

the **joi** of healthy color

JOICO



LUMISHINE[®]

SALON TECHNICAL MANUAL



LUMISHINE®

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COLOR SO
BRILLIANT,
IT INSTANTLY
RESTRENGTHENS
HAIR WITH UP TO
TWICE THE SHINE.



JOICO LUMISHINE TRANSFORMS HAIR FROM THE INSIDE OUT WITH BREAKTHROUGH ARGIPLEX™ TECHNOLOGY, DELIVERING ASTONISHING SHINE, COLOR LONGEVITY, AND OVERALL HEALTHIER-LOOKING HAIR—GUARANTEED!



LUMISHINE REPAIR+ Permanent Crème Color

A gentle, reduced ammonia color system ranging from Level 1 to high-lift.

- Delivers up to 2X the shine*
- Reduced breakage** and 100% replenished and restrengthened hair***
- Nourishing protection that seals in moisture, softness, and shine for up to 30 shampoos****
- Delivers exceptional color longevity and vibrancy
- Offers 100% gray coverage
- Low-ammonia formula delivers healthy-looking, reliable results
- Optimal viscosity for bowl + brush or bottle application



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.

- Delivers up to 2X the shine*
- Reduced breakage** and 100% replenished and restrengthened hair***
- Easy, foolproof, predictable results with every application
- Restores hair to a healthier-looking state; helps eliminate concerns about color-service damage
- Beautiful gray coverage on Levels 1-5; gray blending on Levels 6-10
- Nourishing protection that seals in moisture, softness, and shine for up to 30 shampoos****
- Provides a gentle, ammonia-free option



LUMISHINE REPAIR+ Demi-Permanent Liquid Color

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

- Delivers up to 2X the shine*
- 100% replenished and restrengthened hair***
- Nourishing protection that seals in moisture, softness, and shine for up to 30 shampoos****
- Ammonia-free, pH-balanced formula
- Ideal viscosity for drip-free bottle application
- Versatile formula—corrects, glazes, glosses, and 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



THE LUMISHINE DIFFERENCE

VERSATILE PALETTE

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

BREAKTHROUGH TECHNOLOGY & PERFORMANCE

Bond-Building Arginine: A naturally occurring amino acid crucial to hair's strength, Arginine helps to protect hair and reduce breakage in every single treatment.

Patented Conditioning Complex: This conditioning shield surrounds the hair shaft to nourish and protect color-treated hair for up to 30 shampoos,* sealing in moisture, softness, and unprecedented shine.

Quadramine® Complex: Our exclusive blend of low-molecular proteins adhere quickly to maximize reconstruction from cuticle to cortex. The result? Guaranteed healthier-looking hair after each LumiShine color service.



DID YOU KNOW...

ArgiPlex is a bond builder that is already built into the formula? This is how only a LumiShine color service can add shine and reduce hair breakage.**

Joico's powerful ArgiPlex™ Technology rebuilds and protects broken bonds. Arginine, a “smart” essential amino acid, works inside the hair shaft targeting weak links to bond and strengthen each strand. The result: instantly healthier-looking, more manageable hair with 2X more shine***!

ULTIMATE CLIENT COMFORT

LumiShine features breakthrough **Gentle Fresh Fragrance** technology, a patented combination of molecules that neutralize airborne ammonia and envelop your color service in fresh, calming notes of bergamot, iris, and sandalwood. How's that for comfort?

A HAIRCOLOR FIRST

Most haircolor depletes Arginine—an amino acid essential to hair's health—leaving hair dry, brittle, and prone to breakage post color service.

LumiShine restores 100% of the Arginine the haircolor process depletes:

- Repairing and protecting the hair structure to restore health to hair
- Stabilizing dyes deep within the cortex for longer-lasting, fade-resistant color
- Reducing ammonia for a gentler, more 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
- Lasts up to 12 weeks depending on hair porosity
- Blends gray
- Penetrates the cortex slightly
- Mixed with low-volume developer

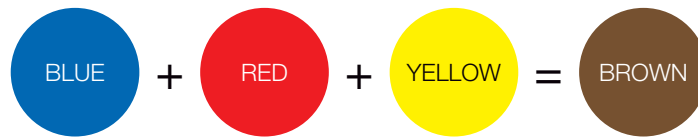
The primary difference between demi-permanent and permanent haircolor is permanent color's ability to lift the pigment in natural hair.

