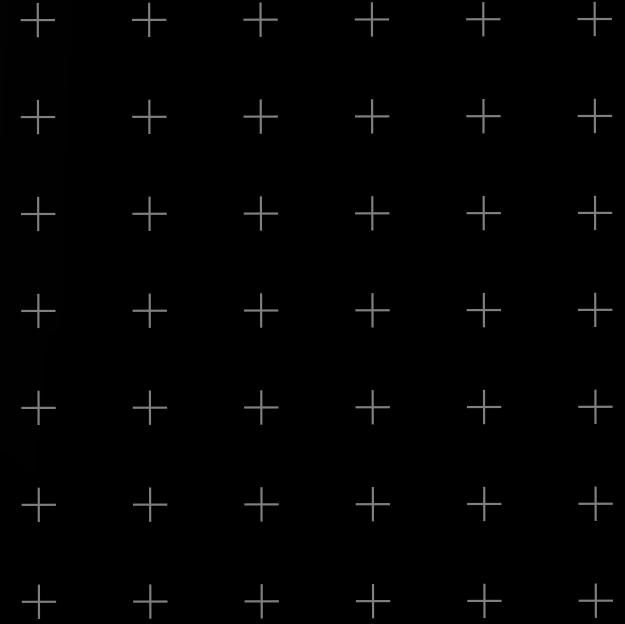




YOU ASKED,
WE LISTENED

NEW
10 VOLUME OIL
DEVELOPER



NEW LOOK SAME GREAT FORMULA



[OLD]



[NEW]





REDKEN
5TH AVENUE NYC

NEW!
BLONDE IQ
OUR COMPLETE BLONDING
TOOLKIT - NOW EXPANDED

VERSATILE COLLECTION
CALIBRATED FOR EVERY TECHNIQUE



LIFT + TONE

CONTROLLED LIFT

PRECISION CREAM

MAXIMUM LIFT

BLONDE IQ 5
FOR VIRGIN HAIR
& ROOT REGROWTH

BLONDE IQ 7
FOR HIGHLIGHTS
& COLOR CORRECTION

BLONDE IQ 8
FOR FREEHAND
PAINTING & BALAYAGE

BLONDE IQ 9+
FOR ALL OVER BLONDING,
BALAYAGE & HIGHLIGHTS

OUR LIGHTENER COLLECTION

REDKEN

5TH AVENUE NYC

5 STAR RATED
★★★★★



[NEW TECHNOLOGY]



[OLD]



[NEW]



[OLD]



[NEW]



	BLONDE IQ 9+ CALIBRATED ANTI-BRASS LIGHTENER	BLONDE IQ 8 CALIBRATED ANTI-BRASS CREAM LIGHTENER	BLONDE IQ 7 CALIBRATED POWDER LIGHTENER	BLONDE IQ HIGH-LIFTS CALIBRATED ANTI-BRASS HIGH-LIFTS	FLASH LIFT 9 BONDER INSIDE	FLASH LIFT 8 BONDER INSIDE	FLASH LIFT 8
BENEFIT	Up to 9 levels of fast, even lift & no swelling	Up to 8 levels of lift with precision cream glide & no swelling	Up to 7 levels of lift with controlled brightening	Up to 5 levels of synchronized lift + tone	Up to 9 levels of lift with built-in bond protection	Up to 8 levels of lift with built-in bond protection	Up to 8 levels of lift
TEXTURE	Powder + Oil Developer	Lightening Cream + Oil Developer	Powder	Cream	Powder		
SPEED	Up to 7 levels of lift in 25 minutes	Up to 8 levels of lift in 50 minutes	Consistent fast lift	Simultaneous and consistent lift + deposit in 45 minutes	17% faster takeoff during the first 15 minutes of processing* *vs. Flash Lift 8 Bonder Inside	Consistent fast lift	
DEVELOPER	Mix with dedicated 10, 20 or 30 Volume Oil Pro-Oxide		Mix with Redken dedicated 10, 20, 30 or 40 Volume Cream Pro-Oxide	Mix with Redken dedicated 20, 30 or 40 Volume Cream Pro-Oxide	Mix with Redken dedicated 10, 20, 30 or 40 Volume Cream Pro-oxide		
ON-SCALP USAGE	1:2 or 1:3 10, 20 volume	1:2 or 1:3 10, 20 volume	1:3 10, 20 volumes	1:2 20, 30, 40 volumes	1:2 10, 20, 30 volume	1:1.5 - 1:2 10, 20, 30 volume	
OFF-SCALP USAGE	1:1 - 1:1½ 10, 20, 30 volumes	1:1½ 10, 20, 30 volumes 1:2 10, 20 volumes	1:3 10, 20, 30, 40 volumes		1:1 - 1:1.5 10, 20, 30, 40 volume	1:1 - 1:1.5 10, 20, 30, 40 volume	