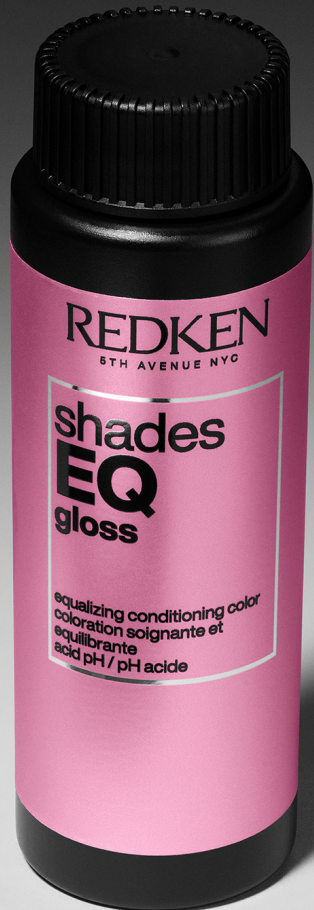


SHADES EQ

1001 BLONDES COLLECTION

BE A BLONDING STAR WITH OUR MOST ICONIC SHADES



REDKEN
5TH AVENUE NYC

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ELEVATE YOUR EXPERTISE + + +

TECH GUIDE



SHADES [EQ]

1001 BLONDES

Elevate your blonding expertise with Shades EQ - where creating the perfect blonde is not just a routine, it's an art. From icy blonde, strawberry blonde, golden blonde and everything in between, Shades EQ has you covered.

Discover our must-have blonde shades, gain insights and techniques from industry experts, and bring your toning game to new heights.

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BE A BLONDING STAR WITH OUR MOST ICONIC SHADES



THE #1 TONER IN THE US*

*Kline 2022 Global Series Hair Color Global Series

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+

SHADES [EQ] 1001 BLONDES

THE ULTIMATE BLONDE COLLECTION

COOL

C



010AG
MISTY BEIGE
Bonder Inside



09V
PLATINUM ICE
Bonder Inside



010VV
LAVENDER ICE
Bonder Inside



010N
DELICATE NATURAL
Bonder Inside



010VG
BABY
Bonder Inside



010NB
CARAMEL CLOUD
Bonder Inside



010NW
ICED PIÑA
Bonder Inside



010GI
TAHITIAN SAND
Bonder Inside



010G
LEMON ICING
Bonder Inside



010WG
HONEY GOLD
Bonder Inside



010AA
BUTTERNUT
Bonder Inside



010GRo
SPARKLING WINE
Bonder Inside



09AG
GLOSSY GREIGE
Bonder Inside



08V
IRIDESCENT QUARTZ
Bonder Inside



09VV
LILAC ICE
Bonder Inside



09N
CAFÉ AU LAIT
Bonder Inside



09NB
IRISH CREME
Bonder Inside



09NW
CREAM SODA
Bonder Inside



09GI
HAMPTONS
Bonder Inside



07AA
TURMERIC
Bonder Inside



09GRo
BLUSH SPRITZ
Bonder Inside



07AG
SMOKEY BEIGE
Bonder Inside



08N
MOJAVE
Bonder Inside



07NB
CHESTNUT
Bonder Inside



07NW
MILK TEA
Bonder Inside



08GI
ST. BARTHS
Bonder Inside



07GRo
GOLDEN FIZZ
Bonder Inside



07N
MIRAGE
Bonder Inside

NEUTRAL

N

WARM

W

28 SHADES TO
ACHIEVE ANY BLONDE

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SHADES EQ 1001 BLONDES



MASTERING YOUR BLONDE



TEXTURE GAME



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GOLD RUSH

○ **STARTING LEVEL:**
Natural level 5

「FORMULA」

LIGHTENER FORMULA

- 2 scoops (30g) **Flash Lift Power 9 Bonder Inside**
- 1.5 oz. (45ml) 20 Volume **Pro-oxide Cream Developer**

SHADES EQ FORMULA

- 1 oz. (30ml) **Shades EQ Gloss 09V Platinum Ice**
- 1 oz. (30ml) **Shades EQ Processing Solution**



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GOLD RUSH



SECTIONING

+ This technique uses visual placement based on the curl pattern of the client. Comb hair into natural fall and allow it to part organically for best results.



APPLICATION

+ **STEP 1**
Using visual placement, select the individual coils to be highlighted. Use a balayage technique to apply **Lightening Formula** to zone 2, softening up to zone 1. Saturate well. Once complete, gently release section.

 **HOT TIP:** You can secure sections taken with foils or leave as open air balayage.

+ **STEP 2**
Continue to visually select individual coils and apply **Lightening Formula** in the same way as previous section. For a strong overall lightness ensure you take multiple sections close to each other. If more dimension is required, ensure to leave larger natural sections in between your lightened sections.

+ **STEP 3**
Process at room temperature (do not use heat) until pale yellow, not to exceed 50 minutes. Rinse and shampoo with **Acidic Bonding Concentrate**, then treat with **Redken Professional Strength Concentrates**. Dry hair.

