

BLONDE IQ

FAQS



FAQS

WHAT IS BLONDE IQ?

Redken is streamlining, repackaging, and harmonizing our lightener portfolio – everything from our lighteners to our high-lift colors will now be under the BLONDE IQ umbrella, except for Flash Lift.

WHAT'S NEW?

Now, we are ready to release our complete **BLONDE IQ** toolkit for our smartest way to blonde! Introducing **BLONDE IQ 8** Calibrated Anti-Brass Cream Lightener, **BLONDE IQ 7** Calibrated Powder Lightener, and **BLONDE IQ 5** Calibrated Anti-Brass High Lifts. Additionally, we are expanding our Pro-oxide Oil Developer range to include 10 Volume.

These join the first products to have launched under the **BLONDE IQ** umbrella: Blonde IQ 9+ Calibrated Anti-Brass Lightener, which provides our highest lift yet leaving a clean canvas before your Shades EQ service, and 10,20 & 30 volume Pro-Oxide Oil Developers which are specifically calibrated to work as a system with Blonde IQ 9+ to provide the perfect consistency for application and our highest level of lift.

BLONDE IQ 8

WHAT IS BLONDE IQ 8?

A cream lightener formulated with glycine and citric acid that when mixed with our Pro-oxide Oil Developer creates a soft, rich consistency making it ideal for both on and off scalp applications.

WHAT IS THE TECHNOLOGY

Our breakthrough Advanced Neutralization Technology is an intelligent dual-action oil complex calibrated to concentrate and guide lightening actives to the deepest level of the cortex. **BLONDE IQ 8 Calibrated Anti-Brass Cream Lightener**, formulated with glycine and citric acid, efficiently drives neutralization power to the hair's core, breaking down eumelanin and pheomelanin for your most neutralized 8-level lift blonde.

WHAT IS THE ADVANCED NEUTRALIZATION? ARE THERE DYES IN THE FORMULA?

There are no dyes in the formula that will tone the hair. BLONDE IQ Calibrated Anti-Brass Cream Lightener when mixed with Pro-oxide Oil Developer efficiently drives neutralization power to the hair's core, breaking down eumelanin and pheomelanin for your most neutralized 8-level lift blonde. There is blue pigment in the cream, the same as you will find in existing Redken powder lighteners to provide color to the cream formula.

MUST I USE THE DEDICATED DEVELOPER? WHY?

Yes, the lightening cream and oil developer have been specifically calibrated to work as a system to provide the perfect consistency for application and up to 8 levels of lift. We recommend following the instructions found on pack and reading the safety warnings provided.

BLONDE IQ 8

HOW IS THIS DIFFERENT FROM BLONDE ICING? IS BLONDE ICING DISCONTINUED?

Blonde Icing is being discontinued. Blonde Icing provides less lift (up to 7 levels) and has its own dedicated developers. **BLONDE IQ 8 Calibrated Anti-Brass Cream Lightener**, formulated with newer technology, lifts up to 8 levels and is mixed with Pro-oxide Oil Developer which is also used with Blonde IQ 9+ Calibrated Anti-Brass Lightener.

HOW IS IT MIXED? IS THERE A MEASURED SCOOP?

We suggest using a plastic spatula or non-metallic spoon to scoop out and measure using a scale.

HOW MANY LEVELS OF LIFT ARE ACHIEVABLE WITH BLONDE IQ 8 CALIBRATED ANTI-BRASS CREAM LIGHTENER, IN WHAT AMOUNT OF TIME?

BLONDE IQ 8 Calibrated Anti-Brass Cream Lightener can give you up to 8 levels of lift and can be processed up to 50 minutes depending on the desired result.

IS THIS PRODUCT FOR ALL HAIR TYPES?

Yes, this product can be used on all hair textures.

CAN BLONDE IQ 8 CALIBRATED ANTI-BRASS CREAM LIGHTENER BE USED THE SAME DAY AS ANOTHER LIGHTENER, CHEMICAL RELAXER, OR TEXTURE SERVICE?

No. You cannot use **BLONDE IQ 8 Calibrated Anti-Brass Cream Lightener** the same day as another lightener. You can never use **BLONDE IQ 8 Calibrated Anti-Brass Cream Lightener** after a chemical relaxer. You must wait two weeks before using **BLONDE IQ 8 Calibrated Anti-Brass Cream Lightener** after any texture service. Use discretion when lightening hair that may be sensitized. Do not perform any lightener service on hair that is very fine or fragile. Always perform a strand test when using a lightener on hair that has been previously sensitized.

