

The image displays three Wella Shinefinity hair care products against a solid pink background. On the left is a small, white tube of 'SHINEFINITY ZERO LIFT GLAZE' with a pink cap and a pink band near the bottom. In the center is a medium-sized, white bottle of 'SHINEFINITY ACTIVATOR' with a pink cap and a pink band. On the right is a large, white bottle of 'SHINEFINITY ACTIVATOR' with a pink cap and a pink band. All products feature the Wella logo and the Shinefinity brand name. The products are arranged in a slightly overlapping manner, with the tube in front of the medium bottle, and the large bottle to the right.

| If you like...<br><b>SHADES EQ<sup>1</sup></b> | you should try...<br><b>SHINEFINITY</b>          |
|------------------------------------------------|--------------------------------------------------|
| 010GI                                          | 09/13+00/00                                      |
| 010T                                           | 010/8                                            |
| 010N                                           | 010/0                                            |
| 010VV                                          | 010/8                                            |
| 09T                                            | 08/98+09/81                                      |
| 09B                                            | 09/81+00/89 (6:1)                                |
| 09P                                            | 09/81                                            |
| 09N                                            | 09/07+09/13                                      |
| 09NW                                           | 09/73+09/13                                      |
| 09NB                                           | 09/13                                            |
| 09NA                                           | 08/98+09/07                                      |
| 09GI                                           | 09/07                                            |
| 09GB                                           | -----                                            |
| 09G                                            | 09/3                                             |
| 09AA                                           | 08/34+09/36 (1:6)                                |
| 09RB                                           | 09/05                                            |
| 09V                                            | 09/61                                            |
| 09Vro                                          | 09/65                                            |
| 09M                                            | 07/12+00/00 (1:2)                                |
| 08T                                            | 09/07+07/81                                      |
| 08GN                                           | 09/02+06/02                                      |
| 08N                                            | 08/0                                             |
| 08NA                                           | 07/81+00/00 (3:1)                                |
| 08GI                                           | 09/13+08/38                                      |
| 08GG                                           | Color Touch <sup>3</sup> 8/3                     |
| 08WG                                           | -----                                            |
| 08C                                            | 08/34                                            |
| 08CR                                           | 08/34+07/34                                      |
| 08V                                            | 09/61+00/66 (6:1)                                |
| 08VB                                           | 07/81+00/89 (8:1)                                |
| 08Vro                                          | 09/65+07/75                                      |
| 07P                                            | 08/98+07/81                                      |
| 07T                                            | -----                                            |
| 07N                                            | 06/0+08/0                                        |
| 07NW                                           | -----                                            |
| 07NA                                           | 07/13+07/81 (3:1)                                |
| 07NB                                           | -----                                            |
| 07GB                                           | 06/07+09/07                                      |
| 07G                                            | 07/3                                             |
| 07C                                            | 07/34                                            |
| 07CB                                           | -----                                            |
| 07CC                                           | 07/34+ 08/34                                     |
| 07V                                            | 09/61+07/81                                      |
| 07RR                                           | -----                                            |
| 07VB                                           | 08/98+00/66+00/89 (8:1:1)                        |
| 07M                                            | 07/12                                            |
| 06T                                            | 07/81+08/8                                       |
| 06GN                                           | 06/02                                            |
| 06N                                            | 06/0                                             |
| 06NB                                           | 06/07                                            |
| 06NA                                           | 07/81+00/89 (4:1)                                |
| 06GI                                           | 06/73+08/38 (2:1)                                |
| 06GB                                           | 06/73+09/73 (2:1)                                |
| 06G                                            | -----                                            |
| 06GG                                           | -----                                            |
| 06WG                                           | -----                                            |
| 06AA                                           | 07/34                                            |
| 06CB                                           | 06/73+07/34                                      |
| 06CR                                           | -----                                            |
| 06R                                            | 07/59                                            |
| 06RB                                           | 07/59+06/73                                      |
| 06Vro                                          | 07/81+00/66+07/59 (8:1:1)                        |
| 06VB                                           | 07/81+00/66+00/89 (8:1:1)                        |
| 05N                                            | 04/0+06/0                                        |
| 05NA                                           | 05/98+06/71                                      |
| 05NW                                           | 05/37+09/73 (2:1)                                |
| 05NB                                           | 05/37                                            |
| 05V                                            | 05/98+06/6 (1:3)                                 |
| 05G                                            | 05/3                                             |
| 05C                                            | 05/43                                            |
| 05CB                                           | -----                                            |
| 05RV                                           | 05/43+00/66 (1:3)                                |
| 05CC                                           | Color Touch <sup>3</sup> 6/35+0/34 + 0/00(1:1:1) |
| 05RB                                           | -----                                            |
| 04N                                            | 04/0                                             |
| 04NB                                           | 04/07                                            |
| 04NA                                           | 04/07+05/98                                      |
| 04WG                                           | 05/37+04/07                                      |
| 04Vro                                          | 04/65+08/98 (2:1)                                |
| 04RV                                           | 04/65                                            |
| 03N                                            | Color Touch <sup>3</sup> 4/0                     |
| 03NW                                           | 04/07 + heat                                     |
| 03NB                                           | -----                                            |
| 03G                                            | Color Touch <sup>3</sup> 5/3+0/00 (2:1)          |
| 03A                                            | -----                                            |
| 03RB                                           | 04/07+04/65 (3:1)                                |
| 03R                                            | 04/65+05/43 (3:1) + heat                         |
| 03RV                                           | 04/65 +04/07 + heat                              |
| 03V                                            | Color Touch <sup>3</sup> 3/66                    |
| 1B                                             | 2/0                                              |
| 2ABN                                           | Color Touch <sup>3</sup> 3/0                     |
| 2M                                             | -----                                            |
| Pastel Pink                                    | 00/56                                            |

This comparison guide is designed to help support you when comparing **REDKEN SHADES EQ<sup>1</sup>** shades to **SHINEFINITY** shades.

