

JOICO
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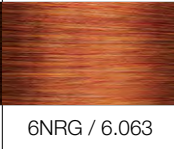
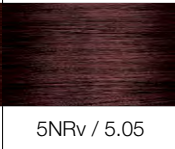


LUMISHINE[®]
SWATCH CHART

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 COPPER (.04)	NRv NATURAL RED VIOLET (.05)
10 Lightest Blonde	 10N / 10.0		 10NWB / 10.07		 10NG / 10.03			
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	 6NRv / 6.05
5 Light Brown	 5N / 5.0	 5NA / 5.01	 5NWB / 5.07	 5NW / 5.077		 5NRG / 5.063	 5NC / 5.04	 5NRv / 5.05
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.

LUMISHINE®

PERMANENT CRÈME COLOR SHADE CHART



	NV NATURAL VIOLET (.02)	CC COPPER (.44)	RRC RED RED COPPER (.664)	RR RED RED (.66)	RRV RED RED VIOLET (.662)	VV VIOLET (.22)	AA ASH ASH (.11)	BA BLUE ASH (.8)	XL HIGH LIFT
10 Lightest Blonde	10NV / 10.02							10BA / 10.8	XLN / XL.0
9 Light Blonde	9NV / 9.02							9BA / 9.8	XLB / XL.7
8 Blonde					8RRV / 8.662				XLA / XL.1
7 Medium Blonde	7NV / 7.02	7CC / 7.44	7RRC / 7.664				NEW 7AA / 7.11	7BA / 7.8	XLAA / XL.11
6 Dark Blonde	6NV / 6.02	6CC / 6.44	6RRC / 6.664	6RR / 6.66	6RRV / 6.662		NEW 6AA / 6.11	6BA / 6.8	
5 Light Brown	5NV / 5.02		5RRC / 5.664	5RR / 5.66			NEW 5AA / 5.11	5BA / 5.8	
4 Medium Brown					4RRV / 4.662	4V / 4.22	NEW 4AA / 4.11		
3 Dark Brown				3RR / 3.66		3V / 3.22			
2 Darkest Brown									
1 Black						1V / 1.22			

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.

LUMISHINE[®] YOUTHLOCK

PERMANENT CRÈME COLOR SHADE CHART



	NN NATURAL NATURAL (.00)	NNA NATURAL NATURAL ASH (.001)	NNG NATURAL NATURAL GOLD (.003)
10 Lightest Blonde	 10NN / 10.00		 10NNG / 10.003
9 Light Blonde	 9NN / 9.00	 9NNA / 9.001	 9NNG / 9.003
8 Blonde	 8NN / 8.00		 8NNG / 8.003
7 Medium Blonde	 7NN / 7.00	 7NNA / 7.001	 7NNG / 7.003
6 Dark Blonde	 6NN / 6.00	 6NNA / 6.001	 6NNG / 6.003
5 Light Brown	 5NN / 5.00	 5NNA / 5.001	 5NNG / 5.003
4 Medium Brown	 4NN / 4.00		 4NNG / 4.003
3 Dark Brown		 3NNA / 3.001	
2 Darkest Brown	 2NN / 2.00		
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.

LUMISHINE[®] DD DIMENSIONAL DEPOSIT

DEMI-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)	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		 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							

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.

LUMISHINE®

DEMI-PERMANENT LIQUID COLOR SHADE CHART



	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)	NG NATURAL GOLD (.03)	NC NATURAL COPPER (.04)	NV NATURAL VIOLET (.02)
10 Lightest Blonde	 10N / 10.0		 10NWB / 10.07	 10NW / 10.077	 10NG / 10.03		
9 Light Blonde		 9NA / 9.01	 9NWB / 9.07				 9NV / 9.02
8 Blonde	 8N / 8.0	 8NA / 8.01		 8NW / 8.077	 8NG / 8.03	 8NC / 8.04	
7 Medium Blonde	 7N / 7.0		 7NWB / 7.07			 7NC / 7.04	
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NW / 6.077	 6NG / 6.03	 6NC / 6.04	 6NV / 6.02
5 Light Brown	 5N / 5.0	 5NA / 5.01					
4 Medium Brown	 4N / 4.0		 4NWB / 4.07				 4NV / 4.02
3 Dark Brown	 3N / 3.0						
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.