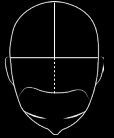
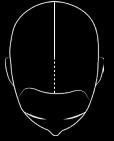


SHADES EQ APPLICATION

+ **STEP 1**
Separate the front from the back with a vertical parting from the top of the head to the top of the ear. Repeat on the opposite side. Divide the back equally with a vertical parting from the top of the head to the center of the nape, and from the top of the head to the front hairline.

+ **STEP 2**
On dry hair, use a global application to apply **Shades EQ Formula**.

+ **STEP 3**
Process for 20 minutes at room temperature, then rinse, treat with **Redken Professional Strength Concentrates**, rinse and condition. Dry and style hair



INSIGHTS & TIPS TO ACHIEVE 1001 BLONDES FOR TEXTURED HAIR

+ **The tighter the curl pattern, the lower the developer.** This is critical for those who are wearing their natural curls often. Lightener relaxes curls and coils which can drastically alter their shape. By lowering your developer, it can help preserve curl elasticity while achieving your desired color.

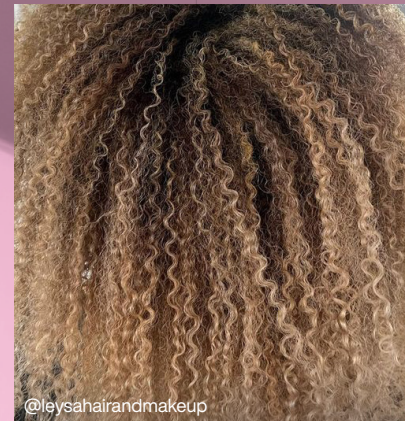
+ **Make sure hair is fully saturated!** Higher surface textures are less likely to lay flat in foils, so be sure hair is fully saturated with product before closing.

HOT TIP: While wearing gloves, work the product into the lengths using your own hands after lightener is applied with a brush.

+ **For even results, be sure to clarify.** For hair experiencing a lot of build-up from products containing oils, waxes, or butters, it's important to clarify the hair prior to lightening. This prevents uneven results throughout the hair strand. Hair Cleansing Cream contains chelators that will remove build up, helping to control the outcome of the lightening process.

+ **Pre-stretch hair for faster sectioning.** Depending on your lightening technique, most processes require clean sectioning on detangled hair. Because curls and coils can re-attach themselves easily after detangling (especially at the ends) use a flat brush and blow dryer to gently straighten hair through the ends before beginning the service. For techniques that require hair to be kept in its most natural shape, reduce your developer to allow for more time in between applications. Make sure hair is fully saturated!

+ **Work with the natural fall of the hair.** For an airy and natural effect, lighten hair in a direction that complements its natural fall - up and out. Divide the hair into sections based on the natural fall to allow for detailed approach for every strand. Consider using a balayage technique, which involves hand-painting lightener on the hair, to create a softer and more natural look throughout the hair.



MASTERING BLONDES WITH PHILIP FORESTO

A BLONDE AUTHORITY



PHILIP FORESTO

GLOBAL EDUCATOR
& REDKEN BRAND
AMBASSADOR

Owner of SALON ICON in the heart of Nashville on Music Row, Philip has traveled the world teaching classes on his signature balayage technique, Expensive Hair.

In partnership with Philip, Redken has created three 1001 Blondes techniques that will help you achieve dimensional blonding with beautifully toned results.

GLAMOUR GLOW

Balayage + Refresh



HERO SHADES



07N
MIRAGE



010VG
BABY
Bonder Inside



010VV
LAVENDER
ICE
Bonder Inside



000
CRYSTAL
CLEAR
Bonder Inside

BEST FOR:

Creating soft and natural gradation of lightness towards mid lengths and ends

@philipforesto

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BE A BLONDING STAR WITH THE ULTIMATE TECHNIQUES

GOLDEN LIGHTS

Babylights + Global Gloss



HERO SHADES



07N
MIRAGE

010G
LEMON ICING
Bonder Inside

010NB
CARAMEL
CLOUD
Bonder Inside

BEST FOR:

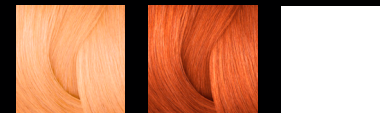
Creating high impact blondes with fine sections for maximum lightness

SUNKISSED FACE-FRAME

Money Piece + Zone Toning



HERO SHADES



010AA
BUTTERNUT
Bonder Inside

07AA
TURMERIC
Bonder Inside

000
CRYSTAL
CLEAR
Bonder Inside

BEST FOR:

Creating lightness that shapes and frames the face

1001
1001
1001
1001

+ BALAYAGE + REFRESH

+

⊗

.....



