

JOICO
the **joi** of healthy hair

BLONDELIFE®

BLUE VIOLET AND TITANIUM DEMI GLOSSES

Take your blondes to our next level of cool with **NEW Blonde Life Blue Violet and Titanium Demi Glosses**. These cool-toned, intermixable shades instantly neutralize unwanted warmth. When paired with our **NEW Blonde Life SilverLight Lightening Powder**, they help you deliver the ultimate in cool blonde results.



Keep your cool with these benefits!

- **Helps deliver cool blonde results**
- **Blue Violet shades help deliver cool, iridescent, and pearl blonde results on lighter tones, while helping to fight unwanted brassy tones in blonde hair**
- **Titanium shades provide a range of silver, steel, gray, and smoky tones**
- One formula tones, glazes & glosses
- Helps refresh dull-looking, brassy blonde hair
- Intermixable shades for customizable results in one step
- Ideal viscosity for drip-free bottle application
- Ammonia-free formula
- pH balanced for optimal color performance
- Leaves hair feeling conditioned—even on damaged, color-treated, or bleached hair*

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

Ingredient Story

To give blondes the VIP treatment they deserve and demand, all Blonde Life products are formulated with our signature blend of Monoi and Tamanu Oils and their essential fatty acids.

Bond-Building Arginine—a naturally occurring amino acid, is known for its bond-building properties.

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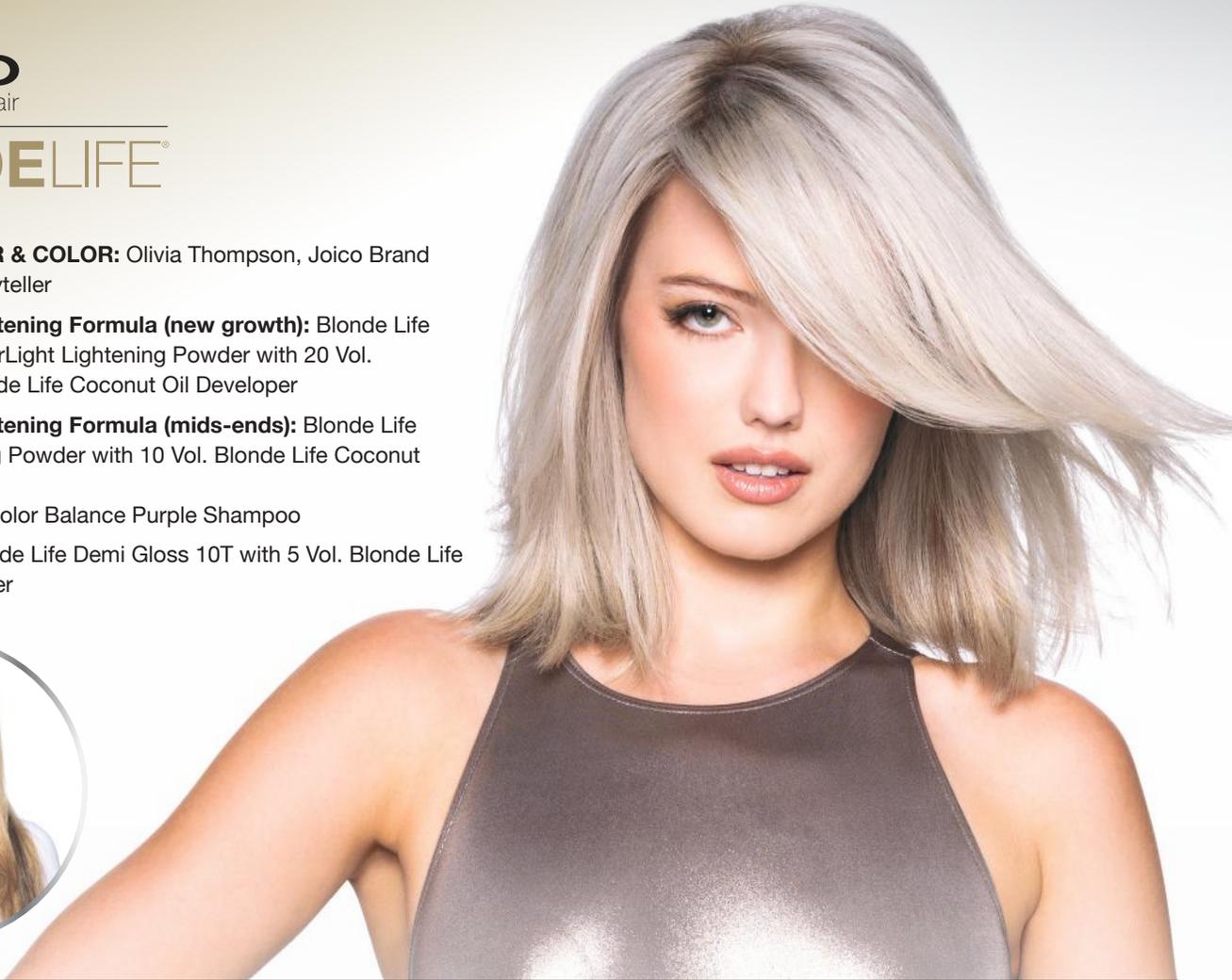
HAIR & COLOR: Olivia Thompson, Joico Brand Storyteller

