LIGHT UP YOUR CLIENTS' STYLE WITH A SPLASH OF COLOR

NEW SPLASHLIGHTS

FROM THE STREETS OF NEW YORK #SPLASHLIGHTS

TECHNIQUE GUIDE

REDKEN

5TH AVENUE NYC

LIGHT UP ANY STYLE WITH A SPLASH OF COLOR

DISCOVER NEW
SPLASHLIGHTS

Spring/Summer 2014's hottest new haircolor trend is inspired by **spotlight effects** from the music and fashion scene. Imagine a **beam of light shining on the hair**…fabrics that shimmer with a band of brilliance…high-gloss lips and nails with a **light-reflective finish**.

With **Splashlights** you can **amplify the look of light** to create a range of special effects for every client, from a **splash of color at the roots** to a **halo of light at the lengths** and more. Try it today and **put your client's haircolor in the spotlight**.

· Customizable for every client
· From bold to natural-looking color
· For long or short hairstyles
· Brings out your client's best features

THE COLORISTS
OF SPLASHLIGHTS

REDKEN ARTIST JUSTIN ISAAC
LOOK CREATED: Crownlights

Based in Los Angeles, **Justin Isaac** has been a Redken Artist since 1998. Known throughout the industry as one of the most creative colorists today, he has an ability to breakdown advanced techniques by painting a visual picture for everyone to feel the vibe. He's traveled the globe (South Africa, Thailand, Mexico, Chile, Singapore, Japan and many more) to share his passion for haircolor and inspire fellow stylists.


REDKEN ARTIST LAUREN HAGEN
LOOK CREATED: Fringelights

From her home base in Philadelphia, **Lauren Hagen** travels extensively to educate stylists on both color and design, for a full palette of inspiration. A part of the Redken family for 11 years, her unique craftsmanship and unparalleled enthusiasm helps inspire stylists everywhere to create amazing looks for their clients. Lauren is a great example of maintaining peak performance while expanding her expertise through specialized and advanced education.

DISCOVER THE FOUR
HIGH-IMPACT
LOOKS OF SPLASHLIGHTS

CROWNLIGHTS

A splash of color at the roots—great for clients who want a bold and unique look

BEFORE   AFTER
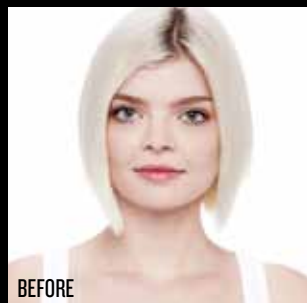
My style is eclectic—modern and vintage. I'm a performer, so my look is constantly changing. With this color I can do a classic wave or something more modern and punk. It definitely turns heads… even when I'm just walking down the street I feel like I'm in the spotlight!

WORN BY: Annie, comedian

SPOTLIGHTS

A band of light woven through the mid-lengths—ideal for clients who want a natural look

BEFORE   AFTER

My typical day includes sewing, designing and sketching. I'm busy, so having color that's low maintenance is a priority. I love to try new things, and I get so much inspiration from the bright lights of the city. I wanted my haircolor to match that.

WORN BY: Germaine, fashion designer

FRINGELIGHTS

A shimmer of brilliance at the fringe—perfect for drawing attention to eyes and cheekbones

BEFORE   AFTER

My personal style changes a lot…casual, hippie, sometimes refined. This look changes in the light so you can see the connection. It's prismatic and multifaceted.

WORN BY: Francesca, concert pianist & songwriter

BOLDLIGHTS

A bold band of color at the mid-lengths—great for framing the face with precise color placement

BEFORE   AFTER

Music is my passion. A typical day for me includes listening to music, getting ready for a gig at a new venue, and getting music together for a mix. This color is so fun…it really pops. It's for any girl who wants to be seen!