GLAMOUR GLOW



STARTING LEVEL:

Natural level 6 with previous balayage

+

「FORMULA」

LIGHTENER FORMULA 1

- 2 scoops (30g) Flash Lift Power 9 Bonder Inside
- 1.5 oz. (45ml) 30 Volume Pro-oxide Cream Developer

LIGHTENER FORMULA 2

- 2 scoops (30g) Flash Lift Bonder Inside
- 1.5 oz. (45ml) 10 Volume Pro-oxide Cream Developer

SHADES EQ FORMULA 1

- 1 oz. (30ml) Shades EQ Gloss 07N Mirage
- 1 oz. (30ml) Shades EQ Processing Solution

SHADES EQ FORMULA 2

- 0.3 oz. (10ml) Shades EQ Bonder Inside 010VG Baby
- 0.3 oz. (10ml) Shades EQ Bonder Inside 010VV Lavender Ice
- 1.4 oz. (40ml) Shades EQ Bonder Inside 000 Crystal Clear
- 2 oz. (60ml) Shades EQ Processing Solution

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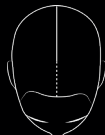
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GLAMOUR GLOW

SECTIONING

+ STEP 1

Separate each side with a vertical parting from the center front to the high point of the head.



+ STEP 2

Starting at the crown take a diagonal parting to the front of the ear, secure at the front of the head and repeat on the opposite side.



APPLICATION

+ STEP 1

Starting at the center back, take a 1/2" (~1cm) deep zig zag section, starting at the ends, backcomb to diffuse. Place on foil and apply **Lightening Formula 2** to lighter areas, working upwards then apply **Lightening Formula 1** to natural hair. Once well saturated, fold and secure foil.



+ STEP 2

Take another 1/2" (~1cm) deep zig zag section and repeat. Work through back section towards the crown, taking deep horizontal zig zag sections. Backcomb to diffuse. Once section become too wide for 1 foil, split section into 2.

+ STEP 3

Starting at the front left take a 1/4" (~0.5cm) diagonal back slice section and place on a foil. Apply **Lightening Formulas** as previously done in Step 1 (Lightening Formula 1 to lighter areas then Lightening Formula 2 to natural/darker hair.) **Continue with this application method throughout.** Fold and secure the foil.



+ STEP 4

Continue to drop down sections pivoting each one slightly to complete 5 foils on each side.

+ STEP 5

Once the front sections are complete, move to one side.



+ STEP 6

Starting at the left side take a 1/4" (~0.5cm) diagonal back slice section and place on a foil. Apply **Lightening Formulas** and saturate well. Fold and secure the foil. Continue taking diagonal back sections through side section, then repeat on opposite side.



+ STEP 7

Working with the same sectioning and application methods as the back, work through each side section. Horizontal deep zig zag, backcombing to diffuse. Apply **Lightening Formulas**.



+ STEP 8

Process at room temperature (do not use heat) until pale yellow, not to exceed 50 minutes. Rinse and shampoo with Acidic Bonding Concentrate, then treat with **Professional Strength Concentrates**. Dry hair.

SHADES EQ APPLICATION

+ STEP 1

Separate the front from the back with a vertical parting from the top of the head to the top of the ear. Repeat on the opposite side. Divide the back equally with a vertical parting from the top of the head to the center of the nape, and from the top of the head to the front hairline.

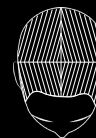


+ STEP 2

On dry hair, Apply **Shades EQ Formula 1** to zone 1.

+ STEP 3

Once complete, apply **Shades EQ Formula 2** to zones 2 & 3.



+ STEP 4

Process for 20 minutes at room temperature, then rinse, shampoo, and condition with **Acidic Bonding Concentrate**. **Dry and style.**



+ BABYLIGHTS + GLOBAL GLOSS

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GOLDEN LIGHTS

○ **STARTING LEVEL:**
Natural level 6 with previous balayage



「FORMULA」

LIGHTENER FORMULA

- 2 scoops (30g) Flash Lift Power 9 Bonder Inside
- 1.5 oz. (45ml) 20 Volume Pro-oxide Cream Developer



SHADES EQ FORMULA 1

- 1 oz. (30ml) Shades EQ Gloss 07N Mirage
- 1 oz. (30ml) Shades EQ Processing Solution

SHADES EQ FORMULA 2

- 1 oz. (30ml) Shades EQ Bonder Inside 010G Lemon Icing
- 0.3 oz. (10ml) Shades EQ Bonder Inside 010NB Caramel Cloud
- 1.4 oz. (40ml) Shades EQ Processing Solution



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GOLDEN LIGHTS

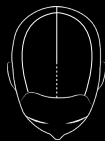
SECTIONING

+ STEP 1

Create a horseshoe shaped section that starts at the corner of the eye and extends to just below the crown, ending at the opposite corner of the eye.

+ STEP 2

Separate each side with a parting through the middle of the section.



APPLICATION

+ STEP 1

Starting at the front left side take a 1/4" (~0.5cm) diagonal back slice section, and place on a foil. Apply **Lightening Formula** and saturate well. Fold and secure the foil.

+ STEP 2

Continue to drop down sections pivoting each one slightly to complete 5 foils on each side.

+ STEP 3

Once the front sections are complete, move to one side.

+ STEP 4

Starting at the bottom of the horseshoe section take a 1/4" (~0.5cm) horizontal section, using a regular stitch place in foil and apply **Lightening formula**. Continue to work up towards the parting repeating the process.

