

**JOICO**  
the **joi** of healthy hair

# LUMISHINE®

## SALON TECHNICAL MANUAL





# LUMISHINE®

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COLOR SO  
BRILLIANT, IT  
RE-STRENGTHENS  
HAIR WITH UP TO  
2x THE SHINE\*



\* vs. untreated damaged hair

# JOICO LUMISHINE TRANSFORMS HAIR FROM THE INSIDE OUT WITH BOND-BUILDING ARGIPLEX™ TECHNOLOGY, DELIVERING INCREDIBLE SHINE, COLOR LONGEVITY, AND OVERALL HEALTHY-LOOKING HAIR.

Even better, all LumiShine products are consciously formulated and sourced. Our formulas are PETA-certified and animal test-free. Our aluminum tubes are also 100% recyclable, and our boxes are made from 100% recycled paperboard. With LumiShine, not only can you achieve stunning color, but you can also make a positive impact on the planet.



**LUMISHINE®**  
REPAIR+ Permanent Crème Color

A low-ammonia color system ranging from Level 1 to high-lift.

- Delivers up to 2x the shine\*
- Reduced breakage and restrengthened hair\*\*
- 100% replenished hair\*\*\*
- Nourishing protection seals in moisture and softness for up to 30 shampoos\*\*\*\*
- Delivers color longevity and vibrancy
- Offers 100% gray coverage
- Delivers healthy-looking results
- Optimal viscosity for bowl + brush or bottle application



**LUMISHINE® LUMI10®**  
10 MINUTE | 100% GRAY COVERAGE  
Permanent Crème Color

Our 10-minute permanent haircolor that delivers 100% gray coverage.

- 100% gray coverage
- Concentrated pigments deliver immediate deposit
- Long-lasting color
- Supercharged conditioning polymers nourish and protect color-treated hair for up to 30 shampoos\*\*\*\*
- LumiShine benefits, including up to 2x the shine\*



**LUMISHINE® YOUTHLOCK**  
REPAIR+ Permanent Crème Color

Targets the 5 signs of aging hair: gray, unruliness, coarseness, dullness, and dryness.

- Collagen-infused haircolor
- Helps reduce signs of damage
- 100% gray coverage in one use
- Locks in youthful-looking and -feeling hair
- Long-lasting color confidence that delivers 31% reduced breakage\*\*



**LUMISHINE® DD DIMENSIONAL DEPOSIT**  
REPAIR+ Demi-Permanent Crème Color

A gentle, ammonia-free crème color system formulated for deposit only. Experience a palette that delivers rich, healthy-looking, long-lasting color and adds up to 2x the shine!† Achieve predictable color results when mixed with LumiShine Crème Developer 5 Volume.

- Alkaline formula is ideal for low-lighting, going darker, and color corrections
- Beautiful gray coverage on Levels 1-5; gray blending on Levels 6-10
- Delivers up to 2x the shine\*
- Reduced breakage and restrengthened hair\*\*
- 100% replenished hair\*\*\*
- Nourishing protection seals in moisture and softness for up to 30 shampoos\*\*\*\*



**LUMISHINE®**  
REPAIR+ Demi-Permanent  
Liquid Color

A gentle, ammonia-free liquid color system formulated for deposit only. Achieve predictable color results when mixed with LumiShine Crème Developer 5 Volume.

- Delivers up to 2x the shine\*
- 100% replenished and restrengthened hair\*\*\*
- Ideal viscosity for drip-free bottle application
- Versatile formula—corrects, glazes, glosses, blends gray

\* vs. untreated damaged hair \*\* Combing breakage on damaged hair with K-PAK® Color Therapy Shampoo and Conditioner vs. non-conditioning shampoo \*\*\* vs. haircolor without ArgiPlex  
\*\*\*\* When followed with K-PAK Color Therapy Shampoo and Conditioner \*\*\*\*\* vs. Vero K-PAK Color † With K-PAK Color Therapy Shampoo and Conditioner on damaged hair

# WHY YOU'LL LOVE LUMISHINE

## VERSATILE PALETTE

A full spectrum of balanced, intermixable pre-blended shades allows you to deliver straight-from-the-tube (or bottle) color excellence.

## OUR BREAKTHROUGH TECHNOLOGY AND PERFORMANCE

**Bond-Building ArgiPlex™:** ArgiPlex™ helps to protect hair and reduce breakage\* in every single treatment. ArgiPlex contains Arginine, a naturally occurring amino acid crucial to hair's strength.

**Quadramine® Complex:** Our exclusive blend of low molecular weight and size proteins (MWS 150-2500) adhere quickly to help reconstruct from cuticle to cortex. The result? Healthy-looking hair after each LumiShine color service.

**Our Signature Conditioner:** This conditioning shield surrounds the hair shaft to nourish and protect color-treated hair for up to 30 shampoos,\*\* sealing in moisture and softness.

\* Combing breakage on damaged hair vs. non-conditioning shampoo  
\*\* When followed with K-PAK Color Therapy Shampoo and Conditioner



## DID YOU KNOW?

ArgiPlex is a bond builder that is built into the formula.

**Joico's powerful ArgiPlex™ Technology** helps rebuild and protect broken bonds to reduce hair breakage.\*\* Arginine, a smart essential amino acid, works inside the hair shaft, targeting weak links to bond and strengthen each strand. The result of a LumiShine color service: instantly healthy-looking, more manageable hair with up to 2x more shine!\*\*\*

## IDEAL CLIENT COMFORT

LumiShine features our **Fresh Fragrance Technology**, a combination of molecules that allow the fragrance to mask airborne ammonia and envelop your color service in fresh notes of bergamot, iris, and sandalwood. How's that for comfort?

## A HAIRCOLOR FIRST

Haircolor can deplete Arginine—an amino acid essential to hair's health—leaving hair dry, brittle, and prone to breakage post color service.

LumiShine restores the Arginine the haircolor process depletes:

- Repairing and protecting the hair structure to help restore healthy-looking hair
- Stabilizing dyes deep within the cortex for long-lasting, fade-resistant color
- Reducing ammonia for a gentle and pleasant color service

\* When followed with K-PAK® Color Therapy Shampoo and Conditioner

\*\* Combing breakage on damaged hair with K-PAK® Color Therapy Shampoo and Conditioner vs. non-conditioning shampoo

\*\*\* vs. untreated damaged hair

# HAIRCOLOR

## UNDERSTANDING HAIRCOLOR CATEGORIES

### PERMANENT HAIRCOLOR

- Lightens, darkens, or adds/changes tones
- Has the ability to lift natural color while depositing artificial pigment
- Covers gray
- Penetrates fully into the cortex
- Mixed with developer

### DEMI-PERMANENT LIQUID HAIRCOLOR

- No-lift, deposit only
- Blends gray
- Penetrates the cortex slightly
- Mixed with low-volume developer

The primary difference between demi-permanent and permanent haircolor is permanent color's ability to lift the pigment in natural hair.

## HAIRCOLOR BASICS

### THE LAWS OF HAIRCOLOR

Haircolor formulation is based on the law of color, a universal system for understanding color relationships.

### PRIMARY COLORS

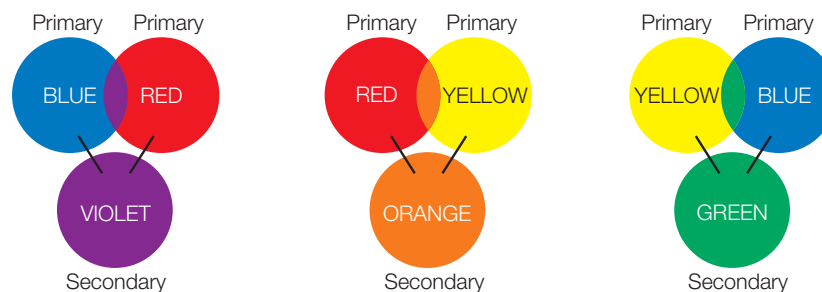
Primary colors are the three pure colors (red, yellow, and blue) that make up all other hues. When all three primaries are present in equal proportion, the resulting color is natural brown without coolness or warmth.

