A WHOLE NEW DIMENSION IN COLOR

With **NEW** LumiShine DD Dimensional Deposit Demi-Permanent Crème Color, you can weave the artistry of depth and dimension into every color creation, while restoring maximum hair health and a whole lot of shine. 20 luscious hues to choose from, creating dimensional color becomes a simple, foolproof, predictable art form. This versatile formula corrects, glosses, tones, lowlights, deepens, covers, and blends gray.

Perfect when:

- You want beautifully conditioned, gleamingly vibrant hair
- You want to revive faded color, or counteract brassiness/yellowing
- You want to cover or blend gray
- You want to create a look of depth and dimension

- You want to lowlight
- You want to color-correct ombré or balayage looks
- You want to correct or fill hair (Natural, Natural Warm Beige, Natural Gold, and Natural Red Gold shades only)
- You want an alternative to permanent haircolor

NEW
LUMISHINE® DD DIMENSIONAL DEPOSIT

REPAIR+ DEMI-PERMANENT CRÈME COLOR

Here's Why You'll Love It…

This unique Demi-Permanent Crème Color conditions even the most damaged hair, infusing each strand with gorgeous, rich, vibrant dimension.

- Delivers up to 2X the shine*
- Reduced breakage** and 100% replenished and restrengthened hair***
- Easy, foolproof, predictable results with every application
- Restores hair health, eliminating concerns about color-service damage
- Nourishing protection seals in moisture, softness, and out-of-this-world shine for up to 30 shampoos****
- Provides a gentle, ammonia-free option
- Gentle, fresh fragrance includes delicious notes of mandarin, iris, jasmine, sandalwood, and Georgia peach

Let's Look Inside…

LumiShine DD Demi-Permanent Crème Color transforms hair from the inside out, delivering the kind of reflective, showcase dimension that can only come from truly healthy, protected hair.

Bond-Building Arginine, a naturally occurring amino acid crucial to hair's strength, helps to protect hair and reduce breakage in every treatment.
ArgiPlex,™ our healthy-hair conditioning technology, builds bonds that help lock in unparalleled color longevity, vibrancy, and shine.
Quadramine® Complex, our exclusive blend of low-molecular weight and size proteins, adheres quickly to maximize reconstruction from cuticle to cortex. The result? Guaranteed healthier-looking hair after each LumiShine color service.

Now Let's Use It…

Transform hair with dimension and depth as LumiShine DD Demi-Permanent Crème Color transforms the health of your hair with foolproof results.

Directions:
To refresh faded hair lengths, glaze/gloss resistant natural or color-treated hair, or add solid but reflective dimension to prelightened hair…
Mixing: 1 part color to 1 part LumiShine 5 volume developer. Apply with a color applicator bottle, or bowl and brush. (When mixing in a bottle, add developer first, then add color, and shake well.)
Process at room temperature or with heat for 5 to 35 minutes, depending on desired look.

To cover gray (Levels 1-5) or blend grey (Levels 6-8)…
Process for 35 minutes at room temperature, or under heat. Rinse thoroughly to remove color, and follow with K-PAK® Color Therapy™ Shampoo and Conditioner.

For Hair Repair…

Pre-color service: Prior to color application, complete steps 1, 2, and 3 of the K-PAK Professional Hair Repair System. Refer to the LumiShine Salon Technical Manual for more information.

Post-color service: Rinse hair thoroughly. Apply K-PAK Color Therapy Shampoo to scalp, massaging well through hair lengths, rinse thoroughly, then towel blot. Apply K-PAK Cuticle Sealer, leave in for 2- 5 minutes, then rinse. Apply K-PAK Color Therapy Conditioner or Luster Lock Instant Shine & Repair Treatment, leave in up to 5 minutes, then rinse thoroughly.

*vs. untreated damaged hair
**combing breakage on damaged hair with K-PAK Color Therapy Shampoo and Conditioner vs. non-conditioning shampoo
***vs. haircolor without ArgiPlex
****when followed with K-PAK Color Therapy Shampoo and Conditioner

LUMISHINE DD DIMENSIONAL DEPOSIT

REPAIR+ DEMI-PERMANENT CRÈME COLOR
SWATCH CHART

	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NG NATURAL GOLD (.03)	NRG NATURAL RED GOLD (.063)	SB SILVER BLUE (.8)
10 Lightest Blonde	10N / 10.0		10NWB/10.07			10SB / 10.8
9 Light Blonde				9NG / 9.03		
8 Blonde	8N / 8.0	8NA / 8.01	8NWB / 8.07		8NRG / 8.063	8SB / 8.8
7 Medium Blonde						
6 Dark Blonde	6N / 6.0	6NA / 6.01	6NWB / 6.07	6NG / 6.03	6NRG / 6.063	6SB / 6.8
5 Light Brown					5NRG / 5.063	
4 Medium Brown						
3 Dark Brown	3N / 3.0	3NA / 3.01		3NG / 3.03		
2 Darkest Brown						
1 Black						1BS / 1.8

N
Adds natural dimension to lightest blonde, dark blonde, and brunette hair.

