JOICO

the **joi** of healthy hair

# LUMISHINE®

# SALON TECHNICAL MANUAL





# LUMISHINE®

## TABLE OF CONTENTS


**1 DISCOVER LUMISHINE**
LumiShine Repair+ Permanent Crème Color
LumiShine Repair+ YouthLock Permanent Crème Color
LumiShine Repair+ DD Dimensional Deposit Demi-Permanent Crème Color
LumiShine Repair+ Demi-Permanent Liquid Color
**NEW** LumiShine LUMI10 **10 MINUTE | 100% GRAY COVERAGE** Permanent Crème Color
**Page 4-7**

**2 HAIRCOLOR BASICS**
Understanding Haircolor Categories
Haircolor Basics
How to Use the Color Wheel
**Page 8-9**

**3 LUMISHINE SYSTEM**
Understanding Underlying Pigment
Level System
Tonal Letter and Number System
Shade Family Descriptions
High Lift "XL" Shade Description & Suggested Service Applications
Processing, Mixing, and Timing
Shade Charts
**Page 10-21**

**4 3 STEPS TO COLOR SUCCESS**
Consultation
Formulation
Application
Gray Coverage Guide
**Page 22-25**

**5 THE JOI OF HEALTHY HAIR**
Joico Defy Damage ProSeries
K-PAK Professional Hair Repair System
**Page 27-29**

**6 POST-COLOR SUPPORT & HOME MAINTENANCE**
**Page 31-33**

**7 JOICOLOR SUPPORT PRODUCTS**
**Page 34-35**

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




* vs. untreated damaged hair

# JOICO LUMISHINE TRANSFORMS

## HAIR FROM THE INSIDE OUT WITH BOND-BUILDING ARGIPLEX™ TECHNOLOGY, DELIVERING INCREDIBLE SHINE, COLOR LONGEVITY, AND OVERALL HEALTHY-LOOKING HAIR!




### LUMISHINE®

**REPAIR+** Permanent Crème Color

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

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




### LUMISHINE® YOUTHLOCK

**REPAIR+** Permanent Crème Color

Harnessing the fountain of youth-like properties of Collagen—known to keep skin youthfully plump and improve skin elasticity and hydration—our innovative formula helps revitalize strands and lock in the look and feel of younger hair.

Experience 5 FLAWLESS FEATURES to help lock in hair's youth:

- **GRAYING HAIR:** Lock in 100% gray coverage
- **LACKLUSTER HAIR:** Lock in body, movement, and bounce****
- **COARSE HAIR:** Lock in manageability for noticeable softness†
- **DULL HAIR:** Lock in radiance with up to 2x the shine*
- **DRY HAIR:** Lock in hydration and help prevent breakage**




### 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 restrengthened hair**
- 100% replenished hair***
- Easy, predictable results
- Beautiful gray coverage on Levels 1-5; gray blending on Levels 6-10
- Nourishing protection that seals in moisture and softness for up to 30 shampoos****




### LUMISHINE®

**REPAIR+** Demi-Permanent Liquid Color

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

- Delivers up to 2x the shine*
- Reduced breakage and restrengthened hair**
- 100% replenished hair***
- Ammonia-free, pH-balanced formula
- Ideal viscosity for drip-free bottle application
- Versatile formula—corrects, glazes, glosses

* 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 ***** vs. Vero K-PAK Color † With K-PAK Color Therapy Shampoo and Conditioner on damaged hair

# THE POWER OF 10

## TIME IS MONEY. SO MAKE EVERY MINUTE COUNT WITH LUMI10™—OUR PROFESSIONAL PERMANENT HAIRCOLOR FORMULATED WITH THE QUICK COVERAGE SYSTEM™ TO DELIVER 100% GRAY COVERAGE AND UP TO 2X THE SHINE* IN JUST 10 MINUTES.




LUMISHINE® LUMI 10™

**10 MINUTE | 100% GRAY COVERAGE** Permanent Crème Color

## 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**
- Leaves hair feeling moisturized, supple, and soft to the touch
- LumiShine benefits, including up to 2x the shine*

## 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.

*vs. untreated damaged hair
**When followed with K-PAK Color Therapy Shampoo and Conditioner

## OUR BREAKTHROUGH TECHNOLOGY AND PERFORMANCE

**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. The result? Healthy-looking hair after each LumiShine color service.

**Our Signature Conditioner:** This conditioning shield surrounds the hair shaft to nourish and protect color-treated hair for up to 30 shampoos,** sealing in moisture and softness.

