

JOHN FRIEDA  
london · paris · new york

for all shades of blonde hair

# essentials

for all shades of blonde hair

essentials

**sheer blonde.**

Sheer Blonde Essentials restores dull, dark, 'flat' blonde to lighter, brighter, shimmering blonde before your eyes. Special highlight-lightening formula cleans, conditions and smooths cuticles, while ultra-lipolytic Adivon tends texture that will be the sheer envy of all.



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Your sheer blonde essentials box contains:

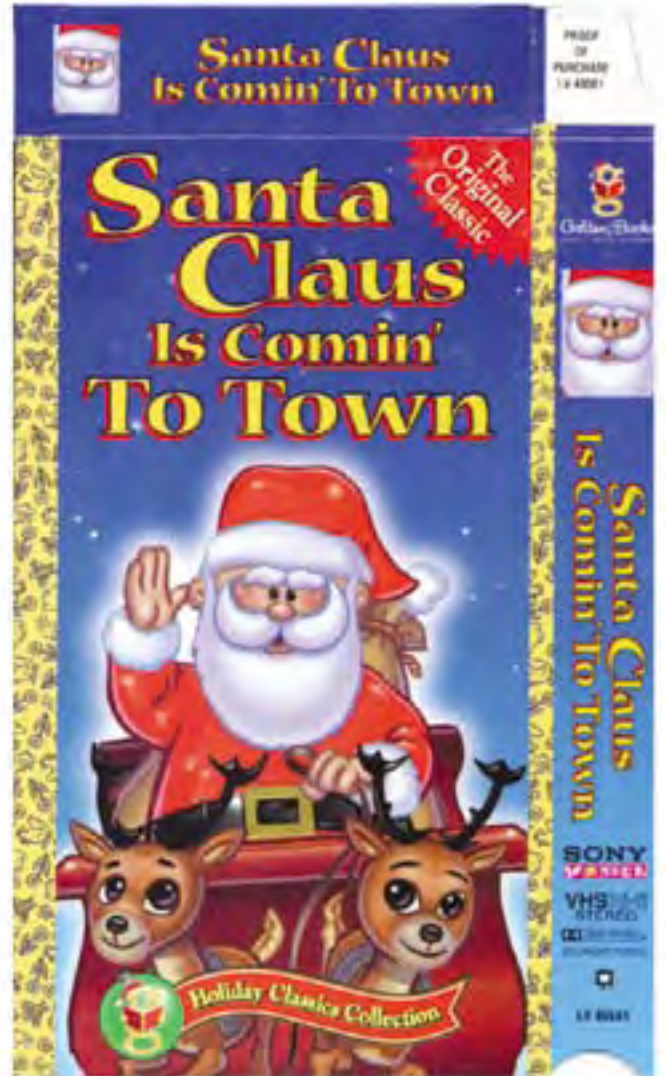
1. Highlight Activating Shampoo 1.7 oz.
2. Instant Conditioner & Highlight Enhancer 1.7 oz.
3. Funky Chunky Sheer Veneer Texturizer 1.7 oz.



essentials

 <p><b>Lighter &amp; Brighter Start</b></p>	 <p><b>Quick Conditioning &amp; Shine</b></p>	 <p><b>Hip, Twisted, Chunky Texture</b></p>
<p><b>Highlight Activating Shampoo</b> 1.7 oz. / 50 ml</p> <p>It's like the difference between 'the flat' and 'the shimmer'—this shampoo cleans, conditions and smooths cuticles, while ultra-lipolytic Adivon tends texture that will be the sheer envy of all.</p>	<p><b>Instant Conditioner &amp; Highlight Enhancer</b> 1.7 oz. / 50 ml</p> <p>It's like the difference between 'the flat' and 'the shimmer'—this conditioner conditions and smooths cuticles, while ultra-lipolytic Adivon tends texture that will be the sheer envy of all.</p>	<p><b>Funky Chunky Sheer Veneer Texturizer</b> 1.7 oz. / 50 ml</p> <p>It's like the difference between 'the flat' and 'the shimmer'—this texturizer cleans, conditions and smooths cuticles, while ultra-lipolytic Adivon tends texture that will be the sheer envy of all.</p>

PACKAGING FOR JOHN FRIEDA INC.  
DESIGN: MICHAEL DWYER  
SOFTWARE: PHOTOSHOP AND QUARK



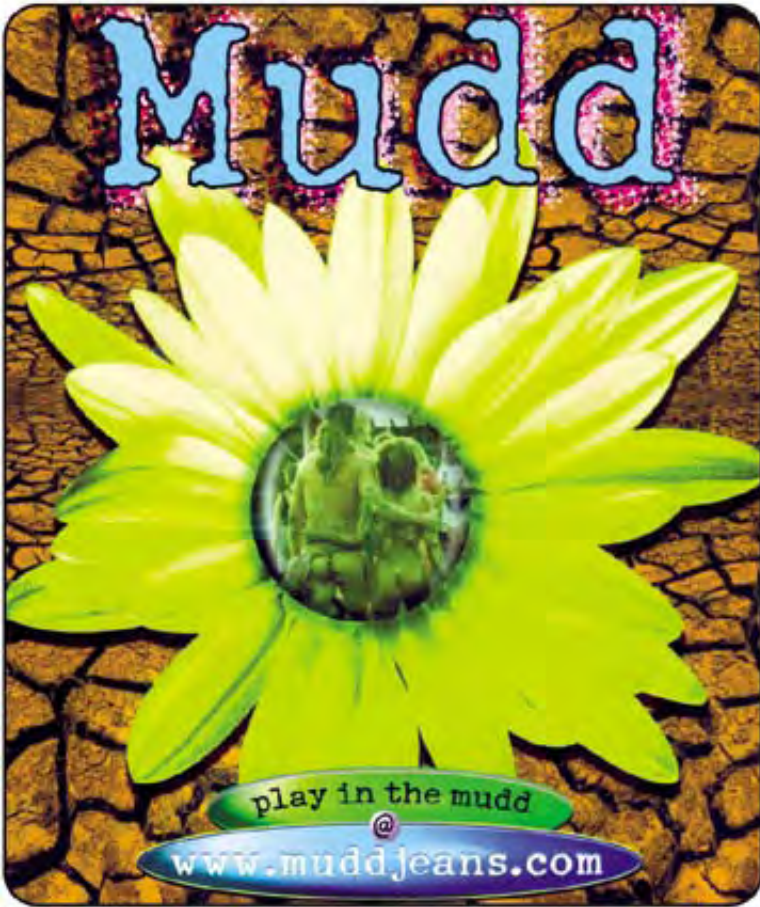
PACKAGE DESIGN FOR GOLDEN BOOKS  
DESIGN: MICHAEL DWYER  
SOFTWARE: PHOTOSHOP, ILLUSTRATOR, AND QUARK



**POWERASER™**

PACKAGING AND LOGO DESIGN  
FOR NOTEWORTHY  
DESIGN: MICHAEL DWYER  
SOFTWARE: PHOTOSHOP,  
ILLUSTRATOR, AND QUARK





MOUSEPAD FOR MUDD JEANS  
DESIGN: MICHAEL DWYER  
SOFTWARE: PHOTOSHOP



PROMOTIONAL POSTCARD FOR YOE! STUDIO  
CONCEPT AND DESIGN: MICHAEL DWYER  
SOFTWARE: PHOTOSHOP