

JOICO
the **joi** of healthy hair

LUMISHINE®



SWATCH CHART

OUR BREAKTHROUGH TECHNOLOGY AND PERFORMANCE

All LumiShine Permanent Colors are **low-ammonia** and formulated with **Arginine**.

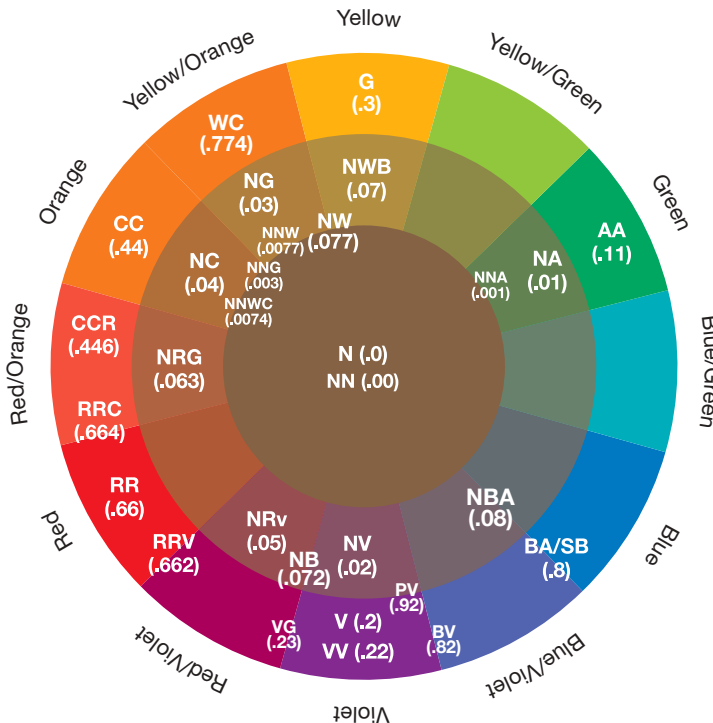


LUMISHINE COLOR WHEEL

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.



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

** When LumiShine Permanent Crème is used and followed with K-PAK Color Therapy Shampoo and Conditioner

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.

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
Ash Ash	AA	.11
Natural Violet	NV	.02
Natural Beige	NB	.072
Natural Warm Beige	NWB	.07
Natural Natural Warm	NNW	.0077
Natural Warm	NW	.077
Natural Natural Warm Copper	NNWC	.0074
Natural Gold	NG	.03
Natural Natural Gold	NNG	.003
Gold	G	.3
Natural Copper	NC	.04
Copper	CC	.44
Warm Copper	WC	.774
Natural Red Gold	NRG	.063
Copper Copper Red	CCR	.446
Red Red Copper	RRC	.664
Red	RR	.66
Natural Red Violet	NRv	.05
Red Red Violet	RRV	.662
Violet	V	.2
Violet Violet	VV	.22
Violet Gold	VG	.23
Natural Blue Ash	NBA	.08
Platinum Violet	PV	.92
Blue Violet	BV	.82
Blue Ash / Silver Blue	BA / SB	.8

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 low-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
- Low-ammonia formula delivers healthy-looking results
- Optimal viscosity for bowl + brush or bottle application



LUMISHINE® LUMI10®

10 MINUTE | 100% GRAY COVERAGE Permanent Crème Color

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.

- 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****
- LumiShine benefits, including up to 2x the shine*



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® DP 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*
- 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 † With K-PAK Color Therapy Shampoo and Conditioner on damaged hair

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, 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		



LUMI10 | 10 MINUTE | 100% GRAY COVERAGE GUIDE

For fast, full-coverage results on gray hair, LUMI10 is a permanent haircolor that is formulated with our Quick Coverage System to deliver 100% gray coverage in just 10 minutes.

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 Ash, Natural Warm Beige, Natural Gold, Natural Copper, Natural Blue Ash	100%	100%	100%	LUMI10 Accelerator 22 Volume (6.6%)	10 minutes at room temperature



YOUTHLCK 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, Natural Natural Warm, Natural Natural Warm Copper	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.

	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.