HAIRCOLOR BASICS

THE LAWS OF HAIRCOLOR

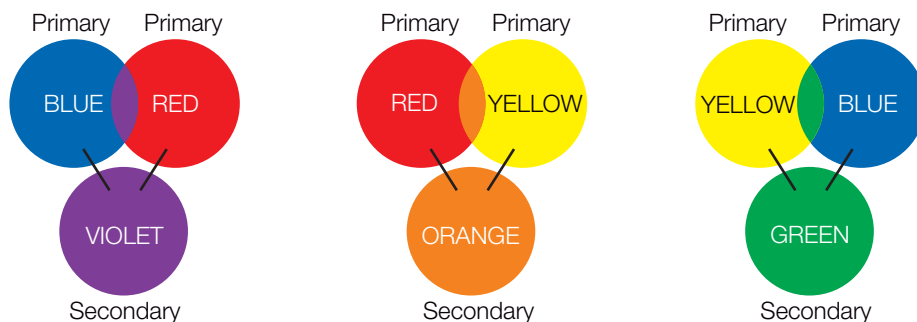
Haircolor is based on the laws of color, which revolve around the interactions of the primary colors red, yellow, and blue. Mixing primary colors creates a “browning out” effect, resulting in natural brown without coolness or warmth.

Note: The three primaries cannot be combined without producing a “browning out” effect. The basic color of all naturally pigmented hair, from darkest to lightest, is a variation of brown.

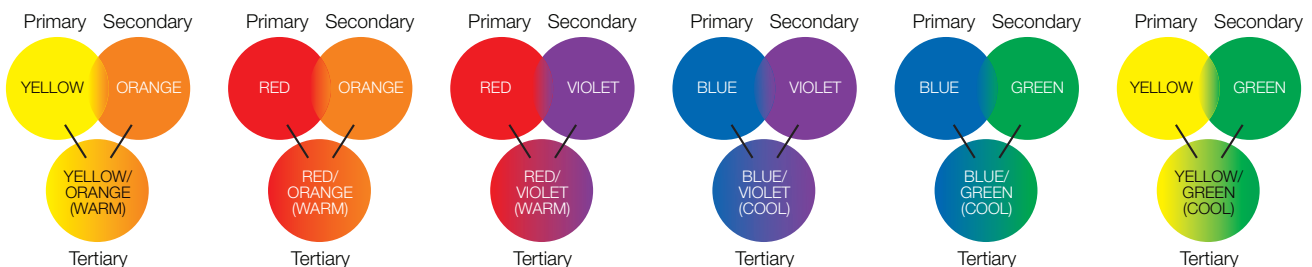


TWO PRIMARIES CREATE A SECONDARY COLOR

Two primaries mixed together in equal proportion create a secondary color.



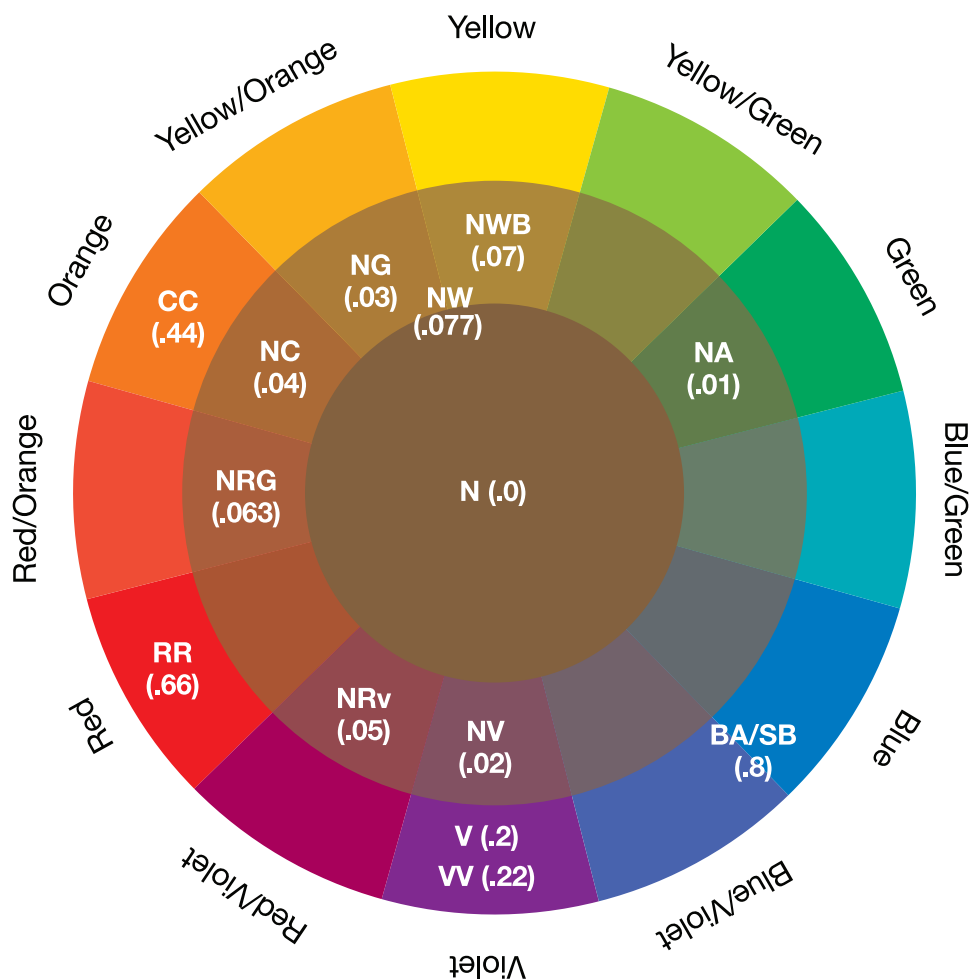
Mixing a primary and a neighboring secondary in equal proportion creates a tertiary color.



