

JOICO
the **joi** of healthy hair

Dedicated to
**Healthy
Hair** since
1975

**Hairstylist
founded**



LUMISHINE®
SWATCH CHART

OUR BREAKTHROUGH TECHNOLOGY AND PERFORMANCE

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



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:

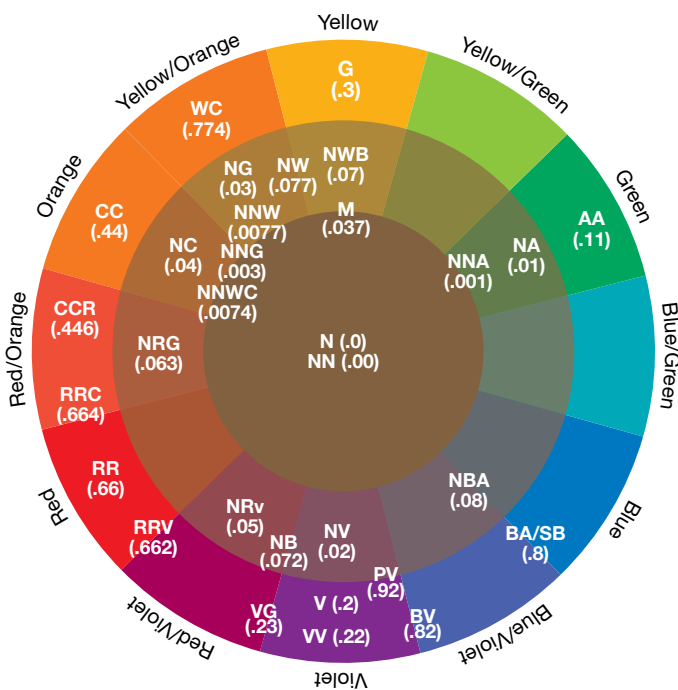
This conditioning shield surrounds the hair shaft to nourish and protect color-treated hair for up to 30 shampoos,** sealing in moisture and softness.

LUMISHINE 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.



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.

TONAL LETTER	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)
Mocha	M (.037)
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)

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

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 seals in moisture and softness for up to 30 shampoos****
- Delivers color longevity and vibrancy
- Offers 100% gray coverage
- Delivers healthy-looking results
- Optimal viscosity for bowl-and-brush or bottle application



LUMISHINE® LUMI10®

10 MINUTE | 100% GRAY COVERAGE Permanent Crème Color

Our 10-minute permanent haircolor that delivers 100% gray coverage.

- 100% gray coverage
- Concentrated pigments 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

Targets the 5 signs of aging hair: gray, unruliness, coarseness, dullness, and dryness.

- Collagen-infused haircolor
- Helps reduce signs of damage
- 100% gray coverage in one use
- Locks in youthful-looking and -feeling hair
- Long-lasting color confidence that delivers 31% reduced breakage**



LUMISHINE® DP DIMENSIONAL DEPOSIT

REPAIR+ Demi-Permanent Crème Color

An alkaline formula designed to provide dimensional gray coverage and gray blending.

- Ammonia-free formula ideal for lowlighting, going darker, tintbacks, and color corrections
- Beautiful gray coverage on Levels 1-5; gray blending on Levels 6-10
- Delivers up to 2x the shine*
- Reduced breakage and restrengthened hair**
- 100% replenished hair***
- Nourishing protection 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.

- Delivers up to 2x the shine*
- 100% replenished and restrengthened hair***
- pH balanced for optimal color results
- Ideal viscosity for drip-free bottle application
- Versatile formula tones, corrects, glazes/glosses, refreshes, and blends gray

* 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

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

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.* Make time for more clients while delivering the same predictable results you expect from LumiShine.

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



YOUTHLOCK GRAY COVERAGE GUIDE

LumiShine YouthLock Permanent Crème shades are a Collagen-infused haircolor that offers 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 are an alkaline formula that is designed to provide dimensional 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
Levels 1 - 5 with DD Demi-Permanent 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
Levels 6 - 10 with DD Demi-Permanent Crème shades	√	√	√	5 Volume (1.5%)	Process for 35 minutes at room temperature or with heat.