WORN BY: Traci, DJ

TURN THE PAGE

for **Splashlights** techniques and formulas for all haircolors—and visit **Redken.com** for 4 new how-to Splashlights videos, plus more looks and inspiration from **Redken Education On Demand!**

CROWNLIGHTS

COLOR FORMULAS

OPTION 1: Chromatics

FORMULA 1
· 1 oz. 3Vv (3.22) **Chromatics**
· 1 oz. 5Vv (5.22) **Chromatics**
· 2 oz. 10 volume **Chromatics Oil in Cream** Developer

FORMULA 2
· 1 part 5Vv (5.22) **Chromatics**
· 12 parts **Chromatics** Clear mixed with equal parts
  10 volume **Chromatics Oil in Cream** Developer

OPTION 2: Shades EQ Cream

FORMULA 1
· 2 oz. 04V Rich Iris **Shades EQ Cream**
· 2 oz. 10 volume **Pro-oxide** Cream Developer

FORMULA 2
· 1 part 06V Fresh Lavender **Shades EQ Cream**
· 10 parts **Shades EQ Cream** Clear mixed in
  equal parts with 10 volume **Pro-oxide** Cream Developer

Crownlights are my choice for a client looking to shatter the rules when it comes to having roots. This look makes a statement and adds softness to faces with angular features.

REDKEN ARTIST JUSTIN ISAAC
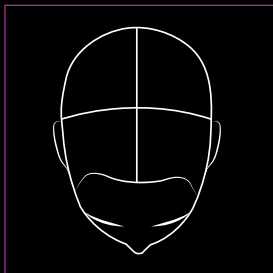
STEP 1:
Separate the sides of the head by taking a center parting from the front to the back.

STEP 2:
From the top of the head, take a vertical parting that moves to the top of the left ear. Repeat on the right side.
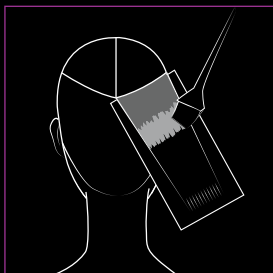
STEP 3:
Subdivide both side sections using a horizontal line at the crown. Use corner of eyes as a guideline. Leave out the bottom section.

STEP 4:
Starting in the left back corner, use a diagonal back line from the side section to the center back. Repeat on right side. Leave out bottom sections.
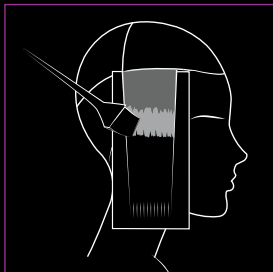
STEP 1:
Starting on the sides and working from bottom to top, take your first ¼" horizontal slice and place it on foil. Apply **Formula 1** to Zone 1. Beginning just below this application, apply **Formula 2** into Zone 2.

STEP 2:
Using a dry brush, gently blur **Formula 1** and **2** together. With a separate dry brush, gently blur **Formula 2** into Zone 2 of your section. Cover this section with foil and take your next ¼" slice down onto foil and continue to work from bottom to top, repeating Steps 1 and 2 as you go. Complete section. Repeat on the opposite side.

STEP 3:
Starting in the back corner and working from bottom to top, take your first ¼" diagonal back slice and place it on foil. Using the same application method

STEP 4:
Process at room temperature for 20 minutes. (For **Chromatics**, process at room temperature for 35 minutes.) Shampoo with **Color Extend**. Follow with **Redken Chemistry**.

Apply **align 12 protective smoothing lotion** evenly throughout damp hair. Use a Denman type brush to smooth the roots and mid-length. To create movement and soft roundness at the ends, introduce a round brush, using horizontal placement until completely dry.

Finish with **quick dry 18 instant finishing spray** for long-lasting hold.

1. This look is best on Square, Diamond, Triangle, Inverted Triangle and Oval face shapes. Since this technique will draw the eye upward, it's best to avoid placement on Oblong face shapes.

2. For best results, extend the root shade about 2" from root. Any less will look like a darkened root, and any longer will start to resemble ombre.

3. Contrast is most natural with 2 levels difference between shades. More contrast will yield more dramatic results. Brighter formulas will avoid appearing like "hot roots" and appear more intentional.