NA
Adds matte green dimension to blonde and brunette hair to cancel out brassiness and add refinement.

NWB
Adds natural warm beige tones to blondes.

NG
Adds warm gold dimension to over processed or faded blondes and brunettes.

NRG
Adds warm red dimension to faded red blondes and light brunettes.

SB/BA
Adds cool silver-blue dimesnion to faded/brassy blondes and brunettes.

SHADE	IDEAL FOR	TONING OR GLAZING SERVICES	REFRESHING/ TINT BACK OR BALANCING SERVICES	GRAY COVERAGE OR BLENDING SERVICES	LOWLIGHTS & DIMENSIONAL SERVICES
10N	Levels 7 & Lighter	For natural blonde results on hair prelightened to Levels 8-10	Refresh faded blonde to a natural blonde result	Gray blending to deposit natural, lightest blonde tones on white hair (without lift of natural, pigmented hair)	Lowlighting for tone-on-tone results on blondes; adding dimension to lightest blonde hair
8N	Levels 6-9	For a natural, dark blonde result on hair prelightened to Levels 6-8	Refresh faded dark blonde to blonde hair to a natural blonde result	Gray blending to deposit natural, light blonde tones on white hair (without lift of natural, pigmented hair)	Lowlighting for tone-on-tone results on dark blonde to blonde hair; adding dimensional, dark blonde/blonde natural tone results
6N	Levels 4-6		Refresh faded medium brunette to dark blonde hair to a natural, tonal result	Gray blending to deposit natural, medium blonde tones on white hair (without lift of natural, pigmented hair)	Lowlighting for tone-on-tone results on medium brunettes to dark blondes; adding dimensional, deep blonde tones to lighter blonde hair
3N	Levels 2-5		Refresh faded deep to medium brunettes, leaving a natural, tonal result	Gray coverage to deposit natural, medium brunette tones (without lift of natural, pigmented hair)	Lowlighting for tone-on-tone results on deep brunettes; adding dimensional, deep brunette tones to medium to light brunettes
8NRG	Levels 6-9	To create a deep strawberry blonde on prelightened hair	Refresh faded redheads, or brighten dull blondes and lightest brunettes, with warm red tones	To blend in warm red tones on white hair (without lift of natural, pigmented hair)	Lowlighting for tone-on-tone results on light strawberry blondes; adding dimensional red tones to golden blondes; adding spicy red tones to medium to dark blondes
6NRG	Levels 4-7		Refresh faded redheads and brighten dull brunettes with warm red tones	Gray blending to deposit warm red tones on white hair (without lift of natural, pigmented hair)	Lowlighting for tone-on-tone results on dark strawberry blondes; adding dimensional red tones to dark blondes; adding spicy red tones to brunettes
5NRG	Levels 3-6		Refresh deepest redheads and dull, faded deepest to deep brunettes with warm red tones	Gray coverage to deposit natural, deep red tones on white hair (without lift of natural, pigmented hair)	Lowlighting for tone-on-tone results on deep, warm reds; adding dimensional, deep warm red tones to medium to light brunettes/redheads