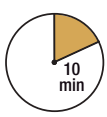







DEMI-PERMANENT LIQUID COLOR GRAY BLENDING

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.

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 (6.6%) + LumiShine LUMI10 Permanent Crème 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.



JOICOLOR SUPPORT PRODUCTS

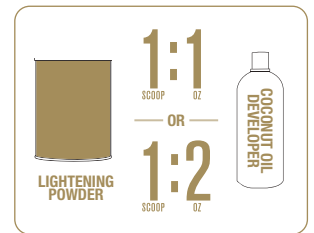


BLONDE LIFE® LIGHTENING POWDER BUILD BONDS FOR STRONG BLONDES

- Delivers up to 9+ levels of fast-acting lift!
- Our fastest* way to lighten & brighten hair!
- Strengthens hair, reducing breakage by over 54%** in just one treatment
- Our powerhouse formula including Tamanu and Monoi oils

*vs. other Joico powder lighteners

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



BLONDE LIFE BALAYAGE LIGHTENER BUILD BONDS FOR STRONG BLONDES

- Delivers up to 7+ levels of lift with the power of Blonde Life pre-mixed into the formula
- For fearless, foil-free lightening and painting techniques
- Soft clay texture stays put when lifting
- Stays moist and does not transfer while processing
- Formulated with bond-building Arginine + our signature Tamanu-Monoi oil blend for beautiful blonde hair



BLONDE LIFE CRÈME LIGHTENER BUILD BONDS FOR STRONG BLONDES

- Delivers up to 9+ levels of fast-acting lift!
- Reduces breakage by 77% in one application*
- Designed for on-/off- scalp application & easy rinsing**
- Strengthens hair, making it 4x more resistant to breakage*

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

**vs. other Joico crème lighteners



ERO 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



VERO K-PAK CRÈME LIGHTENER


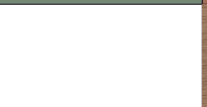


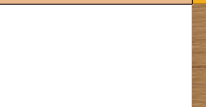
















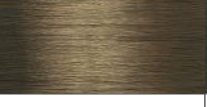
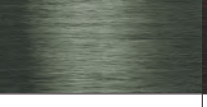
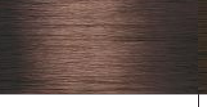





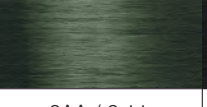





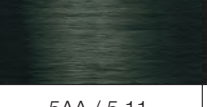








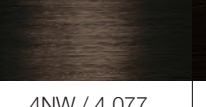

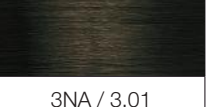



















- Fragrance-free formula
- Fast-acting for 8 levels of on-and off-scalp lift
- Contains Shea Butter
- Contains moisturizing Sorbitol Crystals



LUMISHINE®

PERMANENT CRÈME COLOR SHADE CHART



	N NATURAL (.0)	NA NATURAL ASH (.01)	AA ASH ASH (.11)	NV NATURAL VIOLET (.02)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)	NG NATURAL GOLD (.03)
10 Lightest Blonde	 10N / 10.0			 10NV / 10.02	 10NWB / 10.07		 10NG / 10.03
9 Light Blonde	 9N / 9.0	 9NA / 9.01		 9NV / 9.02	 9NWB / 9.07		 9NG / 9.03
8 Blonde	 8N / 8.0	 8NA / 8.01			 8NWB / 8.07		 8NG / 8.03
7 Medium Blonde	 7N / 7.0	 7NA / 7.01	 7AA / 7.11	 7NV / 7.02	 7NWB / 7.07	 7NW / 7.077	 7NG / 7.03
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6AA / 6.11	 6NV / 6.02	 6NWB / 6.07	 6NW / 6.077	 6NG / 6.03
5 Light Brown	 5N / 5.0	 5NA / 5.01	 5AA / 5.11	 5NV / 5.02	 5NWB / 5.07	 5NW / 5.077	
4 Medium Brown	 4N / 4.0	 4NA / 4.01	 4AA / 4.11			 4NW / 4.077	 4NG / 4.03
3 Dark Brown	 3N / 3.0	 3NA / 3.01					
2 Darkest Brown							
1 Black	 1N / 1.0						






