

JOICO



11 NEW WAYS TO #GETGLOSSY

LUMISHINE® REPAIR+ DEMI-PERMANENT LIQUID COLOR

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.

Why the lovefest? Whether you want to refresh faded color, tone a hue to perfection, blend gray naturally or give hair a gorgeous gloss-over, this versatile, ammonia-free formula is always a winner!

And that's not all. 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 of 33 shades
- Gentle pH balanced, ammonia-free formula



FAVORITE NEW HAIRCOLOR LINE

* Vs. untreated hair.

** Based on laboratory testing of damaged hair.

SHADES THAT SHINE

SHADE	STONE	GLAZE SERVICE IDEAS	REFRESH SERVICE IDEAS	GRAY BLENDING SERVICE IDEAS
10NC*	Natural Copper Lightest Blonde	On hair prelightened to pale yellow, use to create a soft, lightest warm blonde. Perfect for warming up ashy dull blondes.	Refresh faded strawberry blondes or spice up medium to pale blondes. Perfect shade choice to use as a filler when repigmentizing.	Softly warm up gray hair.
8NC*	Natural Copper Blonde	On hair prelightened to orange or lighter, to create beautiful strawberry blondes.	Refresh any copper or coppery tones. Warm up dull, faded hair lengths. Perfect shade choice to use as a filler when repigmentizing.	Create dimensional, natural-looking color results by turning gray hairs into light coppery blonde highlights.
4NC	Natural Copper Medium Brown	Ideal for adding some copper to your brunettes! Perfect copper results when applied over medium to light brunettes.	Creates natural yet rich copper tones on darker levels.	Create dimensional, natural-looking color results by turning gray hairs into coppery highlights.
9NA	Natural Ash Light Blonde	On hair prelightened to yellow, use to neutralize just the right amount of warmth to create beautiful, natural-looking blondes.	Refresh faded yellow hair lengths to balanced natural light blonde.	Softly blend gray hair with a hint of color.
5NA	Natural Ash Light Brown	Deepen natural brunettes who have become too faded from playing in the sun.	Refresh faded brassy hair lengths of medium to light brunettes.	Blend gray hair to create dimensional, natural-looking light brunettes.
3NA	Natural Ash Dark Brown	Keep dark brunettes naturally cool and eliminate traces of brassiness.	Refresh faded brassy hair lengths of the darkest brunettes.	Blend gray hair to create dimensional, natural-looking medium brunettes.
6NV	Natural Violet Dark Blonde	Ideal for adding soft violet hues to medium to dark blondes.	Refresh medium to dark blondes to create a natural-looking soft or balanced violet hue.	Blend gray to create dimensional blondes with natural violet hues.
9V*	Violet Light Blonde	On hair prelightened to pale yellow, use to eliminate yellow tones and create natural-looking blondes.	Refresh light to palest blonde to neutralize yellow faded hair lengths.	Neutralize yellowish tones in gray hair.
7V*	Violet Medium Blonde	On hair prelightened to medium blonde, use to create violet hues.	Refresh dark blonde to light brown hair with violet hues.	Blends gray hair to violet tones.
3VV*	Violet Violet Dark Brown	Create velvety, deep violet brunettes.	Refresh dark brunettes with violet tones. Deepen cool-red formulas with violet hues.	Blend gray to a deep violet tone.
4NWB	Natural Warm Beige Medium Brown	Ideal for creating rich, dark chocolate brunettes.	Refresh faded hair lengths to a balanced medium to dark brunette.	Blend gray hair to a rich, dimensional medium brunette.

*Tip: Use these shades for priming before applying Color Intensity shades. Your Demi-Permanent Liquid shade choice will depend on your desired Color Intensity shade result.

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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)	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.

DEMI-PERMANENT LIQUID COLOR SERVICE APPLICATIONS

SERVICE	APPLICATION	PROCESSING TIME	PROCESSING
Virgin Application	Apply to scalp area first, in thin, even sections. Work color through the hair lengths for the last 10-20 minutes.	Up to 35 minutes	Room Temperature
Haircolor Retouch	Apply to scalp area first, in thin, even sections. Work color through the hair lengths for the last 5-10 minutes.	Up to 35 minutes	Room Temperature
Toning prelightened hair	Apply at scalp area in thin, 1/8-inch sections (up to 1-inch of hair shaft). Work formula through hair lengths for 90 seconds (or up to 2 minutes).	Process 5-15 minutes, then strand test. Most prelightened hair is effectively toned in 15 minutes or less.	Room Temperature
Glazing/Glossing	Following shampoo or color service, towel-dry hair and apply Demi-Permanent Liquid Color to the entire hair shaft (scalp through mid-lengths and ends).	5-20 minutes (or until desired shade is achieved)	Room Temperature
Men's services	Apply to virgin hair at scalp area first, then through mid-lengths.	5-10 minutes (or until desired shade is achieved)	Room Temperature
Clear* Treatment: Adds shine and improves hair condition	Apply to scalp area first, in thin, even sections. Work through the hair lengths for up to 20 minutes.	20 minutes	Room Temperature
Grey Blending	Apply retouch at scalp, taking thin, even 1/8-inch sections. Place under heat and process for 20 minutes. Then, remove from heat and work color into faded hair shaft and process for 15 minutes at room temperature.	Cover with plastic cap, and process the regrowth with heat for 20 minutes. Remove plastic cap and bring color through the mid-lengths and ends of hair. Continue processing at room temperature for additional 15 minutes.	20 minutes with Heat Source 15 minutes at Room Temperature

*Clear can also easily be used to soften, lighten and reduce the intensity of other liquid shades. To dilute the intensity of a shade, mix 1 oz of target shade with 1 oz of Clear.

TECH SAVVY

Our patented ArgiPlex Technology fuses the power of three proven complexes to repair hair damage and lock in exceptional color, vibrancy and shine.

Arginine Replacement System: Amino acid testing confirmed that Arginine lost during coloring is fully replenished.

Patented Conditioning Complex: This conditioning shield surrounds the hair shaft to nourish and protect color-treated hair sealing in moisture, softness and brilliant shine.

Quadramine Complex®: Our exclusive blend of low-molecular weight and size proteins (MWS 150-2500) adhere quickly and effectively to ensure maximum protection and reconstruction from cuticle to the cortex, guaranteeing healthy-looking hair after every single color service.

CONVERSION CHART

You will LOVE LumiShine Repair+ Demi-Permanent Liquid Color	If you like Redken Shades EQ Demi-Permanent Liquid Color
10NC Natural Copper Lightest Blonde	9AA Papaya
8NC Natural Copper Blonde	08C Cayenne
4NC Natural Copper Medium Brown	03A Terra Cotta
9NA Natural Ash Light Blonde	09N Café Au Lait
5NA Natural Ash Light Brown	05N Walnut
3NA Natural Ash Dark Brown	03N Espresso
6NV Natural Violet Dark Blonde	¾ 07N Mirage + ¼ 03V Orchid
9V Violet Light Blonde (½ 9V + ½ Clear)	09V Platinum Ice
7V Violet Medium Blonde	07V Crushed Amethyst
3VV Violet Violet Dark Brown	03V Orchid
4NWB Natural Warm Beige Medium Brown	03NB Mocha