LUMISHINE®

DEMI-PERMANENT LIQUID COLOR SHADE CHART















	CCR COPPER COPPER RED (.446)	RR RED RED (.66)	RRV RED RED VIOLET (.662)	V VIOLET (.2)	VV VIOLET (.22)	AA ASH ASH (.11)	SB SILVER BLUE (.8)	CLEAR
10 Lightest Blonde								
				10V / 10.2			10SB / 10.8	CLEAR
9 Light Blonde								
				9V / 9.2			9SB / 9.8	
8 Blonde						NEW		
		8RR / 8.66				8AA / 8.11		
7 Medium Blonde								
				7V / 7.2			7SB / 7.8	
6 Dark Blonde						NEW		
	6CCR / 6.446					6AA / 6.11	6SB / 6.8	
5 Light Brown						NEW		
			5RRV / 5.662			5AA / 5.11		
4 Medium Brown								
		4RR / 4.66					4SB / 4.8	
3 Dark Brown								
					3W / 3.22			
2 Darkest Brown								
1 Black								
							1BS / 1.8	

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.

LUMISHINE™ OUR BREAKTHROUGH TECHNOLOGY & PERFORMANCE

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 & YouthLock 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.

TONE		NUMBER
Natural	N	.0
Natural Natural	NN	.00
Natural Ash	NA	.01
Natural Natural Ash	NNA	.001
Natural Warm Beige	NWB	.07
Natural Warm	NW	.077
Natural Gold	NG	.03
Natural Natural Gold	NNG	.003
Natural Red Gold	NRG	.063
Natural Copper	NC	.04
Natural Red Violet	NRv	.05
Natural Violet	NV	.02
Copper	C	.4
Copper Copper Red	CCR	.446
Red Red Copper	RRC	.664
Red	R	.6
Red Red Violet	RRV	.662
Violet	V	.2
Ash Ash	AA	.11
Blue Ash / Silver Blue	BA / SB	.8

TONAL LETTER AND NUMBER SYSTEM

LumiShine uses a Tonal Letter System to identify the predominant tone in each shade.

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

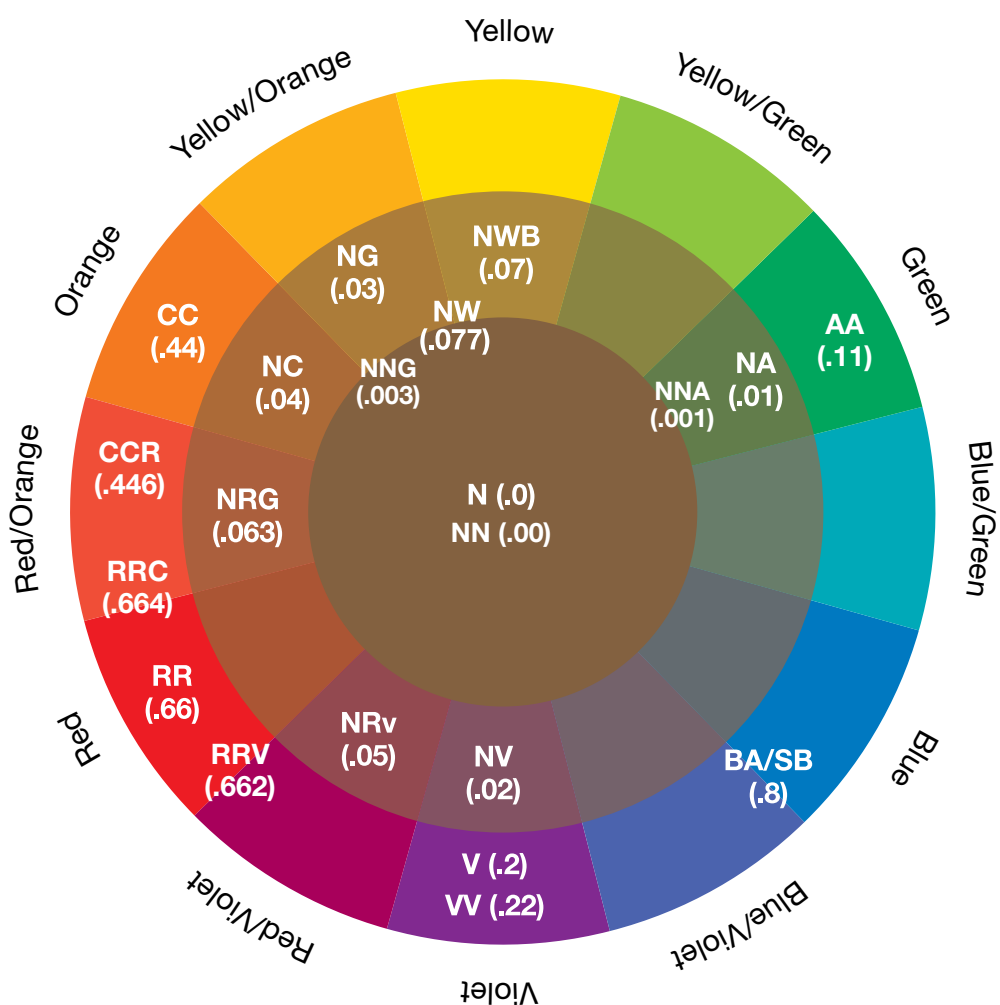
LumiShine also uses the Global Tonal Number Key System to identify each tone.

