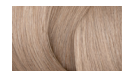
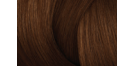
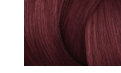
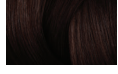
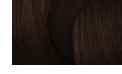
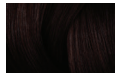


shades ALK

POWER OF A COLOR. CARE OF A GLOSS.

		BLACK-TO-GRAY BACKGROUND COLOR					BROWN TO TAN BACKGROUND COLOR							NO BACKGROUND COLOR				
LEVEL OF DEPOSIT	TONE	SILVER/BLUE	ASH/BLUE	BLUE/VIOLET	VIOLET	BLUE/GOLD	VIOLET/GOLD	BLUE/MAHOGANY	BLUE/VIOLET	BLUE/VIOLET	RED/VIOLET	GOLD/VIOLET	YELLOW	RED/ORANGE	ORANGE	RED	RED/VIOLET	
		TITANIUM	ASH BLUE	PEARL	VIOLET	ASH GOLD	VIOLET GOLD	NATURAL CHOCOLATE*	NATURAL ASH*	NATURAL*	NEUTRAL BROWN BLONDE*	GOLD IRIDESCENT*	GOLD	COPPER BROWN	COPPER	RED	RED VIOLET	
10 ULTRA PALE BLONDE	7, 8, 9 and 10 shades have the least amount of pigment to provide the lightest levels of deposit.	LIGHT SHADES																
9 VERY LIGHT BLONDE																		
8 LIGHT BLONDE																		
7 MEDIUM BLONDE																		
6 DARK BLONDE	4, 5 and 6 shades are described as medium in their level of deposit.	MEDIUM SHADES																
5 LIGHT BROWN																		
4 MEDIUM BROWN																		
3 DARK BROWN	1, 2 and 3 shades contain the greatest amount of pigment and deepest deposit.	DARK SHADES																
2 DARKEST BROWN																		
1 BLACK																		
Clear can be used alone to provide up to 1 level of lift without deposit or mixed with any other shade to dilute its tonal deposit. The level of deposit and intensity in any Shades ALK formula can be adjusted or lightened by mixing lighter shades with darker shades or by diluting the formula with Clear, 9, or 10 light level shades.																		

REDKEN
5TH AVENUE NYC

up to **75%** grey coverage¹

up to **8** weeks of vibrancy²

Visibly healthier hair in 1 use³

SELECTIVE SHADES AVAILABLE IN STORE, ALL SHADES AVAILABLE ONLINE

¹Expert assessment. ²Expert assessment after 32 washes. ³Instantly replenish and boost the 4 signs of healthy, youthful hair. Color, Shine, Condition & Vitality.