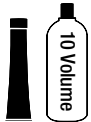



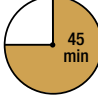


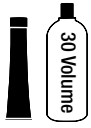

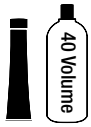




DEMI-PERMANENT LIQUID COLOR GRAY BLENDING

LumiShine Demi-Permanent Liquid shades are a pH-balanced formula that color-corrects, glosses/glazes, and refreshes faded color. This ammonia-free formula also provides 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

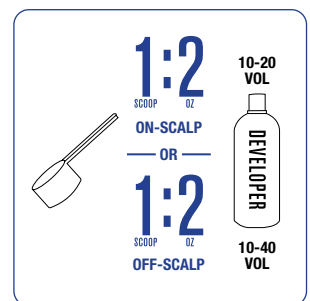
DEVELOPER	LEVELS OF LIFT	PROCESSING TIME
 5 Volume (1.5%) + LumiShine Demi-Permanent Crème & Liquid Color	No lift. Deposit only.	 5 to 35 minutes , depending on desired result. Process at room temperature or with heat.
 10 Volume (3%) + LumiShine Permanent Crème Color	Up to 1 level	 35 minutes. Do not 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.

JOICO VERO K-PAK® LIGHTENERS



VEROLIGHT® LIGHTENING POWDER

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



CRÈME LIGHTENER

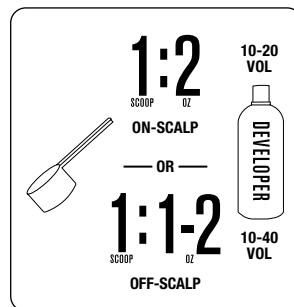
- Fragrance-free formula
- Fast-acting for 8 levels of on-and off-scalp lift
- Contains Shea Butter and Sorbitol Crystals





SILVERLIGHT™ LIGHTENING POWDER

- Delivers up to 9+ levels of fast-acting lift
- Charcoal-infused formula helps counteract brassiness while processing
- Helps prime hair while processing for cool, silver blondes

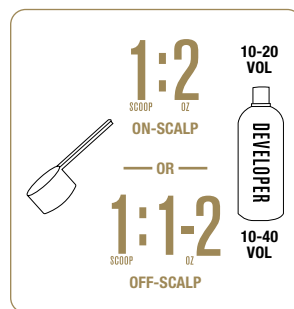


LIGHTENING POWDER

- 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



BALAYAGE LIGHTENER

- 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



CRÈME LIGHTENER

- Delivers up to 9+ levels of fast-acting lift
- Reduces breakage by 77% in one application*
- Designed for on- and 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

















































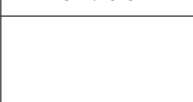
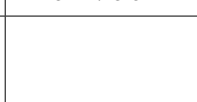


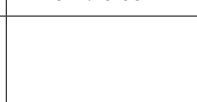







**vs. other Joico crème lighteners



LUMISHINE®

PERMANENT CRÈME COLOR SHADE CHART



	N NATURAL (.0)	NA NATURAL ASH (.01)	NV NATURAL VIOLET (.02)	NB NATURAL BEIGE (.072)	M MOCHA (.037)	NWB NATURAL WARM BEIGE (.07)
10 Lightest Blonde	 10N / 10.0		 10NV / 10.02	 10NB / 10.072		 10NWB / 10.07
9 Light Blonde	 9N / 9.0	 9NA / 9.01	 9NV / 9.02	 9NB / 9.072		 9NWB / 9.07
8 Blonde	 8N / 8.0	 8NA / 8.01				 8NWB / 8.07
7 Medium Blonde	 7N / 7.0	 7NA / 7.01	 7NV / 7.02	 7NB / 7.072		 7NWB / 7.07
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NV / 6.02	 6NB / 6.072	 6M / 6.037	 6NWB / 6.07
5 Light Brown	 5N / 5.0	 5NA / 5.01	 5NV / 5.02	 5NB / 5.072	 5M / 5.037	 5NWB / 5.07
4 Medium Brown	 4N / 4.0	 4NA / 4.01				
3 Dark Brown	 3N / 3.0	 3NA / 3.01			 3M / 3.037	
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



