

JOICO
the joi of healthy hair

LUMISHINE®

Feisty Color. Fierce Fade Protection.

14 NEW POWERHOUSE REDS LUMISHINE®

REPAIR+ PERMANENT CRÈME COLOR
REPAIR+ DEMI-PERMANENT LIQUID COLOR



Discover LumiShine's PowerHouse collection of super-reds that stay true to tone, resisting the fading effects of everyday aggressors.

With a stunning range of fierce tones—from riot red to modern rosé to the richest red plum, and everything in between—these bold beauties sound the siren for shiny, healthy-looking, fade-resistant color.

LUMISHINE®

PERMANENT CRÈME COLOR SHADE CHART

	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)	NG NATURAL GOLD (.03)	NRG NATURAL RED GOLD (.063)	NC NATURAL COPPER (.04)	NR NATURAL VIOLET (
10 Lightest Blonde	 10N / 10.0		 10NWB / 10.07		 10NG / 10.03	 10NRG / 10.063		
9 Light Blonde	 9N / 9.0	 9NA / 9.01	 9NWB / 9.07	 9NW / 9.077	 9NG / 9.03		 9NC / 9.04	
8 Blonde	 8N / 8.0	 8NA / 8.01	 8NWB / 8.07		 8NG / 8.03	 8NRG / 8.063	 8NC / 8.04	
7 Medium Blonde	 7N / 7.0	 7NA / 7.01	 7NWB / 7.07	 7NW / 7.077	 7NG / 7.03	 7NRG / 7.063	 7NC / 7.04	
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NW / 6.077	 6NG / 6.03	 6NRG / 6.063	 6NC / 6.04	 6NRv / 6.04
5 Light Brown	 5N / 5.0	 5NA / 5.01	 5NWB / 5.07	 5NW / 5.077		 5NRG / 5.063	 5NC / 5.04	 5NRv / 5.04
4 Medium Brown	 4N / 4.0	 4NA / 4.01		 4NW / 4.077	 4NG / 4.03			
3 Dark Brown	 3N / 3.0	 3NA / 3.01						
2 Darkest Brown								
1 Black	 1N / 1.0							

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.

*Recommended for use on level 5 and darker hair.



V RED (.05)	NV NATURAL VIOLET (.02)	CC COPPER (.44)	RRC RED RED COPPER (.664)	RR RED RED (.66)	RRV RED RED VIOLET (.662)	VV VIOLET (.22)	BA BLUE ASH (.8)	XL HIGH LIFT
	 10NV / 10.02						 10BA / 10.8	 XLN / XL.0
	 9NV / 9.02						 9BA / 9.8	 XLB / XL.7
					 NEW 8RRV / 8.662			 XLA / XL.1
	 7NV / 7.02	 7CC / 7.44	 NEW 7RRC / 7.664				 7BA / 7.8	 XLAA / XL.11*
3.05	 6NV / 6.02	 6CC / 6.44	 NEW 6RRC / 6.664	 NEW 6RR / 6.66	 NEW 6RRV / 6.662		 6BA / 6.8	
5.05	 5NV / 5.02		 NEW 5RRC / 5.664	 NEW 5RR / 5.66			 5BA / 5.8	
					 NEW 4RRV / 4.662	 4W / 4.22		
				 NEW 3RR / 3.66		 3W / 3.22		
						 1W / 1.22		

LUMISHINE®

DEMI-PERMANENT LIQUID COLOR SHADE CHART

	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)	NG NATURAL GOLD (.03)	NC NATURAL COPPER (.04)	NV NATURAL VIOLET (.02)	CCR COPPER COPPER RED (.446)	RR RED RED (.66)
10 Lightest Blonde	 10N / 10.0		 10NWB / 10.07	 10NW / 10.077	 10NG / 10.03	 10NC / 10.04			
9 Light Blonde		 9NA / 9.01	 9NWB / 9.07				 9NV / 9.02		
8 Blonde	 8N / 8.0	 8NA / 8.01		 8NW / 8.077	 8NG / 8.03	 8NC / 8.04			 NEW 8RR / 8.66
7 Medium Blonde			 7NWB / 7.07			 7NC / 7.04			
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NW / 6.077	 6NG / 6.03	 6NC / 6.04	 6NV / 6.02	 NEW 6CCR / 6.446	 NEW 6RR / 6.66
5 Light Brown	 5N / 5.0	 5NA / 5.01			 5NG / 5.03				
4 Medium Brown			 4NWB / 4.07			 4NC / 4.04			 NEW 4RR / 4.66
3 Dark Brown	 3N / 3.0	 3NA / 3.01							
2 Darkest Brown									
1 Black							 1NV / 1.02		

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.