+ STEP 5

Process at room temperature (do not use heat) until pale yellow, not to exceed 50 minutes. Rinse and shampoo with **Acidic Bonding Concentrate**, then treat with **Professional Strength Concentrates**. Dry hair.



SHADES EQ APPLICATION

+ STEP 1

Separate the front from the back with a vertical parting from the top of the head to the top of the ear. Repeat on the opposite side. Divide the back equally with a vertical parting from the top of the head to the center of the nape, and from the top of the head to the front hairline.

+ STEP 2

On dry hair, Apply **Shades EQ Formula 1** to zone 1.

+ STEP 3

Once complete, apply **Shades EQ Formula 2** to zones 2 & 3.

+ STEP 4

Process for 20 minutes at room temperature, then rinse, shampoo, and condition with **Acidic Bonding Concentrate**. Dry and style.



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+ MONEY PIECE + ZONE TONING



SUNKISSED FACE-FRAME

STARTING LEVEL:
Natural level 7

FORMULA

LIGHTENER FORMULA

- 2 scoops (30g) Flash Lift Bonder Inside
- 1.5 oz. (45ml) 20 Volume Pro-oxide Cream Developer

SHADES EQ FORMULA 1

- 1.5 oz. (45ml) Shades EQ Bonder Inside 010AA Butternut
- 0.3 oz. (10ml) Shades EQ Bonder Inside 07AA Turmeric
- 1.8 oz. (55ml) Shades EQ Processing Solution

SHADES EQ FORMULA 2

- 1 oz. (30ml) Shades EQ Bonder Inside 000 Crystal Clear
- 1 oz. (30ml) Shades EQ Processing Solution

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SUNKISSED FACE-FRAME

+

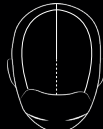
SECTIONING

+ STEP 1

Separate each side with a vertical parting from the center front to the high point of the head.

+ STEP 2

Starting at the crown take a diagonal parting to the front of the ear, secure to the front and repeat opposite side.



APPLICATION

+ STEP 1

Starting at the center back, take a 1/2" (~1cm) horizontal section, backcomb to diffuse. Take foil board or balayage paddle and apply **Lightening Formula** to zone 3, working up to zone 2 and diffusing up to backcombed area. Ensure section is fully saturated.

+ STEP 2

Directly above take 1" (~2.5cm) horizontal section, split this again horizontally. Secure the bottom part away to each side. Take the top part and backcomb. Using the same method, take foil board or balayage paddle and apply **Lightening Formula** to zone 3, working up to zone 2 and diffusing up to backcombed area. Ensure section is fully saturated.

+ STEP 3

Repeat and continue through and complete back section.

+ STEP 4

Working 1" (~2.5cm) back take diagonal section from the center parting to recession, repeat on opposite side and leave front section for now.

ONLY PAINT
IN SHADED AREA



+ STEP 5

Starting at the bottom of the side section, take a 1/2" (~1cm) horizontal section, backcomb to diffuse. Take foil board or balayage paddle and apply **Lightening Formula** to zone 3, working up to zone 2 and diffusing up to backcombed area. Ensure section is fully saturated.

+ STEP 6

Continue this process up to parting, repeat on opposite side.

+ STEP 7

Bring front sections together in front of face. Separate section horizontally into two.

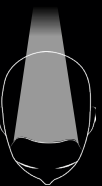
+ STEP 8

Starting away from the face repeat the same process for the front.

+ STEP 9

Process at room temperature (do not use heat) until pale yellow, not to exceed 50 minutes. Rinse and shampoo with **Acidic Bonding Concentrate**, then treat with **Professional Strength Concentrates**. Dry hair.

ONLY PAINT
IN SHADED AREA



SHADES EQ APPLICATION

+ STEP 1

Separate front section from the rest of hair.

+ STEP 2

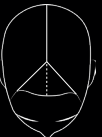
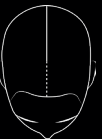
On dry hair, apply **Shades EQ Formula 1** globally, leaving out the front section.

+ STEP 3

Once complete, apply **Shades EQ Formula 2** to the front section, secure away from face.

+ STEP 4

Process for 20 minutes at room temperature, then rinse, shampoo, and condition with **Acidic Bonding Concentrate**. **Dry and style.**



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INSIGHTS & TIPS TO ACHIEVE 1001 BLONDES WITH PHILIP FORESTO

+ ARE THERE ANY SPECIAL TIPS YOU CAN SHARE TO ACHIEVE THE PERFECT BLONDE?

"One of my biggest tips to achieve the perfect blonde is making sure you accomplish the perfect base. Prior to washing or even toning the hair, it is important to make sure you have the right lightener, the right consistency, and the right lift to give you the best blonde result possible."

+ HOW DO YOU CHOOSE THE RIGHT SHADES EQ SHADES WHEN PERFORMING A BLONDE SERVICE?

"I think the most critical part of blonding is being able to determine the ideal shade for your client. What tone will suit their skin best: warm or cool? If you're unsure, a great tip is to look at your client's jewelry. Do they wear more gold or silver? If they wear both, you can lean either way."

+ WHAT ARE YOUR TOP SHADES EQ BLONDE SHADES AND WHY?