## Ideal when…

- Sliding more clients into your daily schedule
- You and your client want a quick color service that helps to minimize contact and time in the chair
- You want traditional root touch-up results wrapped up in a speedy service
- You need a fast color option to accommodate those late-arriving clients or unexpected walk-ins

## Now Let's Use It




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.

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

# WHY YOU'LL LOVE LUMISHINE

## VERSATILE PALETTE

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

## OUR BREAKTHROUGH TECHNOLOGY AND PERFORMANCE

**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.

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

with BOND-BUILDING ARGIPLEX TECHNOLOGY

## DID YOU KNOW...

### ArgiPlex is a bond builder that is already built into the formula?

**Joico's powerful ArgiPlex™ Technology** helps rebuild and protect broken bonds to reduce hair breakage.** Arginine, a 'smart' essential amino acid, works inside the hair shaft targeting weak links to bond and strengthen each strand. The result of a LumiShine color service: instantly healthy-looking, more manageable hair with 2x more shine!***

## IDEAL CLIENT COMFORT

LumiShine features our **Fresh Fragrance Technology**, a combination of molecules that allow the fragrance to mask airborne ammonia and envelop your color service in fresh notes of bergamot, iris, and sandalwood. How's that for comfort?

## A HAIRCOLOR FIRST

Haircolor can deplete Arginine—an amino acid essential to hair's health—leaving hair dry, brittle, and prone to breakage post color service.

LumiShine restores the Arginine the haircolor process depletes:

- Repairing and protecting the hair structure to help restore healthy-looking hair
- Stabilizing dyes deep within the cortex for long-lasting, fade-resistant color
- Reducing ammonia for a gentle and 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

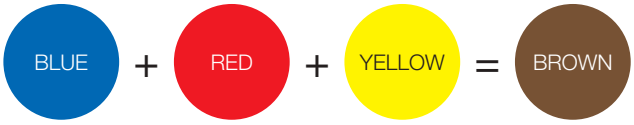
### THE LAWS OF HAIRCOLOR

Haircolor formulation is based on the law of color, a universal system for understanding color relationships.

### PRIMARY COLORS

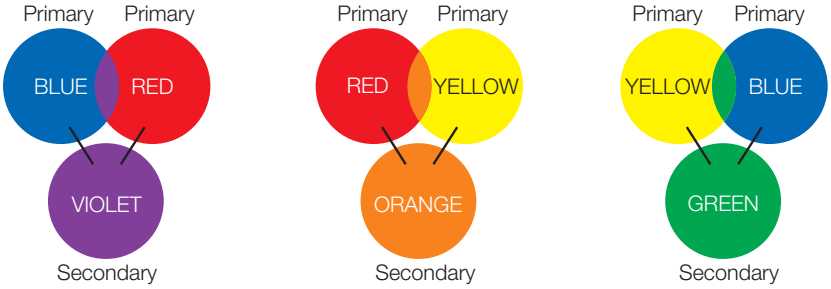
Primary colors are the three pure colors (red, yellow, and blue) that make up all other hues. When all three primaries are present in equal proportion, the resulting color is natural brown without coolness or warmth.

Note: Colorists cannot combine the three primaries without a "browning out" effect. The base color of all naturally pigmented hair, from darkest to lightest, is a variation of brown.



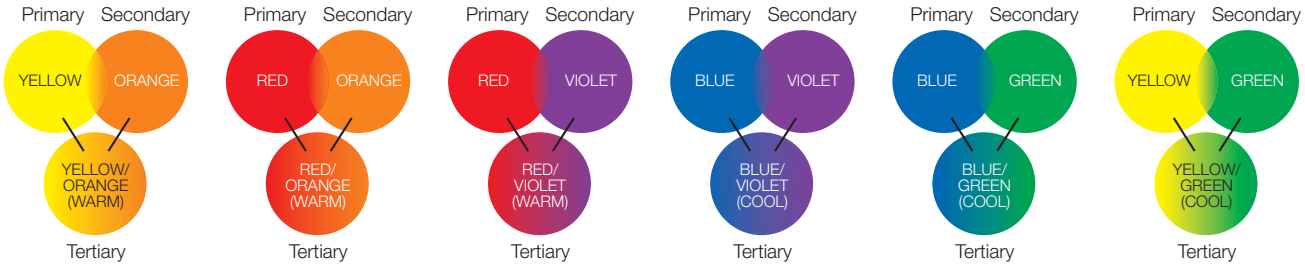

### SECONDARY COLORS

When two primary colors are mixed in equal proportion, they create a secondary color.




