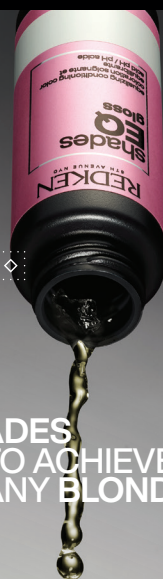


SHADES **EQ**

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

28 SHADES
TO ACHIEVE
ANY BLONDE



+ NEUTRAL



010N
DELICATE
NATURAL
Bonder Inside



09N
CAFE
AU LAIT
Bonder Inside



08N
MOJAVE



07N
MIRAGE



010NB
CARAMEL
CLOUD
Bonder Inside



09NB
IRISH
CREME



07NB
CHESTNUT



010VG
BABY
Bonder Inside



010NW
ICED PINA
Bonder Inside



09NW
CREAM
SODA



07NW
MILK TEA

+ WARM



010GI
TAHITIAN
SAND
Bonder Inside



09GI
HAMPTONS



08GI
ST. BARTHS



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

PHILIP FORESTO'S SIGNATURE 1001 BLONDES LOOKS



「GLAMOUR GLOW」



「GOLDEN LIGHTS」



「SUNKISSED FACE-FRAME」

+



1001
1001
1001
1001

REDKEN
5TH AVENUE NYC

SHADES **EQ** 1001 BLONDES

SIGNATURE BLONDE FORMULAS BY PHILIP FORESTO



@philipforesto



GLAMOUR GLOW

BEST FOR: Creating soft and natural gradation of lightness towards mid lengths and ends.

LIGHTENER FORMULA 1

- 2 scoops (30g) **Flash Lift Power 9 Bonder Inside**
- 1.5 oz. (45ml) 30 Vol **Pro-oxide Cream Developer**

LIGHTENER FORMULA 2

- 2 scoops (30g) **Flash Lift Bonder Inside**
- 1.5 oz. (45ml) 10 Vol **Pro-oxide Cream Developer**

ZONE 1

- 1 oz. (30ml) **Shades EQ Gloss 07N Mirage**
- 1 oz. (30ml) **Shades EQ Processing Solution**

ZONES 2 & 3

- 0.3 oz. (10ml) **Shades EQ Bonder Inside 010VG Baby**
- 0.3 oz. (10ml) **Shades EQ Bonder Inside 010VV Lavender Ice**
- 1.3 oz. (40ml) **Shades EQ Bonder Inside 000 Crystal Clear**
- 2 oz. (60ml) **Shades EQ Processing Solution**



STARTING LEVEL

Natural Level 6 with previous balayage



GOLDEN LIGHTS

BEST FOR: Creating high impact blondes. Fine sections and micro stitch for maximum lightness.

LIGHTENER FORMULA

- 2 scoops (30g) **Flash Lift Power 9 Bonder Inside**
- 1.5 oz. (45ml) 20 Vol **Pro-oxide Cream Developer**

ZONE 1

- 1 oz. (30ml) **Shades EQ Gloss 07N Mirage**
- 1 oz. (30ml) **Shades EQ Processing Solution**

ZONES 2 & 3

- 1 oz. (30ml) **Shades EQ Bonder Inside 010G Lemon Icing**
- 0.3 oz. (10ml) **Shades EQ Bonder Inside 010NB Caramel Cloud**
- 1.4 oz. (40ml) **Shades EQ Processing Solution**



STARTING LEVEL

Natural Level 6 with previous balayage



SUNKISSED FACE-FRAME

BEST FOR: Creating lightness that shapes and frames the face.

LIGHTENER FORMULA

- 2 scoops (30g) **Flash Lift Bonder Inside**
- 1.5 oz. (45ml) 20 Vol **Pro-oxide Cream Developer**

GLOBAL GLOSS

- 1.5 oz. (45ml) **Shades EQ Bonder Inside 010AA Butternut**
- 0.3 oz. (10ml) **Shades EQ Bonder Inside 07AA Tumeric**
- 1.9 oz. (55ml) **Shades EQ Processing Solution**

FACE FRAMING

- 1 oz. (30ml) **Shades EQ Bonder Inside 000 Crystal Clear**
- 1 oz. (30ml) **Shades EQ Processing Solution**



STARTING LEVEL

Natural Level 7



1001
1001
1001
1001



REDKEN
5TH AVENUE NYC