

SHADES [EQ]

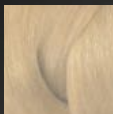
# 1001 BLONDES COLLECTION

BE A BLONDING STAR WITH OUR MOST ICONIC SHADES

New look,  
same great formula



## + COOL



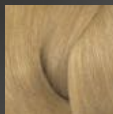
010AG  
MISTY  
BEIGE

Bonder Inside



09AG  
GLOSSY  
GREIGE

Bonder Inside



07AG  
SMOKEY  
BEIGE

Bonder Inside



09V  
PLATINUM  
ICE

Bonder Inside



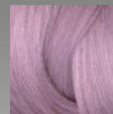
08V  
IRIDESCENT  
QUARTZ

Bonder Inside



010VV  
LAVENDER  
ICE

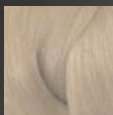
Bonder Inside



09VV  
LILAC ICE

Bonder Inside

## + NEUTRAL



010N  
DELICATE  
NATURAL

Bonder Inside



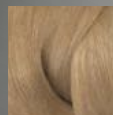
09N  
CAFÉ  
AU LAIT

Bonder Inside



08N  
MOJAVE

Bonder Inside



07N  
MIRAGE

Bonder Inside



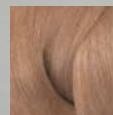
010NB  
CARAMEL  
CLOUD

Bonder Inside



09NB  
IRISH  
CREME

Bonder Inside



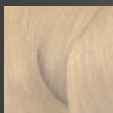
07NB  
CHESTNUT

Bonder Inside



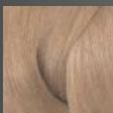
010VG  
BABY

Bonder Inside



010NW  
ICED PIÑA

Bonder Inside



09NW  
CREAM  
SODA

Bonder Inside

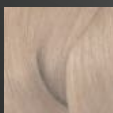


07NW  
MILK TEA

Bonder Inside

28 SHADES  
TO ACHIEVE  
ANY BLONDE

## + WARM



010GI  
TAHITIAN  
SAND

Bonder Inside



09GI  
HAMPTONS

Bonder Inside



08GI  
ST. BARTHS

Bonder Inside



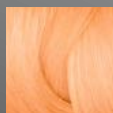
010G  
LEMON ICING

Bonder Inside



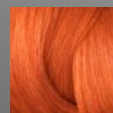
010WG  
HONEY  
GOLD

Bonder Inside



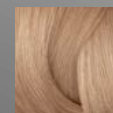
010AA  
BUTTERNUT

Bonder Inside



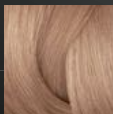
07AA  
TURMERIC

Bonder Inside



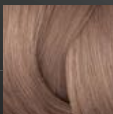
010GRo  
SPARKLING  
WINE

Bonder Inside



09GRo  
BLUSH  
SPRITZ

Bonder Inside



07GRo  
GOLDEN  
FIZZ

Bonder Inside

REDKEN  
5TH AVENUE NYC

1001  
1001  
1001  
1001

# 1001 BLONDES COLLECTION



## NATURAL

**BEST FOR:** Neutralizing unwanted warmth



**010N**  
DELICATE  
NATURAL  
Bonder Inside



**09N**  
CAFÉ AU LAIT  
Bonder Inside



**08N**  
MOJAVE



**07N**  
MIRAGE



BLUE/VIOLET  
REFLECT



BROWN TO TAN  
BACKGROUND



## ASH GOLD

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



**010AG**  
MISTY BEIGE  
Bonder Inside



**09AG**  
GLOSSY  
GREIGE  
Bonder Inside



**07AG**  
SMOKEY  
BEIGE  
Bonder Inside



BLUE/GOLD  
REFLECT



BROWN TO TAN  
BACKGROUND



## NEUTRAL BROWN BLONDE

**BEST FOR:** Balanced beige tones



**010NB**  
CARAMEL  
CLOUD  
Bonder Inside



**09NB**  
IRISH CREME



**07NB**  
CHESTNUT



RED/VIOLET  
REFLECT



BROWN TO TAN  
BACKGROUND



## VIOLET GOLD

**BEST FOR:** Iridescent blonde results with a soft gold finish



**010VG**  
BABY  
Bonder Inside



VIOLET/GOLD  
REFLECT



BROWN TO TAN  
BACKGROUND



+

**DISCLAIMER:** Tonal breakdowns are not to scale. All shades are formulated with varying amounts of background and tone. For reference only.

# 1001 BLONDES COLLECTION



+

## NW NATURAL WARM

**BEST FOR:** A subtle hint of warmth



010NW  
ICED PIÑA  
Bonder Inside



09NW  
CREAM SODA



07NW  
MILK TEA



GOLD  
REFLECT



BROWN TO TAN  
BACKGROUND



## GI GOLD IRIDESCENT

**BEST FOR:** Cool golden tones with balanced iridescent tones



010GI  
TAHITIAN  
SAND  
Bonder Inside



09GI  
HAMPTONS



08GI  
ST. BARTHS



GOLD/VIOLET  
REFLECT



BROWN TO TAN  
BACKGROUND



## G GOLD

**BEST FOR:** Balanced, soft golden tones



010G  
LEMON ICING  
Bonder Inside



YELLOW  
REFLECT



BROWN TO TAN  
BACKGROUND



## WG WARM GOLD

**BEST FOR:** Warm golden tones



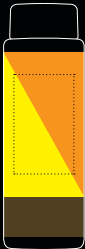
010WG  
HONEY GOLD  
Bonder Inside



YELLOW/ORANGE  
REFLECT



BROWN TO TAN  
BACKGROUND



+

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# 1001 BLONDES COLLECTION



+

AA

## AUBURN/AUBURN ACCENT

**BEST FOR:** Balanced warm orange tones



010AA  
BUTTERNUT  
Bonder Inside



07AA  
TURMERIC  
Bonder Inside



ORANGE/RED  
REFLECT



BROWN TO TAN  
BACKGROUND



GRo

## GOLD ROSE

**BEST FOR:** Warm gold tones balanced with hints of rose



010GRo  
SPARKLING  
WINE  
Bonder Inside



09GRo  
BLUSH  
SPRITZ  
Bonder Inside



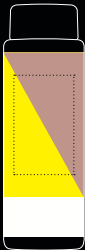
07GRo  
GOLDEN FIZZ  
Bonder Inside



GOLD/ROSE  
REFLECT



NO BACKGROUND



V

## VIOLET

**BEST FOR:** Diminishing yellow undertones



09V  
PLATINUM  
ICE  
Bonder Inside



08V  
IRIDESCENT  
QUARTZ



VIOLET  
REFLECT



NO BACKGROUND



VV

## VIOLET VIOLET

**BEST FOR:** Diminishing yellow undertones for an icy result



010VV  
LAVENDER  
ICE  
Bonder Inside



09VV  
LILAC ICE  
Bonder Inside

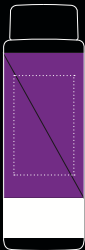
+



VIOLET/VIOLET  
REFLECT



NO BACKGROUND



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