



**NEW**  
**LUMISHINE®**  
**REPAIR+ DEMI-PERMANENT LIQUID COLOR**  
**SILVER BLUE SERIES**

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.

**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 demi-liquid shades
- Gentle, pH balanced, ammonia-free formula

\* Based on laboratory testing of damaged hair.



**The NEW LumiShine® Silver Blue Series**



**10SB (10.8)**  
 Silver Blue Lightest Blonde



**9SB (9.8)**  
 Silver Blue Light Blonde



**7SB (7.8)**  
 Silver Blue Medium Blonde



**6SB (6.8)**  
 Silver Blue Dark Blonde



**1BS (1.8)**  
 Blue Silver Black

# 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- blonde 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- blonde 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.

## CUSTOM MIXES

Here are some of our Joico Guest Artists' favorite Silver Blue custom formulas. Try them now, or create your own favorite customized formulas for all your glazing and toning needs.

Custom Shade	Great for	Formula
Lilac Steel	Toning extreme warmth	1 oz 10SB + ¼ oz 9V 30ml 10SB + 7.5 ml 9V
Persian Rose	Warm blondes wanting to be strawberry blonde	1 oz 10SB + ¼ oz 6RR 30 ml 10SB + 7.5 ml 6RR
Pale Steel	Clients wanting light ash blonde	1 oz 9SB + 1 oz 9NV 30 ml 9SB + 30 ml 9NV
Light Smoked Beige	Clients wanting softest cool beige	1 oz 9SB + 1 oz 9NWB 30 ml 9SB + 30 ml 9NWB
Pale Smoked Beige	Clients wanting lightest cool-kissed beige	1 oz 10SB + 1 oz 10NWB 30 ml 10SB + 30 ml 10NWB
Medium Smoked Beige	Clients wanting medium cool beige	1 oz 7SB + 1 oz 7NWB 30 ml 7SB + 30 ml 7NWB
Deep Smoked Beige	Clients wanting dark coolest beige	1 oz 6SB + 1 oz 6NWB 30 ml 6SB + 30 ml 6NWB
Darkest Smoked Beige	Clients wanting darkest coolest beige	1 oz 1BS + 1 oz 4NWB 30 ml 1BS + 30 ml 4NWB
Purple Rain	Clients wanting a metallic violet	1 oz 9SB + 1 oz 7V 30 ml 9SB + 30 ml 7V
Orange Soufflé	Clients wanting the softest pastel copper blonde	1 oz 9SB + 1 oz 8NC 30 ml 9SB + 30 ml 8NC
Tangelo	Clients wanting a punchy blonde copper	1 oz 10SB + 1 oz 10NC 30 ml 10SB + 30 ml 10NC
Iced Honey	Pale, icy golden blonde	1 oz 9SB + 1 oz 10NG 30 ml 9SB + 30 ml 10NG
Toasted Chestnut	Perfectly balanced dark blonde	1 oz 7SB + 1 oz 10NG 30 ml 7SB + 30 ml 10NG
Au Naturelle	Born-with-it ash light brown	1 oz 6SB + 1 oz 6NA 30 ml 6SB + 30 ml 6NA
Winter Snow	Clients wanting the palest silver blonde	1 oz 10SB + 1 oz 9NA 30 ml 10SB + 30 ml 9NA
Silver Magnetic	Clients with harsh warm tones	1 oz 9SB + 1 oz 9NA 30 ml 9SB + 30 ml 9NA
Brushed Bronze	Clients wanting cool bronze	1 oz 7SB + 1 oz 4RR 30 ml 7SB + 30 ml 4RR
Mocha Plum	Clients wanting rich plum chocolate	1 oz 7SB + 1 oz 3VV 30 ml 7SB + 30 ml 3VV
True Silver	Creating the perfect silver	1 oz 7SB + 1 oz 9SB 30 ml 7SB + 30 ml 9SB

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