CONVERSION GUIDE

REDKEN → MYDENTITY

#mydentity @GUY_TANG

REDKEN SEMI	#MYDENTITY SEMI
West Village Sunset	Phoenix Fire
East Village Violet	Lavender Lust
City Ballet Pink	Pink Diamond
Electric Orchid	Violet Sorcery
Broadway Blue	Blue Mystique
Midtown Magenta	Magenta Magic
Indigo Skyline	Lavender Lust + Purple Raven
Yellow Cab	Lightening Bolt
High Line Green	Green Aurora
Times Square Teal	Ocean Reign
Chelsea Coral	Cosmic Coral + 1 drop Crimson Spell
Brooklyn Blue	Arctic Blue
Big Apple Red	Crimson Spell
City Beats Clear	Sheer Power

REDKEN DEMI	#MYDENTITY DEMI
6T	6SS
9T	8SS
O9B	10SS
07P	6SS + Crystal Clear
09P	8SS + Crystal Clear
09N	10NI
08N	8NI
06N	6NI
05N	5NI
09NB	Naked Glow 9 + 10NI
07NB	Naked Glow 8 + 8NI
06NB	Naked Glow 7 + 7NI
9GB	Naked Glow 9
7GB	Naked Glow 8

REDKEN DEMI	#MYDENTITY DEMI
6GB	Naked Glow 7
8WG	Golden Sand
7MV	Naked 7
8MV	Naked 8
6R	6RR
05RV	6MR
09V	10A
09RB	Naked Blush 9 + Naked 10
09AA	Naked Glow 9 + 5g 7CRC
8C	Naked Glow 9 + 10g 7CRC
7C	Naked Glow 9 + 15g 7CRC
5C	Naked Glow 8 + 5g 7CRC
07CB	Naked Glow 7 + 5g 7CRC
1B	1MB
B Booster	Aqua Blue Booster
V Booster	Ultra Violet Booster
Crystal Clear	Crystal Clear

REDKEN PERM	#MYDENTITY PERM
5T	Shadow Ash 5
6T	Shadow Ash 6
7T	Shadow Ash 7
9T	Shadow Ash 9
3VR	6MR + 1/4 3MV
5VR	5MR
3RV	5MR
5RV	5MR + 6MR
6RV	6MR
4RR	6RR + 4NI
6RR	6RR

REDKEN PERM	#MYDENTITY PERM
4R	6RR + 7GG +4NI
5R	6RR + 7GG + 5NI
6R	6RR + 7GG
7R	6RR + 7GG + Naked Glow 8
6CR	7GG + 7CRC
7CR	7GG + 6CRC
4MV	5BB
6MV	5BB + 9RG
7MV	8BB + 9RG
4BR	5BB + 6RR + 4NI
5BR	5BB + 6RR
4BC	5BB + 10g 6CRC + 10g 5NI
5BC	5BB + 10g 6CRC
6BC	5BB + 10g 7CRC
7BC	7BB + 10g 7CRC
8GR	8GI + 5g 10RG
5GC	6NI + 7GG + 5g 7CRC
7GC	7NI + 7GG + 5g 7CRC
5GO	6NI + Naked Glow 8 + 5g 7CRC
7GO	7NI + Naked Glow 8 + 5g 7CRC
5GG	7GG + 6NI
6GG	7GG + 7NI
7GG	7GG
3GB	3NI +7GG
4GB	4NI + 7GG
5GB	6NI + 7GG
6GB	7NI + 7GG
7GB	8GI + 7GG
8GB	8GI
9GB	10IG + 8GI
10GB	10IG
2N	1NI + 3NI
3N	4NI

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#mydentity™ @GUY_TANG

REDKEN PERM	#MYDENTITY PERM
4N	5NI
5N	6NI
6N	7NI
7N	8NI
8N	9NI
9N	9NI +10NI
10N	10NI
7AV	8A
9AV	8A +10A
1AB	1MB
4AB	Shadow Ash 5
6AB	Shadow Ash 6
8AB	Shadow Ash 7
10AB	Shadow Ash 9
4AG	Wicked Shadow 5
5AG	Wicked Shadow 5
6AG	Wicked Shadow 5 + 10g Wicked Shadow 8
7AG	Wicked Shadow 5 + Wicked Shadow 8
8AG	Wicked Shadow 8
9AG	Shadow Ash 10
4RB	5BB + 6RR + 4NI
6BR	5BB + 6RR
5CB	5BB + 10g 7CRC
4BV	5BB + 5g 3MV
6BV	7BB+ 5g 3MV
9GV	10IG + 5g 8DL
10GV	10DL + 10IG
9VG	10IG + 5g 8DL
8VA	8DL
9AV	8A +10A
7AA	Shadow Ash 7