"I have one love of my life, go-to Shades EQ shade and it's 010VG. It's the perfect balance between cool and warm, but just a little spicier than a neutral."

+ HOW DOES SHADES EQ HELP YOU ACHIEVE ANY BLONDE, ESPECIALLY EXPENSIVE BLONDES?

"The secret to Shades EQ in terms of blonding - especially expensive blondes - is the Level 10 shades. They give you the ability to tone hair with sheer, acidic color without having to dilute or darken your blondes. You can achieve the ideal blonde by shifting tones, rather than over-depositing."

+ WHEN DO YOU USE BONDER INSIDE OVER GLOSS?

"When blonding, my goal is to put back anything into the hair that was taken out during the service. In any scenario where there is a porosity issue or when I am lifting up to a Level 10, I reach for Shades EQ Bonder Inside. I then finish with the Acidic Bonding Concentrate system."



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BLONDE CLIENT CONSULTATION +

PHILIP FORESTO ANSWERS THE TWO BURNING CONSULTATION QUESTIONS WE ALL HAVE

+ WHAT'S YOUR OPENING QUESTION IN A CONSULTATION?

"What kind of wine would you like? No, all jokes aside. You have to know your client first. You have to understand how to approach each consultation individually and customize it to that person in order to make a strong connection. The most important questions are 1) What do you like? and 2) What do you want to avoid seeing in your hair?"

+ WHEN AND HOW DO YOU DISCUSS PRICE WITH YOUR CLIENTS?

"I flag my prices in the beginning of our conversation so we don't get too far into the consultation without them knowing. I'm very firm with my prices. I think that in this industry, one of the biggest challenges I've seen with hairstylists is that we overwork and under charge. I make it known up front and if it's not suitable for them, we discuss other options."



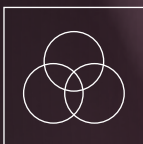
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New look,
same great formula

POWERED BY THE ULTIMATE SHADES EQ BENEFITS



INTENSE
CONDITIONING



INTERMIXABLE
SHADES



INTENSE
SHINE



BONDER INSIDE
TECHNOLOGY*

REDKEN
5TH AVENUE NYC
shades
EQ
gloss
equalizing conditioning color
coloration soignante et
equilibrante
acid pH / pH acide

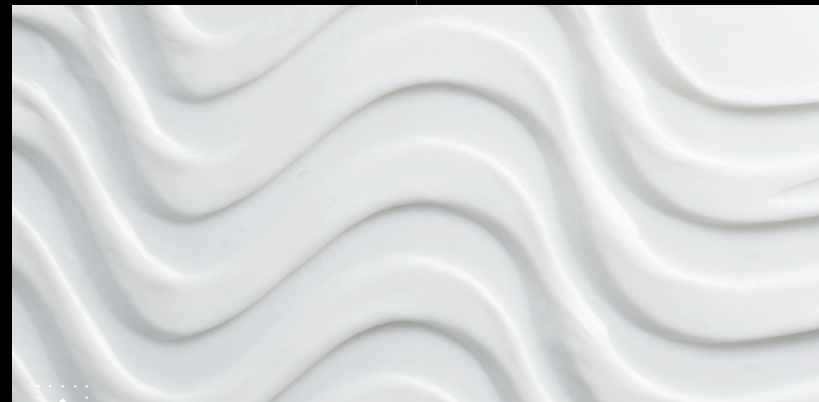
*Bonding benefits apply exclusively to Bonder Inside shades, not applicable to Gloss variants.

THE SCIENCE BEHIND SHADES EQ BENEFITS



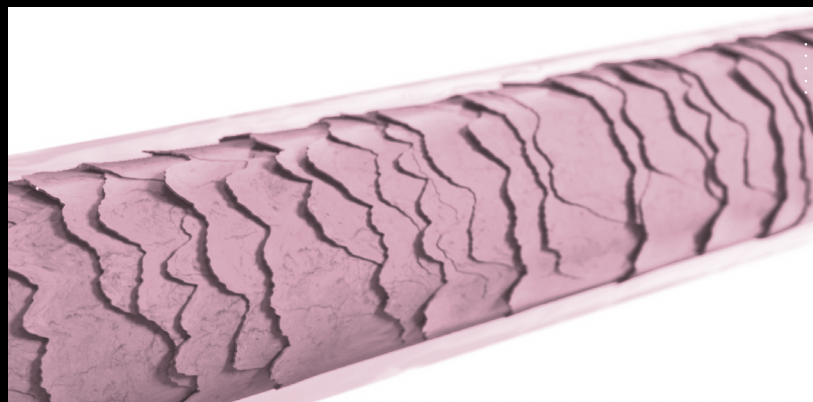
DYES FOR ULTIMATE BLONDES

- + Uniquely calibrated dyes to **enhance or neutralize** undertones
- + Targets **undertones** specifically for blondes



ACIDIC CONDITIONING POWER

- + Acidic pH cuticle-sealing system
- + Amino acid for **ultra conditioning**
- + Reflecting blend for **intense shine**