### TERTIARY COLORS

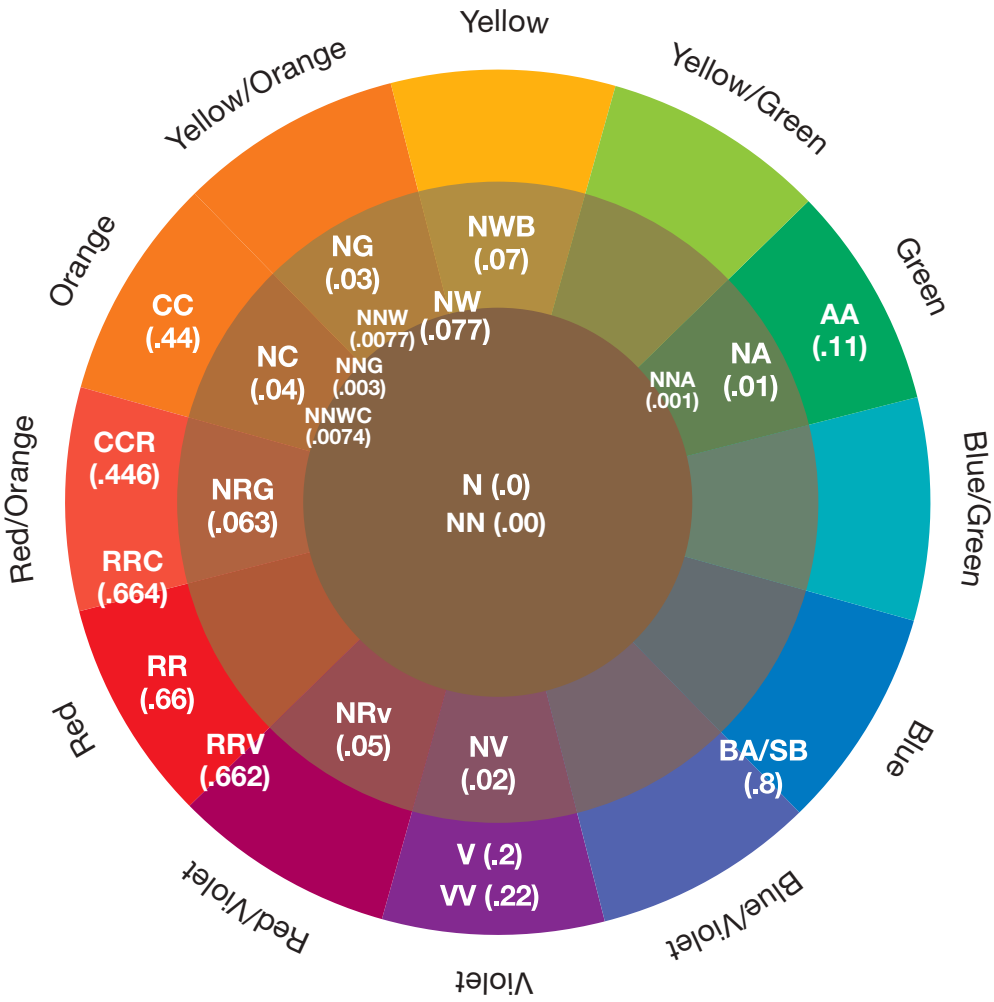
Mixing a primary and a neighboring secondary in equal proportion creates a tertiary color.



# 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 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 predominant tone in each shade.

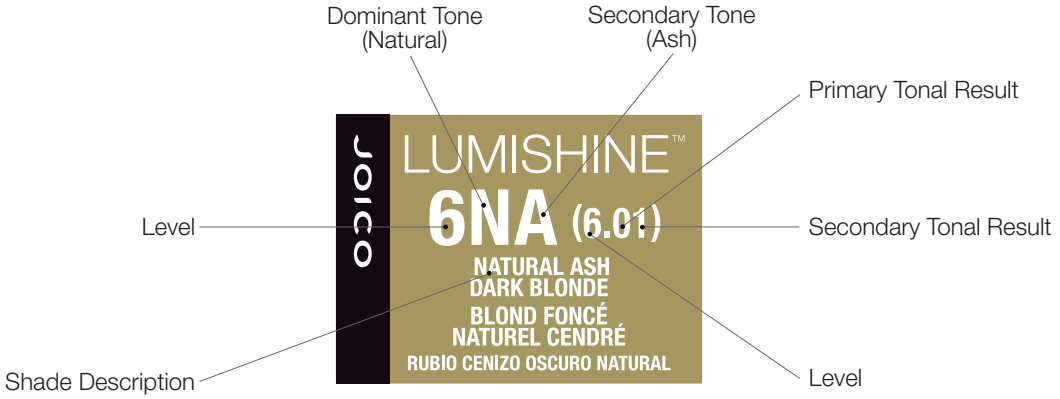
- First Letter = Dominant Tone
- Second Letter = Secondary Tone