REDKEN PERM	#MYDENTITY PERM
2NA	1NI + 3NI
4NA	4NI
6NA	6NI
8NA	8NI
3NN	3NI
4NN	4NI + 7GG
5NN	5NI + 7GG
6NN	6NI + 7GG
7NN	8NI + 7GG
8NN	9NI + 7GG
9NN	10NI + Naked Glow 9
5NGB	6NI + 7GG
7NGB	8GI + 7GG
9NGB	10IG + 8GI
5NGI	5NI + 8GI
7NGI	10IG + 5G 7GG
9NGI	10IG + 9NI
7NG	7GG + 8NI
9NG	7GG + 10NI
6NGC	6NI + 7GG + 5g 7CRC
8NGC	8NI + 7GG + 5g 7CRC
4NBC	5BB + 15g 6CRC + 5NI
6NBC	6NI + 5BB + 10g 7CRC
5NCR	5NI + 7GG + 10g 6CRC
7NCR	7NI + 7GG + 10g 6CRC
4NBR	5NI + 5BB + 15g 6RR
6NBR	6NI + 5BB + 6RR

CONVERSION GUIDE
KENRA COLOR → MYDENTITY

#mydentity @GUY_TANG

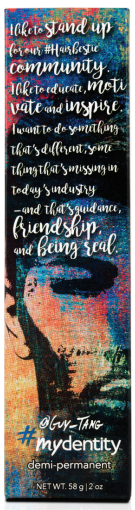
#Mydentity by Guy Tang offers an assortment of **pre-blended**, completely **customizable** color designed with ultimate creativity in mind! Create shades that enable you to easily recreate the most iconic, but also natural, wearable salon looks. #Mydentity color is created by your #hairbestie Guy Tang to be true to tone and more opaque! **Miru-Style X-HP™** delivers x-treme heat protection—**up to 232°C**— to radically reduce the damaging effects of thermal styling. **Advanced VibraRiche™** technology for hair color provides two times the shine — that shine, though! Exclusive **Keratin & Argan Seed Oil Blend** ensures hair is protected and conditioned. YASSS #hairbesties!

PERMANENT



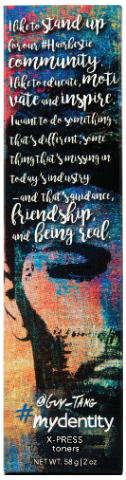
#Mydentity Permanent (1:1) hair color offers **100% gray coverage** in the NI series, which has a cool base to control any unwanted warmth—no hot roots! Get long-lasting results with these rich pre-blended shades, which can be used on their own or intermixed. Recreate iconic hair color with our **fashion shades** such as CRC or RR, which offer tones that will shine and never brown out! The permanent line covers all the core shades without being redundant so you can have total creative control to customize your clients' hair color to create countless looks.

DEMI-PERMANENT



#Mydentity Demi-Permanent (1:2) shades are formulated without ammonia, sitting at an **average pH of 6.9**. This closes the cuticle and will ensure you will never break the base. No PARANORMAL HAIRTIVITY situations! #Hairbesties will create hair that will look and feel healthy with **added shine** from **VibraRiche™** technology. Get that SHINE BAND! Create many custom looks with these intermixable shades, including my **signature shades ROSE GOLD, SILVER SMOKE and LAVENDER LUST** for beautiful tones. From blending grays to having built-in heat protection, every client will enjoy their color as it evolves.

DEMI-PERMANENT



#Hairbesties, our intermixable five-minute **X-PRESS Toners (1:2)** were created for quick, damp application. These are great for **instant toning** and layering for **added pigment**, increasing **longevity**. You all know I love X-PRESS Toners. My fave is Eclipse! These seven shades will give you a full range of options that will not break the base! These toners sit at a level 9, except for Eclipse, which sits at a level 6. **#Hairbestie Tip:** Eclipse is the perfect quick SHADOW ROOTAGE.

PERMANENT



Dual Booster Color Max has unique tones to customize, boost, **correct or neutralize** both Permanent or Demi-Permanent shades. They also can be used for direct application for a more impactful color.

SEMI-PERMANENT



Super Power Direct Dyes offer maximum longevity and depth like no other. All shades can be intermixed, used on their own for extremely pigmented color or added to **Vibrant Pastel direct dyes** to customize shades for any individual. These **vibrant tones** have a consistency that will allow easy application and **great spreadability**. This line offers the full range without having to stock numerous shades.

{#Hairbestie Tip: Our color boxes are color coordinated for ease of use! White box = **Perm**, Black box = **Demi**, and Colorful boxes = **Semi}**

SEMI-PERMANENT

