

JOICO



COLOR
INTENSITY

TROPICS

COLLECTION



2 **NEW** WILDLY HOT HUES
+ BEST-SELLING PEACH & ORCHID



TECHNIQUE GUIDE

DISCOVER A NEW SPECTRUM OF BRILLIANT COLOR WITH JOICO COLOR INTENSITY, NOW AVAILABLE IN OVER 30 LONG-LASTING, SEMI-PERMANENT SHADES OF CONCENTRATED, VIBRANT PIGMENT.



WHY YOU'LL LOVE IT

- Apply them straight from the tube, or mix and mingle shades to your heart's content for endless creative possibilities.
- Reconstructs with Quadramine® Complex for guaranteed healthier-looking hair after every color service
- Ultra-nourishing Kukui Nut Oil leaves hair gorgeously conditioned + amps up shine
- Our intensely concentrated pigments designed to help you create over-the-top vibrancy that lasts up to 20 shampoos*

RECOMMENDED PRELIGHTENING GUIDE

COLOR INTENSITY SHADE	PRELIGHTENED HAIR LEVEL
Light Purple, Soft Pink, Titanium, Rose, Sky, Mint, Peach, Lilac, Moonstone, Mauve Quartz, Pewter, Violet	Level 10
Orchid, Pink, Black Pearl, Mermaid Blue, Yellow, Hot Pink, Peacock Green, Bronze	Level 9
True Blue, Kelly Green	Level 8
Cobalt Blue, Sapphire Blue, Fiery Coral, Orange, Indigo, Amethyst Purple, Ruby Red, Magenta, Red	Level 7 and lighter



LARISA LOVE

CosmoProf Brand Ambassador
Larisa Love Salon, Owner

“I want nothing more than to make my clients feel beautiful and alive. I love the essence of art behind hair transformations and the feeling my clients have when they see their new look.”

Follow Larisa Love's signature color melt technique below to re-create the cover model look!

Inspired by this summer's bright and bold color patterns of the tropics? This kit features two **NEW** shades: Kelly Green is perfect for recreating the stunningly rich botanical greens only found in the heart of a jungle paradise. **NEW** True Blue will cool you down with its deep and dreamy island ocean hue.



Keep the tropical vibe going by adding bestselling Peach and Orchid to the mix. A nod to your favorite exotic fruits and flowers, these shades can be used directly from the tube, or mixed to your heart's content—the creative possibilities are endless!

PRELIGHTENING FORMULAS

NAPE AREA UP TO OCCIPITAL

Blonde Life Lightening Powder
with 20 Volume LumiShine Developer

OCCIPITAL AROUND TO SIDES

Blonde Life Lightening Powder
with 25 Volume LumiShine Developer
(mix ½ 20 Volume and ½ 30 Volume together)

CROWN TO HAIRLINE

Blonde Life Lightening Powder
with 30 Volume LumiShine Developer

TONING FORMULA

2 part LumiShine Demi-Liquid 9NV
+ 1 part LumiShine Demi-Liquid 10N
+ 3 drops of LumiShine Demi-Liquid 1NV
with 3 parts 5 Volume LumiShine Developer.

COLOR INTENSITY SHADES USED



TRUE BLUE



KELLY GREEN



ORCHID



PEACH

STEP 1 PRELIGHTEN

Lift hair to a level 9 with
prelightening formulas

STEP 2 TONE

Apply toning formula to hair and
let process for 5 to 20 minutes
until an icy platinum is reached.



STEP 3 SHADOW ROOT

Start with the hair in a center part with three sections: one on either side of the part from the back of the ears forward, and one in the back.



3A Using True Blue, start at the center part, apply a shadow root in a teardrop shape at the top front of the head approximately 2 inches from the scalp, and move 4 inches from the scalp in back at the nape.



3B Apply meche over the top, and continue to apply the shadow root in the back section, bringing the color down about 3 to 4 inches. Lay each section over the meche as you are working downward towards the hairline.



3C As you apply the shadow root, take thin, see-through slices so you get an even saturation. This is important to avoid missed spots.