Lightening Formula (new growth): Blonde Life SilverLight Lightening Powder with 20 Vol. Blonde Life Coconut Oil Developer

Lightening Formula (mids-ends): Blonde Life SilverLight Lightening Powder with 10 Vol. Blonde Life Coconut Oil Developer

*Shampoo out with Color Balance Purple Shampoo

Gloss Formula: Blonde Life Demi Gloss 10T with 5 Vol. Blonde Life Coconut Oil Developer



	N NATURAL (.0)	V VIOLET (.2)	BV BLUE VIOLET (.82)	SB SILVER BLUE (.8)	T TITANIUM (.88)	CLEAR
10 Lightest Blonde			NEW 		NEW 	
	Self-Made Blonde	Violet Platinum	Moonstone	Glacial Goddess	Lightning	Liquid Diamonds
	10N / 10.0	10V / 10.2	10BV / 10.82	10SB / 10.8	10T / 10.88	CLEAR
9 Light Blonde			NEW 		NEW 	
		Blonde Ambition	Pearl	Ice Queen	Storm	
		9V / 9.2	9BV / 9.82	9SB / 9.8	9T / 9.88	
8 Blonde						
	Rooted 8N / 8.0					

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Directions



MIXING INSTRUCTIONS: Mix 1:1 with 5 Volume Blonde Life Coconut Oil Developer. Best applied with a color applicator bottle. When mixing in a bottle, add developer first, then color and shake well.

TIMING: Process for up to 20 minutes at room temperature, or until the desired tone is achieved.

POST-COLOR SERVICE: Rinse thoroughly. Shampoo with Blonde Life Brightening Shampoo. Rinse well. Apply Blonde Life Brightening Masque and leave on for 5 minutes. Rinse thoroughly and towel-dry hair. Style as usual with your favorite Joico products.

DEFY DAMAGE SERVICE: For damage protection, use with Joico Defy Damage ProSeries 1 before color service and Joico Defy Damage ProSeries 2 for a post-color service treatment.

FAQs

Q: What is the difference between the LumiShine BV and Blonde Life BV shades?

A: The Blonde Life Blue Violet shades are calibrated specifically for the lightest blonde hair to neutralize unwanted yellow tones. They also contain a signature blend of Monoi and Tamanu Oils and their essential fatty acids.

Q: Where do the Titanium shades fit on the color wheel?

A: The Titanium shades are considered a .88 on the color wheel, which means they feature an extra cool blue base to deliver silvery, smoky results.

Q: What is the processing time and mixing ratio for these glosses?

A: Process for up to 20 minutes or until desired tone is achieved. Mix equal parts with Blonde Life Coconut Oil Developer 5 Volume.