LUMISHINE[®] HAIRCOLOR

HOW TO USE THE COLOR WHEEL

According to the law of color, every color imaginable can be made by mixing the three primary colors (red, yellow, and blue).

- Mixing the primaries in equal proportion creates brown.
- All three primaries are present in natural hair, in varying amounts, creating lighter to darker shades of hair color.
- To refine or neutralize a color, use its direct OPPOSITE on the color wheel. For example, use a violet-based shade to neutralize any unwanted yellow tones.



LUMISHINE™ JOICOLOR SUPPORT PRODUCTS

LIGHTENERS

Formulated with good-for-your-hair ingredients, our Joico lighteners take the fear out of lightening—providing ideal control, cuticle protection, and client comfort while lifting hair to your desired level..



VERO K-PAK® CRÈME LIGHTENER

- Fragrance-free formula
- Fast-acting for 8 levels of on-and off-scalp lift
- Contains Shea Butter to help protect and soothe the hair
- Contains moisturizing Sorbitol Crystals



VERO K-PAK® VEROLIGHT® LIGHTENING POWDER

- For on-and off-scalp use
- Lifts up to 8 levels
- Contains K-PAK Keratin and moisturizing Sorbitol Crystals
- Dust-free for user comfort
- Ideal when fast-acting lift is desired



BLONDE LIFE® LIGHTENING POWDER

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



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



BLONDE LIFE® CRÈME LIGHTENER

- Up to 9+ levels of lift
- Reduces 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 Blonde Life Brightening Masque

LUMISHINE[®]

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

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 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).

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.
- The volume(s) of developer will you need to use

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

LUMISHINE[®]

3 STEPS TO COLOR SUCCESS

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; up to 45 minutes for gray coverage and 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 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.

LUMISHINE[®] 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, Ash Ash, 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) or Natural Ash (.01) at the same level and in the same percentage of gray present for Red, Copper, Violet, Ash Ash, or Blue Ash series.

SHADE	FULL COVERAGE ON 0%-25% GRAY HAIR	FULL COVERAGE ON 25%-50% GRAY HAIR	FULL COVERAGE ON 50%-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 Ash Ash Red Red Violet Red Red Copper	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		

YOUTHLOCK GRAY COVERAGE GUIDE



LumiShine YouthLock Permanent Crème shades offer additional gray coverage with LumiShine luminosity, plus anti-aging features that help hair look and feel more youthful. YouthLock Natural Natural shades feature increased opacity for natural, balanced, and complete gray coverage. YouthLock Natural Natural Ash shades feature natural base tones combined with cool ash undertones to counterbalance warmth, while also featuring increased opacity for complete gray coverage.