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

| 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 Natural Warm | NNW | .0077 |
| Natural Natural Warm Copper | NNWC | .0074 |
| 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 |

## 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

| TONE | NUMBER/ LETTER | DESCRIPTION |
|---|---|---|
| Natural | .0/ N | A combination of red, yellow, and blue tones creates 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 Natural | .00/ NN | Natural Natural shades featuring increased opacity for natural, balanced, and complete gray coverage. |
| Natural Ash | .01/ NA | Natural base tones combine with a cool ash-green undertones to counterbalance warmth and deliver cool blonde and brunette results. Provides 100% gray coverage. |
| Natural Natural Ash | .001/ NNA | Natural base tones combine with cool ash-green undertones to counterbalance warmth while providing additional opacity for complete gray coverage. |
| Natural Warm Beige | .07/ NWB | Natural base tones combine with warm beige tones, resulting in soft, caramel-beige blonde and brunette shades that provide 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 Natural Warm | .0077/ NNW | Natural Natural Warm (NNW) series feature balanced natural tones with a hint of warm reflection and opacity for complete gray coverage. |
| Natural Natural Warm Copper | .0074/ NNWC | Natural Natural Warm Copper (NNWC) series feature a natural tone with warm copper undertones and opacity for complete gray coverage. |
| Natural Gold | .03/ NG | Natural base tones combine with warm gold tones for stunning golden blondes and brunettes. Covers gray naturally. |
| Natural Natural Gold | .003/ NNG | Shades feature a natural base with warm gold undertones and provide additional opacity for complete gray coverage. |
| Natural Violet | .02/ NV | Natural base tones combine with violet tones, resulting in rich, smoky, cool blondes and brunettes. Covers gray naturally. |
| Natural Copper | .04/ NC | Natural base tones combine with spicy copper tones, resulting in stunning copper-blonde and deep copper shades. Covers gray naturally. |
| Natural Red Gold | .063/ NRG | Features a natural base tone infused with warm red tones, plus a gold reflect, for beautiful, natural, red-golden hair. Covers gray naturally. |
| Natural Red Violet | .05/ NRv | Natural base tones combine with red (predominant tone) and cool violet (secondary tone), creating a perfectly cool red-brown result. Covers gray naturally. |
| Copper | .4/ C | Vivid shades designed with pure copper tones that do not have natural bases. |
| Red Red Copper | .664/ RRC | Dramatic, fiery red shades infused with a copper reflect, ideal for the client who likes a fashionable yet wearable red result. Contains no background (natural brown or blond natural) pigment. |
| Red | .6/ R | Rich shades designed with red tones that do not have natural bases. |
| Red Red Violet | .662/ RRV | Intense, rich red-violet shades for a luxurious red-plum/-crimson result. Contains no background (natural brown or blond natural) pigment. |
| Violet | .2/ V | Vibrant shades with violet tones that do not have natural bases. Perfect as a toner following a lightening service on lighter levels. |
| Ash Ash | .11/ AA | Double ash tones with a predominantly green base and no N (Natural) background, ideal for refining red and red-orange RPC. |
| Blue Ash Silver Blue | .8/ BA .8/ SB | Ultra-cool shades that provide ultimate control over undesirable orange-red and orange-yellow undertones. Ideal for controlling unwanted warmth when using haircolor to lift, or for use as a toner on darker levels following a lightening service. |

# 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.<br>• Not designed for gray coverage.<br>• 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.**<br>• Not designed for gray coverage.<br>• Not designed for use on Levels 6 and lighter. |

# LUMISHINE PROCESSING, MIXING, AND TIMING

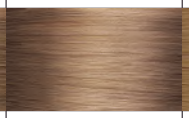
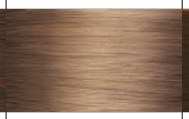
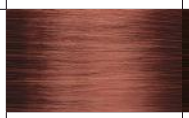
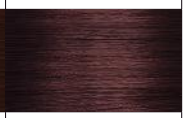
| DEVELOPER | LEVELS OF LIFT | PROCESSING TIME |
|---|---|---|
|   **5 Volume (1.5%)** + LumiShine **Demi-Permanent Crème & Liquid** Color | No lift. Deposit only. |   **5 to 35 minutes,** depending on desired result. Process at room temperature or with heat. |
|   **10 Volume (3%)** + LumiShine **Permanent Crème** Color | Up to 1 level |   **35 minutes.** Do not use heat. |
|   **20 Volume (6%)** + LumiShine **Permanent Crème & YouthLock** Color | Up to 2 levels |   **35 minutes.** Do not use heat.   **Up to 45 minutes for gray coverage.** Do not use heat. |
|   **22 Volume** Accelerator + LumiShine **LUMI10** Color | Up to 2 levels |   **10 minutes.** *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 |   **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, ⅛-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 with 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 with 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 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 | | | | | | | |




