

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

**LUMISHINE®**

**LUMI 10™**

**NEW SERIES**

THE POWER  
OF 10⚡

Time is money—make every minute count with NEW LUMI10™. This professional permanent haircolor is formulated with our Quick Coverage System™ to deliver 100% gray coverage in just 10 minutes while also achieving up to 2X the shine.\* Now you can make time for more clients while still expecting the same predictable results from the LumiShine® collection.

\*vs. untreated damaged hair

This fast-acting range of rich and deeply pigmented shades offers long-lasting color, designed to increase your creativity and efficiency with speedy results. Last-minute walk-in with gray hair? No problem. LUMI10 is here to help you and your clients reach your full-coverage poTENTIAL.



# LUMISHINE® LUMI10™

10 MINUTE | 100% GRAY COVERAGE PERMANENT CRÈME COLOR

	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)
<b>10</b> Lightest Blonde	 10N / 10.0		
<b>9</b> Light Blonde			
<b>8</b> Blonde	 8N / 8.0	 8NA / 8.01	 8NWB / 8.07
<b>7</b> Medium Blonde	 7N / 7.0	 7NA / 7.01	 7NWB / 7.07
<b>6</b> Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07
<b>5</b> Light Brown	 5N / 5.0		 5NWB / 5.07
<b>4</b> Medium Brown	 4N / 4.0		
<b>3</b> Dark Brown	 3N / 3.0		
<b>2</b> Darkest Brown			
<b>1</b> Black	 1N / 1.0		

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

## Experience in Just 10 Minutes

- 100% gray coverage
- Concentrated pigments that deliver immediate deposit
- Long-lasting color
- Supercharged conditioning polymers nourish and protect color-treated hair for up to 30 shampoos\*
- All LumiShine benefits, including up to 2X the shine\*\*

## Here's Why You'll Love It

**When time is of the essence, color in the fast lane with vibrant permanent shades that have all the bells and whistles of the LumiShine line...and a dedicated Accelerator for optimum performance.**

- Permanent haircolor develops in just 10 minutes
- 100% gray coverage in half the time of traditional permanent color
- Reduced breakage and restrengthened hair\*\*\*
- Leaves strands soft and luminous

## Ideal When

- You want to fit more clients into your daily schedule
- You and your client want to minimize person-to-person contact from time spent in the chair
- You want the results of a traditional root touch-up in a speedy service
- You're looking for a fast color option so you can still accommodate those late-arriving clients or unexpected walk-ins

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

\*\*vs. untreated damaged hair

\*\*\*Combing breakage on damaged hair with K-PAK® Color Therapy Shampoo and Conditioner vs. non-conditioning shampoo

## Let's Look Inside

Speed and complete coverage go hand in hand with dynamic ingredients that work together to promote shine, condition, and reduce breakage\* on even the most fragile strands—all in a 10-minute processing time.



### QUICK COVERAGE SYSTEM™

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



### BOND-BUILDING ARGIPLEX™

ArgiPlex helps to protect hair and reduce breakage\* in every single treatment. ArgiPlex contains Arginine, a naturally occurring amino acid crucial to hair's strength.

### QUADRAMINE® COMPLEX

Our exclusive blend of low molecular weight and size proteins (MWS 150-2500) adhere quickly to help reconstruct from cuticle to cortex.

### SUPERCHARGED CONDITIONER

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

## The Accelerator



### Dedicated LUMI10 ACCELERATOR™

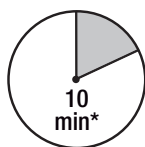
Put the pedal to the metal with the LUMI10 Accelerator, pumped up with an extra .6% of peroxide (compared to traditional 20 Volume Developers). The result? When used with LUMI10 Permanent Crème Color, it delivers super-fast and **complete coverage in just 10 minutes**.

## Now Let's Use It

### Mixing Ratio



### Processing Time



\*Do not use heat

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

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

### NOTE

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

### POST-COLOR SERVICE

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

### DEFY DAMAGE SERVICE

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

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

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

# FAQ

**Q: What's the difference between LumiShine® Permanent Crème shades and the new LUMI10™ Permanent Crème shades?**

**A:** The new LUMI10™ shades deliver up to 2X\* the shine and 100% gray coverage like original LumiShine—but in only 10 minutes! This rapid processing time is achieved thanks to our Quick Coverage System, which features concentrated dye molecules that process in 10 minutes when activated by the LUMI10 Accelerator.

\*vs. untreated damaged hair

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

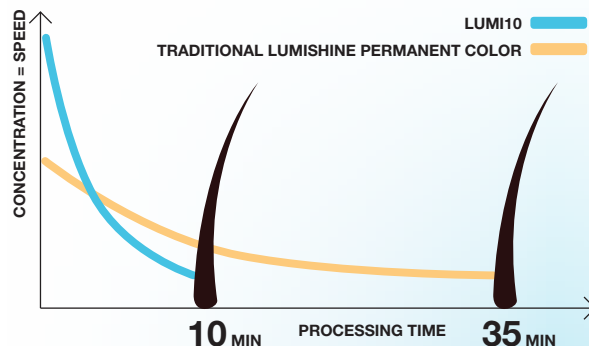
**A:** LUMI10 is the ideal choice when you want to add an unplanned root touch-up to a cut, when walk-ins want to be "squeezed in," and when you want a quick color service that minimizes person-to-person contact.

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

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

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

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



## Pro Tip:

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