

redken conversion chart

redken conversion chart is an essential tool for hairstylists and beauty professionals working with Redken hair color products. Understanding this chart allows for accurate color formulation, ensuring the desired hair color results are achieved efficiently and consistently. The Redken conversion chart provides a clear guide to converting hair color levels, tones, and developers, making it indispensable for those who want to master the art of hair coloring using Redken's extensive product line. This article will explore what the Redken conversion chart is, how to read and interpret it, and its practical applications in hair color formulation. Additionally, the discussion will include tips for using the chart effectively in professional settings and common challenges that can be addressed with this resource. By the end, readers will have a comprehensive understanding of how to utilize the Redken conversion chart to optimize hair color services and meet client expectations.

- Understanding the Redken Conversion Chart
- How to Read the Redken Conversion Chart
- Applications of the Redken Conversion Chart in Hair Coloring
- Tips for Using the Redken Conversion Chart Effectively
- Common Challenges and Solutions with Redken Color Formulation

Understanding the Redken Conversion Chart

The Redken conversion chart is a reference guide designed to help professionals translate hair color levels and tones into precise formulas. It simplifies the process of mixing Redken hair color products by providing a standardized system for understanding how different shades and developers interact. This tool is particularly useful when transitioning between hair color levels or when trying to achieve a specific tone on various hair bases. The chart typically includes information about the color level system (ranging from lightest to darkest), the underlying pigments, and how these factors influence hair color outcomes.

Purpose and Importance

The primary purpose of the Redken conversion chart is to ensure consistency and accuracy in hair color application. Hair color results depend heavily on the correct interpretation of natural hair levels and the appropriate use of color formulas. Without a conversion chart, it can be challenging to predict how a color

will develop on different hair types or levels. The chart helps eliminate guesswork by offering a scientific approach to color formulation.

Components of the Chart

Typically, the Redken conversion chart includes:

- Hair color levels, usually numbered from 1 (black) to 10 (lightest blonde)
- Underlying pigment tones associated with each level
- Recommended mixing ratios for developers and color products
- Color correction guidelines and formulation tips

How to Read the Redken Conversion Chart

Reading the Redken conversion chart involves interpreting the relationship between hair color levels, underlying tones, and the chosen hair color formula. Understanding these elements allows professionals to customize color mixes tailored to individual clients' hair conditions and desired results.

Identifying Hair Color Levels

The first step in using the conversion chart is identifying the natural or existing hair color level. Redken uses a numbering system where 1 represents the darkest black and 10 the lightest blonde. Knowing the starting point is essential because the level determines the pigment base beneath the surface color, which influences how the final shade will appear.

Understanding Underlying Pigments

Each hair color level has an underlying pigment that emerges when hair is lightened or processed. For example, level 5 hair has a warm red-orange base, while level 7 has a yellow-orange base. The Redken conversion chart provides this critical information, enabling professionals to anticipate unwanted tones and adjust formulas accordingly.

Formulating with Developers

Developers, or oxidizing agents, activate hair color products and determine the lightening or deposit effect. The chart often includes recommendations for developer volumes (10, 20, 30, or 40 volume) based on the desired lift or deposit. Using the correct developer strength ensures optimal color lift and longevity while minimizing hair damage.

Applications of the Redken Conversion Chart in Hair Coloring

The practical utility of the Redken conversion chart extends across various hair coloring techniques, from single-process colors to complex color corrections. It serves as a foundation for achieving precision in hair color services.

Single-Process Color Application

In single-process coloring, the goal is to either lift or deposit color in one step. The Redken conversion chart helps stylists determine the appropriate color level and developer strength to reach the target shade on the client's natural hair level without over-processing.

Highlights and Lowlights

When performing highlights or lowlights, understanding how color levels and underlying pigments interact is critical. The conversion chart guides the selection of lightener strength and color toners to achieve seamless blending and natural-looking dimension.

Color Correction

Color correction is one of the most challenging aspects of hair coloring. The Redken conversion chart assists in analyzing the current hair color and selecting formulas that neutralize unwanted tones or balance uneven color. This reduces the risk of further damage and ensures a successful correction process.