SHADE	IDEAL FOR	TONING OR GLAZING SERVICES	REFRESHING/ TINT BACK OR BALANCING SERVICES	GRAY COVERAGE OR BLENDING SERVICES	LOWLIGHTS & DIMENSIONAL SERVICES
9NG	Levels 7 & lighter	To create golden tones over prelightened hair	Refresh faded, dull ashy blondes to lightest brunettes with golden tones	Gray blending to deposit golden light blonde tones on the white hairs without lift of natural pigmented hair.	Lowlighting to add tone on tone results on medium to light blondes or add dimensional rich blonde tones to light to lightest blonde hair.
6NG	Levels 4-7		Refresh faded dark blondes to medium brunettes, or faded red-brown brunette.	Gray blending to deposit golden medium blonde tones on the white hairs without lift of natural pigmented hair.	Lowlighting to add tone on tone results on dark blondes to light brunettes or add dimensional deep blonde tones to light to lightest blonde hair.
3NG	Levels 2-4		Refresh faded, dull, and ashy dark to medium brunettes	Gray coverage to deposit natural golden brunette tones on the white hairs without lift of natural pigmented hair	Lowlighting to add tone on tone results on faded dull, ashy deep to medium brunette hair or add dimensional rich brunette tones to light to medium brunettes.
10SB	Levels 8-10	To eliminate yellow & orange tones or create cool blonde tones on prelightened hair	Perfect refresher to maintain cool blondes by eliminating (faded) yellowing tones	Not intended for gray coverage unless gray blending to eliminate yellowing tones on hair without lift of natural pigmented hair.	Lowlighting to add cool dimensional tones to blonde to lightest blonde.
8SB	Levels 6-9	To eliminate yellow & orange tones from hair prelightened to Levels 7-8, for a cool blonde result	Eliminate unwanted brassy tones on medium brunettes to dark blondes, for cool results	Not intended for gray coverage unless desiring a deep silvery deposit on white hair without lift of natural pigmented hair	Lowlighting to add cool dimensional tones on medium brunettes to dark blondes.
6SB	Levels 4-6		Cool off deep brunette to dark blonde hair lengths that have faded red to orange	Not intended for gray coverage unless desiring a deep steely silver deposit on white hair without lift of natural pigmented hair.	Lowlighting to add cool dimensional tones on deep brunettes to dark blondes.
1BS	Levels 1-3		Refresh darkest brunette to black with cool tones	Gray coverage will deposit cool black tones on the white hairs without lift of natural pigmented hair.	Lowlighting to add dimension to deepest to medium brunettes.

SHADE	IDEAL FOR	TONING OR GLAZING SERVICES	REFRESHING/ TINT BACK OR BALANCING SERVICES	GRAY COVERAGE OR BLENDING SERVICES	LOWLIGHTS & DIMENSIONAL SERVICES
8NA	Levels 6-7	To neutralize yellow & orange tones on hair prelightened to Levels 6-8, for a natural blonde result	Neutralize unwanted brassy tones on medium brunettes to dark blondes, for a natural blonde result	Gray blending to deposit natural, cool lightest blonde tones on white hair (without lift of natural, pigmented hair)	Lowlighting for tone-on-tone results on blondes; adding cool, natural dimension to dark blonde to blonde hair
6NA	Levels 4-6	To neutralize red-orange and orange tones on hair prelightened to Levels 4-6, for a balanced caramel result	To neutralize faded red to orange hair lengths, for natural brunette to dark blonde results	Gray blending to deposit natural, cool blonde tones on white hair (without lift of natural, pigmented hair)	Lowlighting for tone-on-tone results on dark blondes; adding natural, cool dimension on medium brown to dark blonde hair
3NA	Levels 2-4		To refresh faded deep brunettes, for a natural, cool brunette result	Gray coverage to deposit cool, natural deep brown tones (without lift of natural, pigmented hair)	Lowlighting for tone-on-tone results on deep brunettes; adding dimensional, natural cool tones on dark to medium brunettes
10NWB	Levels 8-10	On hair prelightened to Levels 9-10, for a natural, warm beige blonde result	Perfect to refresh faded blondes to a natural, warm beige result	Gray blending to deposit lightest blonde, natural warm beige tones on white hair (without lift of natural, pigmented hair)	Lowlighting for tone-on-tone results on light to lightest blondes; adding dimensional, natural warm beige tones to blondes
8NWB	Levels 6-8	On hair prelightened to Levels 7-8, for a natural, warm beige, dark to blonde result	To refresh faded light brunettes to blondes, for a natural, warm beige result	Gray blending to deposit blonde, natural warm beige tones on white hair (without lift of natural, pigmented hair)	Lowlighting for tone-on-tone results on light to lightest blondes; adding dimensional, natural warm beige tones to dark brunettes to blondes
6NWB	Levels 4-7		Refresh faded medium brunettes to dark blondes, for natural, warm beige result	Gray blending to deposit dark blonde, natural warm beige tones on white hair (without lift of natural, pigmented hair)	Lowlighting for tone-on-tone results on light brunettes to dark brunettes; adding dimensional, natural warm beige tones to medium brunettes to dark blondes

Q. Why is LumiShine DD Demi-Permanent Crème Color alkaline?
A. The formula is slightly alkaline to achieve long-lasting, solid but reflective and balanced coverage. The alkalinity helps to slightly swell the hair's cuticle so oxidative dyes (assisted by dye-anchoring Arginine) can penetrate deep into the cuticle. The pH is not high enough to create lift of the natural pigment or expose warmth. LumiShine Demi-Permanent Crème Color is designed to work "deposit only" using 5 Volume Developer.