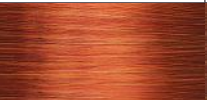








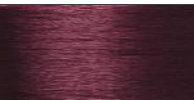







EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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



	NC NATURAL COPPER (.04)	CC COPPER (.44)	NRG NATURAL RED GOLD (.063)	RRC RED RED COPPER (.664)	RR RED RED (.66)	NRv NATURAL RED VIOLET (.05)	RRV RED RED VIOLET (.662)
10 Lightest Blonde							
9 Light Blonde	 9NC / 9.04						
8 Blonde	 8NC / 8.04		 8NRG / 8.063				 8RRV / 8.662
7 Medium Blonde	 7NC / 7.04	 7CC / 7.44	 7NRG / 7.063	 7RRC / 7.664			
6 Dark Blonde	 6NC / 6.04	 6CC / 6.44	 6NRG / 6.063	 6RRC / 6.664	 6RR / 6.66	 6NRv / 6.05	 6RRV / 6.662
5 Light Brown	 5NC / 5.04		 5NRG / 5.063	 5RRC / 5.664	 5RR / 5.66	 5NRv / 5.05	
4 Medium Brown							 4RRV / 4.662
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



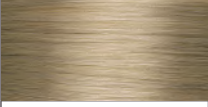






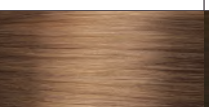

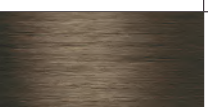



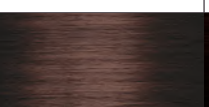

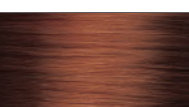

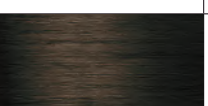
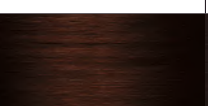
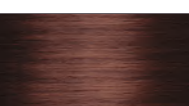

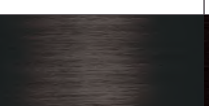
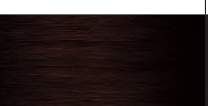
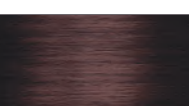
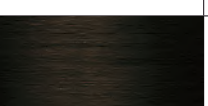

	VV VIOLET (.22)	BA BLUE ASH (.8)	XL HIGH LIFT
10 Lightest Blonde			
		10BA / 10.8	XLN / XL.0
9 Light Blonde			
		9BA / 9.8	XLB / XL.7
8 Blonde			
			XLA / XL.1
7 Medium Blonde			
		7BA / 7.8	XLAA / XL.11
6 Dark Blonde			
		6BA / 6.8	
5 Light Brown			
		5BA / 5.8	
4 Medium Brown			
	4VV / 4.22		
3 Dark 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.



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



N NATURAL (.0)	NA NATURAL ASH (.01)	NV NATURAL VIOLET (.02)	NWB NATURAL WARM BEIGE (.07)	NG NATURAL GOLD (.03)	NC NATURAL COPPER (.04)	NBA NATURAL BLUE ASH (.08)
10N / 10.0						
		9NV / 9.02				
					NEW	
8N / 8.0	8NA / 8.01		8NWB / 8.07	8NG / 8.03	8NC / 8.04	
					NEW	
7N / 7.0	7NA / 7.01	7NV / 7.02	7NWB / 7.07		7NC / 7.04	
					NEW	NEW
6N / 6.0	6NA / 6.01		6NWB / 6.07	6NG / 8.03	6NC / 6.04	6NBA / 6.08
					NEW	NEW
5N / 5.0		5NV / 5.02	5NWB / 5.07		5NC / 5.04	5NBA / 5.08
4N / 4.0						
3N / 3.0						
1N / 1.0						







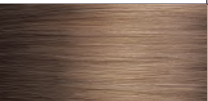

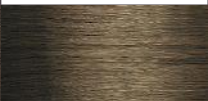



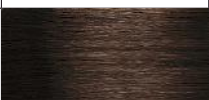

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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