Note: Colorists cannot combine the three primaries without a "browning out" effect. The base color of all naturally pigmented hair, from darkest to lightest, is a variation of brown.



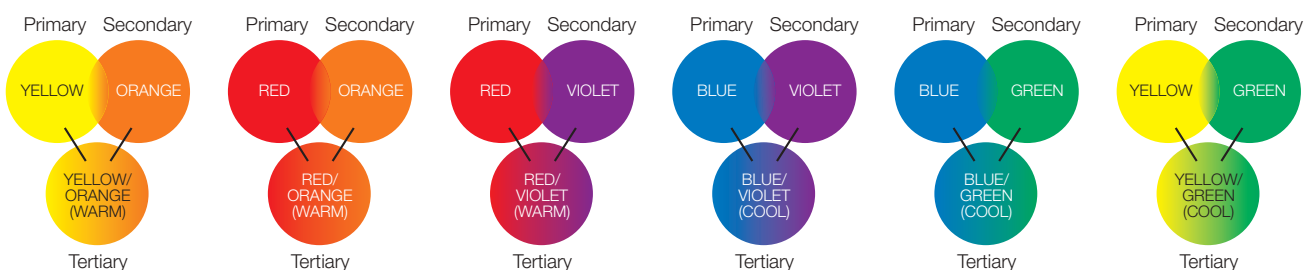
### SECONDARY COLORS

When two primary colors are mixed in equal proportion, they create a secondary color.



### TERTIARY COLORS

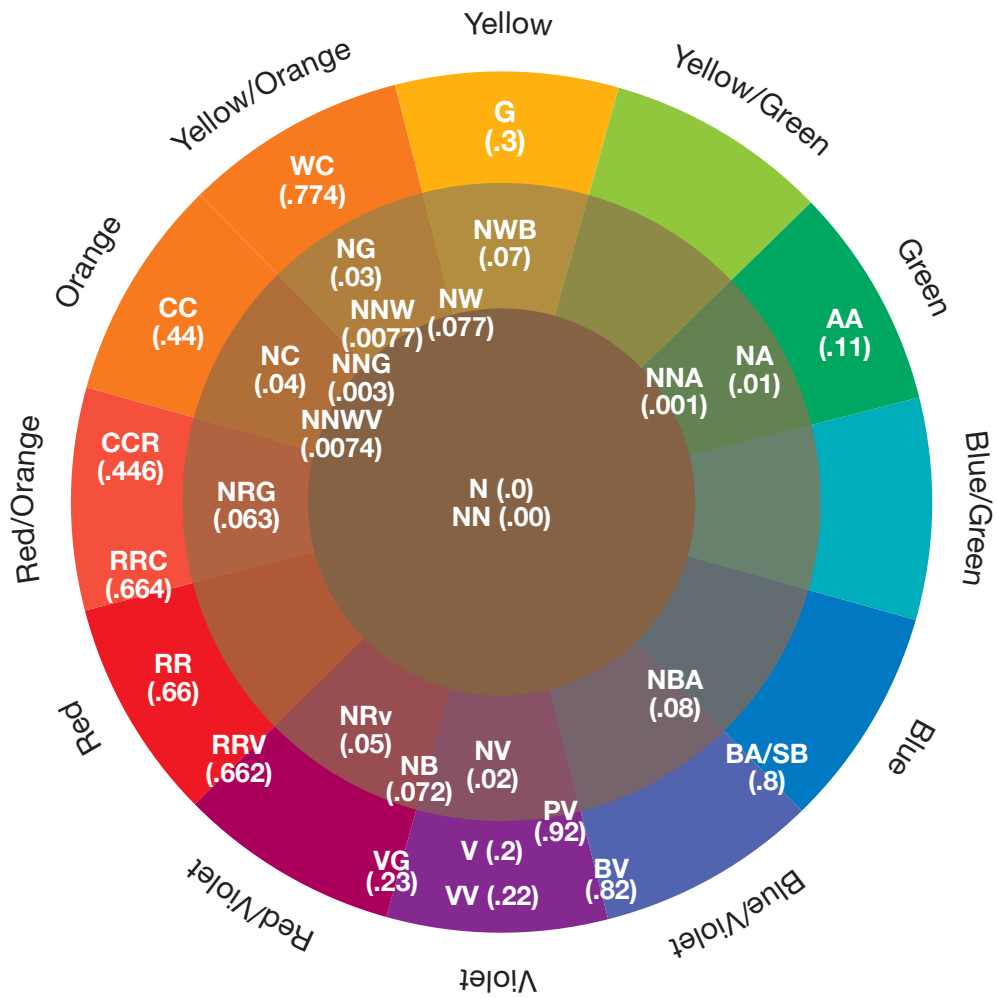
Mixing a primary and a neighboring secondary in equal proportion creates a tertiary color.



# HOW TO USE THE COLOR WHEEL

According to the law of color, every color imaginable can be made by mixing the three primary colors: red, yellow, and blue.

- Mixing the primaries in equal proportion creates brown.
- All three primaries are present in natural hair in varying amounts, creating lighter to darker shades of hair color.
- To refine or neutralize a color, use its direct OPPOSITE on the color wheel. For example, use a violet-based shade to neutralize any unwanted yellow tones.





# LUMISHINE SYSTEM

## UNDERSTANDING UNDERLYING PIGMENT

When lifting with permanent haircolor, natural pigment is lightened and the remaining color or tone is referred to as hair's underlying pigment. When both lifting and depositing haircolor, the end result is a combination of the natural hair's underlying pigment PLUS the deposited tones.

### Natural Hair's Underlying Pigment + Deposited Tone = Final Color Result

The chart below shows the underlying pigment at each level of lift and the corrective/neutralizing tone. You can either refine or enhance the underlying pigment by choosing shades opposite (refine) or adjacent (enhance) on the color wheel. For example, to refine an orange tone, use a blue-based shade to "correct" for a neutralized result.

LEVEL NUMBER	LEVEL DESCRIPTION	UNDERLYING PIGMENT	CORRECTIVE
10	Lightest Blonde	Pale Yellow	Violet
9	Light Blonde	Yellow	Violet
8	Blonde	Yellow/Orange	Blue/Violet
7	Medium Blonde	Orange	Blue
6	Dark Blonde	Red/Orange	Blue/Green
5	Light Brown	Red	Green
4	Medium Brown	Red/Violet	Yellow/Green
3	Dark Brown	Violet	Yellow
2	Darkest Brown	Blue/Violet	Yellow/Orange
1	Black	Blue	Orange

## LUMISHINE LEVEL SYSTEM

LumiShine is based on the International Level System of 1-10, with 1 being the darkest (Black) and 10 being the lightest (Lightest Blonde).

LEVEL	
10	Lightest Blonde
9	Light Blonde
8	Blonde
7	Medium Blonde
6	Dark Blonde
5	Light Brown
4	Medium Brown
3	Dark Brown
2	Darkest Brown
1	Black

# LUMISHINE TONAL LETTER AND NUMBER SYSTEM

LumiShine uses a Tonal Letter System to identify the predominant tone in each shade.