Q. Why 5 Volume? Can I use 10-40 Volume developers?
A. 5 Volume developer provides for optimal, "deposit only" performance from our LumiShine DD Demi-Permanent Crème Color formula. The ammonia-free, pH balanced base is formulated for rich, long-lasting deposit without lift. Increasing the developer volume will not increase your dye deposit or create lift, but it may cause the coverage to lose some of its rich saturation.

Q. Why would I use LumiShine DD Demi-Permanent Crème Color over LumiShine Permanent Crème Color (with 5 Volume developer)?
A. Prior to the launch of our LumiShine DD Demi-Permanent Crème Color palette, we suggested using LumiShine Permanent Crème Color with 5 Volume developers to perform many of the services that are ultimately achieved with an alkaline demi-permanent crème. Although not ideal, we had to adapt the tools in our arsenal. Although LumiShine Permanent Crème Color has a reduced ammonia system, we know that permanent haircolor contains ammonia to facilitate the "lift". The rule of thumb is, the higher the level, the more ammonia in the tube. This is to raise the pH in order to help "break through" stubborn warm remaining natural pigment. Using a lower volume developer does not neutralize, remove, or otherwise lessen the amount of ammonia in the tube of haircolor; thus it does not reduce the pH. Knowing this, the healthiest and most predictable way to tone, tintback, lowlight, or refresh hair is with a non-ammoniated, demi-permanent crème haircolor. Ours is fortified with our exclusive ArgiPlex, which makes it the healthiest, shiniest, richest, and long-lasting deposit-only color choice.

Q. When would I use LumiShine DD Demi-Permanent Crème Color vs. LumiShine Demi-Permanent Liquid Color?
A. LumiShine Demi-Permanent Liquid Color is more translucent, has a lower pH, and is an easy-to-spread liquid. Reach for LumiShine Demi-Permanent Liquid for quick toning services in the chair or at the bowl, especially when hair has been exposed to high-pH chemicals like bleach, relaxers, or permanent waves on the same service day. LumiShine Demi-Permanent Liquid Color's Arginine Replacement System, low, balanced pH, and translucent color deposit make it the perfect choice to glaze, gloss, or refresh mid-lengths and ends when hair has porosity issues, is dry and frizzy, and shows visible signs of damage. It's also the ultimate tool to "lock in" color, shine, and moisture following a permanent color or bleaching service.

LumiShine DD Demi-Permanent Crème Color is the perfect tool to deposit rich, solid but reflective and balanced pigment to hair that has been overly lightened and lacks dimension; correct/balance old ombrés and balayages before going deeper; perform all types of tintbacks; and add rich dimension to one-dimensional haircolor.

Q. Can I mix LumiShine DD Demi-Permanent Crème Color and Demi-Permanent Liquid Color together?
A. This is not recommended; the different bases can make performance unpredictable.

Q. Why does LumiShine DD Demi-Permanent Crème Color contain MEA?
A. MEA is a very effective alkalizing agent in demi-permanent haircolor. When used in small quantities and in combination with Arginine (as in LumiShine color formulas), it helps color reach the optimal pH for deposit-only performance. When you hear about MEA having a negative influence on haircolor, it's in reference to when it's used as an alternative for ammonia in permanent haircolor.

Q. Is the LumiShine DD Demi-Permanent Crème Color palette color-matched to the LumiShine Demi-Permanent Liquid Color palette?
A. Yes! We want the LumiShine system to be as simple and predictable as possible, so we take care to ensure our shades match tone for tone across all levels. Of course, you will see a difference in opacity, dye load, pH, and background depending on the color category. LumiShine Demi-Permanent Liquid Color is our most balanced, translucent deposit-only offering. LumiShine Permanent Crème Color is designed to not only deposit dye molecules but also lift natural pigment. And finally, LumiShine Demi-Permanent Crème Color is designed for long-lasting, solid but reflective, and balanced deposit.

Q. Can I get full gray coverage with LumiShine DD Demi-Permanent Crème Color?
A. Yes! When using shades Levels 1-5, you can achieve 100% gray coverage, especially when using our natural series shades such as NWB, NG, NRG, and N. When using NA (green-based) and BA (blue-based) series, be sure to add Natural to your formula to balance your result. When using shades Levels 6 and lighter on hair with over 50% gray, you can expect to achieve beautiful gray blending. See our suggested usage chart for tips when covering gray.

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