

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

**LUMISHINE®**  
**LUMI10®**

## **NEW** NATURAL COPPER AND NATURAL BLUE ASH SERIES

Create stunning copper and cool-brunette looks in a flash with **NEW** NC and NBA shades from LUMI10®, Joico's 10-minute permanent haircolor that delivers 100% gray coverage with up to 2x the shine\*. This luminous new lineup of richly pigmented shades delivers dimensional, natural copper and natural blue-ash tones with the same gorgeous LumiShine® results you love—all in a fast-processing formula, so you can fill up your book with confidence. No appointment? No problem: LUMI10 puts beautiful gray coverage on speed dial!



# THE POWER OF 10⚡

## Experience in Just 10 Minutes

- 100% gray coverage
- Concentrated pigments that 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\*

## Here's Why You'll Love It

Pre-blended permanent shades, complete gray coverage, healthy-looking LumiShine results, and a 10-minute processing time—LUMI10 has it all covered. Plus, with the addition of NC and NBA shades, you can now nail those natural copper and cooler-than-cool brunette hues in half the time of a traditional permanent color service.

- Long-lasting color with 100% gray coverage in 10 minutes
- Delivers up to 2x the shine\*
- Reduced breakage and restrengthened hair\*\*
- 100% replenished hair\*\*\*
- Leaves strands feeling soft and luminous

## Ideal When

- Creating dazzling natural copper-blond and deep natural copper looks (NC series)
- You want to cover gray and pull off cool-brunette looks without a hint of warmth/brass (NBA series)
- You need help controlling undesirable brassy tones in brunette hair (NBA series)
- Sliding more clients into your daily schedule
- You and your client want a quick color service that helps to minimize contact and time in the chair
- You want traditional root touch-up results wrapped up in a speedy service
- You need fast color options that accommodate those late-arriving clients or unexpected walk-ins

\*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

# LUMISHINE® LUMI10<sup>⚡</sup>

10 MINUTE | 100% GRAY COVERAGE PERMANENT CRÈME COLOR

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

Swatch colors in this chart are for representative use only. Actual results may vary.

## Let's Look Inside

Formulated with ingredients that pamper your strands, LUMI10 delivers shine, condition, and reduced breakage\*—wrapped up in an express formula designed to help you expand your color service menu.



**QUICK  
COVERAGE  
SYSTEM™**

### **QUICK COVERAGE SYSTEM™**

Concentrated dye molecules found in LUMI10 Permanent Crème Color are calibrated to deliver 100% coverage in just 10 minutes when activated by the LUMI10 Accelerator.



with  
**BOND-BUILDING  
ARGI PLEX  
TECHNOLOGY**

### **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.

### **SUPERCHARGED CONDITIONER**

Formulated with a higher concentration of our signature conditioner to nourish and protect color-treated hair for up to 30 shampoos,\*\* sealing in moisture and softness.

## The Accelerator

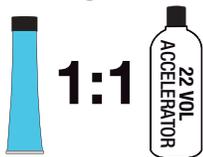


### **Dedicated LUMI10 ACCELERATOR™**

Put the pedal to the metal with the LUMI10 Accelerator, pumped up with an extra .6% of peroxide (compared to traditional 20 Volume Developers). The result? When used with LUMI10 Permanent Crème Color, it delivers super-fast and **complete coverage in just 10 minutes**.

## Now Let's Use It

### **Mixing Ratio**



**1:1**

### **Processing Time**



\*Do not use heat

In a bowl or bottle, mix one part LUMI10™ Permanent Crème Color with one part LUMI10™ Accelerator.

Timing: Process FOR 10 MINUTES. Not recommended with heat.

### **NOTE**

To ensure 100% gray coverage in 10 minutes, it is not recommended to use another developer volume.

### **POST-COLOR SERVICE**

Rinse thoroughly. Apply the K-PAK Color Therapy Shampoo to scalp and massage well. Work through hair lengths. Rinse thoroughly. Squeeze out excess water. Apply K-PAK Color Therapy Conditioner to hair lengths after squeezing out excess moisture. Massage throughout hair and leave in for 1 minute. Rinse thoroughly. Towel-dry hair. Style as needed with preferred Joico styling products.

### **DEFY DAMAGE SERVICE**

For damage protection, use with Joico Defy Damage® ProSeries 1 before color service and Joico Defy Damage ProSeries 2 as a post-color service treatment.

\*Against combing breakage on damaged hair vs. non-conditioning shampoo

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

# FAQs

**Q: Can I still expect 100% gray coverage with the new NC & NBA shades?**

**A:** Yes, all LUMI10 shades are designed to deliver up to 100% gray coverage when mixed with the LUMI10 Accelerator.

**Q: What can I use to refresh faded ends when using NBA?**

**A:** The BA and N series are good options to refresh faded ends, depending on how much cooling the hair needs.

**Q: Do I need to add N to the LUMI10 NC series to ensure gray coverage?**

**A:** No, NC shades are pre-blended to help cover gray while delivering a copper hue.

**Q: What is the difference between the LumiShine permanent BA series and the LUMI10 permanent NBA series?**

**A:** The LUMI10 NBA series has been pre-blended with the Natural and Blue Ash series to ensure gray coverage and control over unwanted warmth in one step, in just 10 minutes!