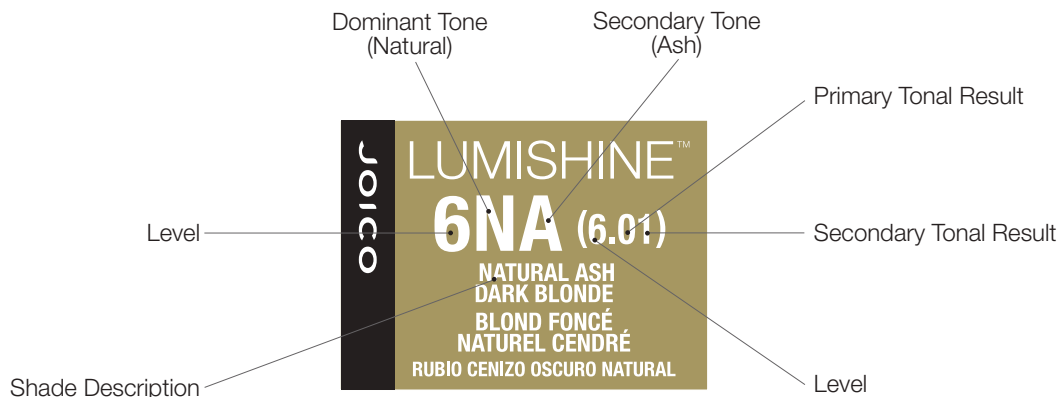
- First Letter = Dominant Tone
- Second Letter = Secondary Tone

LumiShine also uses the Global Tonal Number Key System to identify each tone.

TO NE		NUMBER
Natural	N	.0
Natural Natural	NN	.00
Natural Ash	NA	.01
Natural Beige	NB	0.072
Natural Natural Ash	NNA	.001
Natural Warm Beige	NWB	.07
Natural Warm	NW	.077
Natural Natural Warm	NNW	.0077
Natural Natural Warm Copper	NNWC	.0074
Natural Gold	NG	.03
Natural Natural Gold	NNG	.003
Natural Red Gold	NRG	.063
Natural Copper	NC	.04
Natural Red Violet	NRv	.05
Natural Violet	NV	.02
Gold	G	0.3
Warm Copper	WC	0.774
Copper	C	.4
Copper Copper Red	CCR	.446
Red Red Copper	RRC	.664
Red	R	.6
Red Red Violet	RRV	.662
Violet	V	.2
Ash Ash	AA	.11
Blue Ash / Silver Blue	BA / SB	.8

## LUMISHINE MAKES IDENTIFYING THE RIGHT TONE EASY

In this example, the Level is 6 (Dark Blonde) and the tone is described as Natural Ash (.01). Natural is the dominant tone and Ash is the secondary tone.











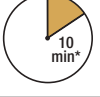





# LUMISHINE SHADE FAMILY DESCRIPTIONS

STONE	NUMBER/ LETTER	DESCRIPTION
Natural	.0/ N	A combination of red, yellow, and blue tones creates perfectly balanced, natural blonde and brown results at each level. Can be mixed with other tones to soften or subdue any haircolor result. Can be added to copper/red/violet/blue ash formulas to achieve balanced gray coverage. Can also be used alone for 100% gray coverage.
Natural Natural	.00/ NN	Natural Natural shades featuring increased opacity for natural, balanced, and complete gray coverage.
Natural Ash	.01/ NA	Natural base tones combine with cool ash-green undertones to counterbalance warmth and deliver cool blonde and brunette results. Provides 100% gray coverage.
Natural Beige	.071/ NB	Natural-looking beige tones that refine warmth while providing reflection.
Natural Natural Ash	.001/ NNA	Natural base tones combine with cool ash-green undertones to counterbalance warmth while providing additional opacity for complete gray coverage.
Natural Warm Beige	.07/ NWB	Natural base tones combine with warm beige tones, resulting in soft, caramel-beige blonde and brunette shades that provide 100% gray coverage.
Natural Warm	.077/ NW	Beautiful brunette/blonde shades featuring a natural base and a soft butterscotch richness. Provides 100% gray coverage.
Natural Natural Warm	.0077/ NNW	Natural Natural Warm (NNW) series feature balanced natural tones with a hint of warm reflection and opacity for complete gray coverage.
Natural Natural Warm Copper	.0074/ NNWC	Natural Natural Warm Copper (NNWC) series feature a natural tone with warm copper undertones and opacity for complete gray coverage.
Natural Gold	.03/ NG	Natural base tones combine with warm gold tones for stunning golden blondes and brunettes. Covers gray naturally.
Natural Natural Gold	.003/ NNG	Shades feature a natural base with warm gold undertones and provide additional opacity for complete gray coverage.
Natural Violet	.02/ NV	Natural base tones combine with violet tones, resulting in rich, smoky, cool blondes and brunettes. Covers gray naturally.
Gold	.3/ G	Delivers lustrous, golden blonde results with double the shine.
Natural Copper	.04/ NC	Natural base tones combine with spicy copper tones, resulting in stunning copper-blonde and deep copper shades. Covers gray naturally.
Natural Red Gold	.063/ NRG	Features a natural base tone infused with warm red tones, plus a gold reflect, for beautiful, natural, red-golden hair. Covers gray naturally.
Natural Red Violet	.05/ NRv	Natural base tones combine with red (predominant tone) and cool violet (secondary tone), creating a perfectly cool red-brown result. Covers gray naturally.
Warm Copper	.774/ WC	Creates vivid Warm Copper tones with no background.
Copper	.4/ C	Vivid shades designed with pure copper tones that do not have natural bases.
Red Red Copper	.664/ RRC	Dramatic, fiery red shades infused with a copper reflect, ideal for the client who likes a fashionable yet wearable red result. Contains no background (natural brown or blond natural) pigment.
Red	.6/ R	Rich shades designed with red tones that do not have natural bases.
Red Red Violet	.662/ RRV	Intense, rich red-violet shades for a luxurious red-plum/-crimson result. Contains no background (natural brown or blond natural) pigment.
Violet	.2/ V	Vibrant shades with violet tones that do not have natural bases. Perfect as a toner following a lightening service on lighter levels.
Ash Ash	.11/ AA	Double ash tones with a predominantly green base and no N (Natural) background, ideal for refining red and red-orange RPC.
Blue Ash Silver Blue	.8/ BA .8/ SB	Ultra-cool shades that provide ultimate control over undesirable orange-red and orange-yellow undertones. Ideal for controlling unwanted warmth when using haircolor to lift, or for use as a toner on darker levels following a lightening service.


## HIGH LIFT “XL” SHADE DESCRIPTIONS & SUGGESTED SERVICE APPLICATIONS

HIGH LIFT “XL” SHADE	DESCRIPTION	SERVICE APPLICATION
XLN (XL.0) Xtra Lift Natural	Xtra Lift Natural (Natural base) results in natural-looking, perfectly balanced blondes.	Designed for blonding, XL shades are excellent for up to four levels of lift on Levels 6 and lighter. <ul style="list-style-type: none"> <li>• Not designed for gray coverage.</li> <li>• If used on natural levels darker than 6, results will be warm.</li> </ul>
XLA (XL.1) Xtra Lift Ash	Xtra Lift Ash (Green/Blue base) results in cool blonde shades.	
XLB (XL.7) Xtra Lift Beige	Xtra Lift Beige (Warm beige base) results in warm, creamy blonde shades.	
XLAA (XL.11) Xtra Lift Double Ash	Xtra Lift Double Ash (Green/Blue base) results in extra refinement of underlying pigment when lifting from a Level 5 or darker.	A special blonding tool with a double cool tone base, <b>designed for lifting four levels on natural Level 5 and darker hair.</b> <ul style="list-style-type: none"> <li>• Not designed for gray coverage.</li> <li>• Not designed for use on Levels 6 and lighter.</li> </ul>

