

**JOICO**  
the joi of healthy hair

**BLONDE LIFE®**



Fast, Fabulous, and Flawless

**NEW**  
**BLONDE LIFE®**

**QUICK TONE LIQUI-CRÈME TONER**

# NEW BLONDE LIFE®

## QUICK TONE LIQUI-CRÈME TONER

SILVER



VIOLET



SAND



CLEAR



5 minutes or less! That's all it takes to get fast and fabulous blonde hair with Quick Tone Liqui-Crème Toners—a swift, powerful way to make your mark on prelightened looks. Featuring anti-breakage technology and nourishing exotic oils for maximum shine, this Blonde Life collection of Sand, Silver, Violet, and Clear lets you trend-set gorgeous blonde creations faster than ever before. Go for solo shades or intermix; this gleam team makes brass a thing of the past.

## Here's Why You'll Love It...

*Instant toning in 5 minutes or less, with dazzling shades that let you artistically fine-tune every possible Blonde Life look. In Silver, Sand, Violet, and the almighty Clear, Quick Tone Liqui-Crème Toners are cool, customizable, and fabulously FAST.*

- The ultimate timesaver, **delivering instant toning in 5 minutes or less**
- Sand, Silver, and Violet can be intermixed to customize toning and correct any RPC issue
- Clear can be mixed with Sand, Silver, or Violet to customize deposit and slow down processing time
- The unique “Liqui-Crème” formula is the perfect viscosity for quick bottle application while also facilitating fast, even deposit of tone in the hair
- Formulated with anti-breakage and bond-building Arginine
- Infused with Blonde Life's unique oil blend
- Ammonia-free formulas leave hair in better condition – even on damaged, color-treated, or bleached hair
- Long-lasting results
- Gentle Fresh Fragrance with bergamot, iris, and sandalwood

## Let's Look Inside...

*Taking toner into the future, these “lightning-fast” blonde stars safeguard hair from breakage and strengthen strands with bond-building Arginine. Featuring Blonde Life's unique oil blend, the fairest hair is protected; keeping color brilliant, gleaming, and perfectly on tone.*

**BOND-BUILDING ARGININE**, a naturally occurring amino acid crucial to hair's strength, is included in Quick Tone formulas to protect hair.

**ARGIPLEX**, our healthy-hair conditioning technology builds bonds that help lock in unparalleled color longevity, vibrancy, and shine. ArgiPlex strengthens and reduces breakage.

**PATENTED CONDITIONING COMPLEX**, our super conditioning “shield,” surrounds the hair shaft to protect damaged hair until your next color service, sealing in moisture, softness, and unprecedented shine.

**QUADRAMINE® COMPLEX**, our exclusive blend of low-molecular proteins that adhere quickly to maximize reconstruction from cuticle to cortex.

**MONOI OIL**, a rare, exotic blend of Coconut Oil and Tahitian Gardenia Flower, helps fight frizz and boosts shine while protecting hair from environmental damage.

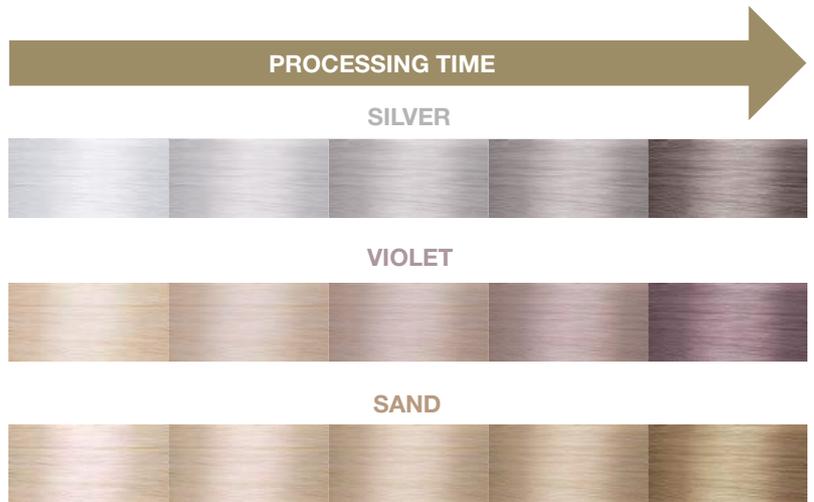
**TAMANU OIL**, a rich, Southeast Asian UV-absorber packed with fortifying Omega-6 and -9, helps deeply hydrate hair, bump up shine, and banish brittle strands.

