

JOICO



COLOR INTENSITY

PRODUCT KNOWLEDGE GUIDE

INTO THE RAINBOW

DISCOVER A DAZZLING SPECTRUM OF BOLD, BRILLIANT COLOR WITH JOICO® COLOR INTENSITY—our intensely concentrated pigments designed to help you create over-the-top results that last up to 20+ shampoos.*

Color Intensity's intermixable formula can be applied straight from the tube, or mixed and mingled to your heart's content for endless creative possibilities.

Bonus benefit: **NO DEVELOPER REQUIRED!**

WHY YOU'LL LOVE IT

- Over-the-top vibrancy that lasts and lasts
- Reconstructs with Quadramine® Complex for guaranteed healthier-looking hair after every color service
- Ultra nourishing Kukui Nut Oil leaves hair gorgeously conditioned + amps up shine
- Intermixable shades = endless creative possibilities

DIFFERENT STROKES FOR DIFFERENT LOOKS

- Horizontal slices = Maximum color visibility on the surface
- Vertical slices = Minimal bursts of color
- Diagonal slices = Visible-yet-diffused color effect
- Mix-and-match foil placement = Very dramatic results
- Clear Mixer allows you to control the intensity of each shade

EASY DOES IT

Step 1: Apply to clean, dry hair ¼-inch from the scalp.

Step 2: Process for 20 minutes.

Step 3: Rinse well, with cold water, for several minutes, rinsing different colors separately.

Step 4: Shampoo with Color Endure® or K-PAK Color Therapy™.

Apply K-PAK Cuticle Sealer, then rinse. Finish with K-PAK Intense Hydrator.

- Do not mix with Vero K-PAK Color or Vero K-PAK Chrome shades.
- Wear gloves to avoid staining.
- After lightening, tone hair with Vero K-PAK Color, Vero K-PAK Chrome or LumiShine Demi-Liquid shades to create the perfect base for vibrancy.

*Depending on daily care habits, hair history, and texture

**Follow with the K-PAK Color Therapy regimen.

SHADE PALETTE

BOLD SHADES

Over-the-top vibrancy that lasts up to 20+ shampoos*



METALLIC SHADES

Modern, multidimensional metallics that mimic the muted luster of liquid metal and last up to 15 shampoos*



PASTEL SHADES

Creamy pastels that last up to 10 shampoos thanks to our exclusive Pastel Extend Technology*



ERASE WITH EASE



COLOR INTENSITY ERASER LIFTS DIRECT DYES / SEMI-PERMANENT COLOR IN 30 MINUTES OR LESS!

Color-obsessed clients can now change their custom color quickly and easily while leaving locks gleaming with healthy-looking condition! In 30 minutes or less, this brilliant K-PAK® Keratin-enriched formula lifts direct dyes, leaving hair joyfully ready for its next color transformation.

WHY YOU'LL LOVE IT

- Easy one-step direct dye removal in 30 minutes or less
- Creamy, drip-free formula is a breeze to apply and stays put through processing
- Cuticle-nourishing K-PAK® proteins help condition and protect hair during lifting for healthy-looking post-service results**

COLOR INTENSITY REMOVAL CHART

<p>WATER (H₂O)</p>	 Lilac	 Rose	 Blush	 Violet Pearl	 Rose Gold		
<p>10 VOLUME (3%)</p>	 Mermaid Blue	 Sapphire Blue	 Indigo	 Metallic Moonstone	 Amethyst Purple	 Light Purple	 Orchid
<p>20 VOLUME (6%)</p>	 Ruby Red	 Red	 Yellow	 Magenta	 Titanium	 Cobalt Blue	 Peacock Green
	 Metallic Pewter	 Peach	 Metallic Bronze	 Silver Ice			



DEFY DAMAGE

PROSERIES BOND PROTECTING & COLOR PERFECTING TREATMENT

DEFY DAMAGE AND DELIVER MIND-BLOWING PERFORMANCE WITH EVERY COLOR

INTENSITY SERVICE. In two easy steps, Joico's Defy Damage ProSeries 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.



4 REASONS TO USE DEFY DAMAGE WITH EVERY COLOR INTENSITY SERVICE...

1. Powerful Damage Protection & Prevention: 5X stronger hair* and 80% less breakage*.
2. Greater, more even lift when lightening.
3. Evens porosity for improved color deposit.

START TO FINISH DAMAGE PROTECTION IN TWO EASY STEPS

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.

Perform Color Intensity service as usual. If prelightening hair, apply Defy Damage ProSeries 1 before lightener application, then proceed with Color Intensity service as usual. Rinse Color Intensity from hair with cold water, then shampoo with Defy Damage Protective Shampoo.

DEFY DAMAGE PROSERIES 1

Bond-Protecting Color Optimizer Spray

This ultra-dry bond protector 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

This intensive treatment helps strengthen bonds and hydrates—for damage-resistant, healthy-looking hair in just one use.



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

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

FIND COLOR FORMULAS AND STEP-BY-STEP ON
JOICO.COM OR  JOICO APP.