4. **Crownlights** works best on hairstyles with longer layers to give more reflection and show off extension.

CROWNLIGHTS FORMULAS FOR EVERY HAIRCOLOR

Want to customize this look? Use these alternative formulas on any haircolor client, from blondes to brunettes.

	BLONDE	RED	BRUNETTE
CHROMATICS	**NATURAL LEVEL 7** **Zone 1:** · 2 oz. 6G (6.3) **Chromatics** · 2 oz. 10 vol. **Chromatics** Oil in Cream Developer **Zones 2 & 3:** · 2 oz. 10Ig (10.23) **Chromatics** · 2 oz. 30 vol. **Chromatics** Oil in Cream Developer	**NATURAL LEVEL 5** **Zone 1:** · 2 oz. 5C (5.4) **Chromatics** · 2 oz. 10 vol. **Chromatics** Oil in Cream Developer **Zones 2 & 3:** · 1 oz. 8Cg (8.43) **Chromatics** · 1 oz. 7C (7.4) **Chromatics** · 2 oz. 30 vol. **Chromatics** Oil in Cream Developer	**NATURAL LEVEL 3** **Zone 1:** · 2 oz. 3N (3) **Chromatics** · 2 oz. 10 vol. **Chromatics** Oil in Cream Developer **Zones 2 & 3:** · 2 oz. 5Ago (5.13) **Chromatics** · 2 oz. 20 vol. **Chromatics** Oil in Cream Developer
COLOR FUSION	**NATURAL LEVEL 7** **Zone 1:** · 2 oz. 6Gg **Color Fusion** · 2 oz. 10 vol. **Pro-oxide** Cream Developer **Zones 2 & 3:** · 1 oz. 10N **Color Fusion** · 1 oz. 10Gb **Color Fusion** · 2 oz. 30 vol. **Pro-oxide** Cream Developer	**NATURAL LEVEL 5** **Zone 1:** · 2 oz. 4C **Color Fusion** · 2 oz. 10 vol. **Pro-oxide** Cream Developer **Zones 2 & 3:** · 1 oz. 7Cr **Color Fusion** · 1 oz. 7Cc **Color Fusion** · 2 oz. 20 vol. **Pro-oxide** Cream Developer	**NATURAL LEVEL 3** **Zone 1:** · 2 oz. 3N **Color Fusion** · 2 oz. 10 vol. **Pro-oxide** Cream Developer **Zones 2 & 3:** · 2 oz. 6Ab **Color Fusion** · 2 oz. 30 vol. **Pro-oxide** Cream Developer

SPOTLIGHTS

NATURAL LEVEL 8 WITH PREVIOUSLY HIGHLIGHTED HAIR

COLOR FORMULAS

FORMULA 1
· 2 oz. 6Bc **Color Fusion**
· 2 oz. 20 volume **Pro-oxide** Cream Developer

FORMULA 2
· 1 oz. 8Gr **Color Fusion**
· 1 oz. 10N **Color Fusion**
· 2 oz. 20 volume **Pro-oxide** Cream Developer

FORMULA 3
· 2 oz. 7Bc **Color Fusion**
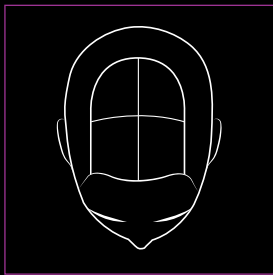· 2 oz. 10 volume **Pro-oxide** Cream Developer

Sexy and soft are the words that come to mind when I think of **Spotlights**. This is a great concept for clients who want to try something original and sophisticated.

REDKEN ARTIST LAUREN HAGEN

STEP 1:
Create a horseshoe-shaped section using the corner of the eyes as a reference point and extend to just below the crown area.