LUMISHINE® 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)	AA ASH ASH (.11)	NV NATURAL VIOLET (.02)	NB NATURAL BEIGE (.072)	NWB NATURAL WARM BEIGE (.07)
10 Lightest Blonde	 10N / 10.0					 10NWB / 10.07
9 Light Blonde		 9NA / 9.01		 9NV / 9.02	COMING SOON 9NB / 9.072	 9NWB / 9.07
8 Blonde	 8N / 8.0	 8NA / 8.01	 8AA / 8.11			
7 Medium Blonde	 7N / 7.0				COMING SOON 7NB / 7.072	 7NWB / 7.07
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6AA / 6.11	 6NV / 6.02	COMING SOON 6NB / 6.072	 6NWB / 6.07
5 Light Brown	 5N / 5.0	 5NA / 5.01	 5AA / 5.11			
4 Medium Brown	 4N / 4.0			 4NV / 4.02		 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



	NG NATURAL GOLD (.03)	G GOLD (.3)	NC NATURAL COPPER (.04)	WC WARM COPPER (.774)	CCR COPPER COPPER RED (.446)	RR RED RED (.66)
10 Lightest Blonde	 10NG / 10.03					
9 Light Blonde		 9G / 9.3				
8 Blonde	 8NG / 8.03		 8NC / 8.04			 8RR / 8.66
7 Medium Blonde		 7G / 7.3	 7NC / 7.04	 7WC / 7.774		
6 Dark Blonde	 6NG / 6.03		 6NC / 6.04	 6WC / 6.774	 6CCR / 6.446	
5 Light Brown				 5WC / 5.774		
4 Medium Brown						 4RR / 4.66
3 Dark Brown						
2 Darkest Brown						
1 Black						



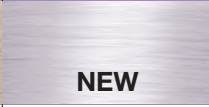
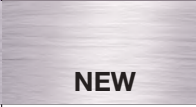
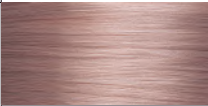





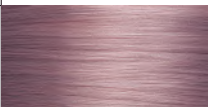

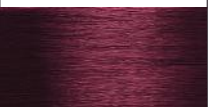

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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



	RRV RED RED VIOLET (.662)	V VIOLET (.2)	VV VIOLET (.22)	VG VIOLET GOLD (.23)	PV PLATINUM VIOLET (.92)	BV BLUE VIOLET (.82)
10 Lightest Blonde		 10V / 10.2		 NEW 10VG / 10.23	 NEW 10PV / 10.92	 NEW 10BV / 10.82
9 Light Blonde		 9V / 9.2		 NEW 9VG / 9.23	 NEW 9PV / 9.92	 NEW 9BV / 9.82
8 Blonde				 NEW 8VG / 8.23	 NEW 8PV / 8.92	
7 Medium Blonde		 7V / 7.2				 7BV / 7.82
6 Dark Blonde						
5 Light Brown	 5RRV / 5.662					
4 Medium Brown						
3 Dark Brown			 3W / 3.22			
2 Darkest Brown						
1 Black						




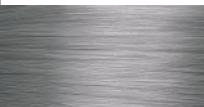


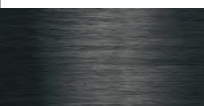



EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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



	SB SILVER BLUE (.8)	CLEAR
10 Lightest Blonde		
	10SB / 10.8	CLEAR
9 Light Blonde		
	9SB / 9.8	
8 Blonde		
7 Medium Blonde		
	7SB / 7.8	
6 Dark Blonde		
	6SB / 6.8	
5 Light Brown		
4 Medium Brown		
	4SB / 4.8	
3 Dark Brown		
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.

PRE-COLOR SERVICE

For optimal results, enhance your color service with our bond-building Defy Damage ProSeries or four-step K-PAK Professional Hair Repair System.



STEP 1

Just spray Defy Damage ProSeries 1 and go—no messy, complicated mixing or measuring!



Perform color or lightening service.



Rinse or shampoo as directed.



STEP 2

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



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 CARE

All LumiShine shades must 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.



JOICO.COM      