	NW NATURAL WARM (.077)	NG NATURAL GOLD (.03)	NC NATURAL COPPER (.04)	CC COPPER (.44)	NRG NATURAL RED GOLD (.063)	RRC RED RED COPPER (.664)
10 Lightest Blonde		10NG / 10.03				
9 Light Blonde		9NG / 9.03	9NC / 9.04			
8 Blonde		8NG / 8.03	8NC / 8.04		8NRG / 8.063	
7 Medium Blonde	7NW / 7.077	7NG / 7.03	7NC / 7.04	7CC / 7.44	7NRG / 7.063	7RRC / 7.664
6 Dark Blonde	6NW / 6.077	6NG / 6.03	6NC / 6.04	6CC / 6.44	6NRG / 6.063	6RRC / 6.664
5 Light Brown	5NW / 5.077		5NC / 5.04		5NRG / 5.063	
4 Medium Brown	4NW / 4.077	4NG / 4.03				
3 Dark Brown						
2 Darkest Brown						
1 Black						





















EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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LUMISHINE®

PERMANENT CRÈME COLOR SHADE CHART



	RR RED RED (.66)	NRv NATURAL RED VIOLET (.05)	RRV RED RED VIOLET (.662)	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			 8RRV / 8.662			 XLA / XL.1
7 Medium Blonde					 7BA / 7.8	 XLAA / XL.11
6 Dark Blonde	 6RR / 6.66	 6NRv / 6.05	 6RRV / 6.662		 6BA / 6.8	
5 Light Brown	 5RR / 5.66	 5NRv / 5.05			 5BA / 5.8	
4 Medium Brown			 4RRV / 4.662	 4W / 4.22		
3 Dark Brown	 3RR / 3.66			 3W / 3.22		
2 Darkest Brown						
1 Black				 1W / 1.22		

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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

YOUTHLOCK

PERMANENT CRÈME COLOR SHADE CHART



NN NATURAL NATURAL (.00)	NNA NATURAL NATURAL ASH (.001)	NNW NATURAL NATURAL WARM (.0077)	NNG NATURAL NATURAL GOLD (.003)	NNWC NATURAL NATURAL WARM COPPER (.0074)
10NN / 10.00			10NNG / 10.003	
9NN / 9.00	9NNA / 9.001		9NNG / 9.003	9NNWC / 9.0074
8NN / 8.00		8NNW / 8.0077	8NNG / 8.003	
7NN / 7.00	7NNA / 7.001		7NNG / 7.003	7NNWC / 7.0074
6NN / 6.00	6NNA / 6.001	6NNW / 6.0077	6NNG / 6.003	6NNWC / 6.0074
5NN / 5.00	5NNA / 5.001		5NNG / 5.003	5NNWC / 5.0074
4NN / 4.00		4NNW / 4.0077	4NNG / 4.003	4NNWC / 4.0074
	3NNA / 3.001			
2NN / 2.00				

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				
8N / 8.0	8NA / 8.01		8NWB / 8.07	8NG / 8.03	8NC / 8.04	
7N / 7.0	7NA / 7.01	7NV / 7.02	7NWB / 7.07		7NC / 7.04	
6N / 6.0	6NA / 6.01		6NWB / 6.07	6NG / 8.03	6NC / 6.04	6NBA / 6.08
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® 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				 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					







