

JOICO



NEW WAYS TO #GETGLOSSY

LUMISHINE®

REPAIR+ DEMI-PERMANENT LIQUID COLOR

BUSINESS BUILDING BROCHURE



LUMISHINE®

REPAIR+ DEMI-PERMANENT LIQUID COLOR

GET THE GLOSS THAT OUTSHINES

Joining LumiShine's lineup of 33 glossy and gorgeous demi-permanent liquid shades is... the Silver Blue Series, an arsenal of silver-blue based demi-permanent liquid shades that deliver Joico's iciest, coolest results ever. With a shade range from the palest Level 10 silver to the deepest Level 1 blue-black, the Silver Blue Series does it all: use it to tone platinum blondes, cancel unwanted warmth on dark blondes, or eliminate even the slightest bit of brassiness on the deepest brunette and black hair. Brass doesn't stand a chance!

Joico LumiShine's breakthrough **ArgiPlex Technology** transforms strands from the inside out, leaving hair with up to 2x the shine* and 100% replenished and restrengthened.**



5 NEW SHADES!

WHY YOU'LL LOVE IT

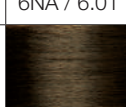
- Outstanding color, shine, and condition in one service
- Amazing versatility: refreshes faded color, tones, blends away gray, boosts shine
- Intermixable, easy-to-use palette
- Gentle, pH balanced, ammonia-free formula

* Vs. untreated hair.

** Based on laboratory testing of damaged hair.

LUMISHINE® DEMI-PERMANENT LIQUID SHADE CHART

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

	N NATURAL (.0)	NWB NATURAL WARM BEIGE (.07)	NA NATURAL ASH (.01)	NG NATURAL GOLD (.03)	NV NATURAL VIOLET (.02)	NC NATURAL COPPER (.04)	R RED (.6)	V VIOLET (.2)	VV VIOLET (.22)	SB SILVER- BLUE (.8)	CLEAR
10 Lightest Blonde	 10N / 10.0	 10NWB/10.07		 10NG/10.03		 10NC/10.04				 10SB / 10.8	CLEAR
9 Light Blonde		 9NWB/9.07	 9NA / 9.01		 9NV / 9.02			 9V / 9.2		 9SB / 9.8	
8 Blonde	 8N / 8.0		 8NA / 8.01	 8NG / 8.03		 8NC / 8.04					
7 Medium Blonde		 7NWB/7.07				 7NC / 7.04		 7V / 7.2		 7SB / 7.8	
6 Dark Blonde	 6N / 6.0	 6NWB/6.07	 6NA / 6.01	 6NG / 6.03	 6NV / 6.02	 6NC / 6.04	 6RR / 6.66			 6SB / 6.8	
5 Light Brown	 5N / 5.0		 5NA / 5.01	 5NG / 5.03							
4 Medium Brown		 4NWB/4.07				 4NC / 4.04	 4RR / 4.66				
3 Dark Brown	 3N / 3.0		 3NA / 3.01						 3V / 3.22		
2 Darkest Brown											
1 Black					 1NV / 1.02					 1SB / 1.8	

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

BUILD YOUR BUSINESS WITH LUMISHINE® DEMI-PERMANENT LIQUID COLOR

Want to increase your salon service menu? Maximize revenue? Push your creativity?

Lumishine Demi-Permanent Liquid Haircolor will help get you there, with glossy, healthy, long-lasting results that you can customize to your heart's content. Enhance your clients' hair with our demi-permanent gloss, glaze, top coat, toning, or refresher service, and watch as your customized, dimensional results come to life.

BUILD YOUR SALON REVENUE AND EXPAND YOUR MENU WITH SERVICES THAT HELP YOUR CLIENTS #GETGLOSSY!

