

JOICO
the **joi** of healthy hair



COLOR INTENSITY

PRODUCT KNOWLEDGE GUIDE

INTO THE RAINBOW

Discover a dazzling spectrum of bold, brilliant color with Joico® Color Intensity®—our intensely concentrated pigments designed to help you create wow-worthy results that last up to 20+ shampoos.*

Color Intensity's intermixable formula can be applied straight from the tube, or mixed and mingled to your heart's content for endless creative possibilities. Bonus benefit: **NO DEVELOPER REQUIRED!**

WHY YOU'LL LOVE IT

- Intense vibrancy that lasts up to 20+ shampoos*
- Helps reconstruct with Quadramine® Complex for healthy-looking hair after every color service
- Naturally conditioning Kukui Nut Oil leaves hair silky smooth and shiny
- Intermixable shades = endless creative possibilities

DIFFERENT STROKES FOR DIFFERENT LOOKS

- Horizontal slices = Maximum color visibility on the surface
- Vertical slices = Minimal bursts of color
- Diagonal slices = Visible-yet-diffused color effect
- Mix-and-match foil placement = Very dramatic results
- Clear Mixer allows you to control the intensity of each shade

EASY DOES IT

Step 1: Apply to clean, dry hair (¼-inch from the scalp).

Step 2: Process for 20 minutes.

Step 3: Rinse well with cold water for several minutes, rinsing each color separately.

Step 4: Shampoo with K-PAK® Color Therapy. Apply K-PAK Cuticle Sealer, then rinse. Finish with K-PAK Hydrator.

- Do not mix with Vero K-PAK Color, Vero K-PAK Chrome, LumiShine, or Blonde Life shades.
- Wear gloves to avoid staining.
- After lightening, tone hair with Vero K-PAK Color, Vero K-PAK Chrome, LumiShine Demi-Liquid, LumiShine Demi-Permanent, or Blonde Life Quick Tone shades to create the ideal base for vibrancy.

* Bold shades last up to 20 shampoos, Metallic shades up to 15 shampoos, and Power and Pearl Pastel shades up to 10 shampoos. Color longevity also depends on daily care habits, hair history, and texture

SHADE PALETTE

BOLD SHADES

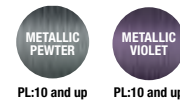
Intense vibrancy that lasts up to 20+ shampoos*

PL = PRELIGHTEN



METALLIC SHADES

Lustrous, multidimensional metallics that last up to 15 shampoos*



POWER PASTEL SHADES

Creamy, luxurious pastels that last up to 10 shampoos*



PEARL PASTEL SHADES



LOVE AURA SHADES



CLEAR MIXER

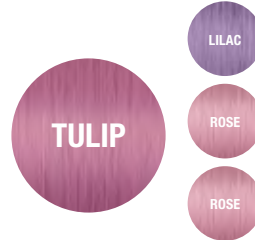


MIXOLOGY

CUSTOM FORMULAS



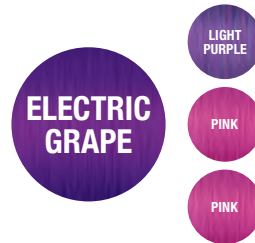
3 PARTS SILVER ICE
+
1 PART ROSE GOLD



1 PART LILAC
+
2 PARTS ROSE



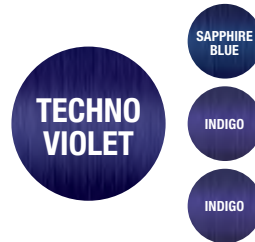
3 PARTS SILVER ICE
+
1 PART BLUSH
+
1 PART VIOLET PEARL
+
1 PART ROSE GOLD



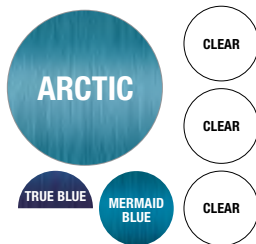
1 PART LIGHT PURPLE
+
2 PARTS PINK



2 PARTS PEACOCK GREEN
+
1 PART KELLY GREEN
+
1 PART YELLOW



1 PART SAPPHIRE BLUE
+
2 PARTS INDIGO



3 PARTS CLEAR
+
1 PART MERMAID BLUE
+
½ PART TRUE BLUE



ERASE WITH EASE



COLOR INTENSITY® ERASER LIFTS DIRECT DYES / SEMI-PERMANENT COLOR IN 30 MINUTES OR LESS.

Color-obsessed clients can now change their custom color quickly and easily while leaving locks gleaming with healthy-looking condition! In 30 minutes or less, this brilliant K-PAK Keratin-enriched formula lifts direct dyes, leaving hair joi-fully ready for its next color transformation.

HERE'S WHY YOU'LL LOVE IT

- Easy, one-step direct dye removal in 30 minutes or less
- Creamy, drip-free formula is a breeze to apply and stays put through processing
- Cuticle-nourishing K-PAK® proteins help condition and protect hair during lifting for healthy-looking results*

* Follow with the K-PAK Color Therapy regimen

THE HOW-TO

Color Intensity Eraser is mixed with water (H₂O), or 10 (3%) or 20 (6%) Volume Veroxide® or LumiShine® developer. Mix one full Color Intensity Eraser packette with 3 oz of H₂O, or 10 (3%) or 20 (6%) developer. Using a color brush, apply ONLY to hair that has been prelightened and treated with direct dyes or semi-permanent haircolor. Process for up to 30 minutes at room temperature, checking every 5 minutes until desired result is achieved. Thoroughly rinse Color Intensity Eraser from the hair, shampoo with K-PAK® Color Therapy Shampoo, then follow with a second color application. Conclude with K-PAK Cuticle Sealer (optional) and K-PAK Color Therapy Conditioner. Always do a strand test first.

NOTE: Only recommended for direct dye / semi-permanent haircolor removal. Color Intensity Eraser will lift natural pigment.

WHEN TO USE

Color Intensity Eraser should be used to deactivate direct dye / semi-permanent color. It should NOT be used to prelighten hair before a Color Intensity service. For prelightening before an initial Color Intensity service, use a Joico lightener (Blonde Life® Lightening Powder, Blonde Life Crème Lightener, or VeroLight®) to lift hair to the appropriate level to support your Color Intensity shade or design. Eraser should only be used following a proper consultation to assess hair's condition, elasticity, and porosity.** Do not exceed more than 1 application within a 24 hour period.

** Always perform a strand test first

| MIX WITH | COLOR INTENSITY REMOVAL CHART | | | | | | | |
|--------------------------|-------------------------------|--|--|--|--|--|--|--|
| WATER (H ₂ O) | | | | | | | | |
| 10 VOLUME (3%) | | | | | | | | |
| 20 VOLUME (6%) | | | | | | | | |

FIND COLOR FORMULAS AND STEP-BY-STEP ON
JOICO.COM.AU OR **JOICO APP**

For more information: Australia 1300 764 437 New Zealand 0800 456 426 **JOICO.COM.AU** @joicoaustralianz

NOT ALL COLOR INTENSITY SHADES AVAILABLE IN NEW ZEALAND