# Perfect when:

- You want quick, foolproof, beautiful blonde results on highlighted or blonde hair
- You want to counteract RPC to deliver a gorgeous natural blonde tone
- You want to achieve beautiful, on-trend “fashion” tones on prelightened hair
- You want to protect and maintain hair health and avoid damage
- You want blonde with exceptional shine and condition

## Tones

Toner Shade	Service Application
Silver	For cool, silver-blond results. Features a silver base.
Violet	For cool, violet- and pearl-blond results. Features a violet base.
Sand	For warm, beige-blond results. Features a tan base.
Clear	Clear shade provides extra customization opportunity and can help to slow down the quick processing time when needed on thick/coarse/highly porous and compromised hair.



\* Results will vary based on starting level, hair porosity/condition, and dilution with Clear



For cool, silver-blond results. Features a silver base.



For cool, violet and pearl-blond results. Features a violet base.



For warm, beige-blond results. Features a tan base.

**BLONDE LIFE QUICK TONE LIQUI-CRÈME TONER CLEAR** allows for additional customization and helps slow down processing time when working on thick/coarse or highly porous and compromised hair.

# Now Let's Use It...

*Creating beautiful blonde looks is now fast, foolproof, and more flawless than ever. Keeping hair healthy goes hand in hand ...*

## **Directions:**

Mixing ratio: 1:1 with 5 Volume LumiShine Developer

## **Application:**

Best applied with a color applicator bottle. When mixing in a bottle, add developer first, then color, and shake well. Apply to damp, towel-dried, or completely dried prelightened (bleached) hair or previously colored hair in need of a toning refresh.

## **Timing:**

Process for up to 5 minutes on prelightened hair or until desired shade is achieved. Do not use heat.

## **Post-Color Service:**

Rinse thoroughly. Apply Blonde Life Brightening Shampoo to scalp and massage well, working product through hair lengths. Rinse thoroughly, squeezing out excess water. Apply Blonde Life Brightening Conditioner; massage into hair and leave in for 5 minutes, then rinse thoroughly and towel-dry hair. Spray Blonde Life Brightening Veil throughout hair and style as usual with your favorite Joico products. For optimal results, use with the Joico Defy Damage ProSeries system.

## FAQ

**Q:** Who is the ideal Blonde Life Quick Tone client?

**A:** Clients and/or stylists who want to save time with a quick, easy-to-use toning service that helps restore hair's integrity.

**Q:** How fast do the Blonde Life Quick Tone shades work?

**A:** They process in 5 minutes or less, but you may increase timing until the desired depth of tone is achieved. Note that Quick Tone is a progressive color that begins working instantly and processes quickly on porous or compromised hair.

**Q:** What if I need to slow down Blonde Life Quick Tone's processing time?

**A:** Simply add Quick Tone Clear to your formula to slow down the processing time.

**Q:** Can I intermix Blonde Life Quick Tone shades to create custom formulas?

**A:** Absolutely. Quick Tone Sand, Silver, Violet, and Clear can be intermixed to create your favorite customized formulas.

**Q:** Can you use Blonde Life Quick Tone shades on gray hair?

**A:** Quick Tone shades are not recommended for gray coverage. However, Quick Tone can be applied to gray hair to neutralize unwanted yellow tones or to add tone.

**Q:** Can Blonde Life Quick Tone shades be used on previously colored hair?

**A:** Yes, they were created to neutralize or enhance lightened, highlighted, or previously colored hair.

**Q:** What developer should I use with Blonde Life Quick Tone?

**A:** LumiShine 5 Volume Developer.

**Q:** What is Blonde Life Quick Tone's mixing ratio?

**A:** The recommended mixing ratio is 1:1; 1 part Blonde Life Quick Tone to 1 part LumiShine 5 Volume Developer.

**Q:** What are the shade behaviors for each Blonde Life Quick Tone shade?

**A:** Quick Tone Violet offers a velvety violet tone that is perfect for neutralizing warm tones and creating beautiful cool blondes. Quick Tone Silver offers a silver/gray tone to create stunning silvery-platinum blondes.

Quick Tone Sand offers a summery, warm beige tone to achieve the most natural-looking blondes.

**Q:** Can the Blonde Life Quick Tone shades be mixed with LumiShine or Vero K-PAK shades?

**A:** No, we do not recommend mixing Blonde Life Quick Tone with LumiShine or Vero K-PAK Color.

**Q:** How is the new Quick Tone Series different from current LumiShine or Vero K-PAK Chrome Demi-Permanent shades?

**A:** Blonde Life Quick Tone shades offer unsurpassed, fast-acting toning, processing in 5 minutes or less. The unique "Liqui-Crème" formula is the perfect viscosity for quick bottle application, while also facilitating fast, even deposit of tone in the hair. They are formulated with bond-building Arginine to help reduce breakage and Blonde Life's signature Tamanu and Monoi oil blend to keep blondes brilliant.

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