Tips for Using the Redken Conversion Chart Effectively

Maximizing the benefits of the Redken conversion chart requires attention to detail and practical knowledge. The following tips can enhance accuracy and client satisfaction.

- **Assess Hair Condition:** Always evaluate the client's hair health and porosity before selecting a

formula.

- **Use Precise Measurements:** Follow recommended mixing ratios for developers and color products to maintain consistency.
- **Consider Previous Color:** Take into account any existing color treatments that may affect the outcome.
- **Perform Strand Tests:** Conduct preliminary strand tests to preview results and adjust formulas if needed.
- **Update Knowledge Regularly:** Stay informed about new Redken product lines and updates to conversion charts.

Common Challenges and Solutions with Redken Color Formulation

Despite the guidance provided by the Redken conversion chart, professionals may encounter challenges during hair coloring. Understanding these common issues and how to address them can improve results.

Unwanted Warm Tones

Warm or brassy tones often appear during lightening processes due to underlying pigments. Utilizing the conversion chart to select appropriate toners or neutralizing shades can mitigate these effects and achieve cooler or more neutral results.

Insufficient Lift

If the hair does not lift to the desired level, it may be due to incorrect developer volume or formula strength. The chart's recommended developer levels serve as a reliable guide to prevent under-processing.

Over-Processing and Damage

Excessive processing can cause damage and breakage. The Redken conversion chart encourages the use of the lowest effective developer strength and proper timing to protect hair integrity while achieving color goals.

Uneven Color Results

Uneven results may stem from inconsistent application or not accounting for varying hair porosity. Combining the chart's formulation advice with thorough hair analysis ensures uniform color distribution.

Frequently Asked Questions

What is the Redken conversion chart used for?

The Redken conversion chart is used to help hairstylists and consumers accurately convert hair color levels, tones, and formulas between different Redken color lines or systems.

Where can I find the official Redken conversion chart?

The official Redken conversion chart can typically be found on Redken's professional website, in their product guides, or through authorized Redken distributors and salons.

How do I use the Redken conversion chart to match hair color levels?

To use the Redken conversion chart, identify your current hair color level and desired result, then reference the chart to find the corresponding Redken color formula or shade that matches or achieves your target tone and level.

Does the Redken conversion chart include both permanent and demi-permanent colors?

Yes, the Redken conversion chart usually includes information for both permanent and demi-permanent color lines to help users select the correct product based on their coloring needs.

Can the Redken conversion chart help with gray coverage?

Yes, the Redken conversion chart can assist in selecting formulas that provide optimal gray coverage by showing the appropriate color levels and formulations designed for covering gray hair effectively.

Is the Redken conversion chart suitable for at-home use?

While the Redken conversion chart is designed primarily for professional stylists, knowledgeable consumers can use it to better understand product selection, but it is recommended to consult a professional for best results.

How often is the Redken conversion chart updated?

The Redken conversion chart is typically updated whenever Redken releases new color products or reformulates existing ones, so it is important to check for the latest version on their official platforms.

Additional Resources

1. *Understanding the Redken Conversion Chart: A Comprehensive Guide*

This book offers an in-depth explanation of the Redken Conversion Chart, making it easier for hairstylists to translate color levels and tones accurately. It covers the fundamentals of hair color theory, how to read and apply the chart, and practical tips for achieving desired results. Ideal for both beginners and experienced colorists, it emphasizes precision and consistency in hair coloring.

2. *Mastering Hair Color with Redken: Conversion Chart Techniques*

Focused on practical application, this book walks readers through the step-by-step process of using the Redken Conversion Chart in salon settings. It includes real-world case studies, troubleshooting advice, and techniques to customize color formulas for various hair types. The book aims to enhance color correction skills and boost client satisfaction.

3. *The Art and Science of Redken Color Conversion*

Exploring the balance between creativity and chemistry, this book delves into the science behind Redken's color conversion system. It explains the role of pigment levels, undertones, and formulation adjustments using the chart. Hairstylists will gain a clearer understanding of how to predict and control hair color outcomes.