HOW TO USE THE COLOR WHEEL

The Laws of Color state that every color imaginable can be formed by mixing the three primary colors yellow, red, and blue. Mixing the three primary colors together with specific proportions creates brown.

- Natural hair contains all three primary colors. The primaries are present in varying amounts creating lighter to darker shades of haircolor.
- To refine (neutralize) a color, use its direct OPPOSITE on the Color Wheel. Refinement is commonly known as neutralizing color. 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 predominate tone in each shade.

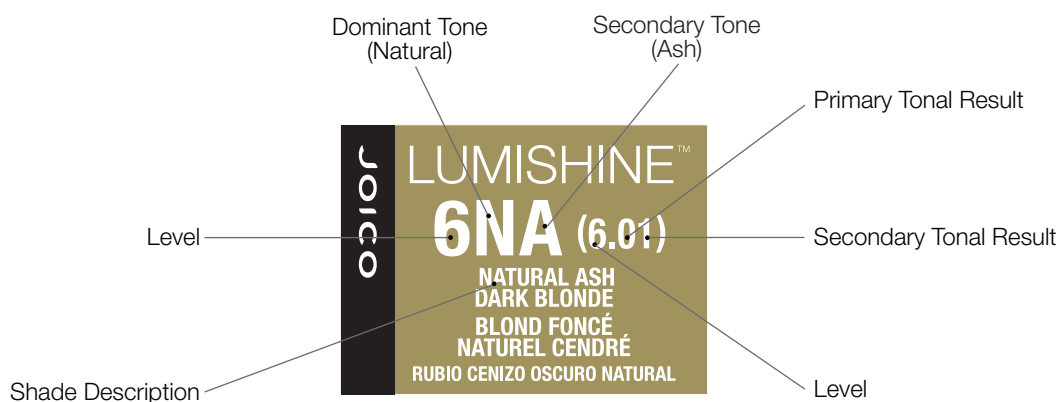
- First Letter = Dominant Tone
- Second Letter = Secondary Tone