Please note that every color brand has its own character and therefore color deviations could occur when switching from one brand to another.<sup>2</sup>

## DEPTH NUMBERING SYSTEM

|      |                                                                                     |                      |
|------|-------------------------------------------------------------------------------------|----------------------|
| 010/ |  | Lighest<br>Blonde    |
| 09/  |  | Very Light<br>Blonde |
| 08/  |  | Light<br>Blonde      |
| 07/  |  | Medium<br>Blonde     |
| 06/  |  | Dark<br>Blonde       |
| 05/  |  | Light<br>Brown       |
| 04/  |  | Medium<br>Brown      |

Depth

Major tone

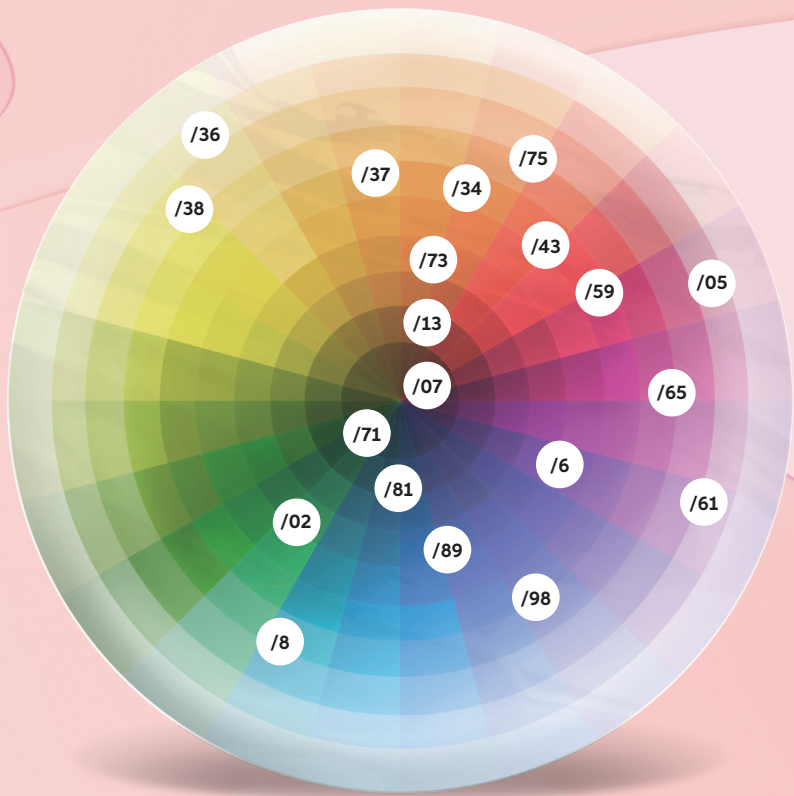
09/61

Minor tone

**“0” in front of the depth indicates:**  
translucency  
ZERO lift and  
ZERO damage

## TONE NUMBERING SYSTEM

|          |                                                                                       |                       |
|----------|---------------------------------------------------------------------------------------|-----------------------|
| /0 - /N  |    | Natural               |
| /1 - /A  |  | Ash (gray)            |
| /2 - /M  |  | Matte (green)         |
| /3 - /G  |  | Gold (yellow)         |
| /4 - /R  |  | Red (warm)            |
| /5 - /Rv |  | Mahogany (red/violet) |
| /6 - /V  |  | Violet (cool)         |
| /7 - /W  |  | Brown (warm)          |
| /8 - /P  |  | Pearl (blue)          |
| /9 - C   |  | Cendre (soft violet)  |



OPTIMIZED FOR  
BOTTLE USE



EXAMPLE :  
60 g SHINEFINITY + 60 g Bottle activator

OPTIMIZED FOR BRUSH  
AND BOWL USE



EXAMPLE :  
60 g SHINEFINITY + 60 g Brush & Bowl activator

# MIXING GUIDELINES

## CHOOSE YOUR ACTIVATOR!

**Bowl and brush activator** for precision or **Bottle activator** for speed.

Develop up to **20 min.**



**When fully developed** add some water and emulsify the color to avoid any skin staining.

**Shampoo the hair**, no post color treatment is needed. Use conditioner if the hair requires.



Expect softer result on towel-dried hair and shorter development times without compromising on color result.

<sup>1</sup>REDKEN and SHADES EQ are registered trademarks of L'Oreal USA Creative, Inc.

<sup>2</sup>The following color recommendations should only be viewed as a shade direction guide

<sup>3</sup>Color Touch shades should be used with Color Touch emulsion 1:2