| | 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 | | | | 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 | | 6AA / 6.11 | 6BA / 6.8 | |
| **5** Light Brown | 5NV / 5.02 | | 5RRC / 5.664 | 5RR / 5.66 | | | 5AA / 5.11 | 5BA / 5.8 | |
| **4** Medium Brown | | | | | 4RRV / 4.662 | 4VV / 4.22 | 4AA / 4.11 | | |
| **3** Dark Brown | | | | 3RR / 3.66 | | 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.



# LUMISHINE® LUMI 10™

## 10 MINUTE | 100% GRAY COVERAGE PERMANENT CRÈME COLOR




| | N NATURAL (.0) | NA NATURAL ASH (.01) | NWB NATURAL WARM BEIGE (.07) | NG NATURAL GOLD (.03) | NV NATURAL VIOLET (.02) |
|---|---|---|---|---|---|
| **10** Lightest Blonde | 10N / 10.0 | | | | |
| **9** Light Blonde | | | | | **NEW** 9NV / 9.02 |
| **8** Blonde | 8N / 8.0 | 8NA / 8.01 | 8NWB / 8.07 | **NEW** 8NG / 8.03 | |
| **7** Medium Blonde | 7N / 7.0 | 7NA / 7.01 | 7NWB / 7.07 | | **NEW** 7NV / 7.02 |
| **6** Dark Blonde | 6N / 6.0 | 6NA / 6.01 | 6NWB / 6.07 | **NEW** 6NG / 6.03 | |
| **5** Light Brown | 5N / 5.0 | | 5NWB / 5.07 | | **NEW** 5NV / 5.02 |
| **4** Medium Brown | 4N / 4.0 | | | | |
| **3** Dark Brown | 3N / 3.0 | | | | |
| **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® YOUTHLOCK

## PERMANENT CRÈME COLOR SHADE CHART




| | NN<br>NATURAL<br>NATURAL<br>(.00) | NNA<br>NATURAL<br>NATURAL ASH<br>(.001) | NNW<br>NATURAL<br>NATURAL WARM<br>(.0077) | NNG<br>NATURAL<br>NATURAL GOLD<br>(.003) | NNWC<br>NATURAL<br>NATURAL WARM<br>COPPER (.0074) |
|---|---|---|---|---|---|
| **10**<br>Lightest Blonde | 10NN / 10.00 | | | 10NNG / 10.003 | |
| **9**<br>Light Blonde | 9NN / 9.00 | 9NNA / 9.001 | | 9NNG / 9.003 | **NEW** 9NNWC / 9.0074 |
| **8**<br>Blonde | 8NN / 8.00 | | **NEW** 8NNW / 8.0077 | 8NNG / 8.003 | |
| **7**<br>Medium Blonde | 7NN / 7.00 | 7NNA / 7.001 | | 7NNG / 7.003 | **NEW** 7NNWC / 7.0074 |
| **6**<br>Dark Blonde | 6NN / 6.00 | 6NNA / 6.001 | **NEW** 6NNW / 6.0077 | 6NNG / 6.003 | **NEW** 6NNWC / 6.0074 |
| **5**<br>Light Brown | 5NN / 5.00 | 5NNA / 5.001 | | 5NNG / 5.003 | **NEW** 5NNWC / 5.0074 |
| **4**<br>Medium Brown | 4NN / 4.00 | | **NEW** 4NNW / 4.0077 | 4NNG / 4.003 | **NEW** 4NNWC / 4.0074 |
| **3**<br>Dark Brown | | 3NNA / 3.001 | | | |
| **2**<br>Darkest Brown | 2NN / 2.00 | | | | |
| **1**<br>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



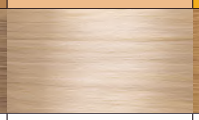
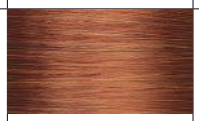
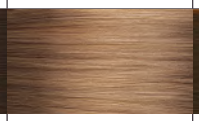
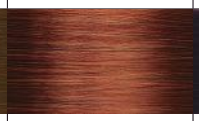

| | **N** NATURAL (.0) | **NA** NATURAL ASH (.01) | **NWB** NATURAL WARM BEIGE (.07) | **NW** NATURAL WARM (.077) | **SB** SILVER BLUE (.8) |
|---|---|---|---|---|---|
| **10** Lightest Blonde | 10N / 10.0 | | 10NWB / 10.07 | | 10SB / 10.8 |
| **9** Light Blonde | | | | 9NW / 9.077 | |
| **8** Blonde | 8N / 8.0 | 8NA / 8.01 | 8NWB / 8.07 | | 8SB / 8.8 |
| **7** Medium Blonde | | | | 7NW / 7.077 | |
| **6** Dark Blonde | 6N / 6.0 | 6NA / 6.01 | 6NWB / 6.07 | 6NW / 6.077 | 6SB / 6.8 |
| **5** Light Brown | | | | | |
| **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®