SHADE	GRAY COVERAGE ON 0%- 25% GRAY HAIR	GRAY COVERAGE ON 25%-50% GRAY HAIR	GRAY COVERAGE ON 50%-100% GRAY HAIR	DEVELOPER	TIMING
Natural Natural Natural Natural Ash Natural Natural Gold	100%	100%	100%	20 Volume (6%)	35-45 minutes at room temperature

LUMISHINE[®]

GRAY COVERAGE GUIDE



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 0%-25% GRAY HAIR	GRAY COVERAGE ON 25%-50% GRAY HAIR	GRAY COVERAGE ON 50%-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 0%-25% GRAY HAIR	GRAY BLENDING ON 25%-50% GRAY HAIR	GRAY BLENDING ON 50%-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 0%-25% GRAY HAIR	GRAY BLENDING ON 25%-50% GRAY HAIR	GRAY BLENDING ON 50%-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.

Download the JoiColor System App or visit JOICO.COM to learn exclusive techniques.



JOICO

the **joi** of healthy hair



LUMISHINE[®]

SWATCH CHART

LUMISHINE®

PERMANENT CRÈME COLOR SHADE CHART



	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)
10 Lightest Blonde	 10N / 10.0		 10NWB / 10.07	
9 Light Blonde	 9N / 9.0	 9NA / 9.01	 9NWB / 9.07	 9NW / 9.077
8 Blonde	 8N / 8.0	 8NA / 8.01	 8NWB / 8.07	
7 Medium Blonde	 7N / 7.0	 7NA / 7.01	 7NWB / 7.07	 7NW / 7.077
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NW / 6.077
5 Light Brown	 5N / 5.0	 5NA / 5.01	 5NWB / 5.07	 5NW / 5.077
4 Medium Brown	 4N / 4.0	 4NA / 4.01		 4NW / 4.077
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

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LUMISHINE®

PERMANENT CRÈME COLOR

SHADE CHART



	NG NATURAL GOLD (.03)	NRG NATURAL RED GOLD (.063)	NC NATURAL COPPER (.04)	NRV NATURAL RED VIOLET (.05)
10 Lightest Blonde	 10NG / 10.03			
9 Light Blonde	 9NG / 9.03		 9NC / 9.04	
8 Blonde	 8NG / 8.03	 8NRG / 8.063	 8NC / 8.04	
7 Medium Blonde	 7NG / 7.03	 7NRG / 7.063	 7NC / 7.04	
6 Dark Blonde	 6NG / 6.03	 6NRG / 6.063	 6NC / 6.04	 6NRv / 6.05
5 Light Brown		 5NRG / 5.063	 5NC / 5.04	 5NRv / 5.05
4 Medium Brown	 4NG / 4.03			
3 Dark Brown				
2 Darkest Brown				
1 Black				

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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LUMISHINE®

PERMANENT CRÈME COLOR SHADE CHART



	NV NATURAL VIOLET (.02)	CC COPPER (.44)	RRC RED RED COPPER (.664)	RR RED RED (.66)
10 Lightest Blonde	 10NV / 10.02			
9 Light Blonde	 9NV / 9.02			
8 Blonde				
7 Medium Blonde	 7NV / 7.02	 7CC / 7.44	 7RRC / 7.664	
6 Dark Blonde	 6NV / 6.02	 6CC / 6.44	 6RRC / 6.664	 6RR / 6.66
5 Light Brown	 5NV / 5.02		 5RRC / 5.664	 5RR / 5.66
4 Medium Brown				
3 Dark Brown				 3RR / 3.66
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.