RRV RED RED VIOLET (.66)	V VIOLET (.2)	VV VIOLET (.22)	SB SILVER BLUE (.8)	CLEAR
			10SB / 10.8	CLEAR
			9SB / 9.8	
			7SB / 7.8	
			6SB / 6.8	
NEW				
5RRV / 5.66				
		3W / 3.22		
			1BS / 1.8	



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

Gorgeous investment reds stay ahead of the game to provide protection against fade, while delivering the kind of shine, strength, and longevity that these feisty colors demand.



LUMISHINE REPAIR+ PERMANENT CRÈME COLOR

- Protects haircolor from UV exposure and premature fading caused by everyday aggressors
- Incredible color longevity—long-lasting reds—up to 40 shampoos*
- Delivers up to 2X the shine**
- Reduced breakage*** and 100% replenished and restrengthened hair****
- Nourishing protection that seals in moisture, softness, and shine for up to 30 shampoos*****
- Low-ammonia formula delivers healthy-looking, reliable results
- Optimal viscosity for bowl + brush or bottle application



LUMISHINE REPAIR+ DEMI-PERMANENT LIQUID COLOR

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- Incredible color longevity—long-lasting reds—up to 40 shampoos*
- Delivers up to 2X the shine**
- 100% replenished and restrengthened hair****
- Nourishing protection that seals in moisture, softness, and shine for up to 30 shampoos*****
- Ammonia-free, pH-balanced formula
- Ideal viscosity for drip-free bottle application
- Versatile formula—corrects, glazes, and glosses

Tone	Number/Letter	Description
Red Red	.66 /RR	Vibrant, intensely red shades ideal for the client who likes a bold red result. Contains no background (natural brown or blond natural) pigment.
Red Red Violet	.662/RRV	Intense, rich red-violet shades for a luxurious red-plum/-crimson result. Contains no background (natural brown or blond natural) pigment.
Red Red Copper	.664/RRC	Dramatic, fiery red shades infused with a copper reflect ideal for the client who likes a fashionable yet wearable red result. Contains no background (natural brown or blond natural) pigment.

* Color fades on tone; color is still there after 40 washes

** 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

Permanent Crème Color...

Perfect when:

- You want protection from both UV^{***} and everyday aggressors
- You want fade-resistant color longevity and vibrancy
- You want up to 2X the shine*
- You want healthy-looking hair

Demi-Permanent Liquid Color...

Perfect when:

- You want protection from both UV^{***} and everyday aggressors
- You want fade-resistant color longevity and vibrancy
- You want up to 2X the shine*
- You want to gloss/glaze, refresh, or enhance hair

Incredible color longevity—long-lasting reds—up to 40 shampoos^{**}

6RR Permanent Crème Color



Fresh Application

After 20 washes

After 40 washes

6RR Demi-Permanent Liquid Color



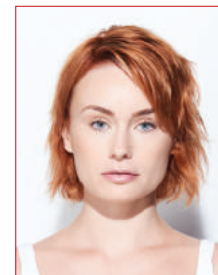
Fresh Application

After 20 washes

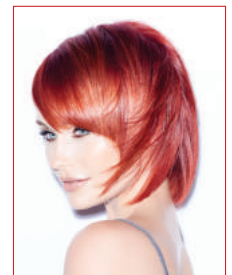
After 40 washes

Let's Look Inside...

Keep the force of headstrong red with J5 Fade-Resistant Complex, a proven technology that anchors inside the hair for radiant red hair that adheres to LumiShine's hallmark formula to serve up to 2X the shine* with conditioning and damage control.



Before



After

J5 FADE-RESISTANT Complex

P5 Dye: The cornerstone of PowerHouse Reds, P5 Dye anchors deeply to each strand, resulting in exceptionally brilliant color that lasts from service to service. Built-in UV absorber helps protect against premature fading from the environment.

Moringa Oil & Lotus Flower: Help provide resistance against everyday aggressors. Moringa Seed Oil binds with environmental aggressors on hair to help protect it against pollution. Lotus Flower helps protect against UV degradation.