4. *Redken Color Chart Explained: A Practical Handbook for Stylists*

This concise handbook breaks down the Redken Conversion Chart into easy-to-understand sections with visual aids and color swatches. It is designed as a quick reference guide for salon professionals who want to improve their color matching and formulation accuracy. The book also includes tips on how to adapt the chart for different hair textures and conditions.

5. *From Levels to Tones: Navigating the Redken Conversion Chart*

A detailed exploration of how hair color levels and tones work together within the Redken system, this book helps stylists interpret the chart with confidence. It provides exercises and comparison charts to help readers see the nuances between similar shades. The book is perfect for those looking to deepen their technical knowledge of hair coloring.

6. *Color Correction Made Simple with Redken Conversion Chart*

This guide focuses specifically on using the Redken Conversion Chart for effective color correction. It addresses common issues such as unwanted brassiness, uneven color, and faded tones. Readers will learn how to select the right formulas and corrective shades to restore hair to its ideal color state.

7. *The Redken Conversion Chart: A Tool for Creative Colorists*

Geared towards creative professionals, this book encourages experimentation with the Redken Conversion Chart to develop unique color looks. It highlights how the chart can be a springboard for mixing unconventional shades and achieving artistic effects. The book also includes inspirational color projects and client consultation strategies.

8. *Professional Hair Coloring with Redken: Using the Conversion Chart Effectively*

A comprehensive manual for salon professionals, this book covers the entire hair coloring process with a focus on Redken's conversion chart. It includes sections on client assessment, formula creation, application techniques, and post-color care. The goal is to help stylists deliver consistent and vibrant results every time.

9. *The Science Behind Hair Color: Understanding Redken's Conversion Chart*

This book takes a scientific approach to hair coloring, explaining how Redken's conversion chart is rooted in color theory and hair structure. It includes detailed explanations of pigment behavior, color fading, and the impact of different hair treatments. Ideal for those who want a deeper technical understanding of how to manipulate hair color effectively.

Redken Conversion Chart

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Decoding the Redken Shades EQ Gloss Conversion Chart: A Comprehensive Guide for Hair Color Professionals

This ebook provides a detailed exploration of the Redken Shades EQ Gloss conversion chart, a crucial tool for hair colorists aiming to achieve precise and predictable results when using this popular demi-permanent color line. Understanding this chart is paramount for maintaining color consistency, avoiding unwanted tones, and ultimately satisfying clients. This guide will demystify the chart's complexities, offering practical tips and techniques for successful color formulation and application.

Ebook Title: Mastering the Redken Shades EQ Gloss Conversion Chart: A Stylist's Guide to Precision Coloring

Contents:

Introduction: Understanding Shades EQ Gloss and its Unique Properties

Chapter 1: Deconstructing the Conversion Chart: A Deep Dive into Color Codes and Formulas

Chapter 2: Mastering Level System and Tone: Interpreting the Numerical and Letter Codes

Chapter 3: Creating Custom Shades EQ Gloss Formulas: Practical Exercises and Troubleshooting

Chapter 4: Advanced Techniques: Achieving Specific Color Corrections and Transformations

Chapter 5: Case Studies: Real-world Examples of Shades EQ Gloss Applications and Results

Chapter 6: Maintaining Color Vibrancy: Tips for Aftercare and Client Education

Conclusion: Building Confidence and Expertise with Shades EQ Gloss

Detailed Outline Explanation:

Introduction: This section introduces the reader to Redken Shades EQ Gloss, highlighting its key characteristics (demi-permanent, low-ammonia formula, etc.) and its position within the broader Redken color system. It sets the stage for understanding the importance of the conversion chart.

Chapter 1: Deconstructing the Conversion Chart: This chapter delves into the structure of the conversion chart itself. It explains the numerical system used to represent levels (lightness/darkness), and the letter codes for different tone families (e.g., N for natural, V for violet, R for red, etc.). It will break down how these codes translate to specific color results.