## 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 | | | | | | | |




| | CCR COPPER COPPER RED (.446) | RR RED RED (.66) | RRV RED RED VIOLET (.66) | 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 | | 8RR / 8.66 | | | | 8AA / 8.11 | | |
| **7** Medium Blonde | | | | 7V / 7.2 | | | 7SB / 7.8 | |
| **6** Dark Blonde | 6CCR / 6.446 | | | | | 6AA / 6.11 | 6SB / 6.8 | |
| **5** Light Brown | | | 5RRV / 5.66 | | | 5AA / 5.11 | | |
| **4** Medium Brown | | 4RR / 4.66 | | | | | 4SB / 4.8 | |
| **3** Dark Brown | | | | | 3VV / 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.

# 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)
- 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<br>Cool Dark Blonde | 2 oz (60 ml) LumiShine Permanent Crème Color 6NA (6.01) +<br>2 oz (60 ml) 20 Volume LumiShine Developer | Process for 35 minutes<br>at room temperature |
| Level 4 | 50% | Level 6<br>Natural Dark Blonde | 2 oz (60 ml) LumiShine Permanent Crème Color 6N (6.0) +<br>2 oz (60 ml) 20 Volume LumiShine Developer | Process for 35-45 minutes<br>at room temperature |
| Level 4 | 0 | Level 6<br>Copper Red Dark Blonde | 2 oz (60 ml) LumiShine Permanent Crème Color 6CC (6.44) +<br>2 oz (60 ml) 20 Volume LumiShine Developer | Process for 35-45 minutes<br>at room temperature |
| Level 4 | 50% | Level 6<br>Copper Red Dark Blonde | 2 oz (60 ml) LumiShine Permanent Crème Color 6NC (6.04) +<br>2 oz (60 ml) 20 Volume LumiShine Developer<br>Note: 6NC (6.04) was chosen due to the presence of gray hair. | Process for 35-45 minutes<br>at room temperature |
| Level 4 | 75% | Level 6<br>Copper Red Dark Blonde | 1½ oz (45 ml) LumiShine Permanent Crème Color 6NC (6.04) +<br>½ oz (15 ml) LumiShine Permanent Crème Color 6N (6.0) +<br>2 oz (60 ml) 20 Volume LumiShine Developer<br>Note: 6N (6.0) was added due to the presence of more than 50% gray hair. | Process for 35-45 minutes<br>at room temperature |

### XL SHADE FORMULATION EXAMPLES

| NATURAL LEVEL | GRAY % | DESIRED RESULT | FORMULA | TIMING |
|---|---|---|---|---|
| Level 6 | 0 | Level 10<br>Natural Lightest Blonde | 2 oz (60 ml) LumiShine Permanent Crème Color XLN (XL.0) +<br>2 oz (60 ml) 40 Volume LumiShine Developer | Process for 35 up to 60 minutes<br>at room temperature |
| Level 3 | 0 | Level 7<br>Natural<br>Medium Blonde | 2 oz (60 ml) LumiShine Permanent Crème Color XLAA (XL.11) +<br>2 oz (60 ml) 40 Volume LumiShine Developer<br>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<br>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, up to 45 minutes for gray coverage and maximum red deposit, or 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.<br>Formula 1: Applied to regrowth area (up to 1½-inch [3.81 cm] from scalp)<br>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.<br>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.<br>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, ⅛-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, or 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.

# 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, or 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<br>Natural Ash<br>Natural Warm<br>Natural Warm Beige | √ | √ | √ | 20 Volume (6%) | 35-45 minutes at room temperature |
| Natural Violet<br>Natural Gold<br>Natural Copper<br>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 Violet<br>Copper Copper<br>Red Red<br>Blue Ash<br>Ash Ash<br>Red Red Violet<br>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<br>Natural Natural Ash<br>Natural Natural Gold<br>Natural Natural Warm<br>Natural Natural Warm Copper | 100% | 100% | 100% | 20 Volume (6%) | 35-45 minutes at room temperature |




## LUMI10™ GRAY COVERAGE GUIDE

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.

| 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 Warm Beige, Natural Ash, Natural Violet, Natural Gold | 100% | 100% | 100% | 22 Volume | 10 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.

| | 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. |



# OUR NEXT GENERATION OF **BOND BUILDING**




## DEFY DAMAGE® | pro series

START TO FINISH DAMAGE PREVENTION
& COLOR PROTECTION

Working in tandem to protect hair pre- and post-chemical services, Joico's Defy Damage ProSeries blankets hair with a damage shield that helps safeguard strands from the negative effects of coloring, texturizing, and lightening services.

