

JOICO

NEW COLOR INTENSITY ERASER

DIRECT DYE/SEMI-PERMANENT COLOR REMOVER



ERASE WITH EASE

Pastels or brights? Unicorn or Pinwheel technique? Which hot new haircoloring trend will your clients jump on next? Thanks to Joico's **NEW** Color Intensity Eraser, color-obsessed clients can now change their custom color quickly and easily while leaving locks gleaming in healthy condition! In 30 minutes or less, our brilliant K-PAK® Keratin-enriched formula lifts direct dyes, leaving hair ready (and *joifully* waiting) for its next color transformation.

WHY YOU'LL LOVE IT

- Easy one-step direct dye removal in 30 minutes or less
- Creamy, drip-free formula is a breeze to apply and stays put through processing
- Cuticle-nourishing K-PAK® proteins help condition & protect hair during lifting, for healthier post-service results*

TECH SAVVY

Arginine: Vital amino acid helps boost lifting power and guard against breakage.

K-PAK Keratins: Hair-identical proteins help protect hair's integrity.

*Follow with the K-PAK Color Therapy regimen.

THE HOW-TO

Color Intensity Eraser is mixed with 20 Volume (6%) Veroxide® or LumiShine™ Developer.

In a non-metallic bowl, mix one full Color Intensity Eraser packette with 3 oz of 20 (6%) Volume Veroxide or LumiShine Developer.

Using a color brush, apply ONLY to hair that has been prelightened and treated with direct dyes or semi-permanent haircolor.

Process for up to 30 minutes at room temperature, checking every 5 minutes until desired result is achieved.

Thoroughly rinse Color Intensity Eraser from the hair, shampoo with K-PAK® Color Therapy™ Shampoo, then follow with K-PAK Cuticle Sealer (optional) and K-PAK Color Therapy Conditioner.

† Only recommended for direct dye / semi-permanent haircolor removal.
Color Intensity Eraser will lift natural pigment.

FAQ

Q. Does Color Intensity Eraser remove all Color Intensity shades?

A. Yes! Color Intensity Eraser is designed and recommended to completely remove Color Intensity shades from prelightened hair. When removing red Color Intensity shades, it may not erase all residual color but will remove enough red to create an even canvas on which to apply a new shade.

Q. Do I have to mix Color Intensity Eraser with 20 (6%) Volume developer? Can it be mixed with 10 (3%) Volume developer or water?

A. To erase vibrant, rich Color Intensity shades from prelightened hair in 30 minutes or less, we recommend mixing with 20 (6%) Volume developer. You may use 10 (3%) Volume developer or warm water when removing pastel shades or highly faded Color Intensity shades. In essence: the lower volume you use, the more gentle the direct dye removal.

Mixture	Intensity of Dye to be Removed
Color Intensity Eraser & 20 Volume	Vibrant, intense, deep dye removal
Color Intensity Eraser & 10 Volume	Faded, softer, medium vibrancy dye removal
Color Intensity Eraser & H ₂ O	Highly faded or pastel dye removal

Q. Can I use Color Intensity Eraser to remove another company's semi-permanent shades?

A. Yes! Color Intensity Eraser is highly effective for the removal of direct dyes in semi-permanent haircolors.

Q. Can I remove demi-permanent or permanent haircolor with Color Intensity Eraser?

A. This is not recommended.

Q. Can I use Color Intensity Eraser to remove direct dye treated hair in isolated areas of the hair?

A. Yes! Due to a creamy, no-drip consistency, working with Color Intensity Eraser in isolated areas of the hair is a breeze! You can apply it in foil or freehand to remove direct dyes in only specific areas of your design.

Q. Can I use Color Intensity Eraser on hair that has not been prelightened?

A. This is not recommended; Color Intensity Eraser will lift pigment from natural hair.