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

STONE	NUMBER
Natural (N)	.0
Natural Ash (NA)	.01
Natural Warm Beige (NWB)	.07
Natural Warm (NW)	.077
Natural Gold (NG)	.03
Natural Red Gold (NRG)	.063
Natural Copper (NC)	.04
Natural Red Violet (NRv)	.05
Natural Violet (NV)	.02
Copper (C)	.4
Red (R)	.6
Violet (V)	.2
Blue Ash (BA) / Silver Blue (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 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. 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 Ash	.01/ NA	Natural base tones combined with a cool ash (green) undertone to counterbalance warmth while still delivering cool blonde and brunette results. Provides 100% gray coverage.
Natural Warm Beige	.07/ NWB	Natural base tones combined with warm beige tones, resulting in soft, caramel-beige blonde and brunette shades. Provides 100% gray coverage.
Natural Warm	.077/ NW	Beautiful brunette/blonde shades with a natural base and a soft butterscotch richness. Provides 100% gray coverage.
Natural Gold	.03/ NG	Natural base tones combined with warm gold tones for stunning golden blondes and brunettes. Covers gray naturally.
Natural Violet	.02/ NV	Natural base tones combined with violet tones, resulting in rich, smoky, cool blondes and brunettes. Covers gray naturally.
Natural Copper	.04/ NC	Natural base tones combined with spicy copper tones, resulting in stunning copper-blond and deep copper shades. Covers gray naturally.
Natural Red Gold	.063/ NRG	Natural red-gold shade series has a natural base tone infused with warm red tones and a gold reflect for beautiful natural red golden hair. Covers gray naturally.
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. Covers gray naturally.
Copper	.4/ C	Vivid shades designed with pure copper tones that do not have natural bases.
Red	.6/ R	Rich shades designed with red tones that do not have natural bases.
Violet	.2/ V	Vibrant shades with violet tones that do not have natural bases. Perfect as a toner following a lightener service on lighter levels.
Blue Ash Silver Blue	.8/ BA .8/ SB	Ultra-cool shades that provide ultimate control over undesirable orangey-red and orangey-yellow undertones. Perfect for controlling unwanted warmth when using haircolor to lift or as a toner following a lightener service on darker levels.


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. * Not designed for gray coverage. * If used on natural levels darker than 6, results will be warm.
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 designed for lifting four levels on natural Level 5 and darker hair. * Not designed for gray coverage. * Not designed for use on Levels 6 and lighter.

LUMISHINE PROCESSING, MIXING AND TIMING

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

LUMISHINE®

PERMANENT CRÈME COLOR SHADE CHART

	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)	NG NATURAL GOLD (.03)	NRG NATURAL RED GOLD (.063)	NC NATURAL C (.04)
10 Lightest Blonde	 10N / 10.0		 10NWB / 10.07		 10NG / 10.03	 10NRG / 10.063	
9 Light Blonde	 9N / 9.0	 9NA / 9.01	 9NWB / 9.07	 9NW / 9.077	 9NG / 9.03		 9NC / 9.04
8 Blonde	 8N / 8.0	 8NA / 8.01	 8NWB / 8.07		 8NG / 8.03	 8NRG / 8.063	 8NC / 8.04
7 Medium Blonde	 7N / 7.0	 7NA / 7.01	 7NWB / 7.07	 7NW / 7.077	 7NG / 7.03	 7NRG / 7.063	 7NC / 7.04
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NW / 6.077	 6NG / 6.03	 6NRG / 6.063	 6NC / 6.04
5 Light Brown	 5N / 5.0	 5NA / 5.01	 5NWB / 5.07	 5NW / 5.077		 5NRG / 5.063	 5NC / 5.04
4 Medium Brown	 4N / 4.0	 4NA / 4.01		 4NW / 4.077	 4NG / 4.03		
3 Dark Brown	 3N / 3.0	 3NA / 3.01					
2 Darkest Brown							
1 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.

*Recommended for use on level 5 and darker hair.



COPPER	NRv NATURAL RED VIOLET (.05)	NV NATURAL VIOLET (.02)	CC COPPER (.44)	R RED (.66)	VV VIOLET (.22)	BA BLUE ASH (.8)	XL HIGH LIFT
		10NV / 10.02				10BA / 10.8	XLN / XL.0
.04		9NV / 9.02				9BA / 9.8	XLB / XL.7
.04							XLA / XL.1
.04		7NV / 7.02	7CC / 7.44			7BA / 7.8	XLAA / XL.11*
.04	6NRv / 6.05	6NV / 6.02	6CC / 6.44	6RR / 6.66		6BA / 6.8	
.04	5NRv / 5.05	5NV / 5.02		5RR / 5.66		5BA / 5.8	
					4VV / 4.22		
				3RR / 3.66	3VV / 3.22		
					1VV / 1.22		



	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)	NG NATURAL GOLD (.03)	NRG NATURAL RED GOLD (.063)	SB SILVER BLUE (.8)
10 Lightest Blonde	 10N / 10.0		 10NWB / 10.07				 10SB / 10.8
9 Light Blonde				 9NW / 9.077	 9NG / 9.03		
8 Blonde	 8N / 8.0	 8NA / 8.01	 8NWB / 8.07			 8NRG / 8.063	 8SB / 8.8
7 Medium Blonde				 7NW / 7.077			
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NW / 6.077	 6NG / 6.03	 6NRG / 6.063	 6SB / 6.8
5 Light Brown				 5NW / 5.077		 5NRG / 5.063	
4 Medium Brown				 4NW / 4.077			
3 Dark Brown	 3N / 3.0	 3NA / 3.01			 3NG / 3.03		
2 Darkest Brown							
1 Black							 1BS / 1.8