**Q: What is the difference between LumiShine and LUMI10?**

**A:** Time and gray coverage. LUMI10 is designed to cover 100% gray in 10 minutes! With the Quick Coverage System, you have more conditioner and more dye load to ensure coverage fast, all while delivering the healthy-looking hair you love from LumiShine. **NOTE:** If you use LUMI10 on hair with no gray, expect a darker result due to the extra dye load.

**Q: Will results be darker if my client has no gray?**

**A:** LUMI10 is designed to cover 100% gray. If formulating for a client with no gray, you may adjust your formula to a lighter level due to the extra dye load.

**Q: What happens if I leave the color on longer than 10 minutes? Will it be progressive?**

**A:** Due to the formulation of the Quick Coverage System,™ color results will appear darker if left on longer than 10 minutes, and results will not be predictable.

**Q: Is the ammonia level higher than typical permanent color?**

**A:** No, the ammonia level is comparable to LumiShine Permanent Crème Color.

**Q: Is longevity sacrificed to attain the 10-minute speed objective?**

**A:** No, LUMI10 is a permanent color; therefore, longevity is not sacrificed.

**Q: Can I use LUMI10 between my foils when processing highlights.**

**A:** Yes, just be mindful of overall processing time. Process your highlights until almost complete, then apply LUMI10 between foils and process for 10 minutes.

**Q: How often can I use LUMI10?**

**A:** As often as your client comes in for a regrowth touch-up, typically every 3-6 weeks.

**Q: How many levels of lift does LUMI10 provide?**

**A:** LUMI10 Permanent Color delivers up to two levels of lift when mixed with the LUMI10 Accelerator.

**Q: What is in the LUMI10 Accelerator, and what makes it work?**

**A:** The Accelerator provides the extra boost of peroxide needed to ensure LUMI10 Permanent Crème Color delivers complete coverage in 10 minutes.

**Q: Can I use another developer instead of the LUMI10 Accelerator?**

**A:** For best results, we recommend LUMI10 be mixed with the LUMI10 Accelerator. If you don't, your gray coverage will be compromised.

**Q: Can I mix regular LumiShine or YouthLock shades with my LUMI10 permanent crème shades?**

**A:** We do not recommend mixing LumiShine or YouthLock with LUMI10 and cannot guarantee shade predictability when mixed. We also cannot ensure color will develop in just 10 minutes.

**Q: When should I start timing my LUMI10 service?**

**A:** The 10-minute timing process should begin after the application is complete.

**Q: When would I use LUMI10 vs. LumiShine Permanent Crème Color?**

**A:** LUMI10 is the ideal choice when you want to add an unplanned root touch-up to a cut, when walk-ins want to be "squeezed in," and when you want a quick color service that minimizes person-to-person contact.

**Q: Can I use high-lift color with LUMI10?**

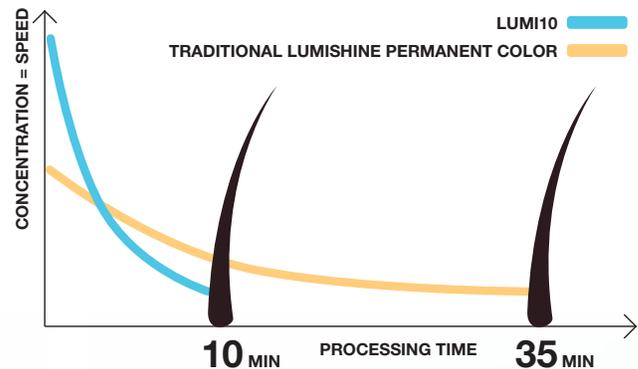
**A:** No, LUMI10 is not designed to be mixed with high-lift color or any other haircolor that requires a 20, 30, or 40 Volume developer. LUMI10's dedicated Accelerator is specially formulated to work with LUMI10's fast-processing technology to provide 100% gray coverage.

**Q: Are the LUMI10 NG and NV series the same tone as the LumiShine NG & NV series?**

**A:** Yes, these shades are comparable in tone and because of the Quick Coverage System, you will get 100% gray coverage in 10 minutes without having to add any more N to your formula vs. traditional LumiShine.

**Q: How does LUMI10 cover grays in 10 minutes with minimal damage?**

**A:** The secret lies in our Quick Coverage System, which features the ideal concentration of dyes necessary to penetrate the hair fiber in 10 minutes under conventional ammonia levels. Unlike traditional LumiShine Permanent Color, which has a steady dye delivery process, the Quick Coverage System allows LUMI10 dyes to swoop into hair fibers at a fast pace—without compromising hair's integrity or long-lasting results. Please view the image on the right to see how the starting level of dye concentration affects speed and processing time.



## Pro Tip:

- Be careful not to overlap when using LUMI10 or banding will result.
- LUMI10 develops fast. If you have a client with an extreme amount of hair, you may adjust your formula to a lighter level in your starting area. Make sure you use a timer.