- **80% less breakage***
- **5x stronger hair***
- **Increased & 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
** When lightening
*** After 10 shampoos; when using Defy Damage Shampoo and ProSeries 2

# OUR NEXT GENERATION OF **BOND BUILDING**




## DEFY DAMAGE PROSERIES 1:
### Bond-Protecting Color Optimizer Spray

**Step 1:** This ultra-dry bond protector instantly helps shield hair from chemical service damage, improves color deposit, and provides greater, more even lift when lightening. Professional use only.

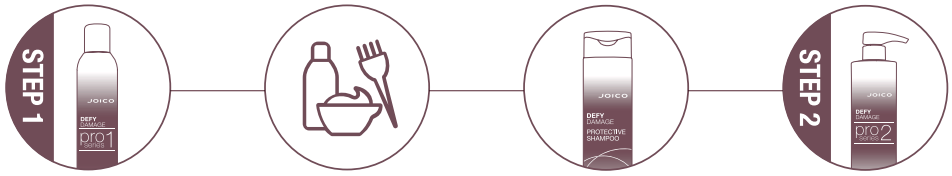
- Just spray and go—no messy, complicated mixing or measuring!
- Higher concentration of SmartRelease Technology




## DEFY DAMAGE PROSERIES 2:
### Bond-Strengthening Color Treatment

**Step 2:** This intensive treatment helps strengthen bonds and hydrate for damage-resistant, healthy-looking hair in just one use. Professional use only.

- Regenerates bonds & strengthens hair
- Protects hair from mechanical and thermal damage
- Higher concentration of SmartRelease Technology




Apply Defy Damage ProSeries 1.

Perform Color or Lightening Service.

Rinse or Shampoo as directed.

Apply Defy Damage ProSeries 2. Leave in hair 5 minutes. Rinse.




**Directions:**

**Step 1: DEFY DAMAGE PROSERIES 1**

- SHAKE CAN VIGOROUSLY. Apply to dry hair before 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 and even distribution.

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

**Step 3:** Rinse hair thoroughly.

**Step 4:** Shampoo hair with Defy Damage Protective Shampoo.

**Step 5: DEFY DAMAGE PROSERIES 2**

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

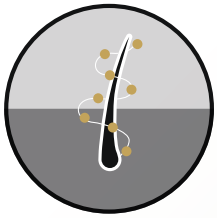
# K-PAK 4-STEP HAIR REPAIR SYSTEM




Meet stylists' secret weapon to dramatically enhance their chemical service results. In only four steps, this backbar treatment reconstructs, rebuilds, and protects damaged hair for beautiful, healthy-looking hair after every color or blonding service.

- Enhances the performance of color, perming, and straightening services when used as an add-on service
- Reconstructs, rebuilds, and protects damaged hair
- Hair looks and feels better after treatment



**STEP 1 – CLARIFY**

Shampoo hair with K-PAK Clarifying Shampoo. For enhanced clarifying action, leave in 2-5 minutes. Rinse.






**STEP 2 – ACIDIFY**

Apply K-PAK Cuticle Sealer to hair. Leave in 5 minutes. Rinse.






**STEP 3 – RECONSTRUCT**

Apply K-PAK Reconstructor to hair. Leave in 5 minutes. Rinse. For maximum results on stressed, damaged hair, repeat Step 2 (Acidify) and Step 3 (Reconstruct) up to three times.






**STEP 4 – HYDRATE**

Apply K-PAK Hydrator to hair. Leave in 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 desired.

## HOME MAINTENANCE

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

### BOND STRENGTHENING & COLOR LONGEVITY

### **DEFY** DAMAGE

Helps shield hair from damage and color fade. Protects and strengthens hair bonds for 80% less breakage,* 5x stronger hair,* and to help maintain over 90% of color vibrancy.**

**Ideal for:** clients who want to proactively protect hair from damage and color fade

* 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




### LOCK IN VIBRANCY, LET GO OF DAMAGE

### **K-PAK** COLOR THERAPY

Formulated with African Manketti and Argan oils and Joico's SmartRelease™ liposome technology, our K-PAK Color Therapy collection helps lock in stunningly beautiful color vibrancy and knock out hair damage in one powerful punch.