LUMISHINE®

PERMANENT CRÈME COLOR

SHADE CHART



	RRV RED RED VIOLET (.662)	VV VIOLET (.22)	AA ASH ASH (.11)	BA BLUE ASH (.8)	XL HIGH LIFT
10 Lightest Blonde				 10BA / 10.8	 XLN / XL.0
9 Light Blonde				 9BA / 9.8	 XLB / XL.7
8 Blonde	 8RRV / 8.662				 XLA / XL.1
7 Medium Blonde			 NEW 7AA / 7.11	 7BA / 7.8	 XLAA / XL.11
6 Dark Blonde	 6RRV / 6.662		 NEW 6AA / 6.11	 6BA / 6.8	
5 Light Brown			 NEW 5AA / 5.11	 5BA / 5.8	
4 Medium Brown	 4RRV / 4.662	 4VV / 4.22	 NEW 4AA / 4.11		
3 Dark Brown		 3VV / 3.22			
2 Darkest Brown					
1 Black		 1VV / 1.22			



















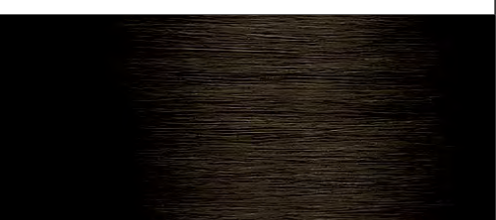
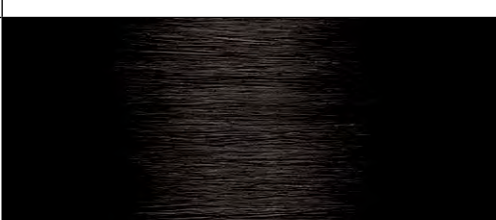
EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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

YOUTHLOCK

PERMANENT CRÈME COLOR SHADE CHART



	NN NATURAL NATURAL (.00)	NNA NATURAL NATURAL ASH (.001)	NNG NATURAL NATURAL GOLD (.003)
10 Lightest Blonde	 10NN / 10.00		 10NNG / 10.003
9 Light Blonde	 9NN / 9.00	 9NNA / 9.001	 9NNG / 9.003
8 Blonde	 8NN / 8.00		 8NNG / 8.003
7 Medium Blonde	 7NN / 7.00	 7NNA / 7.001	 7NNG / 7.003
6 Dark Blonde	 6NN / 6.00	 6NNA / 6.001	 6NNG / 6.003
5 Light Brown	 5NN / 5.00	 5NNA / 5.001	 5NNG / 5.003
4 Medium Brown	 4NN / 4.00		 4NNG / 4.003
3 Dark Brown		 3NNA / 3.001	
2 Darkest Brown	 2NN / 2.00		
1 Black			



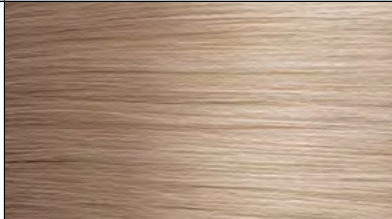









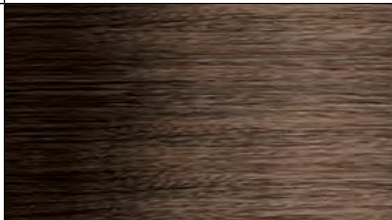


EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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

LUMISHINE® DD DIMENSIONAL DEPOSIT

DEMI-PERMANENT CRÈME COLOR SHADE CHART



	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)
10 Lightest Blonde	 10N / 10.0		 10NWB / 10.07	
9 Light Blonde				 9NW / 9.077
8 Blonde	 8N / 8.0	 8NA / 8.01	 8NWB / 8.07	
7 Medium Blonde				 7NW / 7.077
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NW / 6.077
5 Light Brown				 5NW / 5.077
4 Medium Brown				 4NW / 4.077
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.

LUMISHINE® DD DIMENSIONAL DEPOSIT

DEMI-PERMANENT CRÈME COLOR SHADE CHART



	NG NATURAL GOLD (.03)	NRG NATURAL RED GOLD (.063)	SB SILVER BLUE (.8)
10 Lightest Blonde			 10SB / 10.8
9 Light Blonde	 9NG / 9.03		
8 Blonde		 8NRG / 8.063	 8SB / 8.8
7 Medium Blonde			
6 Dark Blonde	 6NG / 6.03		 6SB / 6.8
5 Light Brown		 5NRG / 5.063	
4 Medium Brown			
3 Dark Brown	 3NG / 3.03		
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.