	N NATURAL (.0)	NA NATURAL ASH (.01)
10 Lightest Blonde	 10N / 10.0	
9 Light Blonde		 9NA / 9.01
8 Blonde	 8N / 8.0	 8NA / 8.01
7 Medium Blonde		
6 Dark Blonde	 6N / 6.0	 6NA / 6.01
5 Light Brown	 5N / 5.0	 5NA / 5.01
4 Medium Brown		
3 Dark Brown	 3N / 3.0	 3NA / 3.01
2 Darkest Brown		
1 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.



A RAL H (1)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)	NG NATURAL GOLD (.03)	NC NATURAL COPPER (.04)	NV NATURAL VIOLET (.02)	R RED (.66)	V VIOLET (.2)	VV VIOLET (.22)	SB SILVER BLUE (.8)	CLEAR
	10NWB / 10.07	10NW / 10.077	10NG / 10.03	10NC / 10.04					10SB / 10.8	CLEAR
9.01	9NWB / 9.07				9NV / 9.02		9V / 9.2		9SB / 9.8	
8.01		8NW / 8.077	8NG / 8.03	8NC / 8.04						
	7NWB / 7.07			7NC / 7.04			7V / 7.2		7SB / 7.8	
6.01	6NWB / 6.07	6NW / 6.077	6NG / 6.03	6NC / 6.04	6NV / 6.02	6RR / 6.66			6SB / 6.8	
5.01			5NG / 5.03							
	4NWB / 4.07			4NC / 4.04		4RR / 4.66				
3.01								3VV / 3.22		
					1NV / 1.02				1BS / 1.8	

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.

PERMANENT COLOR FORMULATION EXAMPLES

NATURAL LEVEL	GRAY %	DESIRED RESULT	FORMULA	TIMING
Level 4	0	Level 6 Cool Dark Blonde	2 oz LumiShine Permanent Crème Color 6NA (6.01) + 2 oz 20 Volume LumiShine Developer	Process for 35 minutes at room temperature
Level 4	50%	Level 6 Natural Dark Blonde	2 oz LumiShine Permanent Crème Color 6N (6.0) + 2 oz 20 Volume LumiShine Developer	Process for 35-45 minutes at room temperature
Level 4	0	Level 6 Copper Red Dark Blonde	2 oz LumiShine Permanent Crème Color 6CC (6.44) + 2 oz 20 Volume LumiShine Developer	Process for 35-45 minutes at room temperature
Level 4	50%	Level 6 Copper Red Dark Blonde	2 oz LumiShine Permanent Crème Color 6NC (6.04) + 2 oz 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 LumiShine Permanent Crème Color 6NC (6.04) + ½ oz LumiShine Permanent Crème Color 6N (6.0) + 2 oz 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 LumiShine Permanent Crème Color XLN (XL.0) + 2 oz 40 Volume LumiShine Developer	Process for 35 up to 60 minutes at room temperature
Level 3	0	Level 7 Natural Medium Blonde	2 oz LumiShine Permanent Crème Color XLAA (XL.11) + 2 oz 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 (or up to 45 minutes for gray coverage, maximum red deposit, and up to 60 minutes for High Lift “XL” shades).

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

LUMISHINE APPLICATION SERVICES

Virgin Application	Using two formulas. Formula 1: Applied to regrowth area (up to 1½-inch from scalp) Formula 2: One to two levels lighter (depending on porosity) and warmer than regrowth formula applied to the hair shaft
Retouch Application	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 simultaneously with the permanent retouch formula.

DEMI-PERMANENT LIQUID COLOR SERVICE APPLICATIONS

SERVICE	APPLICATION	PROCESSING TIME	PROCESSING
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
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
Toning Prelightened Hair	Apply at scalp area in thin, 1/8-inch sections (up to 1-inch 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
Glazing/Glossing	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
Men's services	Apply to virgin hair at scalp area first, then through mid-lengths.	5-10 minutes (or until desired shade is achieved)	Room Temperature
Clear* Treatment: 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 and reduce the intensity of other liquid shades. To dilute the intensity of a shade, mix 1 oz of target shade with 1 oz 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, and 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, 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) and Natural Ash (.01) at the same level in the same percentage of gray present for Red, Copper, Violet series, or Blue Ash.