BUILT-IN BONDING*

- + Bonding Complex to **tone + repair**** hair in 1 step
- + Acidic pH bonding to **reduce residual alkalinity**

*Bonding benefits apply exclusively to Bonder Inside shades, not applicable to Gloss variants
**Repair weak bonds during color service vs. without Shades EQ Bonder Inside

1001 BLONDES SHADE FAMILIES

N NATURAL

BEST FOR: Neutralizing unwanted warmth

BLUE/VIOLET
REFLECT

BROWN TO TAN
BACKGROUND



010N
DELICATE
NATURAL
Bonder Inside



09N
CAFÉ AU LAIT
Bonder Inside



08N
MOJAVE



07N
MIRAGE



AG ASH GOLD

BEST FOR: Cool creamy tones that provide a smoky beige end result

BLUE/GOLD
REFLECT

BROWN TO TAN
BACKGROUND



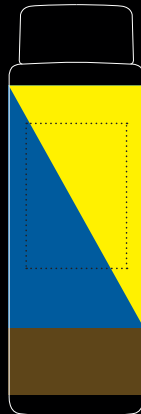
010AG
MISTY BEIGE
Bonder Inside



09AG
GLOSSY
GREIGE
Bonder Inside



07AG
SMOKEY
BEIGE
Bonder Inside



NB NEUTRAL BROWN BLONDE

BEST FOR: Balanced beige tones

RED/VIOLET
REFLECT

BROWN TO TAN
BACKGROUND



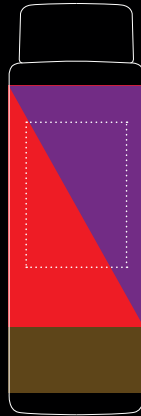
010NB
CARAMEL
CLOUD
Bonder Inside



09NB
IRISH CREME



07NB
CHESTNUT



VG VIOLET GOLD

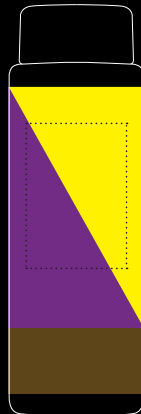
BEST FOR: Iridescent blonde results with a soft gold finish

VIOLET/GOLD
REFLECT

BROWN TO TAN
BACKGROUND



010VG
BABY
Bonder Inside



1001 BLONDES SHADE FAMILIES

NW NATURAL WARM

BEST FOR: A subtle hint of warmth

 GOLD REFLECT

 BROWN TO TAN BACKGROUND



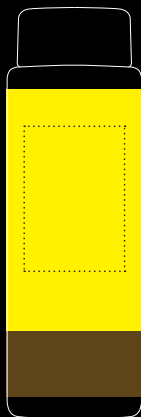
010NW
ICED PIÑA
Bonder Inside



09NW
CREAM SODA



07NW
MILK TEA



+

G GOLD

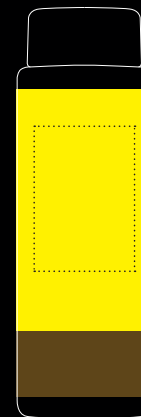
BEST FOR: Balanced, soft golden tones

 YELLOW REFLECT

 BROWN TO TAN BACKGROUND



010G
LEMON ICING
Bonder Inside



+

GI GOLD IRIDESCENT

BEST FOR: Cool golden tones with balanced iridescent tones

 GOLD/VIOLET REFLECT

 BROWN TO TAN BACKGROUND



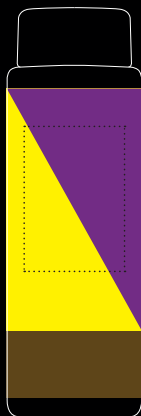
010GI
TAHITIAN SAND
Bonder Inside



09GI
HAMPTONS



08GI
ST. BARTHS
Bonder Inside



WG WARM GOLD

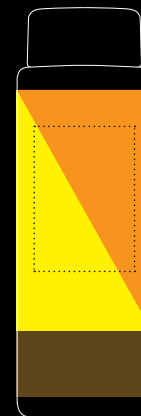
BEST FOR: Warm golden tones

 YELLOW/ORANGE REFLECT

 BROWN TO TAN BACKGROUND



010WG
HONEY GOLD
Bonder Inside



+

1001 BLONDES SHADE FAMILIES

AA AUBURN/AUBURN ACCENT

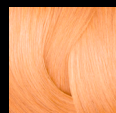
BEST FOR: Balanced warm orange tones



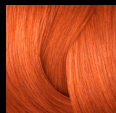
ORANGE/RED
REFLECT



BROWN TO TAN
BACKGROUND



010AA
BUTTERNUT
Bonder Inside



07AA
TURMERIC
Bonder Inside

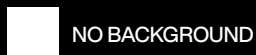


GRO GOLD ROSE

BEST FOR: Warm gold tones balanced with hints of rose



GOLD/ROSE
REFLECT



NO BACKGROUND



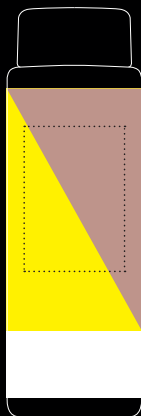
010Gro
SPARKLING
WINE
Bonder Inside



09Gro
BLUSH SPRITZ
Bonder Inside



07Gro
GOLDEN FIZZ
Bonder Inside

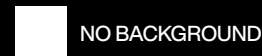


V VIOLET

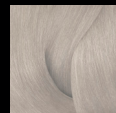
BEST FOR: Diminishing yellow undertones



VIOLET
REFLECT



NO BACKGROUND



09V
PLATINUM
ICE
Bonder Inside



08V
IRIDESCENT
QUARTZ



VV VIOLET VIOLET

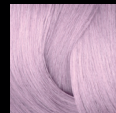
BEST FOR: Diminishing yellow undertones for an icy result