STEP 2:
Subdivide the top section into quadrants by using a vertical line, using the back of the ears as reference points. Separate the left from the right by using a center part.
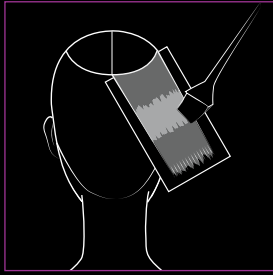
STEP 1:
Apply **Formula 1** globally to all hair below the horseshoe section
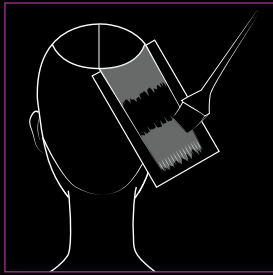
STEP 2:
Standing in the center back and working from bottom to top, start in the top corner back section and take a ¼" slice and place on a foil. Apply **Formula 1** to Zone 1, **Formula 2** to Zone 2, and **Formula 3** to Zone 3.

STEP 3:
Using a dry brush, gently blur each Formula together using vertical strokes.

HOT TIP:
Make sure to wipe excess product off your brush with a towel between each section you are blurring. Cover section with foil. Continue to drop down sections and over-direct. Complete section. Repeat steps on opposite side and for both front sections.

STEP 4:
Process at room temperature for 35–45 minutes. Shampoo with **Color Extend**. Follow with **Redken Chemistry**.

Apply **satinwear 02 prepping blow-dry lotion** throughout damp hair and blow dry. Use a paddle brush to smooth the root area and mid-lengths in the direction you want the hair to lay, then use a round brush on the ends until hair is completely dry.

Finish with **fashion work 12 versatile hairspray**.

1. This look is best on Circle, Oblong, Square and Oval face shapes.

2. Analyze your client's features to decide where to best place the lighter portions. Remember, light extends design. Focus on the eye and jawbone areas as perimeters.

3. Best on longer, layered hairstyles to enhance the design.

4. For best results, maintain complementary tones for formulas. Contrast should be created from placement vs. formulas.

5. Best on straight to wavy hair types. Avoid placement on curly hair.

SPOTLIGHTS FORMULAS FOR EVERY HAIRCOLOR

Want to customize this look? Use these alternative formulas on any haircolor client, from blondes to brunettes.

		BLONDE	RED	BRUNETTE
CHROMATICS		**NATURAL LEVEL 7**	**NATURAL LEVEL 5**	**NATURAL LEVEL 3**
		Zones 1 & 3: · 2 oz. 6NW (6.03) **Chromatics** · 2 oz. 10 vol. **Chromatics Oil in Cream** Developer	**Zones 1 & 3:** · 2 oz. 6R (6.6) **Chromatics** · 2 oz. 10 vol. **Chromatics Oil in Cream** Developer	**Zones 1 & 3:** · 2 oz. 2N (2) **Chromatics** · 2 oz. 10 vol. **Chromatics Oil in Cream** Developer
		Zone 2: · 2 oz. 10Av (10.12) **Chromatics** · 2 oz. 30 vol. **Chromatics Oil in Cream** Developer	**Zone 2:** · 1 oz. 8G (8.3) **Chromatics** · 1 oz. 8Gr (8.36) **Chromatics** · 2 oz. 30 vol. **Chromatics Oil in Cream** Developer	**Zone 2:** · 2 oz. 6Vr (6.26) **Chromatics** · 2 oz. 30 vol. **Chromatics Oil in Cream** Developer
COLOR FUSION		**NATURAL LEVEL 7**	**NATURAL LEVEL 5**	**NATURAL LEVEL 3**
		Zones 1 & 3: · 2 oz. 6Gb **Color Fusion** · 2 oz. 10 vol. **Pro-oxide** Cream Developer	**Zones 1 & 3:** · 2 oz. 6Rr **Color Fusion** · 2 oz. 10 vol. **Pro-oxide** Cream Developer	**Zones 1 & 3:** · 2 oz. 2N **Color Fusion** · 2 oz. 10 vol. **Pro-oxide** Cream Developer
		Zone 2: · 2 oz. 10Ab **Color Fusion** · 2 oz. 30 vol. **Pro-oxide** Cream Developer	**Zone 2:** · 2 oz. 8Gr **Color Fusion** · 2 oz. 30 vol. **Pro-oxide** Cream Developer	**Zone 2:** · 2 oz. 6Mv **Color Fusion** · 2 oz. 30 vol. **Pro-oxide** Cream Developer

