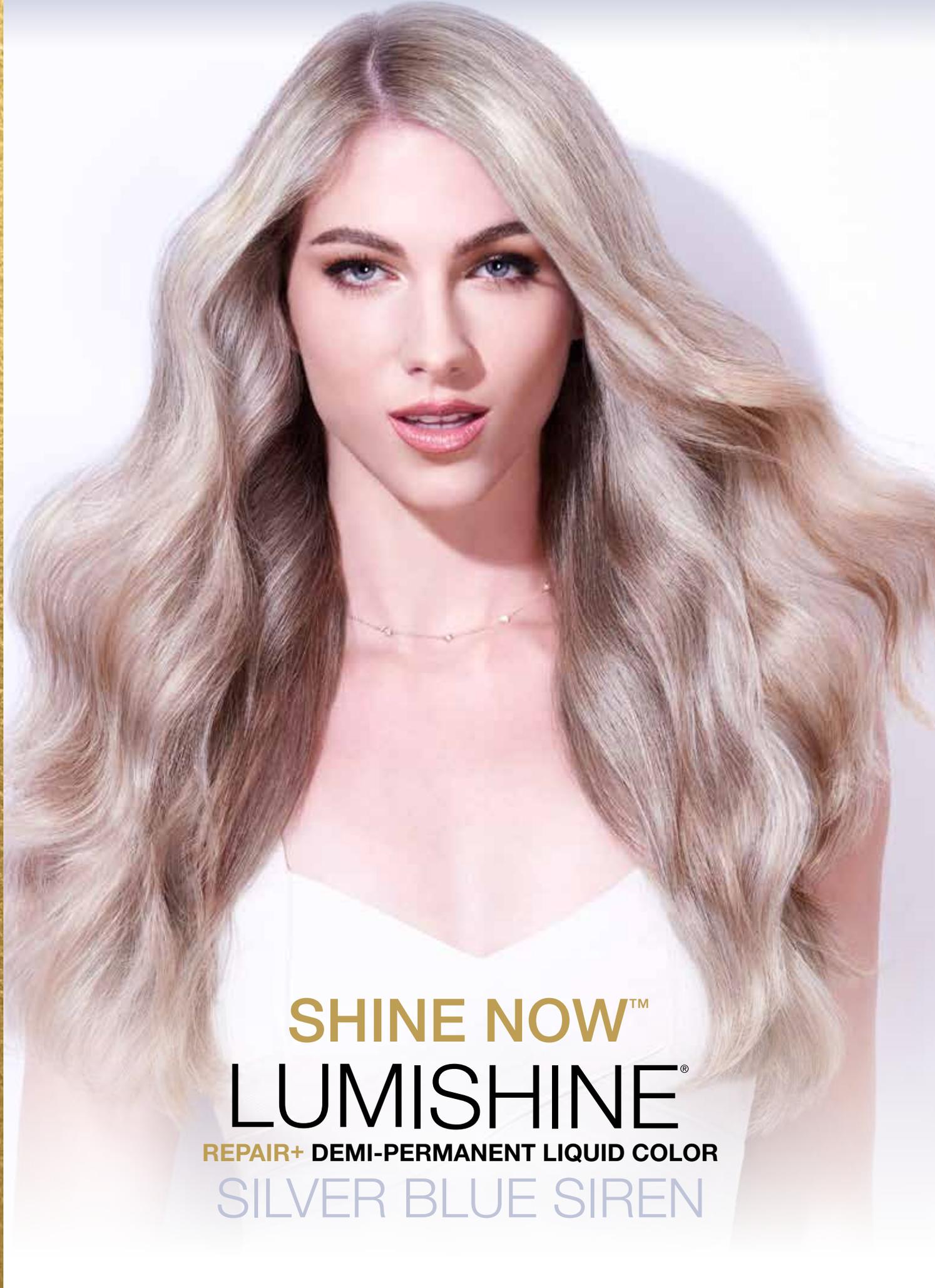


JOICO



**SHINE NOW™**  
**LUMISHINE®**  
REPAIR+ DEMI-PERMANENT LIQUID COLOR  
SILVER BLUE SIREN

**NEW**  
**LUMISHINE**<sup>®</sup>  
**REPAIR+ PERMANENT CRÈME COLOR**  
**SILVER BLUE SIREN**



Finally, the “silver bullet” in the battle against brass is here. Introducing LumiShine’s Silver Blue Series, an arsenal of silver-blue based demi-permanent liquid shades that deliver Joico’s iciest, coolest results ever plus the proven healthy hair-power of our exclusive ArgiPlex™ Technology.

With a shade range from the palest Level 10 silver to the deepest Level 1 blue-black, the Silver Blue Series does it all: use it to tone platinum blondes, cancel unwanted warmth on dark blondes, or eliminate even the slightest bit of brassiness on the deepest brunette and black hair. Brass doesn’t stand a chance!

And with breakthrough ArgiPlex Technology, LumiShine restrengthens and replenishes hair 100%\*, delivering astonishing shine, color longevity, and overall healthier hair—guaranteed.

**The NEW LumiShine® Silver Blue Series**



**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 with other LumiShine shades
- Gentle, pH balanced, ammonia-free formula

\* Based on laboratory testing of damaged hair.

**THE HOW-TO**

SHADE	GLAZE SERVICE IDEAS	REFRESH SERVICE IDEAS	GRAY ENHANCEMENT
<b>10SB</b> Silver Blue Lightest Blonde	On hair prelightened to the palest yellow, use it to eliminate yellow tones and create the coolest blonde.	Perfect to maintain your coolest, palest blondes.	Enhance palest gray hair to the iciest softest results.