LUMISHINE®

DEMI-PERMANENT LIQUID COLOR

SHADE CHART



	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)	NG NATURAL GOLD (.03)
10 Lightest Blonde	 10N / 10.0		 10NWB / 10.07	 10NW / 10.077	 10NG / 10.03
9 Light Blonde		 9NA / 9.01	 9NWB / 9.07		
8 Blonde	 8N / 8.0	 8NA / 8.01		 8NW / 8.077	 8NG / 8.03
7 Medium Blonde	 7N / 7.0		 7NWB / 7.07		
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NW / 6.077	 6NG / 6.03
5 Light Brown	 5N / 5.0	 5NA / 5.01			
4 Medium Brown	 4N / 4.0		 4NWB / 4.07		
3 Dark Brown	 3N / 3.0				
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.

LUMISHINE®

DEMI-PERMANENT LIQUID COLOR

SHADE CHART



	NC NATURAL COPPER (.04)	NV NATURAL VIOLET (.02)	CCR COPPER COPPER RED (.446)	RR RED RED (.66)	RRV RED RED VIOLET (.662)
10 Lightest Blonde					
9 Light Blonde		 9NV / 9.02			
8 Blonde	 8NC / 8.04			 8RR / 8.66	
7 Medium Blonde	 7NC / 7.04				
6 Dark Blonde	 6NC / 6.04	 6NV / 6.02	 6CCR / 6.446		
5 Light Brown					 5RRV / 5.662
4 Medium Brown		 4NV / 4.02		 4RR / 4.66	
3 Dark Brown					
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.

LUMISHINE®

DEMI-PERMANENT LIQUID COLOR

SHADE CHART





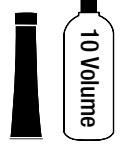




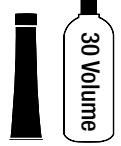




	V VIOLET (.2)	VV VIOLET (.22)	AA ASH ASH (.11)	SB SILVER BLUE (.8)	CLEAR
10 Lightest Blonde					
	10V / 10.2			10SB / 10.8	CLEAR
9 Light Blonde					
	9V / 9.2			9SB / 9.8	
8 Blonde					
			NEW 8AA / 8.11		
7 Medium Blonde					
	7V / 7.2			7SB / 7.8	
6 Dark Blonde					
			NEW 6AA / 6.11	6SB / 6.8	
5 Light Brown					
			NEW 5AA / 5.11		
4 Medium Brown					
				4SB / 4.8	
3 Dark Brown					
		3W / 3.22			
2 Darkest Brown					
1 Black					
				1BS / 1.8	

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.

OUR BREAKTHROUGH TECHNOLOGY & PERFORMANCE

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 & YouthLock 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.

TONE		NUMBER
Natural	N	.0
Natural Natural	NN	.00
Natural Ash	NA	.01
Natural Natural Ash	NNA	.001
Natural Warm Beige	NWB	.07
Natural Warm	NW	.077
Natural Gold	NG	.03
Natural Natural Gold	NNG	.003
Natural Red Gold	NRG	.063
Natural Copper	NC	.04
Natural Red Violet	NRv	.05
Natural Violet	NV	.02
Copper	C	.4
Copper Copper Red	CCR	.446
Red Red Copper	RRC	.664
Red	R	.6
Red Red Violet	RRV	.662
Violet	V	.2
Ash Ash	AA	.11
Blue Ash / Silver Blue	BA / SB	.8

PROCESSING, MIXING AND TIMING

LumiShine uses a Tonal Letter System to identify the predominant tone in each shade.