LUMISHINE DEMI-PERMANENT LIQUID SERVICES = DOLLARS + DIMENSION

- Enhances natural or color-treated hair without lift
- Refreshes faded hair lengths back to glossy, high-definition color
- Beautifully blends gray hair
- Adds longevity, rich dimension, and stunning surface shine to all your color services
- Refines unwanted tones and delivers up to 2x healthy shine to prelightened hair
- Reduces pH after a prelightening services (i.e. highlighting, balayage, double-process blanding), sealing the cuticle while locking in healthy condition
- Adds a glaze, gloss, or topcoat to any hair treated with lightener, permanent waves, or smoothing services
- Reduces pH and porosity of lightened hair, refining / enhancing tones before a Joico Color Intensity semi-permanent crème color or Color Butter service



LUMISHINE® DEMI-PERMANENT LIQUID COLOR BUSINESS TIPS AND TRICKS

GLAZING/GLOSSING & TOP COATS

IDEAL FOR ALL CLIENTS WHO DESIRE DRAMATIC SHINE AND A HEALTHY DOSE OF GORGEOUS COLOR. A PERFECT ADD-ON TO HIGHLIGHTS, LIGHTENING, PERMANENT WAVE, AND STRAIGHTENING SERVICES.

Clients with high-pH services—including both lightening and texture shifts—as well as those who simply have dull, dry, fragile hair, always benefit from a boost of rich color and healthy shine... the kind you get with LumiShine, which is fortified with strength-building Arginine. Choose from an exciting palette of intermixable, ammonia-free, pH-balanced shades.

STONE	NUMBER/LETTER	DESCRIPTION
Natural	.0/ N	A combination of red, yellow and blue tones that create perfectly balanced, natural blonde and brown results at each level. Can be mixed with other tones to soften or subdue any haircolor result. Use them for: Balanced gray blending when mixed with violet, copper or red shades. Create customized, perfectly balanced glaze, gloss and top coat formulas!
Natural Warm Beige	.07/ NWB	Natural bases combined with warm-beige tones resulting in a soft-light to deep-caramel finish. Use them for: To create buttery, dimensional blonde tones and caramelized warm-brunette hues.
Natural Ash	.01/ NA	Natural bases combined with cool ash (green) undertones make these shades perfect to counter-balance warmth. Use them for: Glazing, glossing, or top coats to create cool, ash blondes and balanced brunettes without a trace of warmth.
Natural Gold	.03/ NG	Natural base tones combined with warm gold tones for stunning golden blondes and brunettes. Use them for: Glazing, glossing and toning with a warm golden blonde or brunette finish. A key building block for repigmentizing hair during color correction at the lightest levels.
Natural Violet	.02/ NV	Natural base tones combined with violet tones, resulting in rich, smoky, cool blondes and brunettes. Use them for: Toning blondes when a balanced, but cool end result is desired; or for glazing and glossing light to dark brown hair with a cool, smokey, slightly violet end result.
Natural Copper	.04/ NC	Soft natural bases combined with spicy copper tones make these shades perfect for warming up faded, drab hues. Use them for: The lightest soft-warm blondes to deep natural-copper shades. Also perfect for tint back formulas.
Natural Red Violet	.05/ NRv	Natural base tones combined with red (predominate tone) and cool violet (secondary tone), creating a perfect cool red-brown result. Use them for: Glazing and glosses that add cool drama to boring brunettes and faded, too warm cherry wood shades. Also amazing to use as a top coat over your fresh auburn permanent color service to seal the cuticle and add a rich, cool layer of glossy red-brown color.
Copper	.4/ C	Vivid shades designed with pure copper tones that do not have natural bases. Use them for: Color correction and tint backs to fill in missing pigments. Also, amazing as a top coat, glaze or toner over blonde, copper and brown hair to seal, shine and add spicy tones at all levels!
Red	.6/ R	Rich shades designed with red tones that do not have natural bases. Use them for: The ultimate top coat after every red permanent color service to add longevity, shine and a stunning dose of pure red, power-pigment... Your red's will outlast and outshine all others!
Violet	.2/ V	Pure, rich violet tones neutralize warmth on blondes and are also used to produce violet-tinted fashion looks. Use them for: 9V is the quintessential toner for cool blonde hair, without a trace of those unflattering yellow tones. Adds a smoky, cool element to natural shades, and produces violet and deep-purple effects when used as a glaze over medium to dark hair.
Silver Blue	.8 / SB	Perfectly balanced Silver Blue tones to maximize the refining of excess warmth in blondes and brunettes, and to create the iciest silver fashion tone on the lightest platinum blondes. Use them for: Toning unwanted, strong warm tones in blondes and medium brunettes. 10SB on prelightened hair will create the snowiest white blonde while 1BS creates the deepest, purest black. 6SB, 7SB, and 9SB create the ultimate, coolest blonde, brunette, and metallic silver-gray tones.