# LUMISHINE PROCESSING, MIXING, AND TIMING

DEVELOPER	LEVELS OF LIFT	PROCESSING TIME	
 <b>5 Volume (1.5%) + LumiShine Demi-Permanent Crème &amp; Liquid Color</b>	No lift. Deposit only.	 <b>5 to 35 minutes</b> , depending on desired result. Process at room temperature or with heat.	
 <b>10 Volume (3%) + LumiShine Permanent Crème Color</b>	Up to 1 level	 <b>35 minutes.</b> Do not use heat.	
 <b>20 Volume (6%) + LumiShine Permanent Crème &amp; YouthLock Color</b>	Up to 2 levels	 <b>35 minutes.</b> Do not use heat.	 <b>Up to 45 minutes for gray coverage.</b> Do not use heat.
 <b>22 Volume Accelerator + LumiShine LUMI10 Color</b>	Up to 2 levels	 <b>10 minutes.</b> *Do not use heat.	
 <b>30 Volume (9%) + LumiShine Permanent Crème Color</b>	Up to 3 levels	 <b>35 minutes.</b> Do not use heat.	
 <b>40 Volume (12%) + LumiShine Permanent Crème Color</b>	Up to 4 levels	 <b>35 minutes.</b> Do not use heat.	 <b>Up to 60 minutes for High Lift "XL" shades.</b> Do not use heat.











































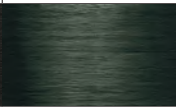







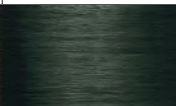


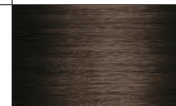


























## LUMISHINE DD DIMENSIONAL DEPOSIT DEMI-PERMANENT CRÈME COLOR SERVICE APPLICATIONS

SERVICE	APPLICATION	PROCESSING TIME	PROCESSING	DEVELOPER	LIFT
Virgin Application	Apply to scalp area first, in thin, even sections. Work color through the hair lengths for the last 10-20 minutes.	Up to 35 minutes	Room Temperature or with heat	 <b>1:1</b> <b>5 Volume (1.5%) + LumiShine DD Dimensional Deposit Demi-Permanent Crème Color</b>	No lift. Deposit only.
Haircolor Retouch	Apply to scalp area first, in thin, even sections. Work color through the hair lengths for the last 5-10 minutes.	Up to 35 minutes	Room Temperature or with heat		
Toning prelightened hair	Apply at scalp area in thin, 1/8-inch / 3.175 mm sections (up to 1-inch / 2.5 cm of hair shaft). Work formula through hair lengths until desired color result is achieved.	Process 10-35 minutes or until desired color result is achieved	Room Temperature		
Lowlighting	Apply color with foils, cellophane, etc. Alternatively, use without foils for open-air/freehand painting techniques.	Up to 35 minutes	Room Temperature		
Tint-back filler (repigmentizing) for prelightened or double-process hair	For darkest brown to dark brown: 6NRG. For medium brown to dark blonde: 8NRG. For medium blonde to blonde: 9NG. Follow with desired shade result.	Up to 35 minutes	Room Temperature		
Gray Coverage	Apply to levels 1-5	Process 35 minutes	Room Temperature or with heat		
Gray Blending	Apply to levels 6-10	Process 35 minutes	Room Temperature or with heat		
Men's services	Apply to virgin hair at scalp area first, then through mid-lengths.	Process 10-35 minutes or until desired color result is achieved	Room Temperature or with heat		

# LUMISHINE®

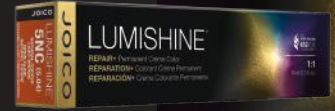
## PERMANENT CRÈME COLOR SHADE CHART



	<b>N</b> NATURAL (.0)	<b>NA</b> NATURAL ASH (.01)	<b>AA</b> ASH ASH (.11)	<b>NV</b> NATURAL VIOLET (.02)	<b>NWB</b> NATURAL WARM BEIGE (.07)	<b>NW</b> NATURAL WARM (.077)	<b>NG</b> NATURAL GOLD (.03)	<b>NC</b> NATURAL COPPER (.04)
<b>10</b> Lightest Blonde	 10N / 10.0			 10NV / 10.02	 10NWB / 10.07		 10NG / 10.03	
<b>9</b> Light Blonde	 9N / 9.0	 9NA / 9.01		 9NV / 9.02	 9NWB / 9.07		 9NG / 9.03	 9NC / 9.04
<b>8</b> Blonde	 8N / 8.0	 8NA / 8.01			 8NWB / 8.07		 8NG / 8.03	 8NC / 8.04
<b>7</b> Me- dium Blonde	 7N / 7.0	 7NA / 7.01	 7AA / 7.11	 7NV / 7.02	 7NWB / 7.07	 7NW / 7.077	 7NG / 7.03	 7NC / 7.04
<b>6</b> Dark Blonde	 6N / 6.0	 6NA / 6.01	 6AA / 6.11	 6NV / 6.02	 6NWB / 6.07	 6NW / 6.077	 6NG / 6.03	 6NC / 6.04
<b>5</b> Light Brown	 5N / 5.0	 5NA / 5.01	 5AA / 5.11	 5NV / 5.02	 5NWB / 5.07	 5NW / 5.077		 5NC / 5.04
<b>4</b> Me- dium Brown	 4N / 4.0	 4NA / 4.01	 4AA / 4.11			 4NW / 4.077	 4NG / 4.03	
<b>3</b> Dark Brown	 3N / 3.0	 3NA / 3.01						
<b>2</b> Darkest Brown								
<b>1</b> Black	 1N / 1.0							

# LUMISHINE®

## PERMANENT CRÈME COLOR SHADE CHART



	<b>CC</b> COPPER (.44)	<b>NRG</b> NATURAL RED GOLD (.063)	<b>RRC</b> RED RED COPPER (.664)	<b>RR</b> RED RED (.66)	<b>NRv</b> NATURAL RED VIOLET (.05)	<b>RRV</b> RED RED VIOLET (.662)	<b>VV</b> VIOLET (.22)	<b>BA</b> BLUE ASH (.8)	<b>XL</b> HIGH LIFT
<b>10</b> Lightest Blonde									
								10BA / 10.8	XLN / XL.0
<b>9</b> Light Blonde									
								9BA / 9.8	XLB / XL.7
<b>8</b> Blonde									
		8NRG / 8.063				8RRV / 8.662			XLA / XL.1
<b>7</b> Me- dium Blonde									
	7CC / 7.44	7NRG / 7.063	7RRC / 7.664					7BA / 7.8	XLAA / XL.11
<b>6</b> Dark Blonde									
	6CC / 6.44	6NRG / 6.063	6RRC / 6.664	6RR / 6.66	6NRv / 6.05	6RRV / 6.662		6BA / 6.8	
<b>5</b> Light Brown									
		5NRG / 5.063		5RR / 5.66	5NRv / 5.05			5BA / 5.8	
<b>4</b> Me- dium Brown									
						4RRV / 4.662	4W / 4.22		
<b>3</b> Dark Brown									
				3RR / 3.66			3W / 3.22		
<b>2</b> Darkest Brown									
<b>1</b> Black									
							1W / 1.22		

**EASY 1:1 MIXING RATIO FOR ALL FORMULAS**

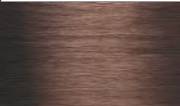


Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.