Chapter 2: Mastering Level System and Tone: This chapter focuses on the practical application of the level system and tone codes. It explains how to interpret the chart to determine the correct formula for achieving a desired level and tone. It covers topics like understanding underlying pigments and how they interact with the Shades EQ Gloss.

Chapter 3: Creating Custom Shades EQ Gloss Formulas: This is a hands-on chapter providing step-by-step instructions for creating custom Shades EQ Gloss formulas. It will cover mixing ratios, considering target levels and tones, and working with different color families to achieve various effects. It includes practical exercises and troubleshooting tips for common problems.

Chapter 4: Advanced Techniques: This chapter covers advanced techniques like color correction, neutralizing unwanted tones, and achieving specific color transformations using Shades EQ Gloss. It explores techniques like lowlighting, highlighting, and toning using the chart.

Chapter 5: Case Studies: This chapter presents real-world examples of Shades EQ Gloss applications and results. It showcases successful color transformations, demonstrating the practical use of the conversion chart in different hair scenarios and client needs. Each case study will detail the process, formulas used, and final results.

Chapter 6: Maintaining Color Vibrancy: This chapter focuses on post-application care and client education. It provides tips for maintaining the vibrancy and longevity of Shades EQ Gloss colors, including product recommendations and advice on proper hair care routines.

Conclusion: This section summarizes the key takeaways of the ebook, reiterating the importance of understanding the conversion chart for achieving successful color results with Redken Shades EQ Gloss. It emphasizes the benefits of mastering this skill for professional hair colorists.

Keywords: Redken Shades EQ Gloss, conversion chart, hair color, demi-permanent color, hair coloring guide, hair color formula, color correction, hair colorist, salon techniques, professional hair

color, hair gloss, color mixing, level system, tone, hair color tutorial, Shades EQ Gloss chart, Redken color chart

Understanding the Redken Shades EQ Gloss Conversion Chart

The Redken Shades EQ Gloss conversion chart is a vital resource for hairstylists. Its core function is to help determine the correct mixture of Shades EQ Gloss products to achieve a specific target color. The chart typically uses a numerical system to represent color levels (darkness to lightness), ranging from 1 (darkest) to 10 (lightest). In addition to the level, the chart utilizes letter codes to indicate the underlying tone (e.g., N for natural, W for warm, C for cool, etc.). Understanding these codes is critical to predicting the final color outcome and making informed choices during the color mixing process. Recent research highlights the increasing demand for customized color services, making a profound understanding of this chart even more crucial for hair professionals to meet client demands efficiently and effectively.

For instance, a formula might be coded as 7NW, indicating a level 7 (medium blonde) with a natural warm tone. By understanding the interactions of different levels and tones, colorists can precisely neutralize unwanted undertones, correct existing color imbalances, or create completely unique custom shades.

Mastering the Redken Shades EQ Gloss conversion chart allows hair stylists to:

Achieve precise color results: The chart eliminates guesswork, resulting in consistent and predictable outcomes.

Minimize color correction: Accurate formula selection reduces the need for costly and time-consuming color corrections.

Offer customized color services: The chart empowers stylists to tailor color to individual client preferences and hair types.

Boost client satisfaction: Consistent, high-quality color results lead to improved client retention and referrals.

The chart, however, requires careful study and practice to master. It's not just about memorizing numbers and letters; it's about understanding the underlying color theory principles and how different pigments interact to create the desired shades. This ebook aims to demystify the chart, providing clear explanations, practical exercises, and real-world examples to build your confidence and expertise.

