



Redken Lighteners Conversion Guide

C1 - Internal use

Wella Conversion Guide:

Convert lighteners



Top Claim

- Anti yellowing molecules for clear blonde results

Format

- Powder

Pricing

- 28.2 oz: \$38.40
- *\$1.86 cost per app*



Top Claim

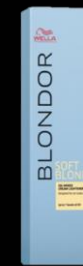
- Bond building technology for up to 97% less breakage with the same lifting performance

Format

- Powder

Pricing

- 28.2 oz: \$40.70
- *\$1.94 cost per app*



Top Claim

- Controlled and reliable lightening with up to 7 levels of lift

Format

- Cream

Pricing

- 7 oz: \$11.20
- *\$2.09 cost per app*

Wella Conversion Guide:

Convert lighteners

Wella lightener BlondorPlex



What is it?

- Powder lightener
- Up to **9 levels of lift**
- Conditioning

Convert to

Leading Redken lightener: Power 9 Bonder Inside



Why is this the #1 conversion choice?

- Bonder and lightener, all in one powder
- Up to **9 levels of lift**
- Protects bonds for increased strength
- None of the extra steps!

Price (28.2 oz.):	Cost per app:
\$40.70	\$1.94

PRICE (2lb):	Cost per app:
\$45.32	\$1.84

*Cost per app is based on 1 oz of lightener

Pricing may vary by shopping/ shipping location

C1 - Internal use

REDKEN
5TH AVENUE NYC

Wella Conversion Guide:

Other Redken lighteners



Flash Lift Bonder Inside

- Up to 8 levels of lift
- Bonder and lightener all in one powder
- On and off scalp application

Price (32 oz):

\$41.18

Cost per app:

\$1.76



Blonde Idol Flash Lift Lightener

- Up to 8 levels of lift
- Conditioning pro-vitamin B5 for high lift without sacrificing hair quality

Price (32 oz):

\$35.41

Cost per app:

\$1.58



Blonde Icing Conditioning Cream

- Up to 7 levels of lift
- Smooth application with maximum control
- Features Lumisilk Technology, preserving lipidic rate of natural hair

Price (17.6 oz):

\$33.99

Cost per app:

\$2.60

*Cost per app is based on 1 oz of lightener

Pricing may vary by shopping/ shipping location

C1 - Internal use

REDKEN
5TH AVENUE NYC

Cost Per App

Redken v. Wella

			Color Cost			Cost per App (1 oz.)
	Brand	Color Brand	Oz. / Tube	Cost	Cost / oz.	
Powder	Redken	Flash Lift Power 9 Bonder Inside	32.00	\$45.32	\$1.42	\$1.84
Powder	Redken	Flash Lift Bonder Inside	32.00	\$41.18	\$1.29	\$1.76
Powder	Redken	Blonde Idol Flash Lift	32.00	\$35.41	\$1.11	\$1.58
Cream	Redken	Blonde Icing	17.60	\$33.99	\$1.93	\$2.60
Powder	Wella	BlondorPlex	28.20	\$40.70	\$1.44	\$1.94
Powder	Wella	Blondor	28.20	\$38.40	\$1.36	\$1.86
Cream	Wella	Blondor Soft Blonde Cream	7.00	\$11.20	\$1.60	\$2.09

Joico Conversion Guide:

Convert lighteners



Top Claims

- High neutralization performance
- Up to 9+ levels of lift

Format

- Powder

Pricing

- 32 oz: \$46.35
- \$1.75 cost per app



Top Claims

- Moisture locking and bond building technology
- Up to 9+ levels of lift

Format

- Cream

Pricing

- 10.5 oz: \$21.63
- \$2.37 cost per app



Top Claims

- Up to 8 levels of lift
- Contains K-PAK Keratin and Sorbitol Crystals

Format

- Powder

Pricing

- 32 oz: \$41.20
- \$1.54 cost per app

Joico Conversion Guide:

Convert lighteners

Joico lightener BlondeLife



What is it?

- Powder lightener
- Up to **9 levels of lift**
- Bond building technology

Convert to

Leading Redken lightener: Power 9 Bonder Inside



Why is this the #1 conversion choice?