SHADE	FULL COVERAGE ON 25%-50% GRAY HAIR	FULL COVERAGE ON 50%-75% GRAY HAIR	FULL COVERAGE ON 75%-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 Copper Red Blue Ash	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		



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 25%-50% GRAY HAIR	GRAY COVERAGE ON 50%-75% GRAY HAIR	GRAY COVERAGE ON 75%-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 25%-50% GRAY HAIR	GRAY BLENDING ON 50%-75% GRAY HAIR	GRAY BLENDING ON 75%-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 25% GRAY HAIR	GRAY BLENDING ON 50% GRAY HAIR	GRAY BLENDING ON 75%-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.

THE JOI OF HEALTHY HAIR

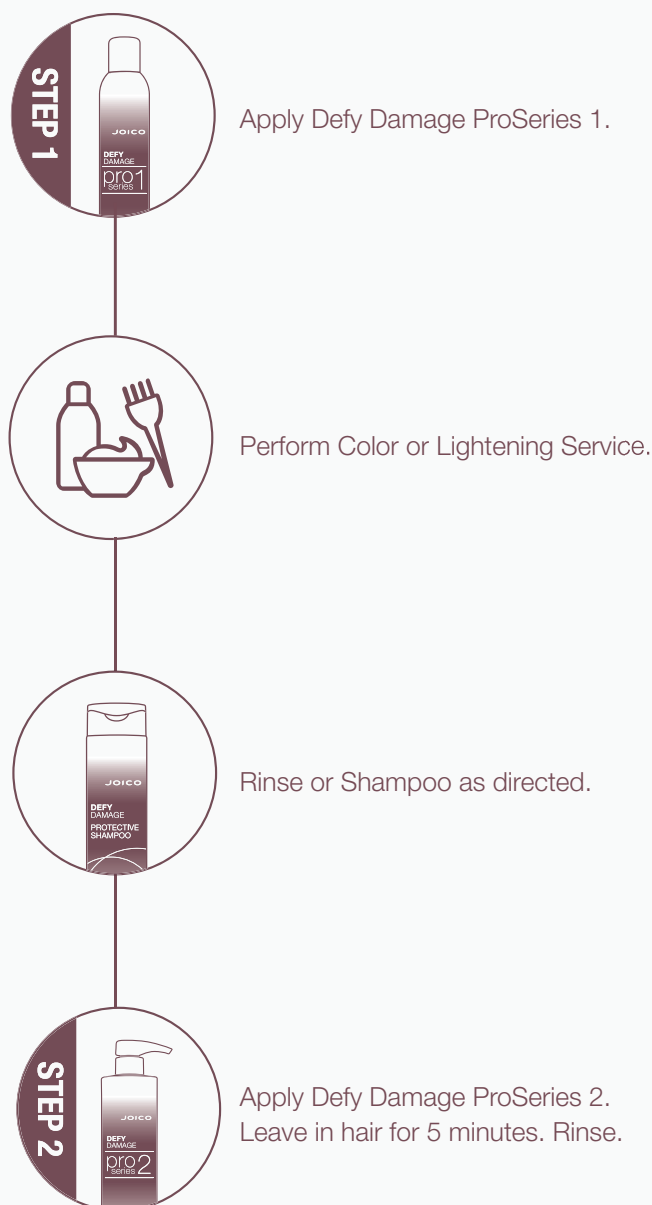
For optimal results, enhance your color service with the four-step K-PAK Professional Hair Repair System or new Joico Defy Damage ProSeries In-Salon Treatment.

The K-PAK Professional Hair Repair System combines groundbreaking Bio-Advanced Peptide Complex™ with exclusive Quadramine® Complex to guarantee stronger and healthier-looking hair after each chemical service.

K-PAK PROFESSIONAL



JOICO DEFY DAMAGE



see it. feel it. **believe it.**



NEW

DEFY
DAMAGE | **pro**
series

BOND PROTECTING & COLOR PERFECTING TREATMENT

Now defy damage and deliver mind-blowing performance with every LumiShine color service. Joico's NEW Defy Damage ProSeries works beautifully with all three LumiShine color formulas to optimize product performance and provide powerful damage protection. In two easy steps, it helps protect and strengthen hair bonds—before, during, and after every chemical service—helping to ensure the healthiest-looking hair imaginable... and stunning results you have to see to believe:

- **80% less breakage***
- **5X stronger hair***
- **Greater, 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

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



Start to Finish Damage Protection

Arginine, protective lipids, and anti-pollution Moringa Seed Oil help improve hair's natural resilience against chemical, mechanical, thermal, and environmental damage.

