

JOICO



NEW WAYS TO #GETGLOSSY

LUMISHINE®

REPAIR+ DEMI-PERMANENT LIQUID COLOR

BUSINESS BUILDING BROCHURE



LUMISHINE®

REPAIR+ DEMI-PERMANENT LIQUID COLOR

GET THE GLOSS THAT OUTSHINES

Loving LumiShine Demi-Permanent Liquid's heart-stopping shine and straight-from-the-bottle perfection? Get ready to fall head-over-heels... again.

Introducing 11 NEW swoon-worthy shades of Joico LumiShine Demi-Permanent Liquid Color—the color stylists voted their #1 at the 2016 Stylist Choice Awards.

Joico LumiShine's breakthrough **ArgiPlex Technology** transforms from the inside out, leaving hair with up to 2x the shine* and 100% replenished and restrengthened.**

WHY YOU'LL LOVE IT

- Outstanding color, shine and condition in one service
- Amazing versatility: refreshes faded color, tones, blends away gray, boosts shine
- Intermixable, easy-to-use palette
- Gentle pH balanced, ammonia-free formula



11 NEW SHADES!



* Vs. untreated hair.

** Based on laboratory testing of damaged hair.

LUMISHINE® DEMI-PERMANENT LIQUID SHADE CHART

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

	N NATURAL (.0)	NWB NATURAL WARM BEIGE (.07)	NA NATURAL ASH (.01)	NG NATURAL GOLD (.03)	NV NATURAL VIOLET (.02)	NC NATURAL COPPER (.04)	R RED (.6)	V VIOLET (.2)	VV VIOLET (.22)	CLEAR
10 Lightest Blonde						NEW				
	10N / 10.0	10NWB/10.07		10NG/10.03		10NC/10.04				CLEAR
9 Light Blonde			NEW					NEW		
		9NWB/9.07	9NA / 9.01		9NV / 9.02			9V / 9.2		
8 Blonde						NEW				
	8N / 8.0		8NA / 8.01	8NG / 8.03		8NC / 8.04				
7 Medium Blonde								NEW		
		7NWB/7.07				7NC / 7.04		7V / 7.2		
6 Dark Blonde					NEW					
	6N / 6.0	6NWB/6.07	6NA / 6.01	6NG / 6.03	6NV / 6.02	6NC / 6.04	6RR / 6.66			
5 Light Brown			NEW							
	5N / 5.0		5NA / 5.01	5NG / 5.03						
4 Medium Brown		NEW				NEW				
		4NWB/4.07				4NC / 4.04	4RR / 4.66			
3 Dark Brown			NEW						NEW	
	3N / 3.0		3NA / 3.01						3V / 3.22	
2 Darkest Brown										
1 Black										
					1NV / 1.02					

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

BUILD YOUR BUSINESS WITH LUMISHINE® DEMI-PERMANENT LIQUID COLOR

Want to increase your salon service menu? Maximize revenues? Push your creativity? Lumishine Demi-Permanent Liquid Haircolor will help get you there, with glossy, healthy, long-lasting results that you can customize to your heart's content. Enhance your clients' hair with our demi-permanent gloss, glaze, top coat, toning, or refresher service, and watch as your customized, dimensional results come to life.

BUILD YOUR SALON REVENUE AND EXPAND YOUR MENU WITH SERVICES THAT HELP YOUR CLIENTS #GET GLOSSY!

DOLLARS + DIMENSION = LUMISHINE DEMI-PERMANENT LIQUID SERVICES

- Enhances natural or color-treated hair without lift
- Refreshes faded hair lengths
- Beautifully blends gray hair
- Adds longevity, rich dimension, and stunning surface shine to all your color services
- Refines unwanted tones and delivers 2X the healthy shine to pre-lightened hair
- Adds a glaze, gloss or top coat to any hair treated with lightener, permanent waves, or smoothing services
- Reduces pH and porosity on pre-lightened hair before a Joico Color Intensity service

COLOR REFRESHING SERVICE:

THE PERFECT RETOUCH SOLUTION

Your client comes in to cover her gray. That's the perfect moment to add luminous, rich, ultra-shiny color to those faded mid-lengths and ends with our demi-permanent liquid haircolor. Just apply while the retouch is processing and watch as our beautiful, shiny, deposit-only color brings out a long-lasting and healthy gleam.

TINT BACK:

LumiShine Demi-Permanent Liquid Haircolor is the ideal way to return clients with over-processed, faded hair to their desired deeper shade. From washed-out blondes to discolored redheads and brunettes, LumiShine tint backs transform each strand with rich, dimensional hues, allowing color to gradually fade on tone while delivering healthy, dramatic shine.

RECOMMENDED "BUILDING BLOCK" FORMULAS FOR EVERY LEVEL:

1 oz 10NG	+	1 oz 10NC	+	2 oz 5 volume (1.5%) developer
1 oz 8NG	+	1 oz 8NC	+	2 oz 5 volume (1.5%) developer
1 oz 8NG	+	1 oz 7NC	+	2 oz 5 volume (1.5%) developer
1 oz 6NC	+	1 oz 6RR	+	2 oz 5 volume (1.5%) developer
1 oz 6NG	+	1 oz 4RR	+	2 oz 5 volume (1.5%) developer
1 oz 6NG	+	1 oz 3N	+	2 oz 5 volume (1.5%) developer

Constructing color gradually by replacing what's missing is the key to perfection. Think of these building block shades as the cornerstone of your target look; without them, you run the risk of creating unflattering, unpredictable, fast-fading color. To avoid surprises, always use the consultation time to educate your client about the possibility of multiple color steps, and explain why they're fundamental to achieving the desired look.