<b>9SB</b> Silver Blue Light Blonde	On hair prelightened to light blonde, use it to eliminate yellow tones and create a cool, light blonde.	Cancels unwanted warmth on medium- to light-blond hair.	Great for light gray enhancement to achieve the “silver fox” look.
<b>7SB</b> Silver Blue Medium Blonde	On hair prelightened to Level 7, use it to neutralize warmth and create a medium, cool blonde.	Cancels unwanted warmth on medium- to light-blond hair.	Enhance medium gray for a steel tonal result.
<b>6SB</b> Silver Blue Dark Blonde	Perfect for neutralizing warmth on Level 6 dark blonde.	Neutralizes orange/ red tones on Level 6 and darker. Perfect to refresh faded, brassy hair lengths.	Enhance deeper gray hair for a “gunmetal” look.
<b>1BS</b> Blue Silver Black	Perfect blue-black shade when applied over dark- to medium- brunettes.	Perfect to maintain clients who desire true blue-black results.	Transform gray hair to the deepest, blue black result.



**SILVER BLUE SIREN**

Mirror, mirror, on the wall, who’s the fairest and coolest of them all? With LumiShine’s NEW Silver Blue Series, it can be any brunette who sits in your chair. Look and learn as Joico Global Artist Ricardo Santiago uses our new ultra-cool palette to take this mid-range mane from dull to dazzling... with NO BRASSINESS!

**COLOR FORMULAS**

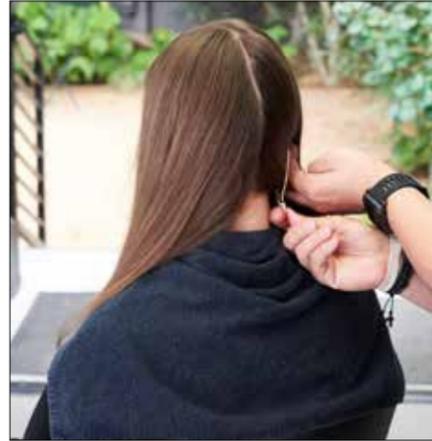
- Prelightening Formula:** Joico Blonde Life® Lightening Powder with LumiShine 20 (6%) Volume Developer
- Gloss Formula 1:** 2 oz (60 ml) LumiShine Demi-Liquid 7SB + 1 pearl-sized drop LumiShine Demi-Liquid 6SB with 2 oz (60ml) LumiShine 5 (1.5%) Volume Developer
- Gloss Formula 2\*:** 3 oz (90 ml) LumiShine Demi-Liquid 9SB + 2 oz (60 ml) LumiShine Demi-Liquid 10SB with 5 oz (150ml) LumiShine 5 (1.5%) Volume Developer

