

		BLACK TO GRAY BACKGROUND COLOR						BROWN TO TAN BACKGROUND COLOR														NO BACKGROUND COLOR													
LEVEL OF DEPOSIT	TONE	SILVER/BLUE	GREEN/YELLOW	BLUE	BLUE/PEARL	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	GOLD/ROSE	ORANGE/ORANGE	COPPER/RED	RED	RED/RED	RED/VIOLET	VIOLET/ROSE	VIOLET	VIOLET/VIOLET			
		TITANIUM	GREEN NATURAL	BLUE	ASH BROWN	VIOLET BLUE	NATURAL ASH	PEARL	MATTE	NATURAL CHOCOLATE	NATURAL	ASH GOLD	NEUTRAL BROWN BLONDE	VIOLET GOLD	NATURAL WARM	GOLD IRIDESCENT	GOLD BEIGE	GOLD	GOLD GOLD	WARM GOLD	COPPER	AUBURN/AUBURN ACCENT	COPPER BROWN	RED BROWN	GOLD/ROSE	COPPER COPPER	COPPER RED	RED	RED RED	RED VIOLET	VIOLET ROSE	VIOLET	VIOLET VIOLET		
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		010T Platinum & Bonder Inside	010NA Marble Bonder Inside	010P Ivory Pearl & Bonder Inside	010N Delicate Natural & Bonder Inside	010AG Misty Beige Bonder Inside	010NB Caramel Cloud Bonder Inside	010VG Baby & Bonder Inside	010NW Iced Piña Bonder Inside	010GI Tahitian Sand & Bonder Inside	010G Lemon Icing Bonder Inside	010WG Honey Gold Bonder Inside	010AA Butternut Bonder Inside	010GRo Sparkling Wine Bonder Inside	010VV Lavender Ice & Bonder Inside												
		09T Chrome & Bonder Inside	09B Sterling	09NA Mist	09P Opal Glow & Bonder Inside	09M Sand Dunes	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	09GRo Blush Spritz Bonder Inside	09CR Summer Sunshine Bonder Inside	09VrO Rosé	09V Platinum Ice & Bonder Inside	09VV Lilac 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	08GRo Golden Fizz Bonder Inside	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	07AA Turmeric Bonder Inside	07CB Spicestone	07GRo Golden Fizz Bonder Inside	07CC Urban Fever	07RR Flame	07V Crushed Amethyst															
6 DARK BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.	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														
5 LIGHT BROWN					05NA Smoke			05N Walnut		05NW Macchiato		05G Caramel		05C Chili		05RB Manzanita	05CC Electric Shock			05RV Sangria	05V Cosmic Violet														
4 MEDIUM BROWN				04ABn Dark Roast	04NA Storm Cloud		04M Smoked Cedar	04NCh Dark Chocolate Bonder Inside	04N Chicory	04NB Maple		04WG Sun Tea		04CB Clove			04RV Cabernet	04VRo Violet Rose																	
3 DARK BROWN	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.							03N Espresso	03NB Mocha Java	03NW Cocoa Bean		03G Cinnamon		03AA 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 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.		000 Crystal Clear & Bonder Inside	Pastel Silver Green																																
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																																			



SHADES EQ BONDER INSIDE

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



LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND COLOR			BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR			
	SILVER/BLUE	BLUE/VIOLET	BLUE/VIOLET	BLUE/MAHOGANY	BLUE/VIOLET	BLUE/GOLD	RED/VIOLET	VIOLET/GOLD	GOLD	GOLD/VIOLET	YELLOW	YELLOW/ORANGE	ORANGE/RED	GOLD/ROSE	COPPER/RED	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	WARM GOLD 010WG Honey Gold Bonder Inside	AUBURN/AUBURN ACCENT 010AA Butternut Bonder Inside	GOLD/ROSE 010GRo Sparkling Wine Bonder Inside	COPPER/RED 010VV Lavender Ice Bonder Inside	VIOLET 010VV Lavender Ice Bonder Inside	VIOLET/VIOLET 010VV Lavender Ice Bonder Inside	
9 VERY LIGHT BLONDE	09T Chrome Bonder Inside	09P Opal Glow Bonder Inside	09N Café au Lait Bonder Inside	09AG Glossy Greige Bonder Inside									09GRo Blush Spritz Bonder Inside	09CR Summer Sunshine Bonder Inside	09V Platinum Ice Bonder Inside	09VV Lilac Ice Bonder Inside	
8 LIGHT BLONDE																	
7 MEDIUM BLONDE				07NCh Fondue Bonder Inside	07AG Smokey Beige Bonder Inside								07AA Turmeric Bonder Inside	07GRo Golden Fizz Bonder Inside			
6 DARK BLONDE				06NCh Ganache Bonder Inside													
5 LIGHT BROWN																	
4 MEDIUM BROWN				04NCh Dark Chocolate Bonder Inside													
CLEAR	000 Crystal Clear Bonder Inside																

KEY TECHNOLOGY:
Shade contains Rubilane

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

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 for 15 minutes with plastic cap under a preheated warm dryer. Remove cap and cool for 5 minutes at 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 of 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, Level 9, or Level 10 shades.

TRADITIONAL LEVEL SYSTEM

LEVEL	NEUTRAL 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	

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