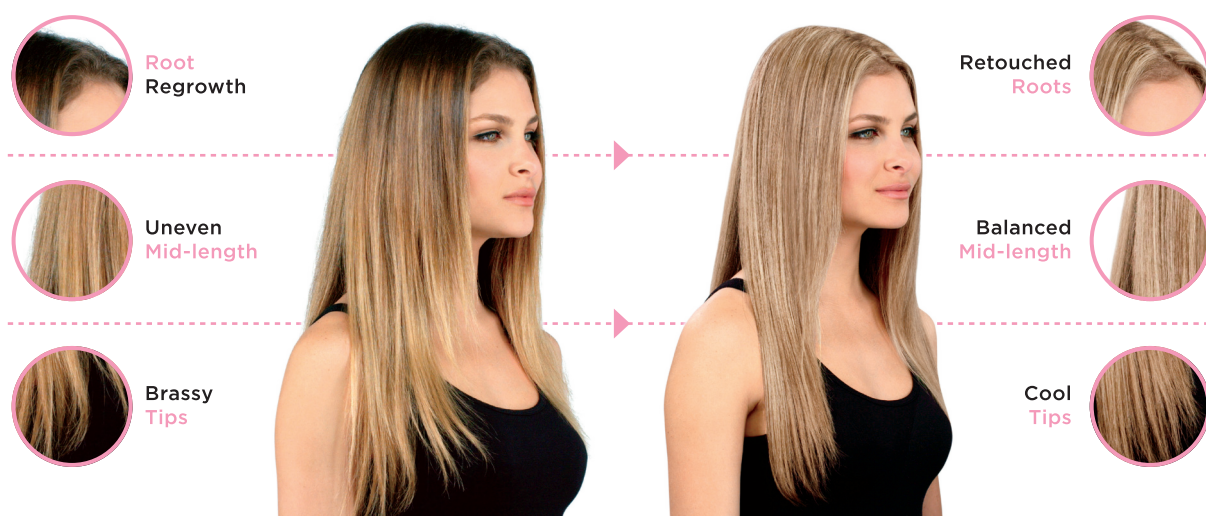Apply Shades EQ on dry / towel-dried and leave it for 20 minutes. Rinse and wash off.

TONE & GLAZE

APPROX. 30 MINS

Looking to regain the hue from your previous ash hair color or to beat the brassiness? Shades EQ is the ultimate tool to:

• Tone down or intensify natural or color-treated hair
• Glaze natural or color-treated hair
• Correct uneven, brassy or overly vibrant tones
• Blend 50% gray with a sheer result

BEFORE / AFTER

Root
Regrowth

Uneven
Mid-length

Brassy
Tips

Retouched
Roots

Balanced
Mid-length

Cool
Tips

APPLICATION

Refresh and renew faded mid-lengths and tips with Shades EQ, and retouch roots regrowth section with permanent color.