# LUMISHINE® LUMI10®

10 MINUTE | 100% GRAY COVERAGE PERMANENT CRÈME COLOR



	<b>N</b> NATURAL (.0)	<b>NA</b> NATURAL ASH (.01)	<b>NWB</b> NATURAL WARM BEIGE (.07)	<b>NG</b> NATURAL GOLD (.03)	<b>NV</b> NATURAL VIOLET (.02)	<b>NC</b> NATURAL COPPER (.04)	<b>NBA</b> NATURAL BLUE ASH (.08)
<b>10</b> Lightest Blonde	 10N / 10.0						
<b>9</b> Light Blonde					 9NV / 9.02		
<b>8</b> Blonde	 8N / 8.0	 8NA / 8.01	 8NWB / 8.07	 8NG / 8.03		 8NC / 8.04	
<b>7</b> Medium Blonde	 7N / 7.0	 7NA / 7.01	 7NWB / 7.07		 7NV / 7.02	 7NC / 7.04	
<b>6</b> Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NG / 6.03		 6NC / 6.04	 6NBA / 6.08
<b>5</b> Light Brown	 5N / 5.0		 5NWB / 5.07		 5NV / 5.02	 5NC / 5.04	 5NBA / 5.08
<b>4</b> Medium Brown	 4N / 4.0						
<b>3</b> Dark Brown	 3N / 3.0						
<b>2</b> Darkest Brown							
<b>1</b> Black	 1N / 1.0						

**EASY 1:1 MIXING RATIO FOR ALL FORMULAS**

Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.



# LUMISHINE<sup>®</sup> YOUTHLOCK

## PERMANENT CRÈME COLOR SHADE CHART





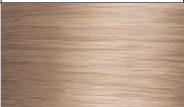













	<b>NN</b> NATURAL NATURAL (.00)	<b>NNA</b> NATURAL NATURAL ASH (.001)	<b>NNW</b> NATURAL NATURAL WARM (.0077)	<b>NNG</b> NATURAL NATURAL GOLD (.003)	<b>NNWC</b> NATURAL NATURAL WARM COPPER (.0074)
<b>10</b> Lightest Blonde	 10NN / 10.00			 10NNG / 10.003	
<b>9</b> Light Blonde	 9NN / 9.00	 9NNA / 9.001		 9NNG / 9.003	 9NNWC / 9.0074
<b>8</b> Blonde	 8NN / 8.00		 8NNW / 8.0077	 8NNG / 8.003	
<b>7</b> Medium Blonde	 7NN / 7.00	 7NNA / 7.001		 7NNG / 7.003	 7NNWC / 7.0074
<b>6</b> Dark Blonde	 6NN / 6.00	 6NNA / 6.001	 6NNW / 6.0077	 6NNG / 6.003	 6NNWC / 6.0074
<b>5</b> Light Brown	 5NN / 5.00	 5NNA / 5.001		 5NNG / 5.003	 5NNWC / 5.0074
<b>4</b> Medium Brown	 4NN / 4.00		 4NNW / 4.0077	 4NNG / 4.003	 4NNWC / 4.0074
<b>3</b> Dark Brown		 3NNA / 3.001			
<b>2</b> Darkest Brown	 2NN / 2.00				
<b>1</b> Black					

**EASY 1:1 MIXING RATIO FOR ALL FORMULAS**

Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.

## DEMI-PERMANENT CRÈME COLOR SHADE CHART



	<b>N</b> NATURAL (.0)	<b>NA</b> NATURAL ASH (.01)	<b>NWB</b> NATURAL WARM BEIGE (.07)	<b>NW</b> NATURAL WARM (.077)	<b>SB</b> SILVER BLUE (.8)
<b>10</b> Lightest Blonde	 10N / 10.0				 10SB / 10.8
<b>9</b> Light Blonde				 9NW / 9.077	
<b>8</b> Blonde	 8N / 8.0	 8NA / 8.01	 8NWB / 8.07		 8SB / 8.8
<b>7</b> Medium Blonde				 7NW / 7.077	
<b>6</b> Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NW / 6.077	 6SB / 6.8
<b>5</b> Light Brown					
<b>4</b> Medium Brown				 4NW / 4.077	
<b>3</b> Dark Brown	 3N / 3.0	 3NA / 3.01			
<b>2</b> Darkest Brown					
<b>1</b> Black					

**EASY 1:1 MIXING RATIO FOR ALL FORMULAS** Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.

# LUMISHINE®

## DEMI-PERMANENT LIQUID COLOR SHADE CHART



	<b>N</b> NATURAL (.0)	<b>NA</b> NATURAL ASH (.01)	<b>AA</b> ASH ASH (.11)	<b>NV</b> NATURAL VIOLET (.02)	<b>NB</b> NATURAL BEIGE (.072)	<b>NWB</b> NATURAL WARM BEIGE (.07)	<b>NG</b> NATURAL GOLD (.03)	<b>G</b> GOLD (.3)	<b>NC</b> NATURAL COPPER (.04)	<b>WC</b> WARM COPPER (.774)
<b>10</b> Lightest Blonde	 10N / 10.0					 10NWB / 10.07	 10NG / 10.03			
<b>9</b> Light Blonde		 9NA / 9.01		 9NV / 9.02	 9NB / 9.072	 9NWB / 9.07		 9G / 9.3		
<b>8</b> Blonde	 8N / 8.0	 8NA / 8.01	 8AA / 8.11				 8NG / 8.03		 8NC / 8.04	
<b>7</b> Medium Blonde	 7N / 7.0				 7NB / 7.072	 7NWB / 7.07		 7G / 7.3	 7NC / 7.04	 7WC / 7.774
<b>6</b> Dark Blonde	 6N / 6.0	 6NA / 6.01	 6AA / 6.11	 6NV / 6.02	 6NB / 6.072	 6NWB / 6.07	 6NG / 6.03		 6NC / 6.04	 6WC / 6.774
<b>5</b> Light Brown	 5N / 5.0	 5NA / 5.01	 5AA / 5.11							 5WC / 5.774
<b>4</b> Medium Brown	 4N / 4.0			 4NV / 4.02		 4NWB / 4.07				
<b>3</b> Dark Brown	 3N / 3.0									
<b>2</b> Darkest Brown										
<b>1</b> Black										

**EASY 1:1 MIXING RATIO FOR ALL FORMULAS**

Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.

# LUMISHINE®

## DEMI-PERMANENT LIQUID COLOR SHADE CHART



	<b>CCR</b> COPPER COPPER RED (.446)	<b>RR</b> RED RED (.66)	<b>RRV</b> RED RED VIOLET (.66)	<b>V</b> VIOLET (.2)	<b>VV</b> VIOLET (.22)	<b>VG</b> VIOLET GOLD (.23)	<b>PV</b> PLATINUM VIOLET (.92)	<b>BV</b> BLUE VIOLET (.82)	<b>SB</b> SILVER BLUE (.8)	<b>CLEAR</b>
<b>10</b> Lightest Blonde										
				10V / 10.2		10VG / 10.23	10PV / 10.92	10BV / 10.82	10SB / 10.8	CLEAR
<b>9</b> Light Blonde										
				9V / 9.2		9VG / 9.23	9PV / 9.92	9BV / 9.82	9SB / 9.8	
<b>8</b> Blonde										
		8RR / 8.66				8VG / 8.23	8PV / 8.92			
<b>7</b> Medium Blonde										
				7V / 7.2				7BV / 7.82	7SB / 7.8	
<b>6</b> Dark Blonde										
	6CCR / 6.446								6SB / 6.8	
<b>5</b> Light Brown										
			5RRV / 5.66							
<b>4</b> Me- dium Brown										
		4RR / 4.66							4SB / 4.8	
<b>3</b> Dark Brown										
					3W / 3.22					
<b>2</b> Darkest Brown										
<b>1</b> Black										
									1BS / 1.8	

**EASY 1:1 MIXING RATIO FOR ALL FORMULAS** Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.

# 3 STEPS TO COLOR SUCCESS

## STEP 1: CONSULTATION

In this step, you will determine:

- The client's natural level
- The percentage of existing gray
- The desired level and tone
- The client's hair texture, porosity, and history

## STEP 2: FORMULATION

In this step, you will determine:

- Levels of lift, deposit, and tone needed to reach your goal
- If you will enhance or refine the underlying pigment at the lifted level
- What product to use in order to achieve your desired results (demi-permanent color, permanent color, a high lift "XL" shade, or a lightener)
- The volume(s) of developer will you need to use