STEP 4 BACK



4A After the shadow root is applied in the back, take the back section down, and part it horizontally just below the ear across the back with a large zig zag weave.



4B Take a fine weave from the zig zag and clip it out of the way.



4C On the larger bottom section, apply Intensity Kelly Green from the ends through the True Blue shadow root. Scissor your fingers where the colors meet to melt shades together.



4D Next, take the smaller weave section and melt Peach from the True Blue through the ends.



TIP Make sure to apply meche between the colors so they don't bleed.



4E Next, take a second large, horizontal, zig zag parting from ear to ear; then take a fine weave from the top of this section and pin it away.



4F Apply Kelly Green to the large bottom zig zag section from the ends, melting into the True Blue. Now, take your fine-weave section down and melt in Orchid.



4G Continue until you reach the top of the head, alternating between Orchid and Peach as your highlights, and Kelly Green as your base. You should end up with about 4 of these sections.

STEP 5 FRONT RIGHT



5A Apply the shadow root with True Blue from the center down towards the ear. For the front sections, keep the teardrop shape in mind and bring the color out about 1½ to 2 inches from the scalp.



5B Just above the ear, take a larger diagonal back slice, then a smaller weave from the top of the slice and pin it away. The weave should be thicker in front and thinner towards the back.



5C Melt Kelly Green into the True Blue on the bottom section of the slice. Then, apply Orchid to the smaller weave section. Remember to place meche between your colors!



5D Next, take a diagonal back slice above the last section; use the same weave technique to melt Kelly Green on the bottom section and Peach on top.

TIP Having thicker weaves towards the front will give you those “money pieces” where the accent color will pop. The thinner weaves towards the back help blend the front and back sections together.



5E Repeat again on the top slice (pinned away), but this time use Orchid as your accent color.

Repeat the entire technique on the other side.



COMPLETE APPLICATION Let this process for 25 minutes, then shampoo and rinse with Joico Color Co+Wash to keep the shades vibrant.



FOR 3X MORE COLOR PROTECTION, send client home with Joico's Color Co+Wash Whipped Cleansing Conditioner to help maintain color vibrancy.

COLOR INTENSITY MIXOLOGY

Feeling Inspired? Sit under the sun, relax, and take a hue cue from Joico Artistic team member, Brandon Corbitt, who encourages you to create your very own color. Just one look at these wildly stunning shades, and you'll envision your favorite tropical getaways.

“Go **BOLD!** I was inspired to create this collection by the tropical richness of these two new shades. From a deep ocean blue to a deep lush green, these colors are sure to expand your Intensity universe.”

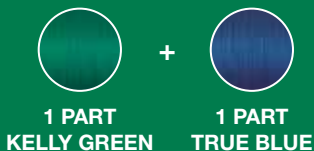


Brandon Corbitt
Joico Guest Artist

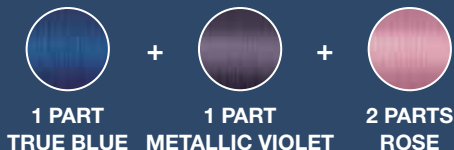
GREENERY (PANTONE COLOR OF THE YEAR)



PALM PRINT



TROPICAL STORM



KEY WEST



1 PART
KELLY GREEN

+



2 PARTS
MINT

+



1 PART
SKY

TAHITIAN PEARL



2 PARTS
KELLY GREEN

+



1 PART
COBALT BLUE

+



2 PARTS
ORCHID

BORA BORA



1 PART
TRUE BLUE

+



2 PARTS
CLEAR

+



1 PART
MINT

BIRDS OF PARADISE



1 PART
ORCHID

+



1 PART
ROSE

+



1 PART
SKY

PASSION FLOWER



2 PARTS
KELLY GREEN

+



1 PART
MAGENTA

+



1 PART
PINK

GUAVA PINK



1 PART
BRONZE

+



2 PARTS
PEACH



ERASE WITH EASE!

COLOR INTENSITY ERASER LIFTS DIRECT DYES / SEMI-PERMANENT COLOR IN 30 MINUTES OR LESS!