

SHADE CHART

THE HAIRCOLOR
BREAKTHROUGH
BEYOND GRAY COVERAGE

2X FORTIFIED* 2X SMOOTHER HAIR**

NEW CHROMATICS BEYOND COVER
AGE-DEFYING PERMANENT COLOR. ZERO AMMONIA.

... Leaves hair 2X smoother than before coloring

* Haircolor System with 20 Volume Oil in Cream Developer and Redken Hair Cleansing Cream Shampoo vs. uncolored hair treated with a non-conditioning shampoo

STYLING:

2 oz. 20 vol. CHROMATICS Oil in Cream Developer

1 oz. 5CR (5.46) CHROMATICS Beyond Cover +

1 oz. 7CR (7.46) CHROMATICS Beyond Cover +

2 oz. 20 vol. CHROMATICS Oil in Cream Developer

2 oz. 4BR (4.56) CHROMATICS Beyond Cover

BASE FORMULA:

NATURAL LEVEL 3 DARK BROWN

COVER MODEL:

2 oz. 20 vol. CHROMATICS Oil in Cream Developer

1 oz. 5CR (5.46) CHROMATICS Beyond Cover +

1 oz. 7CR (7.46) CHROMATICS Beyond Cover +

2 oz. 20 vol. CHROMATICS Oil in Cream Developer

Step 1: On damp hair, apply satinwear 02 prepping blow dry lotion and comb through. For body and fullness, layer with aerate 08 bodyfying cream-mousse.

Step 2: Make a deep part and blow-dry with a vent brush, directing the hair away from the face.

Step 3: Finish with shine flash 02 glistening mist, to enhance the shine of CHROMATICS Beyond Cover.

For more information: Redken.com

Technical Assistance: 1-800-423-5280

Redken Exchange: 1-800-545-8157

Certification Programs: Redken.com

Redken Distributor Locator: 1-800-542-7256

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TAKE GRAY COVERAGE TO THE NEXT LEVEL

NEW CHROMATICS Beyond Cover infuses every strand with high-fashion color plus argan oil, protein extracts, ceramides and antioxidants. Hair looks younger and feels healthier, while pre-blended shades make mixing quick and easy. It's the first fashion-focused haircolor created especially for clients with 75% or more gray.

- ZERO AMMONIA, ZERO ODOR
- 100% GRAY COVERAGE
- PRE-BLENDED SHADES FOR HAIR WITH 75% OR MORE GRAY



PRE-SERVICE STEPS

PRE-SERVICE BEST PRACTICES

- Before you begin any chemical service...
- Precisely follow package instructions for haircolor, lightener and texture products
- Wear suitable gloves for all applications
- Perform necessary patch tests as outlined in the directions
- Utilize protective smocks or capes for you and your clients during the service

HOW TO PERFORM THE SKIN ALLERGY TEST

- Remove earrings. Behind the ear and using a cotton-bud apply a little of the unmixed colorant product sufficient to cover an area of 1 to 2 cm² (e.g. the size of a small coin). Re-apply allowing it to dry between applications. Carefully reseal the colorant container.
- Leave for 48 hours without washing, covering or touching. If during this period you or your client notice any abnormal reactions, such as itching, redness or swelling in or around the test area, DO NOT APPLY THE PRODUCT.

STRAND TEST

CHROMATICS may be readily accepted by porous hair that has been chemically treated or damaged from environmental exposure or heat styling. Always conduct a preliminary strand test to determine how the hair will accept color. Apply CHROMATICS to a small section of hair and process 35 minutes; adjust the formula accordingly.

ADDITIONAL REDKEN PRODUCTS

Redken offers advanced in-salon treatments plus a complete collection of haircare and styling products to enhance your talents:

REDKEN CHEMISTRY

Customized in-salon services help you treat and transform every client's hair—while increasing your revenue.



HAIRCARE

Scientifically advanced, benefit-driven shampoos, conditioners and treatments deliver simple solutions to hair's specific needs.



NATURE'S RESCUE

Paraben-free, sulfate-free and silicone-free haircare essentials remove impurities and buildup while providing an instant ocean escape.



STYLING

Runway-worthy stylers help you achieve any look from sleek to textured, subtle to extreme.



REDKEN FOR MEN

High-performance groomers including haircare, styling and the industry's first professional haircolor for men to create effortless styles.



NEW CURVACEOUS

Complete collection of haircare and styling products specially formulated to bring out the best in every curl.