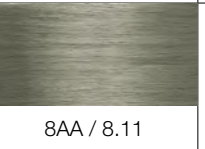




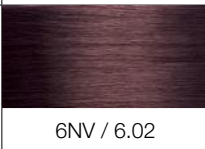



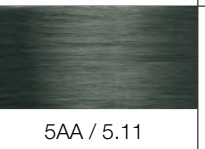



EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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)
10 Lightest Blonde	 10N / 10.0				
9 Light Blonde		 9NA / 9.01		 9NV / 9.02	 9NB / 9.072
8 Blonde	 8N / 8.0	 8NA / 8.01	 8AA / 8.11		
7 Medium Blonde	 7N / 7.0				 7NB / 7.072
6 Dark Blonde	 6N / 6.0	 6NA / 6.01		 6NV / 6.02	 6NB / 6.072
5 Light Brown	 5N / 5.0	 5NA / 5.01	 5AA / 5.11		
4 Medium Brown	 4N / 4.0			 4NV / 4.02	
3 Dark Brown	 3N / 3.0				
2 Darkest Brown					
1 Black					








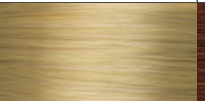








EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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

LUMISHINE®

DEMI-PERMANENT LIQUID COLOR SHADE CHART



	NWB NATURAL WARM BEIGE (.07)	NG NATURAL GOLD (.03)	G GOLD (.3)	NC NATURAL COPPER (.04)	WC WARM COPPER (.774)
10 Lightest Blonde	 10NWB / 10.07	 10NG / 10.03			
9 Light Blonde	 9NWB / 9.07		 9G / 9.3		
8 Blonde		 8NG / 8.03		 8NC / 8.04	
7 Medium Blonde	 7NWB / 7.07		 7G / 7.3	 7NC / 7.04	 7WC / 7.774
6 Dark Blonde	 6NWB / 6.07	 6NG / 6.03		 6NC / 6.04	 6WC / 6.774
5 Light Brown					 5WC / 5.774
4 Medium Brown	 4NWB / 4.07				
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



	CCR COPPER COPPER RED (.446)	RR RED RED (.66)	RRV RED RED VIOLET (.662)	V VIOLET (.2)	VV VIOLET (.22)
10 Lightest Blonde				 10V / 10.2	
9 Light Blonde				 9V / 9.2	
8 Blonde		 8RR / 8.66			
7 Medium Blonde				 7V / 7.2	
6 Dark Blonde	 6CCR / 6.446				
5 Light Brown			 5RRV / 5.662		
4 Medium Brown		 4RR / 4.66			
3 Dark Brown					 3VV / 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



	VG VIOLET GOLD (.23)	PV PLATINUM VIOLET (.92)	BV BLUE VIOLET (.82)	SB SILVER BLUE (.8)	CLEAR
10 Lightest Blonde					
	10VG / 10.23	10PV / 10.92	10BV / 10.82	10SB / 10.8	CLEAR
9 Light Blonde					
	9VG / 9.23	9PV / 9.92	9BV / 9.82	9SB / 9.8	
8 Blonde					
	8VG / 8.23	8PV / 8.92			
7 Medium Blonde					
			7BV / 7.82	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

Enhance your haircolor and lightening services with Joico's Defy Damage® Detox Shampoo and KBOND20™ Power Masque. Working in synergy to remove metals and trace minerals while building bonds, this dynamic duo promotes healthy-looking hair and ensures optimal color protection.



- 1 Prior to your color or lightening service, cleanse the hair using Defy Damage **Detox Shampoo** to eliminate copper, hard water buildup, trace minerals, and other impurities.



- 2 Dry the hair thoroughly, then proceed with your color or lightening service following the recommended guidelines.



- 3 Rinse or shampoo the hair accordingly.



- 4 Apply Defy Damage **KBOND20 Power Masque** to strengthen hair bonds and safeguard your color service. Leave the masque in for 2-5 minutes before rinsing thoroughly.

POST-COLOR CARE

All LumiShine haircolor formulas must be shampooed out of the hair after processing. Once processing is complete, rinse the haircolor out thoroughly. Shampoo and condition using your preferred Joico products. Rinse the hair thoroughly and gently squeeze out excess water. Towel-dry the hair and style as desired.



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