**Ideal for:** clients with color-treated hair, double-processed blondes, and those with structurally weak hair




### IT'S A COLORFUL LIFE—MAKE IT LAST!

### **COLOR**FUL

Dye-ing to preserve that fierce, fabulous, vibrant color long after your salon visit? Commit for the long haul with Joico Colorful. Formulated with nourishing Camellia Oil and Pomegranate Fruit Extract, our anti-fade collection helps provide shine, strength, and protection from color-fading elements. It's a brilliant and beautiful trio that keeps you true-to-hue.

**Ideal for:** clients with color-treated hair whose primary concern is color longevity





# POST-COLOR SUPPORT & HOME MAINTENANCE

### KEEP YOUR HUE TRUE FOR COOL BLONDE/GRAY HAIR

## COLOR **BALANCE** PURPLE

Keep your blonde hair cool with Joico's Color Balance Purple collection, designed to instantly neutralize unwanted yellow and warm tones.

**Ideal for:** natural or color-treated blondes looking to refine yellow or warm tones, and clients with gray/silver hair




### KICK BRASS FROM LIGHTENED BRUNETTES

## COLOR **BALANCE** BLUE

Kick brass to the curb and keep brunette hair free of unwanted orange tones with Color Balance Blue.

**Ideal for:** naturally dark brunettes to refine orange tones




### STAY RADIANTLY RED

## COLOR **INFUSE** RED

Designed to bump up the intensity, shine, and lasting power of the richest gingers.

**Ideal for:** redheads, color-treated or natural




### LIVE THE BLONDE LIFE

## **BLONDE** LIFE

Be the bright, luminous blonde you want to be. Proven to help keep color bright and on tone for up to 8 weeks.* Blonde Life leaves blonde hair bright, shiny, and hydrated.

**Ideal for:** blondes who want to keep their blonde bright and healthy-looking

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



# JOICOLOR SUPPORT PRODUCTS

## **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. Brilliantly crafted with cutting-edge Arginine and an exotic blend of Tamanu and Monoi oils, Blonde Life® products take on every major blonding challenge—brassiness, off-tones, fading, damage—so you really *can* have more fun.




### LIGHTENING POWDER

On-/Off-Scalp




**BUILD BONDS FOR BRILLIANT BLONDES.** Enhance your golden strands with an ultra-high-lift formula that kicks you up to 9+ levels in just one blonding session. 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 beautifully blonde, fast.

- Up to 9+ levels of fast-acting lift
- Healthy-looking results without additives
- Blondes that look & 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 in a single salon visit, Blonde Life Crème Lightener turns up the blonding power and rockets you to bombshell status. With bond-building Arginine and moisture-locking exotic oils, Joico's fast-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, 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, available in three 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 time-saver, 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 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




### QUICK TONE

LIQUI-CRÈME TONERS




5 minutes or less! That's all it takes to get fast and fabulous blonde hair with Quick Tone Liqui-Crème Toners—a swift, powerful way to make your mark on prelightened looks. Featuring anti-breakage technology and nourishing exotic oils for maximum shine, this Blonde Life collection of Sand, Silver, Violet, and Clear lets you trend-set gorgeous blonde creations. Go for solo shades or intermix; this gleam team makes brass a thing of the past.

- The ideal time-saver, **delivering instant toning in 5 minutes or less**
- Sand, Silver, and Violet can be intermixed to customize toning and correct any RPC issue
- Clear can be mixed with Sand, Silver, or Violet to customize deposit and slow down processing time
- The unique "Liqui-Crème" formula is the perfect viscosity for quick bottle application while also facilitating fast, even deposit of tone in the hair
- Formulated with anti-breakage, bond-building Arginine
- Infused with Blonde Life's unique oil blend
- Ammonia-free formulas leave hair in better condition – even on damaged, color-treated, or bleached hair
- Long-lasting results
- Gentle Fresh Fragrance with bergamot, iris, and sandalwood

# LIGHTENERS







## VEROLIGHT LIGHTENER

- 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

## VERO K-PAK CRÈME LIGHTENER

- Fragrance-free formula
- Fast-acting for **8 levels** of **on-and off-scalp lift**
- Contains Shea Butter
- Contains moisturizing Sorbitol Crystals

# BASE BREAKER COOL




Looking for a fast and easy way to 'break' your client's base color? In only 10 minutes, Vero K-PAK Base Breaker Cool lifts virgin hair 1 level while cooling down unwanted warmth, making retouches between blonding services a breeze.

### 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.

JOICO

the **joi** of healthy hair

# LUMISHINE®

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