HOW CHROMATICS BEYOND COVER MEETS THE NEEDS OF GRAY HAIR

ODS² + PROTEIN EXTRACT & ARGAN TECHNOLOGY

As hair goes gray it can become wiry and unmanageable, losing its youthful look. CHROMATICS Beyond Cover targets the issues that affect graying hair and offers the perfect solution.



BEFORE:
Gray hair can be dry, brittle and weak, plus lacking in luster and shine

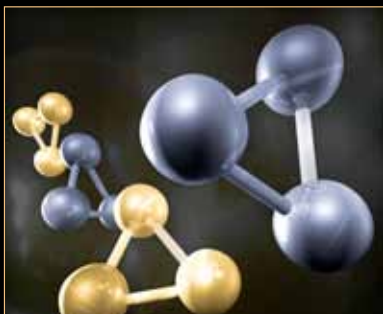


AFTER:
Hair is 2X fortified* and 2X smoother**, with reflective shine, silky smoothness and multi-dimensional, high-fashion color

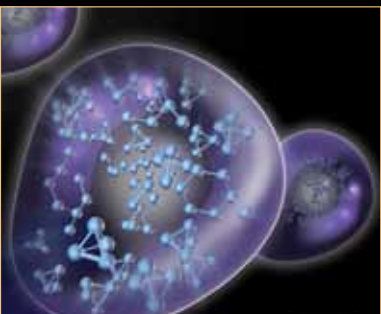
CHROMATICS Beyond Cover is formulated with argan oil, ceramides and antioxidants acai and vitamin E to specifically target the needs of 75–100% gray hair. The exclusive ODS² + Protein Extract and Argan Technology leaves hair 2X fortified* and 2X smoother** than before coloring, with long-lasting condition and respect for hair's natural lipid balance.



ARGAN OIL



GERAMIDES + PROTEIN EXTRACTS



ANTIOXIDANTS ACAI + VITAMIN E

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** Leaves hair 2X smoother than before coloring

REDKEN HAIRCOLOR COLLECTION



CHROMATICS

Prismatic Permanent Color. Zero Ammonia.

- Revolutionary ODS² (Oil Delivery System) + Protein Extract Technology leaves hair 2X fortified*
- Advanced zero ammonia, zero odor formula offers the ultimate in comfort for stylists and clients
- Up to 100% gray coverage
- 4D color results for ultimate gray coverage, multi-dimensional reflect, radiant shine and lasting vibrancy
- Stunning shades for unlimited color possibilities

CHROMATICS BEYOND COVER

Age-Defying Permanent Color

- Formulated specifically for clients with 75%–100% gray
- Offers 100% gray coverage and high-fashion, true-to-tone results
- ODS² + Protein Extract and Argan Technology to leave even the most brittle, wiry hair 2X fortified*, 2X smoother**
- Zero ammonia, zero odor
- Pre-blended shades to complement every skin tone

COLOR FUSION

Advanced Performance Color Cream

- 100% oxidative dyes deliver healthy-looking, multi-dimensional permanent haircolor results
- Use to lighten, darken, match natural color or cover gray
- Colorbond Technology™ locks in and protects color with intense conditioning and radiant shine
- Also includes Cover Fusion Low Ammonia 100% Coverage Color Cream for superior, naturally reflective coverage on hair that's over 50% gray
- Over 100 shades in 6 categories, including Cover Fusion and Color Fusion Extra Lift

SHADES EQ

Equalizing Conditioning Color

- *1 ammonia-free, long-lasting, acidic, liquid demi-permanent haircolor**
- Use to glaze, refresh, correct and blend gray
- Features acidic pH and wheat amino acids for healthy, shiny color with incredible conditioning
- Also includes *1 NEW haircolor Shades EQ Cream*** for superior gray blending with no-lift, no-ammonia acid pH technology and Shades EQ Cover Plus for up to 75% gray coverage with demi-permanent results
- Over 80 shades, including Shades EQ Cream and Shades EQ Cover Plus

COLOR GELS

Permanent Conditioning Haircolor

- Select Dye System contains 100% oxidative, UV-stable, long-lasting dyes, permanent liquid color resistant to fading
- Use for excellent gray coverage
- Contains protective wheat proteins and smoothing avocado oil
- Over 50 shades in 13 tonal families, plus Clear and Fashion Gels

REDKEN FOR MEN

COLOR CAMO

- Advanced ammonia-free, permanent dye technology with demi-permanent results offers 5 minute processing time
- Use to camouflage and blend gray
- Contains protein and quinoa oil for strength and shine
- 6 natural-looking shades in 2 families

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*** Behindthehair.com Stylist Choice Award Winner

