

JOICO



**BLONDE**  
LIFE™

PLATINUM  
POWER BLONDE  
TECHNIQUE

# PLATINUM POWER BLONDE

“A modern platinum blonde-shell who’s as confident in a boardroom downtown as she is at a ritzy party in the hills... Beverly Hills!” That was Joico Celebrity Colorist, Denis De Souza’s, ambitious vision for this seemingly high-maintenance blonde look. And now, thanks to Joico’s NEW Blonde Life Lightening Powder that lifts 9+ levels in a single hair-nourishing step, pulling off this platinum stunner is a breeze.



## BEFORE

Pre-color the base with Formula 1 to create an icy-looking natural blonde canvas.

## FORMULA 1

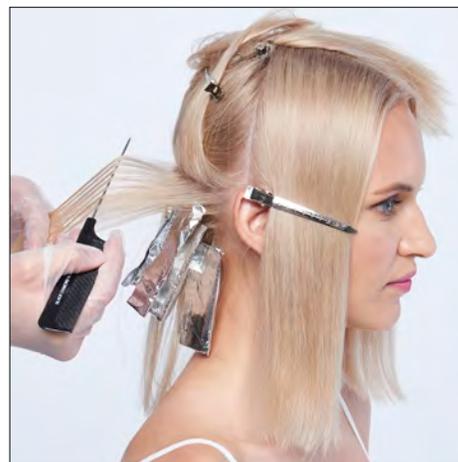
LumiShine Permanent Crème Color in 9BA (9.8) with 10 Volume (3%) LumiShine Developer (to create an ultra-cool blonde base)

## FORMULA 2

NEW Blonde Life Lightening Powder with 10 Volume (3%) LumiShine Developer (for glowing, healthy-looking platinum highlights)

## FORMULA 3

LumiShine Liquid Demi-Permanent Color 10BA (10.8) with 5 Volume (1.5%) LumiShine Developer (for a nourishing gloss that will bring out the best in your blonde)



## STEP 1

Add dimension by taking horizontal micro-weave sections at the nape with Formula 2 from scalp to ends.



## STEP 2

Continue working upward toward the occipital bone with Formula 2. Start on the right side then move to the left, leaving natural hair between the foiled sections to keep your blonde looking natural. You should have approximately five foiled sections on each side.



## STEP 3

Take a  $\frac{3}{4}$ -inch square parting above the occipital bone in the center back.



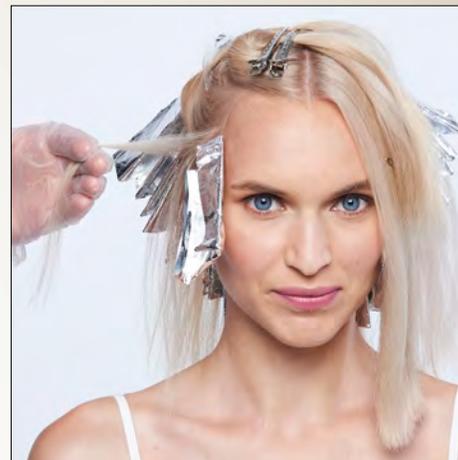
## STEP 4

Using Formula 2, continue working in back-to-back horizontal micro-weave sections toward the center top.

# TECHNIQUE



View of completed back section.



## SIDES

Take a small section that's 3 inches wide from the front fringe area and pin it out of the way for now.



## STEP 5

Starting with a vertical micro-weave section at the hairline, work toward the ear pivoting gradually upward. Sections will become vertical-diagonal and then horizontal (parallel to the center part).



## TIP

Incorporate fine slices with micro-weave sections from the corner of the brow to the temple.



## STEP 6

Repeat the process on the opposite side, leaving out the fringe.

# TECHNIQUE



View of completed side sections.



## STEP 7

Place back-to-back horizontal micro-weave slices, starting at the hairline and working upward. Place foils close to the scalp and apply Formula 2 as close to the scalp as possible. Repeat for approximately three foils.



View of completed technique.



Process color, then shampoo with Blonde Life Brightening Shampoo. Rinse, apply K-PAK Cuticle Sealer, wait 5 minutes, then rinse hair again.



## STEP 8

Apply Formula 3 and process for up to 15 minutes. Rinse hair, then shampoo with Blonde Life Brightening Shampoo. Apply Blonde Life Brightening Masque for 2 – 5 minutes, then rinse and style hair as desired.