VIOLET/VIOLET
REFLECT



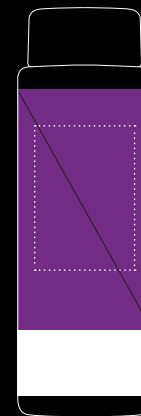
NO BACKGROUND



010VV
LAVENDER
ICE
Bonder Inside



09VV
LILAC ICE
Bonder Inside



FREQUENTLY ASKED QUESTIONS



WHAT IS SHADES EQ 1001 BLONDES?

Shades EQ 1001 Blondes is a collection of 28 existing **Shades EQ** shades. Elevate your blonding expertise with **Shades EQ** - where creating the perfect blonde is not just a routine, it's an art. From icy blonde, strawberry blonde, golden blonde and everything in between, **Shades EQ** has you covered. Discover our blonde collection, gain insights and techniques from a top blonding authority, Philip Foresto, and bring your toning game to new heights.

WHAT ARE THE SHADES?

The Shades EQ 1001 Blonde shades come from existing Shades EQ families Natural, Neutral Brown/Blonde, Gold Iridescent, Natural Warm, Violet, Violet Violet, Ash Gold, Gold, Gold/Rose, Auburn/Auburn Accent and feature shades level 7 and lighter + Clear.

THE SHADES IN THE 1001 BLONDES COLLECTION ARE:

Bonder Inside:

010AG Misty Beige, 010NB Caramel Cloud, 010NW Iced Pina, 010G Lemon Icing, 010WG Honey Gold, 010Gro Sparkling Wine, 010AA Butternut, 09VV Lilac Ice, 09AG Glossy Greige, 09Gro Blush Spritz, 07AG Smokey Beige, 07GRo Golden Fizz, 07AA Turmeric

Bonder Inside & Gloss:

000 Crystal Clear, 010VV Lavender Ice, 010N Delicate Natural, 010GI Tahitian Sand, 09V Platinum Ice, 09N Café Au Lait, 010VG Baby

Gloss:

09GI Hamptons, 09NB Irish Creme, 09NW Cream Soda, 08N Mojave, 08GI St. Barths, 08V Iridescent Quartz, 07N Mirage, 07NB Chestnut, 07NW Milk Tea

WHAT IS BONDER INSIDE TECHNOLOGY AND WHAT MAKES IT IDEAL FOR PRE-LIGHTENED HAIR?

Shades EQ Bonder Inside helps repair weak bonds during a color service.

1. Tone + Repair* in one step – built-in bonding helps strengthen weak bonds & protect more than the leading bonding additive** for a stronger hair fiber*
2. Formulated with Triple Acid Complex – Citric Acid & Taurine (bonding actives) and Erythorbic Acid (antioxidant). The Acidic pH of Shades EQ + bonding actives help reduce residual alkalinity that occurs during an alkaline lightening service and helps repair weak bonds.

*vs. without Shades EQ Bonder Inside
**Flash Lift + competitor additive & Shades EQ Gloss + competitor additive (based on NPD hair report, august 2022)
vs. Flash Lift Bonder Inside & Shades EQ Bonder Inside

WHO ARE THE SHADES FOR? WHEN WOULD YOU USE THEM?

Shades EQ's 1001 Blonde Collection can be used in multiple ways. They can be used on natural blonde hair, previously color-treated blonde hair, and/or pre-lightened blonde hair to minimize warmth, to neutralize, or to enhance natural tones. They can also be used for overall blonde transformations in highlighting and/or double process services.

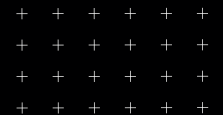
WHAT LEVEL DO YOU USE THESE ON?

These shades are designed to perform at their best on natural blonde, previously color-treated blonde, and/or pre-lightened blonde hair that is the same level or lighter than the shade being used. As always, 000 Crystal Clear can be used on any level of hair for condition and shine without adding tone.

CAN SHADES EQ BONDER INSIDE AND SHADES EQ GLOSS BE MIXED TOGETHER?

Yes, **Shades EQ Bonder Inside** can be mixed with other **Shades EQ Gloss** shades except for those containing R5 dyes as this could lead to unpredictable results.*** See Shade Chart for additional information. When you mix the two technologies together, however, the bonding effect will be diminished.