CAN BLONDE IQ 8 CALIBRATED ANTI-BRASS CREAM LIGHTENER BE USED ON ALL LEVELS?

Yes, **BLONDE IQ 8 Calibrated Anti-Brass Cream Lightener** can be used on all starting levels, including levels 2-5 when up to 8 levels of lift is desired. When using on lighter levels (6+) it is recommended to use 10 volume Pro-oxide Oil Developer and to check lifting action frequently (for example, every 10-15 minutes).

WHAT DEVELOPER DO I USE WITH BLONDE IQ 8 CALIBRATED ANTI-BRASS CREAM LIGHTENER?

Dedicated Pro-oxide Oil Developer, available in 10, 20 and 30 volumes.

BLONDE IQ 8

WHY IS THERE NO 40 VOLUME PRO-OXIDE OIL DEVELOPER?

Even on dark, deep brown levels, **BLONDE IQ 8 Calibrated Anti-Brass Cream Lightener** with 30V Pro-Oxide Oil Developer provides up to 8 levels of lift .

CAN BLONDE IQ 8 BE USED FOR BOTH ON-SCALP AND OFF-SCALP APPLICATIONS?

BLONDE IQ 8 Calibrated Anti-Brass Cream Lightener can be used for both on-scalp and off-scalp applications. However, be sure to respect the mixing ratios for each.

Application	Mix Ratio	Pro-Oxide Oil Developer	Processing
Off-Scalp applications <ul style="list-style-type: none">Balayage, Highlights in foils, meche, and/or free hand techniques	1:1.5 [15g cream : 22.5mL (0.76oz) developer]	10, 20, or 30 volume maximum	Up to 50 minutes. Do not use heat.
	1:2 [15g cream : 30mL (1oz) developer]	10 or 20 volume maximum	
On-Scalp applications	1:2 [15g cream : 30mL (1oz) of developer] or 1:3 [15g cream : 45mL (1.5oz) developer]	10 or 20 volume maximum	Up to 50 minutes, depending on desired results. Do not use heat. Do not cover the hair. Do not gather in a bun. Leave the hair free.

FOR FOIL HIGHLIGHTS, ARE THERE SPECIFIC FOILS I NEED TO USE WITH BLONDE IQ 8 CALIBRATED ANTI-BRASS CREAM LIGHTENER?

Yes - you must use exclusively foils that meet the following specifications: ref SOFT ALLOY 1235, 18 µm (i.e. Product Club SHF500-SL), SOFT ALLOY 8079, 20µm, or SOFT ALLOY 1200, 18µm (according to NORM EN 573-3). Not using the recommended foils may lead to unwanted results.

WHAT IS THE FRAGRANCE?

The formula does not have fragrance added as an ingredient.

WHAT IS THE COLOR OF THE CREAM OF BLONDE IQ 8 CALIBRATED ANTI-BRASS CREAM LIGHTENER?

The formula is a blue cream.

BLONDE IQ 8

HOW FAST WILL I SEE 8 LEVELS OF LIFT?

BLONDE IQ 8 Calibrated Anti-Brass Cream Lightener provides up to 8 levels. The speed of lift will depend on the level of developer used as well as the hair fiber itself (texture, history, porosity, etc). As different types of hair process at different rates, for best results we recommend checking the lightening action regularly during processing to determine when desired results are achieved.

CAN I USE BLONDE IQ 8 CALIBRATED ANTI-BRASS CREAM LIGHTENER FOLLOWED WITH SHADES EQ OR SHADES EQ BONDER INSIDE?

Yes! We recommend always toning the hair with Shades EQ after every lightener service. Toning with Shades EQ Bonder Inside will help maintain strong bonds in the hair.

CAN I USE BLONDE IQ 8 CALIBRATED ANTI-BRASS CREAM LIGHTENER FOLLOWED WITH REDKEN ACIDIC BONDING CONCENTRATE HAIRCARE PRODUCTS?

Yes! **Acidic Bonding Concentrate** helps maintain bonding in between appointments. We recommend using **Acidic Bonding Concentrate** at home following the service.