COLOR REFRESHING SERVICE

THE PERFECT RETOUCH SOLUTION

Your client comes in to cover her gray. That's the perfect moment to add luminous, rich, ultra-shiny color to those faded mid-lengths and ends with our demi-permanent liquid haircolor. Just apply while the retouch is processing and watch as our beautiful, shiny, deposit-only color brings out a long-lasting and healthy gleam.

TINT BACK

LumiShine Demi-Permanent Liquid Haircolor is the ideal way to return clients with over-processed, faded hair to their desired deeper shade. From washed-out blondes to discolored redheads and brunettes, LumiShine tint backs transform each strand with rich, dimensional hues, allowing color to gradually fade on tone while delivering healthy, dramatic shine.

A common mistake colorists make is taking a client from blonde to brunette in one step. The result: drab, fast-fading color; unpredictable results. Whether blondes by choice or washed-out natural blondes, whenever going darker, the RPC (remaining pigment contribution) must be replaced at the level the client wants to achieve. Use these tint back formulas to replace the missing RPC, and then follow with your target shade for a multi-process color correction service.

RECOMMENDED "BUILDING BLOCK" FORMULAS FOR EVERY LEVEL

1 oz (30ml) 10NG	+	1 oz (30ml) 10NC	+	2 oz (60ml) 5 volume (1.5%) developer
1 oz (30ml) 8NG	+	1 oz (30ml) 8NC	+	2 oz (60ml) 5 volume (1.5%) developer
1 oz (30ml) 8NG	+	1 oz (30ml) 7NC	+	2 oz (60ml) 5 volume (1.5%) developer
1 oz (30ml) 6NC	+	1 oz (30ml) 6RR	+	2 oz (60ml) 5 volume (1.5%) developer
1 oz (30ml) 6NG	+	1 oz (30ml) 4RR	+	2 oz (60ml) 5 volume (1.5%) developer
1 oz (30ml) 6NG	+	1 oz (30ml) 3N	+	2 oz (60ml) 5 volume (1.5%) developer

Constructing color gradually by replacing what's missing is the key to perfection. Think of these building block shades as the cornerstone of your target look; without them, you run the risk of creating unflattering, unpredictable, fast-fading color. To avoid surprises, always use the consultation time to educate your client about the possibility of multiple color steps and explain why they're fundamental to achieving the desired look.

TONING

IDEAL FOR CLIENTS RECEIVING ANY AND ALL LIGHTENING SERVICES

Toning following a highlight, balayage, or ombré service is the ultimate multitasker: LumiShine will smooth the hair shaft, return strands to their proper pH level, remove or enhance warmth and coolness, and add incredible shine. Even better, the consistent results serve as your perfect PR tool: Watch as clients rave about the look and feel of their healthy blonde hair, creating a positive word of mouth that helps expand your customer base.