***Note: **Shades EQ Bonder Inside** 000 Crystal Clear and **Shades EQ Gloss** 000 Crystal Clear can be mixed with R5 dyes



		BLACK TO GRAY BACKGROUND COLOR							BROWN TO TAN BACKGROUND COLOR														NO BACKGROUND COLOR													
TONE		SILVER/BLUE	GREEN/YELLOW	BLUE	BLUE/PEARL	BLUE/VIOLET	BLUE/VIOLET	BLUE/PEARL	BLUE/MAHOGANY	BLUE/VIOLET	BLUE/GOLD	RED/VIOLET	VIOLET/GOLD	GOLD	GOLD/VIOLET	GOLD/MAUVE	YELLOW	YELLOW/YELLOW	YELLOW/ORANGE	ORANGE	ORANGE/RED	RED/ORANGE	RED	GOLD/ROSE	ORANGE/ORANGE	COPPER/RED	RED	RED/RED	RED/VIOLET	VIOLET/ROSE	VIOLET	VIOLET/VIOLET				
LEVEL OF DEPOSIT	10 ULTRA PALE BLONDE	07, 08, 09 and 010 shades have the least amount of pigment to provide the lightest levels of deposit.																																		
	9 VERY LIGHT BLONDE	04, 05 and 06 shades are described as medium in their level of deposit.																																		
8 LIGHT BLONDE	01, 02 and 03 shades contain the greatest amount of pigment and deepest deposit.																																			
7 MEDIUM BLONDE																																				
6 DARK BLONDE																																				
5 LIGHT BROWN																																				
4 MEDIUM BROWN																																				
3 DARK BROWN																																				
2 DARKEST BROWN																																				
1 BLACK																																				
LIGHT SHADES																																				
MEDIUM SHADES																																				
DARK SHADES																																				
PASTELS/KICKERS/CLEAR																																				

SHADES EQ



THE HAIRCOLOR THAT THINKS IT'S A CONDITIONER

KEY: Shades available in both **Shades EQ Gloss** & **Shades EQ Bonder Inside** outlined in pink

 Shades available only in **Shades EQ Bonder Inside** outlined in silver

KEY TECHNOLOGY:
⊕ Shade contains R5 red dye
⊙ Shade contains Rubilane

REDKEN
5TH AVENUE NYC

SHADES EQ BONDER INSIDE

PATENT PENDING ACIDIC LIQUID TECHNOLOGY, INFUSED WITH BONDER INSIDE FOR ADDED STRENGTH



LEVEL OF DEPOSIT	BLACK TO GRAY BACKGROUND COLOR			BROWN TO TAN BACKGROUND COLOR										NO BACKGROUND COLOR			
	SILVER/BLUE	BLUE/VIOLET	BLUE/VIOLET	BLUE/MAHOGANY	BLUE/VIOLET	BLUE/GOLD	RED/VIOLET	VIOLET/GOLD	GOLD	GOLD/VIOLET	YELLOW	YELLOW/ORANGE	ORANGE/RED	GOLD/ROSE	COPPER/RED	VIOLET	VIOLET VIOLET
10 ULTRA PALE BLONDE	TITANIUM 010T Platinum Bonder Inside	NATURAL ASH 010NA Marble Bonder Inside	PEARL 010P Ivory Pearl Bonder Inside	NATURAL CHOCOLATE 010N Delicate Natural Bonder Inside	NATURAL 010AG Misty Beige Bonder Inside	ASH GOLD 010NB Caramel Cloud Bonder Inside	NEUTRAL BROWN BLONDE 010VG Baby Bonder Inside	VIOLET GOLD 010NW Iced Piña Bonder Inside	NATURAL WARM 010GI Tahitian Sand Bonder Inside	GOLD Iridescent 010G Lemon Icing Bonder Inside	GOLD 010WG Honey Gold Bonder Inside	WARM GOLD 010AA Butternut Bonder Inside	ORANGE/RED 010GRo Sparkling Wine Bonder Inside	GOLD/ROSE 010CR Summer Sunshine Bonder Inside	COPPER/RED 09V Platinum Ice Bonder Inside	VIOLET 09VV Lilac Ice Bonder Inside	VIOLET VIOLET 010VV Lavender Ice Bonder Inside
9 VERY LIGHT BLONDE	 09T Chrome Bonder Inside	 09P Opal Glow Bonder Inside		 09N Café au Lait Bonder Inside	 09AG Glossy Greige Bonder Inside								 09GRo Blush Spritz Bonder Inside	 09CR Summer Sunshine Bonder Inside	 09V Platinum Ice Bonder Inside	 09VV Lilac Ice Bonder Inside	
8 LIGHT BLONDE																	
7 MEDIUM BLONDE				 07NCh Fondue Bonder Inside		 07AG Smokey Beige Bonder Inside							 07AA Turmeric Bonder Inside				 07GRo Golden Fizz Bonder Inside
6 DARK BLONDE				 06NCh Ganache Bonder Inside													
5 LIGHT BROWN																	
4 MEDIUM BROWN				 04NCh Dark Chocolate Bonder Inside													
CLEAR	 000 Crystal Clear Bonder Inside																

KEY TECHNOLOGY:
 Shade contains Rubilane