CAN BLONDE IQ 8 CALIBRATED ANTI-BRASS CREAM LIGHTENER BE MIXED WITH ANY OTHER REDKEN LIGHTENERS?

No. **Blonde IQ 8 Calibrated Anti-Brass Cream Lightener** is not recommended to be used with other lightener powders. Doing so could lead to unpredictable results. As always, we recommend following the instructions found on pack.

HOW DOES BLONDE IQ 8 COMPARE WITH FLASH LIFT 8?

NEW Technology! BLONDE IQ 8	FLASH LIFT 8
Advanced Neutralization Technology	With or Without Bonder Inside
Cream Texture for precision cream glide	Powder Texture
Mixed with Pro-Oxide Oil Developer (10, 20, 30)	Mixed with Pro-Oxide Cream Developer (10, 20, 30, 40)
Higher price positioning	Lower price positioning

BLONDE IQ 7

WHAT IS BLONDE IQ 7?

Formerly Up To 7 De-Dusted Lightener, now repackaged and restaged to be part of the **Blonde IQ** franchise. This salon favorite provides up to 7 levels of lift at a steady pace for controlled brightening and ultimate versatility.

WHAT IS THE TECHNOLOGY?

Blonde IQ 7 Calibrated Powder Lightener is formulated with a calibrated blend of alkaline agents that buffer persulfate reaction speed over the full processing time to regulate melanin breakdown and control brightening from root to tip. Potassium and sodium persulfates are balanced with amorphous silica in a thickener system including xanthan gum to optimize, stabilize and help create a smooth, dense rich product texture. **Blonde IQ 7** creates uniform, predictable results across all techniques, both on and off scalp. When mixed as directed, the products stays moist and compact; puffing and foil slipping is minimized.

WHAT IS THE DEDICATED DEVELOPER?

Blonde IQ 7 Calibrated Powder Lightener and Pro-oxide Cream Developer have been specifically calibrated to work as a system to provide the perfect consistency for application and up to 7 levels of lift. We recommend following the instructions found on pack and reading the safety warnings provided.

CAN BLONDE IQ 7 BE USED FOR BOTH ON-SCALP AND OFF-SCALP APPLICATIONS?

BLONDE IQ 7 Calibrated Powder Lightener can be used for both on-scalp and off-scalp applications. However, be sure to respect the mixing ratios for each.

Application	Mix Ratio	Pro-Oxide Cream Developer	Processing
Off-Scalp applications <ul style="list-style-type: none">Balayage, Highlights in foils, meche, and/or free hand techniques	1:3 [11g powder : 30mL (1oz) developer]	10, 20, 30 or 40 volume maximum	Up to 50 minutes. Do not use heat.
On-Scalp applications		10 or 20 volume maximum	Up to 50 minutes, depending on desired results. Do not use heat. Do not cover the hair. Do not gather in a bun. Leave the hair free.

BLONDE IQ 7

CAN I EXPECT THE SAME PERFORMANCE AS WITH UP TO 7?

Yes, you can expect the same performance.

BLONDE IQ HIGH-LIFTS

WHAT ARE BLONDE IQ CALIBRATED ANTI-BRASS HIGH-LIFTS?

Formerly Blonde Idol High-Lift shades, now repackaged and restaged to be part of the **Blonde IQ** franchise. These 9 customizable shades provide synchronized lift + toning for natural, dimensional results in one step.

WHAT IS THE TECHNOLOGY

Formulated with a cationic polymer, the combination of toning dyes and 2X the concentration of oxygen molecules* intelligently synchronize neutralization and lift in a single service.

HOW ARE THE SHADES CUSTOMIZABLE?

Blonde IQ High-Lift shades can be mixed with one another for customized shade formulations.

WHAT IS THE DEDICATED DEVELOPER?

Blonde IQ Calibrated Anti-Brass High-Lifts and Pro-xide Cream Developer have been specifically calibrated to work as a system to provide the perfect consistency for application, up to 5 levels of lift and toning. We recommend following the instructions found on pack and reading the safety warnings provided.

CAN I EXPECT THE SAME PERFORMANCE AS WITH BLONDE IDOL HIGH-LIFTS?

Yes, the formula is unchanged. Only the packaging and name have been updated.