### PERMANENT COLOR FORMULATION EXAMPLES

NATURAL LEVEL	GRAY %	DESIRED RESULT	FORMULA	TIMING
Level 4	0	Level 6 Cool Dark Blonde	2 oz (60 ml) LumiShine Permanent Crème Color 6NA (6.01) + 2 oz (60 ml) 20 Volume LumiShine Developer	Process for 35 minutes at room temperature
Level 4	50%	Level 6 Natural Dark Blonde	2 oz (60 ml) LumiShine Permanent Crème Color 6N (6.0) + 2 oz (60 ml) 20 Volume LumiShine Developer	Process for 35-45 minutes at room temperature
Level 4	0	Level 6 Copper Red Dark Blonde	2 oz (60 ml) LumiShine Permanent Crème Color 6CC (6.44) + 2 oz (60 ml) 20 Volume LumiShine Developer	Process for 35-45 minutes at room temperature
Level 4	50%	Level 6 Copper Red Dark Blonde	2 oz (60 ml) LumiShine Permanent Crème Color 6NC (6.04) + 2 oz (60 ml) 20 Volume LumiShine Developer Note: 6NC (6.04) was chosen due to the presence of gray hair.	Process for 35-45 minutes at room temperature
Level 4	75%	Level 6 Copper Red Dark Blonde	1½ oz (45 ml) LumiShine Permanent Crème Color 6NC (6.04) + ½ oz (15 ml) LumiShine Permanent Crème Color 6N (6.0) + 2 oz (60 ml) 20 Volume LumiShine Developer Note: 6N (6.0) was added due to the presence of more than 50% gray hair.	Process for 35-45 minutes at room temperature

### XL SHADE FORMULATION EXAMPLES

NATURAL LEVEL	GRAY %	DESIRED RESULT	FORMULA	TIMING
Level 6	0	Level 10 Natural Lightest Blonde	2 oz (60 ml) LumiShine Permanent Crème Color XLN (XL.0) + 2 oz (60 ml) 40 Volume LumiShine Developer	Process for 35 up to 60 minutes at room temperature
Level 3	0	Level 7 Natural Medium Blonde	2 oz (60 ml) LumiShine Permanent Crème Color XLAA (XL.11) + 2 oz (60 ml) 40 Volume LumiShine Developer Note: XLAA (XL.11) was chosen due to the natural level being darker than Level 5; XLAA should not be used on Levels 6 and lighter.	Process for 35 up to 60 minutes at room temperature

# STEP 3: APPLICATION

Mix 1:1 LumiShine color and appropriate volume of developer. Apply using either a bowl + brush or applicator bottle.

**Permanent Crème Color:** Process for 35 minutes, up to 45 minutes for gray coverage and maximum red deposit, or up to 60 minutes for High Lift “XL” shades

**Demi-Permanent Liquid Color:** Process for 5-35 minutes

## LUMISHINE APPLICATION SERVICES

<b>Virgin Application</b>	Using two formulas. Formula 1: Applied to regrowth area (up to 1½-inch [3.81 cm] from scalp) Formula 2: One to two levels lighter (depending on porosity) and warmer than regrowth formula, applied to the hair shaft
<b>Retouch Application</b>	Regrowth: Taking fine partings, apply desired LumiShine Permanent Crème formula to the regrowth (scalp) area. Refreshing previously colored hair: LumiShine DD Dimensional Deposit Demi-Crème or Demi-Liquid Color are recommended for refreshing a faded, previously colored hair shaft. Mix 1:1 with 5 (1.5%) Volume LumiShine Developer. Alternatively, use LumiShine Permanent Crème Color, mixed 1:1 with 5 (1.5%) or 10 (3%) Volume LumiShine Developer. Process for the last 10 to 15 minutes with the permanent retouch formula.

## DEMI-PERMANENT LIQUID COLOR SERVICE APPLICATIONS

SERVICE	APPLICATION	PROCESSING TIME	PROCESSING
<b>Virgin Application</b>	Apply to scalp area first, in thin, even sections. Work color through the hair lengths for the last 10-20 minutes.	Up to 35 minutes	Room Temperature
<b>Haircolor Retouch</b>	Apply to scalp area first, in thin, even sections. Work color through the hair lengths for the last 5-10 minutes.	Up to 35 minutes	Room Temperature
<b>Toning Prelightened Hair</b>	Apply at scalp area in thin, 1/8-inch (0.32 cm) sections (up to 1-inch [2.54 cm] of hair shaft). Work formula through hair lengths for 90 seconds (or up to 2 minutes).	Process 5-15 minutes, then strand test. Most prelightened hair is effectively toned in 15 minutes or less.	Room Temperature
<b>Glazing/Glossing</b>	Following shampoo or color service, towel-dry hair and apply Demi-Permanent Liquid Color to the entire hair shaft (scalp through mid-lengths and ends).	5-20 minutes (or until desired shade is achieved)	Room Temperature
<b>Men's services</b>	Apply to virgin hair at scalp area first, then through mid-lengths.	5-10 minutes (or until desired shade is achieved)	Room Temperature
<b>Clear* Treatment:</b> Adds shine and improves hair condition	Apply to scalp area first, in thin, even sections. Work through the hair lengths for up to 20 minutes.	20 minutes	Room Temperature

\* Clear can also easily be used to soften, lighten, or reduce the intensity of other liquid shades. To dilute the intensity of a shade, mix 1 oz (30 ml) of target shade with 1 oz (30 ml) of Clear.

# GRAY COVERAGE GUIDE

## PERMANENT CRÈME GRAY COVERAGE GUIDE



For reliable, full-coverage results on gray hair, formulate with the LumiShine Natural, Natural Ash, Natural Warm, or Natural Warm Beige series. Natural Copper, Natural Gold, Natural Violet, and Natural Red Violet series have balanced bases and provide predictable gray coverage on hair with up to 50% gray. For hair with more than 50% gray, add 25% Natural (.0) to your formula at the same level. Red, Copper, Violet, Ash Ash, and Blue Ash series do not have natural bases; they are not balanced for gray coverage unless a vivid result is desired. Add Natural (.0), Natural Warm (.077), Natural Warm Beige (.07), or Natural Ash (.01) at the same level and in the same percentage of gray present for Red, Copper, Violet, Ash Ash, or Blue Ash series.

SHADE	FULL COVERAGE ON 0%-25% GRAY HAIR	FULL COVERAGE ON 25%-50% GRAY HAIR	FULL COVERAGE ON 50%-100% GRAY HAIR	DEVELOPER	TIMING
Natural Natural Ash Natural Warm Natural Warm Beige	√	√	√	20 Volume (6%)	35-45 minutes at room temperature
Natural Violet Natural Gold Natural Copper Natural Red Violet	√	Add 25% Natural, Natural Ash, Natural Warm, or Natural Warm Beige to formula	Add 50% Natural, Natural Ash, Natural Warm, or Natural Warm Beige to formula		
Violet Violet Copper Copper Red Red Blue Ash Ash Ash Red Red Violet Red Red Copper	Add 25% Natural, Natural Ash, Natural Warm, or Natural Warm Beige to formula	Add 50% Natural, Natural Ash, Natural Warm, or Natural Warm Beige to formula	Add 75% Natural, Natural Ash, Natural Warm, or Natural Warm Beige to formula		

## YOUTHLOCK GRAY COVERAGE GUIDE



LumiShine YouthLock Permanent Crème shades offer additional gray coverage with LumiShine luminosity, plus anti-aging features that help hair look and feel more youthful. YouthLock Natural Natural shades feature increased opacity for natural, balanced, and complete gray coverage. YouthLock Natural Natural Ash shades feature natural base tones combined with cool ash undertones to counterbalance warmth, while also featuring increased opacity for complete gray coverage.