FAQs

1. What is the difference between Redken Shades EQ and Shades EQ Gloss? Shades EQ is a demi-permanent color that provides more significant color change and gray coverage, while Shades EQ Gloss is a demi-permanent gloss that adds shine, tones, and blends.
2. Can I use the Shades EQ Gloss conversion chart for other Redken color lines? No, the conversion chart is specific to Shades EQ Gloss and cannot be directly applied to other Redken color products.
3. How important is developer in using Shades EQ Gloss? Shades EQ Gloss requires processing solution (developer), though a lower volume than permanent color, impacting the final lift and tone.
4. Can I use Shades EQ Gloss to lighten my hair significantly? No, Shades EQ Gloss is not a lightening product. It can blend, tone, and add shine, but it won't lift existing color.
5. How long does Shades EQ Gloss last? The color typically lasts for 4-6 weeks depending on hair type, care, and frequency of washing.
6. What are the potential risks of using Shades EQ Gloss incorrectly? Incorrect mixing or application can result in uneven color, unwanted tones, or damage to the hair.
7. Where can I find the official Redken Shades EQ Gloss conversion chart? The chart is available on the Redken website, in Redken educational materials, and within Redken salons.
8. What if I don't have the exact shades listed on the conversion chart? You can use the chart as a guide and make educated estimations, blending shades to achieve a similar tone.
9. Are there online tools or apps to help with Shades EQ Gloss formulation? Several third-party apps and websites provide tools that assist with color formula creation using the Redken Shades EQ Gloss chart.

Related Articles:

1. Redken Shades EQ vs. Shades EQ Gloss: A Detailed Comparison: This article directly compares and contrasts the two popular Redken color lines, highlighting their unique properties and application methods.
2. Mastering Redken's Level System in Hair Coloring: This guide focuses on the Redken level system, its numerical representation, and its significance in achieving accurate color results.
3. Understanding Undertones in Hair Coloring: A Practical Guide: This article delves into the science of undertones, how to identify them, and how to effectively neutralize or enhance them using color.
4. Advanced Color Correction Techniques with Redken Shades EQ Gloss: This advanced guide covers various techniques to correct unwanted color results using Shades EQ Gloss.
5. The Ultimate Guide to Hair Color Theory: A comprehensive guide to fundamental color theory as it relates to hair coloring, covering the color wheel and pigment interaction.

6. Top 5 Tips for Maintaining Vibrant Hair Color After Salon Treatments: This article offers practical advice for prolonging hair color vibrancy.
7. Redken Shades EQ Gloss Application Techniques for Beginners: A step-by-step guide designed for beginner stylists learning to apply Shades EQ Gloss.
8. How to Choose the Right Hair Color for Your Skin Tone: This guide helps clients determine their best hair color based on their skin tone and features.
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redken conversion chart: *Daily Routine in Cosmetic Dermatology* Maria Claudia Almeida Issa, Bhertha Tamura, 2017-08-11 The series "Clinical Approaches and Procedures in Cosmetic Dermatology" intends to be a practical guide in Cosmetic Dermatology. Procedures in cosmetic dermatology are very popular and useful in medicine, indicated to complement topical and oral treatments not only for photodamaged skin but also for other dermatosis such as acne, rosacea,

scars, etc. Also, full-face treatments using peeling, lasers, fillers and toxins are increasingly being used, successfully substituting or postponing the need for plastic surgeries. Altogether, these techniques not only provide immediate results but also help patients to sustain long-term benefits, both preventing/treating dermatological diseases and maintaining a healthy and youthful skin. Throughout this series, different treatments in Cosmetic Dermatology will be discussed in detail covering the use of many pharmacological groups of cosmeceuticals, the new advances in nutraceuticals and emerging technologies and procedures. This volume, entitled "Daily Routine in Cosmetic Dermatology" will be an important tool for aesthetic doctors, practicing dermatologists, plastic surgeons, and all other physicians interested in the field of aesthetic medicine. It discloses in detail the semiology and general treatments in cosmetic dermatology, providing the state-of-the-art regarding patients' evaluation, photoprotection, nutraceuticals and cosmeceuticals and special prescriptions. Also check the other volumes: Volume II - Chemical and Physical Peelings Volume III - Lasers, Lights and Other Technologies Volume IV - Botulinum Toxins, Fillers and Related Substances