LUMISHINE® DEMI-PERMANENT LIQUID COLOR BUSINESS TIPS AND TRICKS

GLAZING/GLOSSING & TOP COATS:

IDEAL FOR ALL CLIENTS WHO DESIRE DRAMATIC SHINE AND A HEALTHY DOSE OF GORGEOUS COLOR. A PERFECT ADD-ON TO HIGHLIGHTS, LIGHTENING, PERMANENT WAVE, AND STRAIGHTENING SERVICES.

Clients with high-pH services—including both lightening and texture shifts—as well as those who simply have dull, dry, fragile hair, always benefit from a boost of rich color and healthy shine...the kind you get with LumiShine which is fortified with strength-building Arginine. Choose from an exciting palette of intermixable, ammonia-free, pH-balanced shades.

TONE	NUMBER/LETTER	DESCRIPTION
Natural	.0/ N	A combination of red, yellow and blue tones that create perfectly balanced, natural blonde and brown results at each level. Can be mixed with other tones to soften or subdue any haircolor result. Use them for: Balanced gray blending when mixed with violet, copper or red shades. Create customized, perfectly balanced glaze, gloss an top coat formulas!
Natural Warm Beige	.07/ NWB	Natural bases combined with warm-beige tones resulting in a soft-light to deep-caramel finish. Use them for: To create buttery, dimensional blonde tones and caramelized warm-brunette hues.
Natural Ash	.01/ NA	Natural bases combined with cool ash (green) undertones make these shades perfect to counter-balance warmth. Use them for: Glazing, glossing, or top coats to create cool, ash blondes and balanced brunettes without a trace of warmth.
Natural Gold	.03/ NG	Natural base tones combined with warm gold tones for stunning golden blondes and brunettes. Use them for: Glazing, glossing and toning with a warm golden blonde or brunette finish. A key building block for repigmentizing hair during color correction at the lightest levels.
Natural Violet	.02/ NV	Natural base tones combined with violet tones, resulting in rich, smoky, cool blondes and brunettes. Use them for: Toning blondes when a balanced, but cool end result is desired; or for glazing and glossing light to dark brown hair with a cool, smokey, slightly violet end result.
Natural Copper	.04/ NC	Soft natural bases combined with spicy copper tones make these shades perfect for warming up faded, drab hues. Use them for: The lightest soft-warm blondes to deep natural-copper shades. Also perfect for tint back formulas.
Natural Red Violet	.05/ NRv	Natural base tones combined with red (predominate tone) and cool violet (secondary tone), creating a perfect cool red-brown result. Use them for: Glazing and glosses that add cool drama to boring brunettes and faded, too warm cherry wood shades. Also amazing to use as a top coat over your fresh auburn permanent color service to seal the cuticle and add a rich, cool layer of glossy red-brown color.
Copper	.4/ C	Vivid shades designed with pure copper tones that do not have natural bases. Use them for: Color correction and tint backs to fill in missing pigments. Also, amazing as a top coat, glaze or toner over blonde, copper and brown hair to seal, shine and add spicy tones at all levels!
Red	.6/ R	Rich shades designed with red tones that do not have natural bases. Use them for: The ultimate top coat after every red permanent color service to add longevity, shine and a stunning dose of pure red, power-pigment... Your red's will outlast and outshine all others!
Violet	.2/ V	Pure, rich violet tones neutralize warmth on blondes and are also used to produce violet-tinted fashion looks. Use them for: 9V is the quintessential toner for cool blonde hair, without a trace of those unflattering yellow tones. Adds a smoky, cool element to natural shades, and produces violet and deep-purple effects when used as a glaze over medium to dark hair.

TONING:

IDEAL FOR CLIENTS RECEIVING ANY AND ALL LIGHTENING SERVICES.

Toning following a highlight, balayage, or ombré service is the ultimate multitasker: LumiShine will smooth the hair shaft, return strands to their proper pH level, remove or enhance warmth and coolness, and add incredible shine. Even better, the consistent results serve as your perfect PR tool: Watch as clients rave about the look and feel of their healthy blonde hair, creating a positive word of mouth that helps expand your customer base.

Client Has:	Client Wants:	Refine or Enhance with:
Pale blonde	Honey blonde	Enhance with: 1 part 10NWB +½ part 8N
Rich brunette base and fine highlights	Caramel highlights	1 part 10NC + 1 part 7NWB
Light blonde with too much yellow	Perfectly balanced light blonde	9V
Lightest blonde that lacks balance	Light, creamy blonde that's neither warm nor cool	10N
Plain blonde hair	Strawberry blonde hair	1 part 10NC + 1 part 8NC



*Remember Clear is the perfect tool to adjust the intensity for all your toner formulas!

**All formulas mixed with 5 Volume (1.5%) LumiShine Developer

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Visit Joico.com for step-by-steps, formulas and videos.

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