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\$45.00	\$1.70

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C1 - Internal use

REDKEN
5TH AVENUE NYC

Joico Conversion Guide:

Other Redken lighteners



Flash Lift Bonder Inside

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- On and off scalp application

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\$41.18

Cost per app:

\$1.76



Blonde Idol Flash Lift Lightener

- Up to 8 levels of lift
- Conditioning pro-vitamin B5 for high lift without sacrificing hair quality

Price (32 oz):

\$35.41

Cost per app:

\$1.58



Blonde Icing Conditioning Cream

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- Smooth application with maximum control
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\$33.99

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C1 - Internal use

REDKEN
5TH AVENUE NYC

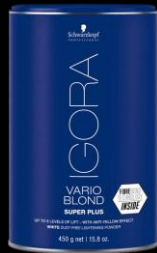
Cost Per App

Redken v. Joico

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Powder	Redken	Blonde Idol Flash Lift	32.00	\$35.41	\$1.11	\$1.58
Cream	Redken	Blonde Icing	17.60	\$33.99	\$1.93	\$2.60
Powder	Joico	Blonde Life Lightening Powder 9	32.00	\$46.35	\$1.45	\$1.75
Powder	Joico	VeroLight	32.00	\$41.20	\$1.29	\$1.54
Cream	Joico	Blonde Life Cream	10.50	\$21.63	\$2.06	\$2.37

Schwarzkopf Conversion Guide:

Convert lighteners



Top Claim

- High neutralization performance
- Integrated Fibre Bond Technology to enforce within the hair fiber and reduce hair breakage

Format

- Powder

Pricing

- 31.74 oz: \$34.25
- *\$1.56 cost per app*



Top Claim

- Clay Lightener with integrated Bond Enforcing Technology for optimal precision and beautiful, seamless blondes

Format

- Clay

Pricing

- 12.35 oz: \$28.85
- *\$2.92 cost per app*



Top Claims

- Up to 9 levels of lift, helps to protect the hair fiber during development for minimized hair breakage, and has anti-yellow agents to neutralize any warm undertones

Format

- Powder

Pricing

- 31.6 oz: \$44.35
- *\$1.85 cost per app*

Schwarzkopf Conversion Guide:

Convert lighteners

Schwarzkopf lightener BlondMe

What is it?

- Powder lightener
- Up to **9 levels of lift**
- Integrated bonding technology
- Anti-yellow agents to help neutralize hair while lifting



Convert to

Leading Redken lightener: Power 9 Bonder Inside



Why is this the #1 conversion choice?

- Bonder and lightener, all in one powder
- Up to **9 levels of lift**
- Protects bonds for increased strength
- None of the extra steps!

Price (28.2 oz): **Cost per app:**
\$41.07 \$1.75

Price (32oz): **Cost per app:**
\$45.32 \$1.84

*Cost per app is based on 1 oz of lightener

Pricing may vary by shopping/ shipping location

C1 - Internal use

REDKEN
5TH AVENUE NYC

Schwarzkopf Conversion Guide:

Other Redken lighteners



Flash Lift Bonder Inside

- Up to 8 levels of lift
- Bonder and lightener all in one powder
- On and off scalp application

Price (32 oz):

\$41.18

Cost per app:

\$1.76



Blonde Idol Flash Lift Lightener

- Up to 8 levels of lift
- Conditioning pro-vitamin B5 for high lift without sacrificing hair quality

Price (32 oz):

\$35.41

Cost per app:

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- Up to 7 levels of lift
- Smooth application with maximum control
- Features Lumisilk Technology, preserving lipidic rate of natural hair

Price (17.6 oz):

\$33.99

Cost per app:

\$2.60

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C1 - Internal use

REDKEN
5TH AVENUE NYC

Cost Per App

Redken v. Schwarzkopf

			Color Cost			Cost per App (1 oz.)
	Brand	Color Brand	Oz. / Tube	Cost	Cost / oz.	
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Powder	Redken	Blonde Idol Flash Lift	32.00	\$35.41	\$1.11	\$1.58
Cream	Redken	Blonde Icing	17.60	\$33.99	\$1.93	\$2.60
Powder	Schwarzkopf	BLONDME Bond Enforcing Premium Lightener 9+	31.60	\$40.95	\$1.30	\$1.85
Powder	Schwarzkopf	Vario Blond Super Plus Powder	31.74	\$34.25	\$1.08	\$1.56
Clay	Schwarzkopf	BLONDEME Bond Enforcing Clay Lightener 7+	12.35	\$28.85	\$2.33	\$2.92