



NEW BLONDE IDOL

HIGH LIFT CONDITIONING CREAM

Create the coolest blondes for every client, from icy platinum to balanced beige. **New Blonde Idol High Lift** offers 8 never-brassy shades in a conditioning cream base. **Up to 5 levels of lift in 1 step**—perfect for balayage, highlights and more!



BLUE OIL LIGHTENING SYSTEM

Extra-conditioning oil booster and blue powder activator lifts up to 7 levels. Powder and oil system for perfectly customized results, on and off scalp.



BASE BREAKERS





Perfect for subtle brightening—1 level of lift in just 10 minutes. In 2 shades: **Cool** to control warmth and **Clear** when warmth is desired or not a concern.



#NOTABOXEDBLONDE

REDKEN

5TH AVENUE NYC

SHADE	DESCRIPTION	IDEAL FOR NATURAL LEVELS	WARM VS. COOL REFLECT	SHADES EQ GLOSS REFRESH FORMULAS
 NATURAL .0	Produces natural results with little refinement	5-7	NEUTRAL	1 ½ oz. Crystal Clear Shades EQ Gloss ½ oz. 09N Café Au Lait Shades EQ Gloss 2 oz. Shades EQ Processing Solution
 BEIGE .13	Creates soft, beige results. Best used on pale yellow undertones.	5-7	WARM	1 ½ oz. Crystal Clear Shades EQ Gloss ½ oz. 09GB Butter Cream Shades EQ Gloss 2 oz. Shades EQ Processing Solution
 PEARL .9	Violet-blue tones neutralize strong gold undertones	7-10	COOL	1 ½ oz. Crystal Clear Shades EQ Gloss ¼ oz. 09V Platinum Ice Shades EQ Gloss ¼ oz. 09B Sterling Shades EQ Gloss 2 oz. Shades EQ Processing Solution
 TITANIUM .12	Provides more cooling than neutralization. Best for deep orange/gold undertones	3-5	COOL	1 ½ oz. Crystal Clear Shades EQ Gloss ½ oz. 09T Chrome Shades EQ Gloss 2 oz. Shades EQ Processing Solution
 VIOLET .2	Violet tones control yellow and pale yellow undertones	7-10	COOL	1 ½ oz. Crystal Clear Shades EQ Gloss ½ oz. 09V Platinum Ice Shades EQ Gloss 2 oz. Shades EQ Processing Solution
 VIOLET VIOLET .22	A double dose of violet for maximum refinement of gold undertones	7-10	COOL	1 oz. Crystal Clear Shades EQ Gloss 1 oz. 09V Platinum Ice Shades EQ Gloss 2 oz. Shades EQ Processing Solution
 NATURAL ASH .01	Soft blue tones to refine orange/gold undertones	5-7	COOL	1 ¼ oz. Crystal Clear Shades EQ Gloss ¼ oz. 09B Sterling Shades EQ Gloss 2 oz. Shades EQ Processing Solution
 BLUE .1	Blue tones provide maximum refinement of orange undertones	5-7	COOL	1 ½ oz. Crystal Clear Shades EQ Gloss ½ oz. 09B Sterling Shades EQ Gloss 2 oz. Shades EQ Processing Solution

MIXING AND PROCESSING

MIXING RATIO COLOR : DEVELOPER	PRO-OXIDE CREAM DEVELOPER	LEVELS OF LIFT	PROCESSING TIME	SPECIAL INSTRUCTIONS
Mix 1:2	20- 40 volume (40 vol. maximum)	Up to 5	45 minutes	For on/off scalp applications, process at room temperature for up to 45 minutes. Do not use heat.



See Redken.com for more detailed instructions on mixing.