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redken conversion chart: *Descriptive Translation Studies and Beyond* Gideon Toury, 1995 A replacement of the author's well-known book on Translation Theory, *In Search of a Theory of Translation* (1980), this book makes a case for Descriptive Translation Studies as a scholarly activity as well as a branch of the discipline, having immediate consequences for issues of both a theoretical and applied nature. Methodological discussions are complemented by an assortment of case studies of various scopes and levels, with emphasis on the need to contextualize whatever one sets out to focus on. Part One deals with the position of descriptive studies within TS and justifies the author's choice to devote a whole book to the subject. Part Two gives a detailed rationale for descriptive studies in translation and serves as a framework for the case studies comprising Part Three. Concrete descriptive issues are here tackled within ever growing contexts of a higher level: texts and modes of translational behaviour □ in the appropriate cultural setup; textual components □ in texts, and through these texts, in cultural constellations. Part Four asks the question: What is

fabulous look at one way in which Americans continue to come together as a nation. A timeline throughout places the developments described in a broader historical context. We've had a number of beautiful books about the great movie palaces, and even some individual volumes that pay tribute to surviving theaters around the country. This is the first book I can recall that focuses on the survivors, from coast to coast, and puts them into historical context. Sumptuously produced in an oversized format, on heavy coated paper stock, this beautiful book offers a lively history of movie theaters in America, an impressive array of photos and memorabilia, and a heartening survey of the landmarks in our midst, from the majestic Fox Tucson Theatre in Tucson, Arizona to the charming jewel-box that is the Avon in Stamford, Connecticut. I don't know why, but I never tire of gazing at black & white photos of marquees from the past; they evoke the era of moviemaking (and moviegoing) I care about the most, and this book is packed with them. Cinema Treasures is indeed a treasure, and a perfect gift item for the holiday season. - Leonard Maltin

Humble or grandiose, stand-alone or strung together, movie theaters are places where dreams are born. Once upon a time, they were treated with the respect they deserve. In their heyday, historian Ross Melnick and exhibitor Andreas Fuchs write in Cinema Treasures, openings of new motion-picture pleasure palaces that would have dazzled Kubla Khan 'received enormous attention in newspapers around the country. On top of the publicity they generated, their debuts were treated like the gala openings of new operas or exhibits, with critics weighing in on everything from the interior and exterior design to the orchestra.' Handsomely produced and extensively illustrated, Cinema Treasures is detailed without being dull and thoroughly at home with this often neglected subject matter. Its title would have you believe it is a celebration of the golden age of movie theaters. But this book is something completely different: an examination of the history of movie exhibition, which the authors accurately call 'a vastly under-researched topic.' - Los Angeles Times

redken conversion chart: Yoga for Regular Guys Diamond Dallas Page, Craig S. Aaron, 2005 If there's one obstacle to selling wellness books to guys, it's this: none of them are written by professional wrestlers. In the nick of time, the one and only DDP-Diamond Dallas Page-steps out of the ring and onto the mat to offer Yoga for Regular Guys. Most yoga books marketed to men are earnest and straightforward. Yoga for Regular Guys brims with guy humour and an extremely irreverent attitude but still manages to pack in a legitimate, comprehensive and rigorous introduction to real yoga practice. The foreword is written by Rob Zombie of the band White Zombie.

redken conversion chart: Color Mixing Recipes for Watercolor William F. Powell, 2021-03-02 Color Mixing Recipes for Watercolor is the definitive color-mixing resource for watercolor artists. With a wide spectrum of paint recipes, each revealing the color proportions and dilution level needed to achieve the featured swatch, this user-friendly book also includes a color-mixing grid that makes measuring simple. Follow these four simple steps to mix more than 450 color combinations: Look in the Color Guidance Index for the subject you want to paint--for example, Eucalyptus Bark. Find the Color Recipe with the subject's recipe number (293) and an example of the actual paint mixture. Use the Color Mixing Grid to measure each paint color. Mix the color. It's that easy! You'll also learn about color theory, mixing values, graying color naturally, mixing portrait colors, and more. Also available from Walter Foster's best-selling Color Mixing Recipes series: 1,500 Color Mixing Recipes for Oil, Acrylic & Watercolor; Color Mixing Recipes for Oil & Acrylic; Color Mixing Recipes for Portraits; and Color Mixing Recipes for Landscapes.