\* 10 oz. (300 ml) of mixed Demi-Liquid color used because of model’s hair length and density. You may need to adjust measurement based on your client’s hair.

## TECHNIQUE PART 1: PRELIGHTENING



**BEFORE**



**STEP 1: SECTIONING**

Begin with the hair parted down the center all the way to the nape.



**STEP 2: SECTIONING**

Section out a horizontal two-inch (5 cm) parting from the fringe.



**STEP 6**

When you reach the arch of the brow, slice instead of weave. Here, feather Prelightening Formula onto the hair in a soft V shape bringing the lightener slightly away from the scalp in the middle.

**TIP:** When working in wider sections, don't fold your foils, just place another foil on top. This helps save time.



**STEP 7**

Repeat the process until you reach the fringe area.



**STEP 8**

Proceed to the fringe area. Weave a fine section at the hairline, place hair in a foil and feather on Prelightening Formula in a V-shape. This is going to help the hair look natural as it grows out. Continue this process until you finish the fringe section.



**STEP 3**

Starting on the left front-side section, weave a fine diagonal section by the ear. Lay the section on a foil and apply Prelightening Formula from scalp to ends.

**TIP:** For an even look, make sure to completely saturate the hair and take fine sections.



**STEP 4**

Weave another fine diagonal section behind last section and repeat the process working your way up.

**TIP:** When working with long hair, use long foils to save time during application..



**STEP 5**

Continue to weave diagonal sections upward, applying Prelightening Formula scalp to ends until you reach the arch of the brow. Because the sections will get wider as you work your way up, start to double stack or overlap foils to make sure you get even coverage.

**TIP:** When working with long hair, use long foils to save time during application..



**STEP 9**

Repeat this process in the back section of the left side. Start with weaves and continue until you reach the parietal ridge area, then switch to slices. Remember to take diagonal subsections for a seamless blend of color.



**View of finished left section.**



**STEP 10**

Repeat this process on the right side; start on the right front side, then move to the back. Process hair to a Level 9/10 (Pale Yellow). Rinse, then apply Joico Color Balance® Purple Shampoo. Allow the shampoo to deposit on the hair 2-5 minutes, then rinse.

**TIP:** Joico Color Balance Purple will help start the neutralizing process before a toner.

## TECHNIQUE PART 2: GLOSSING



### STEP 11

Towel-dry hair. Gently squeeze the hair, so as to not rough up the cuticle. Use a second towel and squeeze hair again for perfectly towel-dried hair.



### STEP 12

Apply Glossing Formula 1 to the roots and bring it down about an inch (2.5 cm) all over the head (except for the face-framing pieces). For the face-frame, bring the color down a ¼-inch (0.6 cm). This is going to create a shadow root that'll give the look extra dimension.



### STEP 13

Next, apply Glossing Formula 2 through the rest of the hair, making sure to completely saturate the hair.



### STEP 14

Use your fingers to melt the point where the two gloss formulas meet to create a seamless transition.

Process hair for 10 minutes, then shampoo and condition with Joico K-PAK® Color Therapy™. For an extra boost of shine, treat the hair to K-PAK® Color Therapy™ Luster Lock instant shine & repair treatment for 5 minutes.



## COLOR BALANCE® PURPLE

Worried about warmth? With a maximum load of special tone-correcting pigments, our Color Balance Purple regimen sends unsightly brassy-yellow tones packing, helping clients keep their cool at home long after they've stepped out of the salon.

## RESULT