Bond-Building Arginine: A naturally occurring amino acid crucial to hair's strength, Arginine helps to protect hair and reduce breakage in every single treatment.

Patented Conditioning Complex: This conditioning shield surrounds the hair shaft to nourish and protect color-treated hair for up to 30 shampoos,^{***} sealing in moisture, softness, and unprecedented shine.

Quadramine® Complex: Our exclusive blend of low-molecular proteins adhere quickly to maximize reconstruction from cuticle to cortex. The result? Guaranteed healthier-looking hair after each LumiShine color service.

*vs. untreated damaged hair

** Color fades on tone; color is still there after 40 washes

*** When followed with K-PAK® Color Therapy™ Shampoo and Conditioner

Now Let's Use It...

With LumiShine PowerHouse Red Series, alluringly intense color doesn't have to be fleeting. Thanks to groundbreaking protective ingredients, radiant red hair stays brilliant, sexy, shiny, and healthy-looking for the long haul.

PERMANENT CRÈME COLOR



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 for 35 minutes or up to 45 minutes for gray coverage.







DEMI-PERMANENT LIQUID COLOR



Ideal viscosity for drip-free bottle application. Pour developer in bottle and add color. Place finger over bottle cap and shake to mix thoroughly.

- To refresh faded hair lengths
- To glaze or gloss prelightened hair
- To effectively blend gray on fine hair when no lift of natural base is desired
- To tone on-tone color

LUMISHINE TIMING AND MIXING

DEVELOPER	LEVELS OF LIFT	PROCESSING TIME
 10 Volume (3%) + LumiShine Permanent Crème Color	Up to 1 level	 35 minutes. Do not use heat.
 20 Volume (6%) + LumiShine Permanent Crème Color	Up to 2 levels	 35 minutes. Do not use heat.
 5 Volume (1.5%) + LumiShine Demi-Permanent Liquid Color	No lift. Deposit only.	 5 to 35 minutes depending on desired result. Process at room temperature or with heat.

For hair repair...

Pre-color service: Prior to color application, complete steps 1, 2, and 3 of the K-PAK Professional Hair Repair System. Can also be used with the Joico Defy Damage ProSeries. Refer to the LumiShine Salon Technical Manual for more information.

Gray Coverage:

Red Red, Red Red Violet, and Red Red Copper series do not have natural bases; they are not balanced for gray coverage unless a vivid result is desired. Add Natural (.0), Natural Warm Beige (.07), Natural Warm (.077), and Natural Ash (.01) at the same level in the same percentage of gray present.

SHADE	GRAY BLENDING ON 25% GRAY HAIR	GRAY BLENDING ON 50% GRAY HAIR	GRAY BLENDING ON 75%-100% GRAY HAIR	DEVELOPER	TIMING
Red Red Red Red Violet Red Red Copper	Add 25% Natural, Natural Ash, Natural Warm or Natural Warm Beige to formula	Add 50% Natural, Natural Ash, Natural Warm or Natural Warm Beige to formula	Add 75% Natural, Natural Ash, Natural Warm or Natural Warm Beige to formula	20 Volume (6%)	35-45 minutes at room temperature

Post-color service:

Rinse hair thoroughly. Acidify with K-PAK Professional Cuticle Sealer. Apply K-PAK Color Therapy Shampoo to scalp, massaging well through hair lengths, and rinse thoroughly. Squeeze excess moisture from hair and apply K-PAK Color Therapy Conditioner, massaging throughout hair lengths. Leave in for five minutes, rinse thoroughly. Towel-dry hair, styling as usual with your favorite Joico products.

FAQ

Q: What is the difference between PowerHouse Reds and existing LumiShine RR shades?

A: The new PowerHouse shades feature J5 Fade-Resistant Complex to help reds resist the fading effects of everyday aggressors and stay true longer. This breakthrough technology exclusively offers UV protection plus the anti-fade benefits of Moringa Oil and Lotus Flower.

Q: Can I cover gray with these shades?

A: PowerHouse shades do not have a natural or background tone in them – so when they are applied to gray hair, the result will be a very vibrant red result.

*See the LumiShine Gray Percentage Chart in the Technical Guide for additional information on covering gray hair with PowerHouse Reds.

Q: How many levels of lift can I expect with the PowerHouse Reds?

A: When using the permanent shades, you can expect up to two levels of lift. The demi-permanent liquid shades will not lift hair.