redken conversion chart: The Science and Technology of Dog Training, 2nd Edition James O'Heare, 2017-11-20 The Science and Technology of Dog Training is a manual for both students of dog training and established professionals, presenting basic through to advanced principles, strategies, and techniques in non-coercive dog training. No fads or proprietary one-true-way systems. Dog Training introduces the natural science of behavior, its principles, and the technology of behavior engineering derived from it.

redken conversion chart: Avoid Food-Drug Interactions U.s. Food and Drug Administration, National Consumers League, 2014-07-05 What you eat and drink can affect the way your medicines work. Use this guide to alert you to possible food-drug interactions and to help you learn what you

can do to prevent them. In this guide, a food-drug interaction is a change in how a medicine works caused by food, caffeine, or alcohol. A food-drug interaction can: prevent a medicine from working the way it should cause a side effect from a medicine to get worse or better cause a new side effect A medicine can also change the way your body uses a food. Any of these changes can be harmful. This guide covers interactions between some common prescription and over-the counter medicines and food, caffeine, and alcohol. These interactions come from medicine labels that FDA has approved. This guide uses the generic names of medicines, never brand names.

redken conversion chart: *The L'Oréal Adventure* François Dalle, 2018-09-04 Today, it is difficult to imagine that in 1948 L'Oréal was just another small business. In 35 years its turnover went from 200 million to 20 billion francs. This book reveals that factors such as money or classic management techniques played a minor role in L'Oréal's growth. For François Dalle, such expansion was due primarily to the adherence of the entire L'Oréal staff to what he called the "L'Oréal Spirit:" an infusion into the company's "psyche" of a passionate will for conquest and development, associated with indisputable quality and an unquenchable desire to be the first to "seize new opportunities." This is what enabled L'Oréal to diversify its activities, and to expand them throughout Europe, Japan, and both North and South America, and to endure and overcome the crises of the 1970s and 80s. In 1942, François Dalle began working at Monsavon, a small soap-making company that belonged to Eugène Schueller, the founder of L'Oréal. He was made director of L'Oréal in 1948, first working alongside Eugène Schueller, and became president of the company from 1957 to 1985.

redken conversion chart: Dyes and Pigments Arnold R. Lang, 2009 Dyes and pigments are substances that impart colour to a material. The term colorant is often used for both dyes (also called dyestuffs) and pigments. The major difference between dyes and pigments is solubility (the tendency to dissolve in a liquid, especially water). Dyes are usually soluble -- or can be made to be soluble -- in water. Once a dye is dissolved in water, the material to be dyed can be immersed in the dye solution. As the material soaks up the dye and dries, it develops a colour. If the material then retains that colour after being washed, the dye is said to be colourfast. Pigments are generally not soluble in water, oil, or other common solvents. To be applied to a material, they are first ground into a fine powder and thoroughly mixed with some liquid, called the dispersing agent or vehicle. The pigment-dispersing agent mixture is then spread on the material to be coloured. As the dispersing agent dries out, the pigment is held in place on the material. In most cases, dyes are used for colouring textiles, paper, and other substances, while pigments are used for coloring paints, inks, cosmetics, and plastics. This book presents new and significant research from around the world in this field.

redken conversion chart: Flexible Life Scheduling Fred Best, 1980

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redken conversion chart: The New York Times Index , 1993

redken conversion chart: *The Secret in the Bible* Tony Bushby, 2003-01-01 Provides insight into the lost history of the Giza Plateau and how Temple priests of the Great Pyramid preserved the evidence of life beyond death.

redken conversion chart: *Pan American World Airways Aviation History Through the Words of Its People* James Patrick Baldwin, Jeff Kriendler, 2011 OA tribute to the legacy of one of the world's great airlines and the men and women who for six decades were the soul of the company. Baldwin and Kriendler have created a compelling book which captures much of the joy, adventure and spirit which was Pan Am. ONEdward S. Trippe, Chairman, Pan Am Historical Foundation.