SHADE	GRAY COVERAGE ON 0%- 25% GRAY HAIR	GRAY COVERAGE ON 25%-50% GRAY HAIR	GRAY COVERAGE ON 50%-100% GRAY HAIR	DEVELOPER	TIMING
All Shade Series	100%	100%	100%	20 Volume (6%)	35-45 minutes at room temperature



## LUMI10® GRAY COVERAGE GUIDE

This professional permanent haircolor is formulated with our Quick Coverage System™ to deliver 100% gray coverage in just 10 minutes, while also achieving up to 2x the shine.\* Make time for more clients while delivering the same predictable results you expect from LumiShine®.

SHADE	GRAY COVERAGE ON 0%- 25% GRAY HAIR	GRAY COVERAGE ON 25%-50% GRAY HAIR	GRAY COVERAGE ON 50%-100% GRAY HAIR	DEVELOPER	TIMING
All shade series	100%	100%	100%	22 Volume	10 minutes at room temperature



## DD DIMENSIONAL DEPOSIT GRAY COVERAGE GUIDE

LumiShine DD Dimensional Deposit Demi-Permanent Crème shades provide beautiful gray coverage on Levels 1-5 and gray blending on Levels 6-10.

	GRAY COVERAGE ON 0%-25% GRAY HAIR	GRAY COVERAGE ON 25%-50% GRAY HAIR	GRAY COVERAGE ON 50%-100% GRAY HAIR	DEVELOPER	TIMING
Level 1 to 5 with DD Demi-Crème shades	√	√	√	5 Volume (1.5%)	Process for 35 minutes at room temperature or with heat.

	GRAY BLENDING ON 0%-25% GRAY HAIR	GRAY BLENDING ON 25%-50% GRAY HAIR	GRAY BLENDING ON 50%-100% GRAY HAIR	DEVELOPER	TIMING
Level 6 to 10 with DD Demi-Crème shades	√	√	√	5 Volume (1.5%)	Process for 35 minutes at room temperature or with heat.



## DEMI-PERMANENT LIQUID COLOR GRAY BLENDING

LumiShine Demi-Permanent Liquid shades provide predictable gray blending on hair with up to 50% gray.

	GRAY BLENDING ON 0%-25% GRAY HAIR	GRAY BLENDING ON 25%-50% GRAY HAIR	GRAY BLENDING ON 50%-100% GRAY HAIR	DEVELOPER	TIMING
Gray Blending with Demi-Permanent Liquid shades	√	√	Not recommended	5 Volume (1.5%)	Cover with plastic cap and process with heat for 20 minutes. Remove plastic cap, then continue processing at room temperature for an additional 15 minutes.



**JOICO**  
the joi of healthy hair

**DEFYDAMAGE**

**DEFY**  
**DAMAGE**® | **pro**  
series



# BOND-BUILDING SERVICE

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## DEFY DAMAGE® | pro series

START TO FINISH DAMAGE PREVENTION  
& COLOR PROTECTION

Working in tandem to protect hair pre- and post-chemical services, Joico's Defy Damage ProSeries blankets hair with a damage shield that helps safeguard strands from the negative effects of coloring, texturizing, and lightening services.

- **80% less breakage\***
- **5x stronger hair\***
- **Increased & more even lift\*\***
- **Evens porosity for better color deposit**
- **Maintains over 90% of color vibrancy\*\*\***

\* Against combing breakage on damaged hair during heat styling, when using Defy Damage Shampoo and ProSeries 2 vs. a non-conditioning shampoo

\*\* When lightening

\*\*\* After 10 shampoos, when using Defy Damage Shampoo and ProSeries 2

# BOND-BUILDING SERVICE



## DEFY DAMAGE PROSERIES 1: Bond-Protecting Color Optimizer Spray

**Step 1:** This ultra-dry bond protector instantly helps shield hair from chemical service damage, improves color deposit, and provides greater, more even lift when lightening. Professional use only.

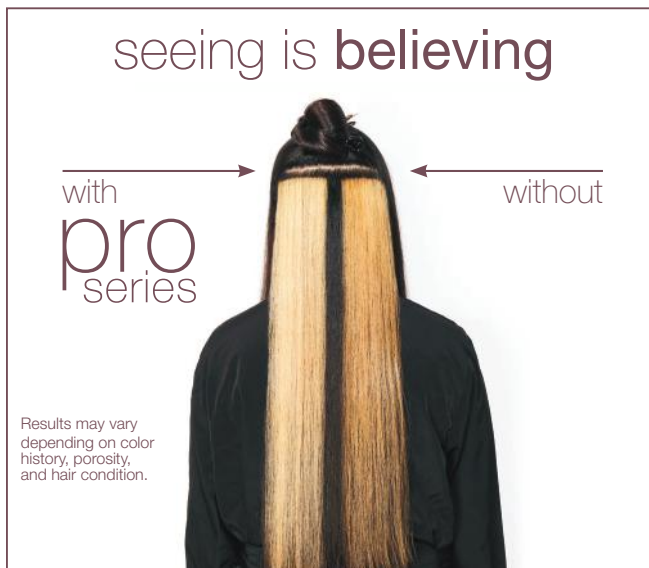
- Just spray and go—no messy, complicated mixing or measuring!
- Higher concentration of SmartRelease Technology



## DEFY DAMAGE PROSERIES 2: Bond-Strengthening Color Treatment

**Step 2:** This intensive treatment helps strengthen bonds and hydrate for damage-resistant, healthy-looking hair in just one use. Professional use only.

- Regenerates bonds & strengthens hair
- Protects hair from mechanical and thermal damage
- Higher concentration of SmartRelease Technology



### Directions:

#### Step 1: DEFY DAMAGE PROSERIES 1

- SHAKE CAN VIGOROUSLY. Apply to dry hair before color service.
- Apply starting at the back of the head, spraying onto horizontal sections, two inches apart.
- Continue this application method until all sections have been treated.
- If you have sections of hair that are more damaged than others, you may reapply ProSeries 1 to those areas for added protection.
- Comb through hair to ensure complete and even distribution.

**Step 2:** Apply LumiShine formula of your choice and process as usual.

**Step 3:** Rinse hair thoroughly.

**Step 4:** Shampoo hair with Defy Damage Protective Shampoo.

#### Step 5: DEFY DAMAGE PROSERIES 2

Apply Defy Damage ProSeries 2 to damp hair. Leave in for 5 minutes. Rinse.

NEW

JOICO  
the joi of healthy hair

# KBOND20™ POWER MASQUE



## GET 5X STRONGER\* HAIR IN ONE USE

What do you get when you combine Joico's legacy of super-charged hair repair and the power of damage control in a single, extraordinary product?

Meet **KBOND20** Power Masque from **Defy Damage**... Joico's brand-new, bond-building treatment that doubles down on technology for 5x stronger\* hair.

### HERE'S WHY YOU'LL LOVE IT:

Our most powerful bond builder in the Defy Damage collection, this strength-building masque delivers transformative results in a single treatment.

- 5x stronger\* hair in one use
- Builds & protects bonds
- Rich hydration
- Instantly detangles
- Normalizes pH
- Color-safe
- Animal test-free



\*Tested in a lab using pollution particles

### NOW LET'S USE IT

Our powerhouse of a masque springs into action whenever hair requires a little extra TLC. Use it 1 – 2 times a week or as needed. Cleanse hair with Defy Damage Protective Shampoo. Apply KBOND20 to damp hair. Leave in 2-5 minutes. Rinse.