FRINGELIGHTS

COLOR FORMULAS

FORMULA 1
· 2 scoops **Flash Lift** Maximum Power Lightening Powder
· 2 oz. 30 volume **Pro-oxide** Cream Developer

FORMULA 2
· 2 oz. 4Vr (4.26) **Chromatics**
· 2 oz. 20 volume **Chromatics Oil in Cream** Developer

FORMULA 3
· 2 oz. 6Rr (6.66) **Chromatics**
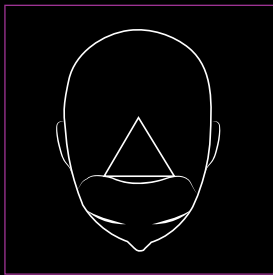· 2 oz. 30 volume **Chromatics Oil in Cream** Developer

Fringelights are a way for me to add my signature to a great cut and color. This technique also allows me to create some roundness to the face, which is great for people who struggle with hard lines in their face shape.
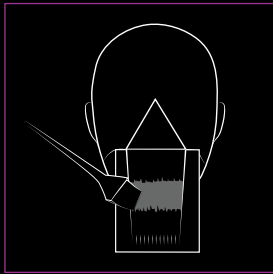
REDKEN ARTIST LAUREN HAGEN

STEP 1:
Create a triangle section from the corner of each eye extending to the high point of the head.

STEP 1:
Start by working within the triangle section from the front of the head to the back, taking ¼" slices into foils. Apply **Formula 1** to Zone 2 only. Complete section. Process at room temperature to pale yellow, or up to 50 minutes. Shampoo with **Color Extend**. Dry hair.
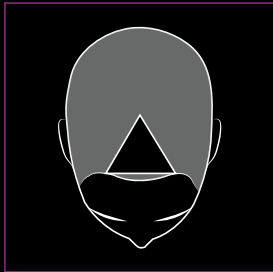
STEP 2:
Apply **Formula 2** globally to all hair outside of the triangle section.
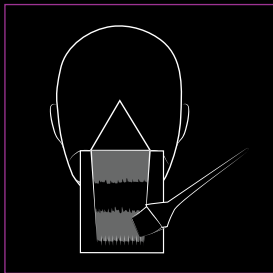
STEP 3:
In the triangle section, apply **Formula 2** to Zones 1 and 3, and **Formula 3** to the pre-lightened Zone 2. Complete section. Process at room temperature for 35 minutes. Shampoo with **Color Extend**. Follow with **Redken Chemistry**.

Apply **duo shield 07 color protecting gel-cream** to towel-dried hair. Use wrapping technique to smooth lengths until hair is completely dry.

Finish with **control addict 28 extra high-hold hairspray** for ultimate brushable hold.

1. This look is best on Diamond, Triangle, Oblong and Oval face shapes. The placement with draw the eye from side to side, which will distract from weak chin areas.

2. Width of contrast section should be approx. 1 ½–2". There should be approx. 1 ½" of darker hair towards the ends of the fringe.

3. Keep in mind that if you're trimming the fringe after the service, allow extra length to prevent cutting off part of your color technique. Or better yet, consider cutting first!

FRINGELIGHTS FORMULAS FOR EVERY HAIRCOLOR

Want to customize this look? Use these alternative formulas on any haircolor client, from blondes to brunettes.

