

JOICO



COLOR INTENSITY

5 METALLIC SEMI-PERMANENT SHADES

NEW

# METALLIC MUSE

COLLECTION

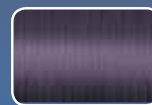
WHAT HAPPENS WHEN REFLECTIVE METALS MEET COLOR INTENSITY? INSTANT ATTRACTION!

Introducing Joico Color Intensity Metallic Muse Collection, five new impossible-to-resist shades that perfectly mimic the muted luster of liquid metal.

Think fresh, modern, multidimensional cool- and warm-toned metallized hues such as:



MOONSTONE



VIOLET



BRONZE



MAUVE QUARTZ



PEWTER



# SHOW YOUR METAL!



## WHY YOU'LL LOVE IT

- Modern, multidimensional metallic hues that last through 15 shampoos
- Reconstructs as you color with K-PAK's exclusive Quadramine Complex® for guaranteed healthier-looking hair after every color service
- Ultra nourishing Kukui Nut Oil leaves hair gorgeously conditioned + amps up shine
- Can be mixed with all Color Intensity shades

## EASY BRILLIANCE IN EVERY TUBE

### PRELIGHTEN

For best results, use the Metallic Muse shades on hair prelightened to the palest yellow or Level 10. Because most of the Metallic Muse shades are smoky and muted, it's important to lift hair beyond the orange-yellow/orange stage.

### CREATIVE TIPS

When "melting" two metallic shades together, immediately massage the point where the two colors meet. For an even result, apply Metallic Muse shades in small sections, thoroughly saturating hair.

### TONE

After lightening, tone hair with Vero K-PAK Color TSB, Vero K-PAK Chrome V9, or LumiShine Demi-Permanent Liquid Color 9V\*, 10BA\* or 9BA\* to create the perfect base for the metallic shades to shine.

\*Coming soon!

### APPLY

Apply to dry hair. Take small sections ¼-inch (½ cm) from the scalp, being sure to saturate strands with color. Process at room temperature for 20 minutes.

### MAINTENANCE

For maximum longevity, use Joico Color Co+Wash intermittently with your favorite color-saving Joico regimen (K-PAK Color Therapy, Color Balance, Color infuse or Color Endure).

**NOTE:** Because Metallic Muse shades use pigment blends combined with iridescent mica, the formula in the bowl may not reflect your final result. This creamy metallic formula creates a shimmering look in the bowl and during process, then rinses cleanly from strands.



No developer required

Do not mix with LumiShine, Vero K-PAK Color or Vero K-PAK Chrome shades  
Wear gloves to avoid staining



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