\*Against combing breakage on damaged hair during heat styling

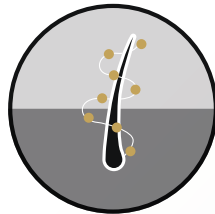
\*\*Protects hair from mechanical, thermal, and environmental damage

# K-PAK 4-STEP HAIR REPAIR SYSTEM



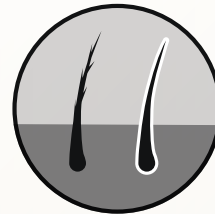
Discover stylists' secret weapon to dramatically enhance the results of their chemical services. With just four simple steps, this game-changing backbar treatment reconstructs, rebuilds, and protects damaged strands, leaving hair looking healthy after every color and bleaching service.

- Enhances the performance of color, perming, and straightening services when used as an add-on service
- Reconstructs, rebuilds, and protects damaged hair
- Hair looks and feels better after treatment



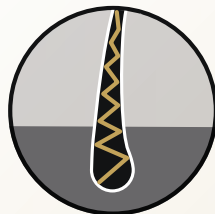
## STEP 1 – CLARIFY

Shampoo hair with K-PAK Clarifying Shampoo. For enhanced clarifying action, leave in 2-5 minutes. Rinse.



## STEP 2 – ACIDIFY

Apply K-PAK Cuticle Sealer to hair. Leave in 5 minutes. Rinse.



## STEP 3 – RECONSTRUCT

Apply K-PAK Reconstructor to hair. Leave in 5 minutes. Rinse. For maximum results on stressed, damaged hair, repeat Step 2 (Acidify) and Step 3 (Reconstruct) up to three times.



## STEP 4 – HYDRATE

Apply K-PAK Hydrator to hair. Leave in 5 minutes. Rinse.



# POST-COLOR SUPPORT & HOME MAINTENANCE

## POST-COLOR

All LumiShine shades need to be shampooed from hair. After hair has finished processing, rinse haircolor thoroughly from hair. Shampoo and condition hair with your preferred Joico products. Rinse thoroughly. Squeeze out excess water. Towel-dry hair. Style as desired.

## HOME MAINTENANCE

Proper home maintenance is essential to preserving the integrity and longevity of your LumiShine color service. Whether your client needs a little tone-balancing to offset brassiness, an extra boost of color, or just general fade protection and maintenance, these Joico collections have you covered.

### BOND STRENGTHENING & COLOR LONGEVITY

## DEFY DAMAGE

Defy breakage and color fade with our bond-building system that makes hair 5x stronger\* and helps maintain over 90% of color vibrancy.\*\*

**Ideal for:** clients who want to proactively protect hair from damage and color fade

\* Against combing breakage on damaged hair during heat styling, when using Defy Damage Shampoo and Masque vs. a non-conditioning shampoo

\*\* After 10 shampoos, when using Defy Damage Shampoo and Masque



### LOCK IN VIBRANCY, LET GO OF DAMAGE

## K-PAK COLOR THERAPY

Lock in beautiful color vibrancy and knock out hair damage in one powerful punch with K-PAK Color Therapy, formulated with African Manketti and Argan Oils.

**Ideal for:** clients with color-treated hair, double-processed blondes, and those with structurally weak hair



### IT'S A COLORFUL LIFE—MAKE IT LAST!

## COLORFUL

Dye-ing to preserve that fierce, fabulous, vibrant color long after your salon visit? Commit for the long haul with Joico Colorful. Formulated with nourishing Camellia Oil and Pomegranate Fruit Extract, our anti-fade collection helps provide shine, strength, and protection from color-fading elements.

**Ideal for:** clients with color-treated hair whose primary concern is color longevity







# POST-COLOR SUPPORT & HOME MAINTENANCE

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## KICK BRASS (BLONDE/GRAY HAIR)

### COLOR BALANCE PURPLE

Keep blonde hair cool with Joico's Color Balance Purple collection, designed to instantly neutralize unwanted yellow and warm tones.

**Ideal for:** natural or color-treated blondes looking to refine yellow or warm tones, and clients with gray/silver hair



## KICK BRASS (LIGHTENED BRUNETTE HAIR)

### COLOR BALANCE BLUE

Kick brass to the curb and keep brunette hair free of unwanted orange tones with Color Balance Blue.

**Ideal for:** naturally dark brunettes to refine orange tones



## LIVE THE BLONDE LIFE

### BLONDE LIFE

Keep blondes bright and on tone for up to 8 weeks\* with Blonde Life care.

**Ideal for:** clients who want to keep their blonde bright and healthy-looking

\* When using Brightening Shampoo and Conditioner/Masque, which preserve over 80% of haircolor after 18 washes



# JOICOLOR SUPPORT PRODUCTS



## BLONDE LIFE® LIGHTENING & BRIGHTENING SYSTEM

See blonde hair in a whole new light with BLONDE LIFE, Joico's system of lighteners and toners created just for blondes... and those who want to be lifted to new heights without sacrificing shine or condition. With powerhouse formulas featuring bond-building Arginine and a signature Tamanu-Monoi oil blend, Blonde Life helps banish the challenges of brassiness, off-tones, fading, and damage\* that blonde hair faces on a daily basis.



### LIGHTENING POWDER On-/Off-Scalp



### BALAYAGE LIGHTENER Off-Scalp



If blonde is great, BLONDER is better. Especially when you're lightening up strands with a high-lift formula that kicks you up to 9+ levels in record time. \* With our powerful formula, you'll build bonds for strong blondes, minimize damaging\*\* applications, and bypass the hassle of additives—all while leaving hair visibly healthy. Used on the scalp or off, Blonde Life Lightening Powder gets you beautifully blonde in a flash.

- Delivers up to 9+ levels of fast-acting lift!
- Builds bonds for strong blondes
- Our fastest\* way to lighten & brighten hair!
- Strengthens hair, reducing breakage by over 54%\*\* in just one treatment
- A powerhouse formula including Tamanu and Monoi oils

\* vs. other Joico powder lighteners

\*\*Against combing breakage on damaged hair, when used with Blonde Life Brightening Masque vs. a non-conditioning bleach

No more having to choose between lift and creative freedom. We've teamed the power of Blonde Life Lightening Powder with the precision of kaolin clay in our Blonde Life Balayage Lightener that lifts hair up to 7+ levels in a single application. With a soft clay texture that stays put throughout painting and processing, Balayage Lightener helps make your balayage and freehand techniques a breeze.

- Delivers up to 7+ levels of fast-acting lift
- Builds bonds for strong blondes
- For fearless, foil-free lightening and painting techniques
- Soft clay texture stays put when lifting
- Stays moist and does not transfer while processing
- Formulated with bond-building Arginine + our signature Tamanu-Monoi oil blend for beautiful blonde hair



### CRÈME LIGHTENER On-/Off-Scalp



Start the clock and watch as Blonde Life Crème Lightener rockets your clients to bombshell status in no time flat. Joico's fastest\* crème lightener lifts hair up to 9+ levels, builds bonds for strong blondes, and delivers beautiful, brilliant blonde hair that will blow you (and everyone else) away.

- Delivers up to 9+ levels of fast-acting lift!
- Builds bonds for strong blondes
- Reduces breakage by 77% in one application\*
- Designed for on-/off- scalp application & easy rinsing\*\*
- Strengthens hair, making it 4x more resistant to breakage\*

\*Against combing breakage on damaged hair, when used with Blonde Life Brightening Masque

\*\*vs. other Joico crème lighteners

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# LIGHTENERS



## VEROLIGHT LIGHTENER

- For **on-and off-scalp** use
- Lifts **up to 8 levels**
- Contains K-PAK Keratin and Sorbitol Crystals
- Dust-free for user comfort
- Ideal when fast-acting lift is desired



## VERO K-PAK CRÈME LIGHTENER

- Fragrance-free formula
- Fast-acting for **8 levels of on-and off-scalp lift**
- Contains Shea Butter and Sorbitol Crystals

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**LUMISHINE®**

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