	BLONDE	RED	BRUNETTE
CHROMATICS	**NATURAL LEVEL 7** **All-over:** · 2 oz. 7Ago (7.13) **Chromatics** · 2 oz. 10 vol. **Chromatics Oil in Cream** Developer **Fringelights:** · 2 oz. 9Gi (9.32) **Chromatics** · 2 oz. 20 vol. **Chromatics Oil in Cream** Developer	**NATURAL LEVEL 5** **All-over:** · 2 oz. 5Cr (5.46) **Chromatics** · 2 oz. 10 vol. **Chromatics Oil in Cream** Developer **Fringelights:** · 1 oz. 8Gb (8.31) **Chromatics** · 1 oz. 8G (8.3) **Chromatics** · 2 oz. 30 vol. **Chromatics Oil in Cream** Developer	**NATURAL LEVEL 3** **All-over:** · 2 oz. 3NW (3.03) **Chromatics** · 2 oz. 10 vol. **Chromatics Oil in Cream** Developer **Fringelights:** · 2 oz. 6Gm (6.35) **Chromatics** · 2 oz. 30 vol. **Chromatics Oil in Cream** Developer
COLOR FUSION	**NATURAL LEVEL 6 DARK BLONDE** **All-over:** · 2 oz. 8Gb **Color Fusion** · 2 oz. 20 vol. **Pro-oxide** Cream Developer **Fringelights:** · 2 oz. 10N **Color Fusion** · 2 oz. 30 vol. **Pro-oxide** Cream Developer	**NATURAL LEVEL 5 LIGHT BROWN** **All-over:** · 2 oz. 3Br **Color Fusion** · 2 oz. 10 vol. **Pro-oxide** Cream Developer **Fringelights:** · 1 ¾ oz. 6Rr **Color Fusion** · ¼ oz. Red **Hi-Fusion** · 2 oz. 20 vol. **Pro-oxide** Cream Developer	**NATURAL LEVEL 3 DARK BROWN** **All-over:** · 2 oz. 3Gb **Color Fusion** · 2 oz. 20 vol. **Pro-oxide** Cream Developer **Fringelights:** · 2 oz. 5Cr **Color Fusion** · 2 oz. 20 vol. **Pro-oxide** Cream Developer

BOLDLIGHTS

NATURAL LEVEL 3 DARK BROWN

COLOR FORMULAS

HIGHLIGHT FORMULA
· 2 scoops **Flash Lift** Maximum Power Lightening Powder
· 2 oz. 30 volume **Pro-oxide** Cream Developer

GLAZE FORMULA
· 1 oz. 08GG Gold Dip **Shades EQ Gloss**
· 1 oz. 000 Crystal Clear **Shades EQ Gloss**
· 2 oz. **Shades EQ Gloss** Processing Solution

Boldlights are my go-to look for my clients who want to 'step away from ombre' and have something fresh. The amount of customization with this technique allows me as a stylist to add length or width to any face shape.

REDKEN ARTIST JUSTIN ISAAC

COLOR SECTIONING

STEP 1:
Separate the sides of the head by taking a center parting from the front to the back.

STEP 2:
From the top of the head, take a vertical parting that moves to the top of the left ear. Repeat on the right side.

STEP 3:
Subdivide both side sections using a horizontal line at the temple. Leave out the bottom sections.

STEP 4:
Starting in the left back corner, use a diagonal back line from the side section to the center back. Repeat on right side. Leave out bottom sections.

COLOR APPLICATION
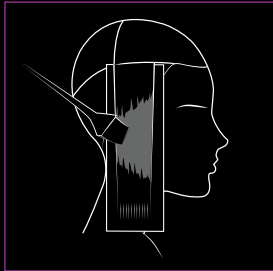
STEP 1:
Starting on the sides and working from bottom to top, take your first ¼" horizontal slice and place it on foil. Apply **Highlight Formula** to Zone 2 using downward stokes from highest point at the corner of the eye, creating a diagonal back angle with your application. From the lowest point next to the side of the lip, apply **Highlight formula** using upward strokes, creating a diagonal forward angle as you apply. The color should appear to go from wide to narrow as you move from the front to the back of the head. Continue to drop down ¼" horizontal slices and do not cover sections with foil as you go up, instead using previous application as a visual guide. Complete section. Repeat on opposite side.
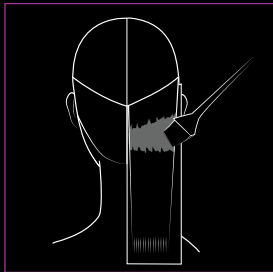
STEP 2:
Starting in the back corner and working from bottom to top, take your first ¼" diagonal back slice and place it on foil. Using the same application method as Step 1, work your way up the section using both your previous application and the side sections as a guide, continuing to go from wide to narrow. Complete section. Repeat on opposite back corner.