+

Joico's NEW SmartRelease Liposome Technology intelligently repairs, strengthens, and safeguards hair—when and where it needs it—for up to 3 full shampoos.

Defy Damage ProSeries 1

bond-protecting color optimizer spray

An ultra-dry bond protector that instantly helps shield hair from chemical service damage, improves color deposit, and provides greater, more even lift when lightening.

Defy Damage ProSeries 2

bond-strengthening color treatment

An intensive treatment to help strengthen bonds and hydrate—for damage-resistant, healthy-looking hair in just one use.

Directions:

Step 1: Defy Damage ProSeries 1

- SHAKE CAN VIGOROUSLY. Apply to dry hair prior to 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, even distribution.

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

Step 3: Rinse hair thoroughly.

Step 4: Shampoo hair with Defy Damage Protective Shampoo.

Step 5: Apply Defy Damage ProSeries 2 to damp hair. Leave in for 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 needed.

HOME MAINTENANCE

Proper home maintenance is essential to preserving the integrity and longevity of your LumiShine service between color appointments. 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 maintenance products have you covered.

BOND STRENGTHENING & COLOR LONGEVITY

NEW DEFY DAMAGE

Protects all hair types from the ravaging effects of daily heat styling, UV exposure, and environmental pollution that can lead to dry, dull, lackluster locks. Protects and strengthens hair bonds for 80% less breakage*, 5X stronger hair*, and to help maintain over 90% of color vibrancy**.

Perfect for: all hair types



*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

KEEP COLOR VIBRANT AND HEALTHY-LOOKING

K-PAK COLOR THERAPY

Doubles the life of your haircolor's vibrancy and longevity while protecting against future damage.

Perfect for: double-processed blondes; hair that's been lifted more than two levels; and those with structurally weak hair



PROVIDE FULL-COVERAGE COLOR INSURANCE

SULFATE-FREE

COLOR ENDURE

Preserves over 88% of the vibrancy of hair color after 18 washes.

Perfect for: redheads; brunettes; and all color-treated hair (deposit-color only + two levels of lift)



KICK BRASS FROM LIGHTENED BRUNETTES

COLOR BALANCE BLUE

Instantly banishes warm/orangey tones from lightened brunettes.

Perfect for: naturally dark brunettes with salon highlights or balayage techniques



KICK BRASS FROM BLONDE/ GRAY HAIR

COLOR BALANCE PURPLE OR

SULFATE-FREE

COLOR ENDURE VIOLET

Preserves cool platinum blondes and silver foxes by keeping brassy tones at bay and safeguarding hair's vibrancy.

Perfect for: blondes, natural and double-processed; gray/silver hair



STAY TRUE TO RED

COLOR INFUSE RED

Formulated with a maximum load of red pigments to refresh and/or enhance red tones.

Perfect for: cool redheads, color-treated or au naturel



LIVE THE BLONDE LIFE

BLONDE LIFE

Be the brightest, most luminous blonde you can be. Proven to keep color bright and on-tone for up to 8 weeks.* Stylists agree Blonde Life leaves blonde hair brighter, softer, shinier, and more hydrated.

Perfect for: blondes...and those who want to be lifted to new heights without sacrificing hair's shine or condition



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

TAKE ROOTS AND GRAY UNDERCOVER

TINT SHOT

Instantly conceals embarrassing roots, gray, and thinning areas.

Perfect for: touching up black, deep brunette, light brown, and blonde hair between color appointments; “filling in” thinning areas to create the illusion of thicker, fuller hair





JOICOLOR SUPPORT PRODUCTS

LIGHTENERS



VEROLIGHT LIGHTENER

- For **on-and off-scalp** use
- Lifts **up to 8 levels**
- Contains K-PAK Keratin and moisturizing Sorbitol Crystals for nourishing protection
- 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**
- Quadramine® Complex to deliver maximum reconstruction during the lifting process
- Shea Butter to protect and soothe the hair
- Contains moisturizing Sorbitol Crystals for nourishing protection



JOICO FREEPLAY CLAY LIGHTENER

- For **off-scalp** use
- Lifts **up to 7 levels**
- No foils necessary: creamy stay-put clay base allows for maximum precision and creative freedom!