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

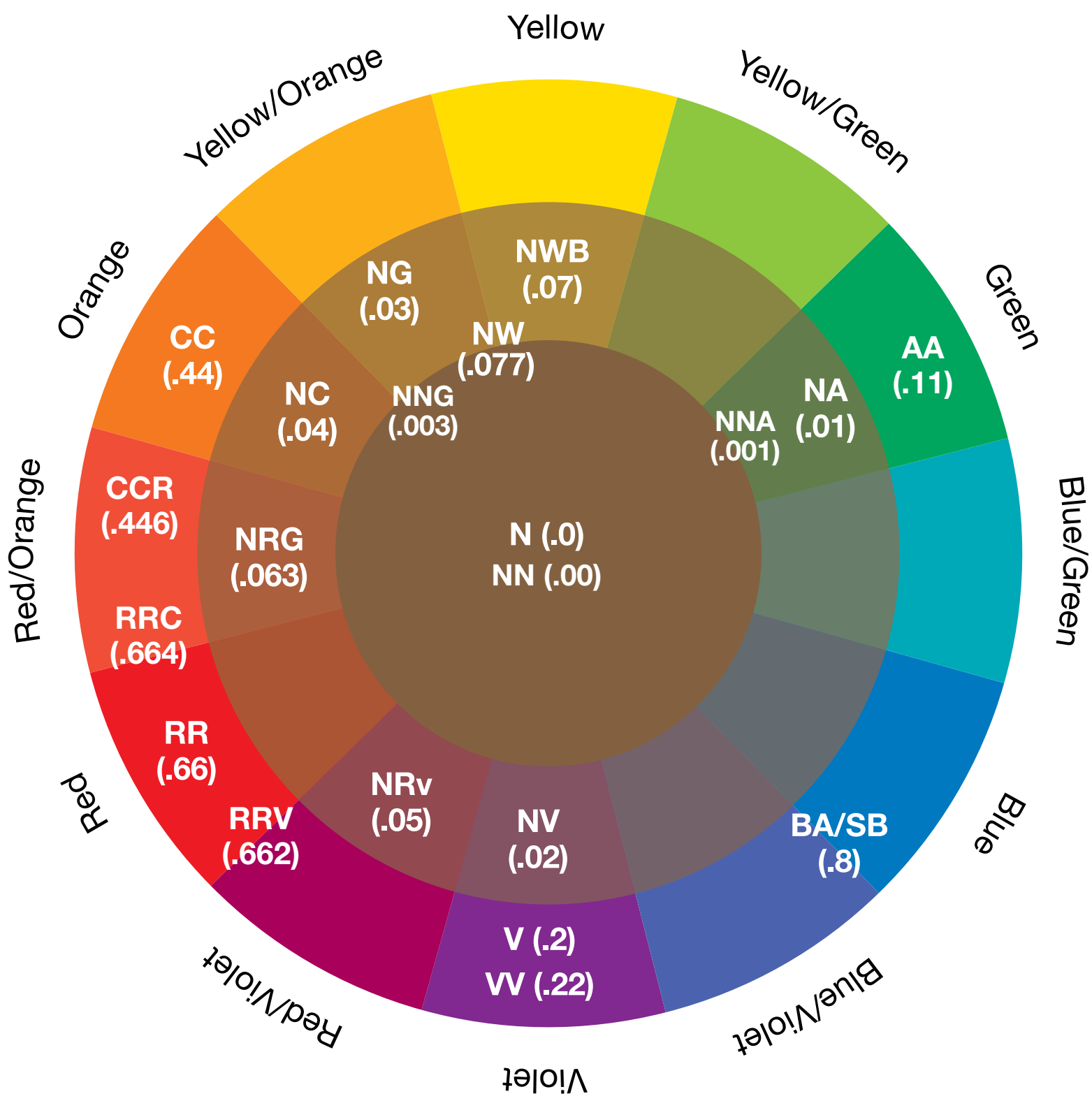
LumiShine also uses the Global Tonal Number Key System to identify each tone.

HAIRCOLOR

HOW TO USE THE COLOR WHEEL

According to the law of color, every color imaginable can be made by mixing the three primary colors (red, yellow, and blue).