Client Has:	Client Wants:	Refine or Enhance with:
Pale Blonde	Honey	1 oz 10NWB + ½ oz 8N 30 ml 10NWB + 15 ml 8N
Rich Brunette base and fine highlights	Caramel	1 oz 10NC + 1 oz 7NWB 30 ml 10NC + 30 ml 7NWB
Light Blonde with too much yellow	Perfectly Balanced Light Blonde	1 oz Clear+ ¼ oz 9V 30 ml Clear + 7.5 ml 9V
Lightest Blonde that lacks balance	Light, creamy blonde that's neither warm nor cool	10N
Plain Blonde Hair	Strawberry Blonde	1 oz 10NC + 1 oz 8NC 30 ml 10NC + 30 ml 8NC
Natural Ash Brunette	Bronzed Brunette	1 oz 4NWB + 1 oz 7NC 30 ml 4NWB + 30 ml 7NC



*Remember Clear is the perfect tool to adjust the intensity for all your toner formulas!

**All formulas mixed with 5 Volume (1.5%) Lumishine Developer.

CUSTOM MIXES

Here are some of our Joico Guest Artists' favorite **Silver Blue** custom formulas. Try them now, or create your own favorite customized formulas for all your glazing and toning needs.

SILVER BLUE CUSTOM FORMULAS

Custom Shade	Great for	Formula
Lilac Steel	Toning extreme warmth	1 oz 10SB + ¼ oz 9V 30ml 10SB + 7.5 ml 9V
Persian Rose	Warm Blondes wanting to be strawberry blonde	1 oz 10SB + ¼ oz 6RR 30 ml 10SB + 7.5 ml 6RR
Pale Steel	Clients wanting light ash blonde	1 oz 9SB + 1 oz 9NV 30 ml 9SB + 30 ml 9NV
Light Smoked Beige	Clients wanting softest cool beige	1 oz 9SB + 1 oz 9NWB 30 ml 9SB + 30 ml 9NWB
Pale Smoked Beige	Clients wanting lightest cool-kissed beige	1 oz 10SB + 1 oz 10NWB 30 ml 10SB + 30 ml 10NWB
Medium Smoked Beige	Clients wanting medium cool beige	1 oz 7SB + 1 oz 7NWB 30 ml 7SB + 30 ml 7NWB
Deep Smoked Beige	Clients wanting dark coolest beige	1 oz 6SB + 1 oz 6NWB 30 ml 6SB + 30 ml 6NWB
Darkest Smoked Beige	Clients wanting darkest coolest beige	1 oz 1BS + 1 oz 4NWB 30 ml 1BS + 30 ml 4NWB
Purple Rain	Clients wanting a metallic violet	1 oz 9SB + 1 oz 7V 30 ml 9SB + 30 ml 7V
Orange Soufflé	Clients wanting the softest pastel copper blonde	1 oz 9SB + 1 oz 8NC 30 ml 9SB + 30 ml 8NC

Custom Shade	Great for	Formula
Tangelo	Clients wanting a punchy blonde copper	1 oz 10SB + 1 oz 10NC 30 ml 10SB + 30 ml 10NC
Iced Honey	Pale, icy golden blonde	1 oz 9SB + 1 oz 10NG 30 ml 9SB + 30 ml 10NG
Toasted Chestnut	Perfectly balanced dark blonde	1 oz 7SB + 1 oz 10NG 30 ml 7SB + 30 ml 10NG
Au Naturele	Born-with-it ash light brown	1 oz 6SB + 1 oz 6NA 30 ml 6SB + 30 ml 6NA
Winter Snow	Clients wanting the palest silver blonde	1 oz 10SB + 1 oz 9NA 30 ml 10SB + 30 ml 9NA
Silver Magnetic	Clients with harsh warm tones	1 oz 9SB + 1 oz 9NA 30 ml 9SB + 30 ml 9NA
Brushed Bronze	Clients wanting cool bronze	1 oz 7SB + 1 oz 4RR 30 ml 7SB + 30 ml 4RR
Mocha Plum	Clients wanting rich plum chocolate	1 oz 7SB + 1 oz 3VV 30 ml 7SB + 30 ml 3VV
True Silver	Creating the perfect silver	1 oz 7SB + 1 oz 9SB 30 ml 7SB + 30 ml 9SB

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Visit JOICO.COM for step-by-steps, formulas and videos.

