

		BLACK TO GRAY BACKGROUND COLOR							BROWN TO TAN BACKGROUND COLOR														NO BACKGROUND COLOR											
TONE		SILVER/BLUE	GREEN/YELLOW	BLUE	BLUE/PEARL	BLUE/VIOLET	BLUE/VIOLET	BLUE/VIOLET	BLUE/GREEN	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	ORANGE/ORANGE	COPPER/RED	RED	RED/RED	RED/VIOLET	VIOLET/ROSE	VIOLET	VIOLET/VIOLET		
LEVEL OF DEPOSIT	10 ULTRA PALE BLONDE	07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.																																
		010T Titanium Platinum & Bonder Inside	010NA Natural Marble Bonder Inside	010P Pearl Ivory Pearl & Bonder Inside	010N Natural Delicate Natural & Bonder Inside	010AG Ash Gold Misty Beige Bonder Inside	010NB Neutral Brown Blonde Caramel Cloud Bonder Inside	010VG Violet Gold Baby Bonder Inside	010NW Natural Warm Iced Piña Bonder Inside	010GI Gold Iridescent Tahitian Sand & Bonder Inside	010G Gold Lemon Icing Bonder Inside	010WG Warm Gold Honey Gold Bonder Inside	010VV Violet Lavender Ice & Bonder Inside																					
	9 VERY LIGHT BLONDE	09T Chrome & Bonder Inside	09NA Mist	09P Opal Glow & Bonder Inside	09N Café au Lait & Bonder Inside	09AG Glossy Greige Bonder Inside	09NB Irish Crème	09VG Iridescence	09NW Cream Soda	09GI Hamptons	09GB Butter Cream	09G Vanilla Crème	09AA Papaya	09RB Blush	09VRo Rosé	09V Platinum Ice & Bonder Inside																		
	8 LIGHT BLONDE	08T Silver	08GN Ivy	08VB Violet Frost	08NA Volcanic	08N Mojave	08VG Gilded Taupe	08GI St. Barths	08GG Gold Dip	08WG Golden Apricot	08C Cayenne	08CR Sunrise	08VRo Rose Quartz	08V Iridescent Quartz																				
	7 MEDIUM BLONDE	07T Steel	07VB Violet Star	07NA Pewter	07P Mother of Pearl	07M Driftwood	07Nch Fondue Bonder Inside	07N Mirage	07AG Smokey Beige Bonder Inside	07NB Chestnut	07NW Milk Tea	07GB Butterscotch	07G Saffron	07C Curry	07CB Spicestone	07CC Urban Fever	07RR Flame	07V Crushed Amethyst																
	6 DARK BLONDE	06T Iron	06GN Moss	06ABn Brown Smoke	06VB Violet Lagoon	06NA Granite	06Nch Ganache Bonder Inside	06N Moroccan Sand	06NB Brandy	06GI Tenerife	06GB Toffee	06G St. Tropez	06GG Midas Touch	06WG Mango	06AA Bonfire	06CB Amber Glaze	06RB Cherry Cola	06CR Sunset	06R Rocket Fire	06RR Blaze	06VRo Mauve Rose	06RV Sangria	06V Cosmic Violet											
	5 LIGHT BROWN					05NA Smoke	05N Walnut	05NW Macchiato	05G Caramel																									
	4 MEDIUM BROWN			04ABn Dark Roast	04NA Storm Cloud	04M Smoked Cedar	04Nch Dark Chocolate Bonder Inside	04N Chicory	04NB Maple																									
	3 DARK BROWN								03N Espresso	03NB Mocha Java	03NW Cocoa Bean	03G Cinnamon	03A Terra Cotta	03RB Mahogany	03R Roxy Red	03RV Merlot	03V Orchid																	
	2 DARKEST BROWN			02ABn Cool Ebony		02M Midnight Ash																												
	1 BLACK			01B Onyx																														
PASTELS/KICKERS/CLEAR		000 Crystal Clear & Bonder Inside	Pastel Silver Green	Pastel Aqua Blue																														
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, 09, or 010 light level shades																																
		Yellow Kicker														Orange Kicker							Red Kicker							Violet Kicker				
		Key Technology Ⓢ Shade contains R5 red dye																																

SHADES EQ BONDER INSIDE

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



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 15 minutes with plastic cap under a pre-heated warm dryer. Remove cap and cool for 5 minutes room temperature.
LIGHTER COLOR DEPOSIT, POROUS HAIR	Process for the full recommended time at room temperature. <ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> All shades are mixed in a 1:1 ratio, 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, 09, or 010 light level shades.

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	

TYPES OF SHADES EQ BACKGROUNDS

Shades EQ Gloss has three distinct backgrounds for every salon need: black to gray, brown to tan, and no background.

- BLACK TO GRAY**
Provides the cool foundation needed to diminish warmth
- BROWN TO TAN**
Provides the foundation needed for balanced, natural results
- NO BACKGROUND**
Pure reflect shades that provide vibrant, true-to-tone results

LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND COLOR			BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR	
	SILVER/BLUE	BLUE/VIOLET	BLUE/VIOLET	BLUE/MAHOAGANY	BLUE/VIOLET	BLUE/GOLD	RED/VIOLET	VIOLET/GOLD	GOLD	GOLD/VIOLET	YELLOW	YELLOW/ORANGE	VIOLET	VIOLET VIOLET	
10 ULTRA PALE BLONDE	TITANIUM 010T Platinum Bonder Inside	NATURAL ASH 010NA Marble Bonder Inside	PEARL 010P Ivory Pearl Bonder Inside	NATURAL CHOCOLATE 010N Delicate Natural Bonder Inside	NATURAL 010AG Misty Beige Bonder Inside	ASH GOLD 010NB Caramel Cloud Bonder Inside	NEUTRAL BROWN BLONDE 010VG Baby Bonder Inside	VIOLET GOLD 010NW Iced Piña Bonder Inside	NATURAL WARM 010GI Tahitian Sand Bonder Inside	GOLD 010G Lemon Icing Bonder Inside	GOLD/VIOLET 010WG Honey Gold Bonder Inside	WARM GOLD 010VV Lavender Ice Bonder Inside	VIOLET 010V Platinum Ice Bonder Inside	VIOLET VIOLET	
9 VERY LIGHT BLONDE	09T Chrome Bonder Inside	09P Opal Glow Bonder Inside		09N Café au Lait Bonder Inside	09AG Glossy Greige Bonder Inside								09V Platinum Ice Bonder Inside		
8 LIGHT BLONDE															
7 MEDIUM BLONDE															
6 DARK BLONDE															
5 LIGHT BROWN															
4 MEDIUM BROWN															

000
Crystal Clear
Bonder Inside