

THE SALON CENTRIC EDUCATION PLAYBOOK

REDKEN
EDUCATION

LIVED IN GRAY BLENDING

FACE-FRAMING & HALO CONTOURING GUIDE

Gain a better understanding of demi-color. Acidic demi does not have the cuticle shift needed to blend early grays. Resistant grays often have compact, wiry cuticles that require slightly deeper pigment placement. This is where alkaline demi becomes the stylist's go-to. Alkaline demi, like Shades ALK sits at a slightly higher pH, allowing gentle cuticle lift so pigment can anchor deeper into the hair.

LEARN ABOUT:

- Soft gray blending and diffused coverage.
- Root shadows and natural-looking depth
- Gripping resistant or coarse strands
- Longevity without permanent commitment



Stylists need both demi families in their toolkit—just for different reasons. Alkaline demi handles gray blending, root diffusions, and situations where a richer, longer-lasting deposit is needed. Acidic demi, Shades EQ, elevates everything around it. Create tone refinement, color maintenance, and seamless mid-to-ends blending.

When used together—alkaline at the roots, acidic on the lengths—the result is dimensional, healthy, and modern. It gives clients exactly what they want: soft-focus gray concealment and a polished finish, all without locking them into a permanent color routine. The future of early gray services isn't choosing one demi over the other—it's mastering both.

HAIRCOLOR

IN STUDIO EDUCATION

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