- Mixing the primaries in equal proportion creates brown.
- All three primaries are present in natural hair, in varying amounts, creating lighter to darker shades of hair color.
- To refine or neutralize a color, use its direct OPPOSITE on the color wheel. For example, use a violet-based shade to neutralize any unwanted yellow tones.



LUMISHINE™

JOICOLOR SUPPORT PRODUCTS

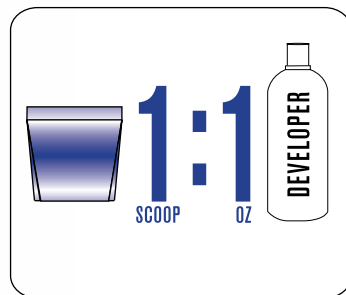
LIGHTENERS

Formulated with good-for-your-hair ingredients, our Joico lighteners help take the fear out of lightening—providing ideal control, cuticle protection, and client comfort while lifting hair to your desired level.



VERO K-PAK® CRÈME LIGHTENER

- Fragrance-free formula
- Fast-acting for 8 levels of on-and off-scalp lift
- Contains Shea Butter to help protect and soothe the hair
- Contains moisturizing Sorbitol Crystals



VERO K-PAK® VEROLIGHT® LIGHTENING POWDER

- For on-and off-scalp use
- Lifts up to 8 levels
- Contains K-PAK Keratin and moisturizing Sorbitol Crystal
- Dust-free for user comfort
- Ideal when fast-acting lift is desired



BLONDE LIFE® LIGHTENING POWDER

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

* Results after using Blonde Life Brightening Masque

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



BLONDE LIFE® CRÈME LIGHTENER

- Up to 9+ levels of lift
- Reduces 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 Blonde Life Brightening Masque

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

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

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.
- The volume(s) of developer will you need to use

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

3 STEPS TO COLOR SUCCESS

STEP 3: APPLICATION

ix 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; up to 45 minutes for gray coverage and 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 [3.8 cm] 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 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 (0.32 cm) sections (up to 1-inch [2.54 cm] 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 (30 ml) of target shade with 1 oz (30 ml) of Clear.

LUMISHINE® 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, Ash Ash, 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) or Natural Ash (.01) at the same level and in the same percentage of gray present for Red, Copper, Violet, Ash Ash, or Blue Ash series.



SHADE	FULL COVERAGE ON 0%-25% GRAY HAIR	FULL COVERAGE ON 25%-50% GRAY HAIR	FULL COVERAGE ON 50%-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 Ash Ash Red Red Violet Red Red Copper	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		

YOUTHLOCK GRAY COVERAGE GUIDE

LumiShine YouthLock Permanent Crème shades offer additional gray coverage with LumiShine luminosity, plus anti-aging features that help hair look and feel more youthful. YouthLock Natural Natural shades feature increased opacity for natural, balanced, and complete gray coverage. YouthLock Natural Natural Ash shades feature natural base tones combined with cool ash undertones to counterbalance warmth, while also featuring increased opacity for complete gray coverage.



SHADE	GRAY COVERAGE ON 0%- 25% GRAY HAIR	GRAY COVERAGE ON 25%-50% GRAY HAIR	GRAY COVERAGE ON 50%-100% GRAY HAIR	DEVELOPER	TIMING
Natural Natural Natural Natural Ash Natural Natural Gold	100%	100%	100%	20 Volume (6%)	35-45 minutes at room temperature

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.



SHADE	GRAY COVERAGE ON 0%-25% GRAY HAIR	GRAY COVERAGE ON 25%-50% GRAY HAIR	GRAY COVERAGE ON 50%-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.

SHADE	GRAY BLENDING ON 0%-25% GRAY HAIR	GRAY BLENDING ON 25%-50% GRAY HAIR	GRAY BLENDING ON 50%-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.

SHADE	GRAY BLENDING ON 0%-25% GRAY HAIR	GRAY BLENDING ON 25%-50% GRAY HAIR	GRAY BLENDING ON 50%-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.

Download the JoiColor System App or visit JOICO.COM to learn exclusive techniques.

