

NEW PEARL PASTEL COLLECTION

SEMI-PERMANENT CRÈME COLOR

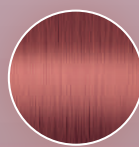
What do you get when you pair the ultimate semi-permanent formula with a pearlescent palette?

NEW Color Intensity Pearl Pastel shades, a breathtaking new collection of soft, iridescent-like on-trend color: Rose Gold, Violet Pearl, Blush, and Silver Ice. Easier-than-ever (no developer needed), low-commitment (they last 10 shampoos), and loaded with nourishing, protective ingredients, these “pearls of wisdom” offer healthy, luminous hair with understated charm.

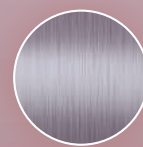
HERE'S WHY YOU'LL LOVE THEM...

Experience a full spectrum of intermixable pearlescent possibilities...and hair that looks healthier with every application.

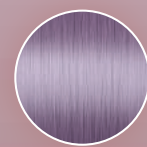
- Soft, pearl-like pastel results last 10 shampoos
- No bleeding! Ideal formula for creative color techniques and melts
- Fades on tone
- Modern palette makes runway color accessible to everyone
- Exclusive Quadramine Complex® reconstructs each strand for guaranteed healthier-looking hair every single service
- Intermixable shades deliver endless creative options
- Hair becomes brilliantly shiny
- Refreshing notes of citrus and flowers deliver a delightful signature fragrance



ROSE GOLD



SILVER ICE



VIOLET PEARL



BLUSH

RECOMMENDED PRELIGHTENING GUIDE			
COLOR INTENSITY SHADE	PRELIGHTENED HAIR LEVEL	UNDERLYING PIGMENT	RESULT
Violet Pearl* Blush* Silver Ice*	10	Palest Yellow	Soft, reflective, light violet Pastel blush pink True icy silver
Rose Gold	9	Yellow	Soft Rose Gold
	8	Yellow/Orange	Rose Gold
	7	Orange	Warm Rose Gold

*Hair must be prelightened to Level 10 before applying specific Pearl Pastel shades.

LET'S LOOK INSIDE...

With ingredients designed to shield even the most fragile strands, hair is left in beautiful condition.

QUADRAMINE COMPLEX, a radical defense system, delivers maximum protection from cuticle to cortex; hair is visibly healthier after each application.

KUKUI NUT OIL, is a highly prized moisturizer produced from the Hawaiian Candlenut tree. Loaded with essential fatty acids, vitamins, and antioxidants, this oil thoroughly hydrates parched hair while improving elasticity and shine.

NOW LET'S USE IT...

Color Intensity Pearl Pastel shades transform hair into a showcase of glossy, healthy color without damage or developer.

DIRECTIONS:

For maximum vibrancy, prelighten hair to Level 10/ palest yellow prior to application. Follow lightening guidelines to ensure you lift natural hair to the proper level to achieve optimal results.

Apply Color Intensity Pearl Pastel shades to clean, dry hair, wearing gloves to avoid staining.

Process for 20 minutes with or without heat.

Rinse thoroughly for several minutes (rinsing different shades separately).

Follow with Joico Color Endure Shampoo, K-PAK Professional Cuticle Sealer, and finish with K-PAK Intense Hydrator.

PRELIGHTENING TIPS

1. Analyze hair and get to know its history. Once you do this, you can determine if you'll be able to achieve the Level 10 base shade necessary to showcase most of these pearl pastel shades and leave hair in healthy condition.
2. Be sure your lightening results are even from root to tip. Consider some of these tips:
 - a. Use crème lightener on the scalp to protect the scalp and hair during the lifting process.
 - b. If it's a virgin lighting application, lighten lengths first, then the scalp/regrowth.
 - c. If the hair has been lightened previously, start at the scalp and don't overlap. Shift your developer and pull lightener through only if the hair needs it.
3. To keep hair its healthy best, shampoo and condition hair using K-PAK® Color Therapy™ products or the K-PAK Hair Repair System.
4. Once hair is prelightened, consider toning it with our LumiShine Demi-Liquid color to create the optimal base for your Pearl Pastel shade.

LEVEL	DEMI-PERMANENT LIQUID SHADE	PRE-TONE BEFORE THIS PEARL PASTEL SHADE	RESULT
Level 10	10SB	Violet Pearl Silver Ice	Softest Pastel Violet Pearl Softest Pastel Silver Ice
Level 10	9SB	Violet Pearl Silver Ice	Soft Violet Pearl Soft Silver Ice
Level 10	9NV	Blush	Soft Blush Pink
Level 10	9V	Violet Pearl	Deepest Violet Pearl
Levels 9/10	10NC	Rose Gold	Softest Pastel Rose Gold
Levels 7/8	10NC	Rose Gold	Rose Gold
Levels 7/8	8NC	Rose Gold	Warm Rose Gold

APPLICATION TIPS

1. All Color Intensity shades can be intermixed with each other to create custom shades.
 2. When applying Pearl Pastel shades, take very fine slices versus thick sections.
 3. Thoroughly saturate the hair with your chosen Pearl Pastel shade.
 4. Unless you are creating a "melt", do not allow shades to merge into one another.
 5. When using foil, meche, or any other barrier to separate color, always go back and double-check your saturation after you complete the initial application.
- K-PAK Professional Cuticle Sealer should be used to lock in color intensity and assist in closing hair's cuticle.
 - Finish with K-PAK Intense Hydrator.

HOME MAINTENANCE TIPS

- Have client wait 24-48 hours before shampooing
- Recommend the proper Joico care products to protect your client's hue
- Recommend Instant Refresh (Dry Shampoo) to help stretch the time between shampoos
- Recommend our Color Co+Wash Whipped Cleansing Conditioner to use intermittently with their Joico color-saving regimen

PERFECT WHEN

- You want to experiment with the latest palette of wearable pastels
- You want low-commitment color that lasts 10 shampoos
- You want a conditioning color formula that leaves hair healthier looking with each application
- You want incredible color deposit and shine
- You want a palette you can intermix for limitless artistic options

Download the JoiColor System App or visit JOICO.COM to learn exclusive techniques.

