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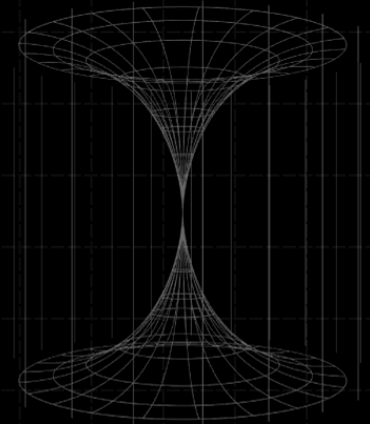
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# REDKEN LIGHTENER COMPARISON CHART



# REDKEN BLONDE IQ PORTFOLIO



	<b>BLONDE IQ 9+ CALIBRATED ANTI-BRASS LIGHTENER</b>	<b>BLONDE IQ 8 CALIBRATED ANTI-BRASS CREAM LIGHTENER</b>	<b>BLONDE IQ 7 CALIBRATED POWDER LIGHTENER</b>	<b>BLONDE IQ High-Lifts CALIBRATED ANTI-BRASS HIGH-LIFTS</b>
<b>WHO ITS FOR</b>	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
<b>TRY IT FOR</b>	Balayage Foiling All Over Blonding	All Over Blonding Blonding Foiling	Traditional Highlighting Color Correction	Highlighting All Over Blonding
<b>LEVEL OF LIFT</b>	Up to 9	Up to 8	Up to 7	Up to 5
<b>TECHNOLOGY</b>	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.
<b>BENEFIT</b>	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
<b>TEXTURE</b>	Powder + Oil Developer	Lightening Cream + Oil Developer	Powder	Cream
<b>SPEED</b>	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
<b>DEVELOPER</b>	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
<b>TIMING</b>	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.
<b>ON-SCALP USAGE</b>	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
<b>OFF-SCALP USAGE</b>	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	

# REDKEN FLASH LIFT PORTFOLIO



	FLASH LIFT 9 BONDER INSIDE	FLASH LIFT 8 BONDER INSIDE	FLASH LIFT 8
WHO ITS FOR	The darkest bases who want our highest lift with care	Dark to medium bases that can be easily damaged	Dark to medium bases who want high lift
TRY IT FOR	Balayage while protecting strong bonds	Foiling while protecting strong bonds	Corrective Services
LIFT	Up to 9	Up to 8	Up to 8
TECHNOLOGY	All-in-one bonder and lightener powder. Formulated with the combination of Glycine and Citric Acid		Traditional persulfate system
BENEFIT	Helps Preserve fiber integrity With Built in bond protection Breaks through red, orange, and yellow undertones Dust-free formula	Built in bond protection Helps reduce breakage for increased bond strength Improves elasticity Improves cosmeticity	On and off scalp applications Variable mixing ratios
TEXTURE	Powder		
SPEED	17% faster takeoff during the first 15 minutes of processing*	Consistent fast lift	
DEVELOPER	Mix with Redken 10, 20, 30 or 40 Volume Pro-Oxide		
TIMING			
ON-SCALP USAGE	1:2 10, 20, 30 volumes	1:1½ - 1:2 10, 20, 30 volumes	
OFF-SCALP USAGE	1:1 - 1:1½ 10, 20, 30, 40 volumes	1:1 - 1:1½ 10, 20, 30, 40 volumes	