STEP 3:
Process at room temperature until pale yellow, or up to 50 minutes. Shampoo with **Color Extend**. Dry hair. Apply **Glaze formula** scalp to ends and process at room temperature for 20 minutes. Shampoo with **Color Extend**. Follow with the appropriate **Redken Chemistry** treatment.

FINISH

Apply **guts 10 volume spray foam** to towel dried hair. Allow hair to dry naturally.

For added texture, apply **iron shape 11 thermal protecting spray** to dry hair and use a Marcel iron to create loose waves.

BOLDLIGHTS TIPS

1. This look is best on Oblong, Square, Inverted Triangle and Oval face shapes. The lightness will add the missing width needed on these face shapes.

2. Consider clients' facial features when designing placement. It's best to have the top of the line near the eye area, and the bottom of the line near the lip area.

3. For more natural-looking results, contrast should be approximately 2 levels lighter than base color. More contrast will yield more dramatic results.

4. Choosing contrasting tones is another method to create drama. Consider a cool shade as the focus on a warmer base.

BOLDLIGHTS FORMULAS FOR EVERY HAIRCOLOR

Want to customize this look? Use these alternative formulas on any haircolor client, from blondes to brunettes.

	BLONDE	RED	BRUNETTE
CHROMATICS	**NATURAL LEVEL 7** **Zones 1 & 3:** · 2 oz. 8Ig (8.23) **Chromatics** · 2 oz. 10 vol. **Chromatics Oil in Cream** Developer **Zone 2:** · 2 oz. 10G (10.3) **Chromatics** · 2 oz. 20 vol. **Chromatics Oil in Cream** Developer	**NATURAL LEVEL 5** **Zones 1 & 3:** · 2 oz. 4Rr (4.66) **Chromatics** · 2 oz. 10 vol. **Chromatics Oil in Cream** Developer **Zone 2:** · 1 oz. 6R (6.6) **Chromatics** · 1 oz. 6Gr (6.36) **Chromatics** · 2 oz. 20 vol. **Chromatics Oil in Cream** Developer	**NATURAL LEVEL 3** **Zones 1 & 3:** · 2 oz. 4N (4) **Chromatics** · 2 oz. 10 vol. **Chromatics Oil in Cream** Developer **Zone 2:** · 2 oz. 6NW (6.03) **Chromatics** · 2 oz. 30 vol. **Chromatics Oil in Cream** Developer
COLOR FUSION	**NATURAL LEVEL 7** **Zones 1 & 3:** · 2 oz. 8Gb **Color Fusion** · 2 oz. 10 vol. **Pro-oxide** Cream Developer **Zone 2:** · 2 oz. 10N **Color Fusion** · 2 oz. 30 vol. **Pro-oxide** Cream Developer	**NATURAL LEVEL 5** **Zones 1 & 3:** · 2 oz. 4Rr **Color Fusion** · 2 oz. 10 vol. **Pro-oxide** Cream Developer **Zone2:** · 1 oz. 7R **Color Fusion** · 1 oz. 7Cr **Color Fusion** · 2 oz. 20 vol. **Pro-oxide** Cream Developer	**NATURAL LEVEL 3** **Zones 1 & 3:** · 2 oz. 4N **Color Fusion** · 2 oz. 10 vol. **Pro-oxide** Cream Developer **Zone 2:** · 2 oz. 6Gb **Color Fusion** · 2 oz. 30 vol. **Pro-oxide** Cream Developer

#SPLASHLIGHTS

GET INSPIRED. BE PART OF IT.
REDKEN.CA | 1.866.9.REDKEN

REDKEN
5TH AVENUE NYC