CAN BLONDE IQ CALIBRATED ANTI-BRASS HIGH-LIFT SHADES BE USED ON GRAY HAIR?

Blonde IQ High-Lift shades will not cover gray hair and should not be used for over 25% gray. Before using on hair that's white, we recommend considering the porosity of the hair and the reflect of the shade being used. For example, a cool shade such as a Titanium, Blue or Violet Violet should be avoided, while a Natural or Beige may be more acceptable.

NEW! BLONDE IQ HIGH-LIFTS

CAN BLONDE IQ HIGH-LIFTS BE USED FOR BOTH ON-SCALP AND OFF-SCALP APPLICATIONS?

Yes, **Blonde IQ Calibrate Anti-Brass High-Lifts** can be used for both on & off-scalp applications

Application	Mix Ratio	Pro-Oxide Cream Developer	Processing
Off-Scalp applications <ul style="list-style-type: none"> Balayage, Highlights in foils, meche, and/or free hand techniques 	1:2 [30mL (1oz) colorant: 60mL (2oz) developer]	20, 30 or 40 volume maximum	Up to 45 minutes. Do not use heat.
On-Scalp applications			Up to 45 minutes. Do not use heat. Do not cover the hair. Do not gather in a bun. Leave the hair free.

CAN I EXPECT THE SAME PERFORMANCE AS WITH BLONDE IDOL HIGH-LIFTS?

Yes, the formula is unchanged. Only the packaging and name have been updated.

Blonde IQ High-Lifts Shade	Reflect	Description	Best For Natural Levels
Natural	.0	Produces natural results to control undertones but with little refinement	6-8
Violet	.2	Violet tones provide control of yellow and pale yellow undertones	5-7
Pearl	.9	Violet blue tones neutralize strong gold undertones	5-7
Blue	.1	Blue tones provide maximum refinement of orange undertones	5-7
Titanium	.12	Provides more cooling than neutralization, this shades is best on deep orange/gold undertones	3-5
Natural Ash	.01	Soft blue tones to refine undertones of orange/gold	5-7
Violet Violet	.22	A double dose of violet to provide maximum refinement of gold undertones	4-6
Ash Pearl	.19	Additional blue tones give a cooler pearl look on medium bases	4-6
Beige	.13	Creates soft, beige results. Best used on pale yellow undertones	6-8

	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
WHO ITS FOR	The darkest bases who want our highest lift	Dark to medium bases who want high lift	Medium to light bases who want high lift	Anyone level 3-8 looking for lifting and toning at the same time
TRY IT FOR	Balayage Foiling All Over Blonding	All Over Blonding Blonding Foiling	Traditional Highlighting Color Correction	Highlighting All Over Blonding
LEVEL OF LIFT	Up to 9	Up to 8	Up to 7	Up to 5
TECHNOLOGY	Advanced powerful lift for neutralization and a clean canvas	-.Our most neutralized 8-level lift blonde	Traditional persulfate system with buffered reaction speed over the full processing time to regulate melanin breakdown and control brightening	The combination of 2X the concentration of oxygen molecules** and toning dyes intelligently synchronize neutralization and lift in a single service.
BENEFIT	Our most powerful lift yet.	Precision Cream Glide Cream Consistency	Provides luminous shine Maintains silky condition stays moist with minimal swelling	Customizable shades provide synchronized lift + toning for natural, dimensional results in one step
TEXTURE	Powder + Oil Developer	Lightening Cream + Oil Developer	Powder	Cream
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
DEVELOPER	Mix with dedicated 10, 20 or 30 volume Oil Pro-Oxide		Mix with Redken 10, 20, 30 or 40 Volume Pro-Oxide	Mix with Redken 20, 30 or 40 Volume Pro-Oxide
TIMING	Process at room temperature for up to 50 minutes. Do not use heat.			Process at room temperature for up to 45 minutes. Do not use heat.
ON-SCALP USAGE	1:2 or 1:3 10, 20 volume	1:2 or 1:3 10, 20 volume	1:3 10, 20 volumes	
OFF-SCALP USAGE	1:1 –1:1½ 10, 20, 30 volumes	1:1 ½ 10, 20, 30 volumes 1:2 10, 20 volumes	1:3 10, 20, 30, 40 volumes	1:2 20, 30, 40 volumes