BASE BREAKER



The most convenient way to break the natural haircolor base, Vero K-PAK Base Breaker lifts virgin hair 1 level in 10 minutes, making retouches between color services faster and easier than ever before. Available in two formulas—ORIGINAL and COOL—for even more quick-and-easy, business-boosting color services to add to your salon menu.

WHY YOU'LL LOVE IT

- Ideal for “breaking the base” (softening contrasting regrowth between blonding services)
- 10-minute processing time
- Ammonia-free formula conditions and adds shine
- Ideal for most hair types (virgin hair)
- Gentle enough on hair to bleach or apply other haircolor on the same visit

HOW TO MIX

1. Mix vigorously. Use a wide application brush, or a bottle for fast application.
2. Apply quickly and thoroughly to dry or towel dried natural hair.
3. For retouch application, apply to regrowth only.
4. Process for 10 minutes. Rinse, shampoo and condition.

FEATURES	BASE BREAKER COOL	BASE BREAKER ORIGINAL
Lightens hair 1 level	✓	✓
10-minute processing	✓	✓
Ammonia-free formula	✓	✓
Gentle enough on hair to color/bleach on the same visit	✓	✓
Gently controls warmth and subtly tones	✓	

BLONDE LIFE®

LIGHTENING & BRIGHTENING SYSTEM

We love blondes. We're fanatical about them. And we go especially gaga over those who proudly and unabashedly choose to lighten up. For that very reason, we created BLONDE LIFE: a lightening and brightening system just for blondes...and those who want to be lifted to new heights without sacrificing hair's shine or condition. With bond-building Arginine and an exotic, nutrient-rich blend of Tamanu and Monoi oils—Blonde Life banishes the challenges of brassiness, off-tones, fading, and damage that blondes face on a daily basis.



LIGHTENING POWDER

On-/Off-Scalp



If blonde is great, BLONDER is better. Especially when you're enhancing your golden strands with an ultra-high-lift formula that safely kicks you up to 9+ levels in record time. With our powerful conditioning formula, you'll steer clear of those damaging multiple applications, reduce breakage,** and bypass the hassle of additives. Use with foils...without foils... Blonde Life Lightening Powder gets you blonde safely and in a flash.

- Up to 9+ levels of fast-acting lift
- Healthy-looking results without additives
- Blondes that look healthier & feel nourished
- Strengthens hair, reducing breakage by over 54%** in just one treatment

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



CRÈME LIGHTENER

On-/Off-Scalp



When you want to go beautifully blonde—and go there fast—NEW Blonde Life Crème Lightener turns up the power and rockets you to bombshell status in no time flat. With bond-building Arginine and moisture-locking exotic oils, Joico's fastest lifting crème lightener delivers up to 9+ levels of lift and beautiful, shiny-looking hair that will blow you away.

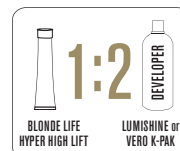
- Reduce breakage by 77% in one treatment*
- Strengthens hair to be 4X more resistant to breakage*
- Designed for balayage, freehand, and ombré techniques—with or without foils
- No dedicated developer

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



HYPER HIGH LIFT

PERMANENT CRÈME COLOR



The power to go pale without bleach; deliver the healthiest looking blonde on the block; and achieve 5 levels of lift to natural hair without sacrificing a single strand. That's the magic of Hyper High Lift Permanent Crème Color, now available in three new shine-enhancing shades: Champagne, Pearl, and Clear Booster. With one-step lightening and toning, plus a built-in hair defense system that strengthens strands from the inside out, you'll swiftly nail dreamy blonde looks.

- Maximum-lift-plus deposit* without bleach
- The ultimate timesaver, delivering up to 5 levels of lift to natural hair with one-step lightening and toning
- Champagne and Pearl shades feature an ash/ash-violet background to counteract unwanted warmth while lifting
- Clear Booster bumps up lift without tonal deposit, allowing you to customize every service
- Seals in intense hydration, softness, and nourishing conditioners until your next color service**
- Restores Arginine that haircolor services deplete during processing
- Damaged, color-treated, and bleached strands are instantly rejuvenated

*Champagne and Pearl shades only vs. other Joico high-lift shades

**Patent US20050015895



JOICO
the **joi** of healthy hair

JOICO.COM

