

JOICO
the **joi** of healthy hair

The Fountain of Youth in Every Tube



NEW LUMISHINE® YOUTHLOCK

REPAIR+ PERMANENT CRÈME COLOR

100% GRAY COVERAGE IN 13 RADIANT SHADES

Unlock hair's youth potential with **NEW LumiShine® YouthLock**, Joico's first collagen-infused permanent crème color. Harnessing the fountain of youth-like properties of **Collagen**—known to keep skin youthfully plump and improve skin elasticity and hydration—this innovative formula **helps revitalize strands and lock in the look and feel of younger-looking hair**. With just one color service: Hair springs back with renewed **bounce,* body,**** and signature LumiShine **shine.** Resilience** returns. **Smoothness** and **softness***** are restored. **Resistant gray gets our most gleaming and gorgeous coverage.**

joi & Benefits!

Experience **5 FLAWLESS FEATURES** to help lock in hair's youth:

- **GRAYING HAIR:** Lock in 100% gray coverage
- **LIFELESS HAIR:** Lock in body, movement, and bounce*
- **COARSE HAIR:** Lock in manageability, noticeable smoothness, and increased softness**
- **DULL HAIR:** Lock in radiance with up to 2X the shine***
- **DRY HAIR:** Lock in hydration and help prevent breakage****



* With K-PAK® Color Therapy™ Shampoo and Conditioner






** With K-PAK Color Therapy Shampoo and Conditioner on damaged hair

*** vs. untreated damaged hair

**** Combing breakage on damaged hair with K-PAK Color Therapy Shampoo and Conditioner vs. non-conditioning shampoo

LUMISHINE® YOUTHLOCK

REPAIR+ PERMANENT CRÈME COLOR

| | NN NATURAL NATURAL (.00) | NNA NATURAL NATURAL ASH (.001) |
|------------------------------|---|---|
| 10 Lightest Blonde |  10NN / 10.00 | |
| 9 Light Blonde |  9NN / 9.00 |  9NNA / 9.001 |
| 8 Blonde |  8NN / 8.00 | |
| 7 Medium Blonde |  7NN / 7.00 |  7NNA / 7.001 |
| 6 Dark Blonde |  6NN / 6.00 |  6NNA / 6.001 |
| 5 Light Brown |  5NN / 5.00 |  5NNA / 5.001 |
| 4 Medium Brown |  4NN / 4.00 | |
| 3 Dark Brown | |  3NNA / 3.001 |
| 2 Darkest Brown |  2NN / 2.00 | |
| 1 Black | | |

| Tone | Number/ Letter | Description |
|---------------------|-------------------|---|
| Natural Natural | .00/NN | Natural Natural (NN) Series shades feature increased opacity for natural, balanced, and complete gray coverage. |
| Natural Natural Ash | .001/NNA | Natural Natural Ash (NNA) Series shades feature natural base tones combined with cool ash undertones to counterbalance warmth, while also featuring increased opacity for complete gray coverage. |

YOUTHLOCK
is perfect when:

- You want 100% gray coverage with long-lasting color confidence
- You want to unlock hair radiance and shine
- You want to seal and smooth the cuticle/outer layer of hair
- You want to reduce signs of damage
- You're looking for manageability and smoother-feeling hair texture
- You want color longevity and vibrancy

Let's Look Inside...

This exclusive anti-aging elixir contains a signature blend of Collagen, Buriti Oil, and Amino Acid to help hair feel rejuvenated while locking in your hair's youthful and healthy-looking appearance. Also formulated with LumiShine's Bond-Building ArgiPlex™ Technology for shine, color longevity and healthy-looking hair results.*

COLLAGEN

Helps restore strength and hydration to aging, fragile strands for healthy-looking hair.

BURITI FRUIT OIL

Helps add gloss, shine, and moisture to hair, helping to leave hair feeling moisturized.



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. Reinforced locks also improve the signs of damage and aging.

QUADRAMINE® COMPLEX

Our exclusive blend of low molecular weight and size proteins (MWS 150-2500) adhere quickly to maximize reconstruction from cuticle to cortex. The result? Guaranteed healthier-looking hair after each LumiShine color service.

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.

Now Let's Use It...

Keep youthful looking hair on your side with 13 radiant, lustrous shades offering 100% gray coverage and a complete healthy-looking hair protection plan. Deliver shiny, strengthened, restored hair with the dependability of LumiShine Permanent Crème Color.

Mixing Instructions:

| | | |
|----------------------------|-------------------------------|--|
| <p>Mixing Ratio</p> | <p>Processing Time</p> | <p>LumiShine Permanent Crème Color is mixed 1:1 (equal parts color and appropriate Volume LumiShine Developer)</p> <p>Apply with a color applicator bottle, or bowl and brush. (When mixing in a bottle, add developer first, then add color, and shake well.)</p> <p>Process for 35-45 minutes for gray coverage.</p> |
|----------------------------|-------------------------------|--|

| SHADE | GRAY COVERAGE ON 25% GRAY HAIR | GRAY COVERAGE ON 50% GRAY HAIR | GRAY COVERAGE ON 75%-100% GRAY HAIR | DEVELOPER | TIMING |
|--|--------------------------------|--------------------------------|-------------------------------------|----------------|-----------------------------------|
| Natural Natural Natural Natural Ash | 100% | 100% | 100% | 20 Volume (6%) | 35-45 minutes at room temperature |

POST-COLOR SERVICE

Rinse thoroughly. Acidify with K-PAK Professional Cuticle Sealer, rinse. Apply the K-PAK Color Therapy Shampoo to scalp and massage well. Work through hair lengths. Rinse thoroughly. Squeeze out excess water. Apply K-PAK Color Therapy Conditioner to hair lengths after squeezing out excess moisture. Massage throughout hair and leave in for 5 minutes. Rinse thoroughly. Towel-dry hair. Style as needed with preferred Joico styling products.

DEFY DAMAGE SERVICE

For damage protection and color perfection, use with Joico Defy Damage ProSeries 1 before color service and Joico Defy Damage ProSeries 2 for a post color service treatment.

* Combing breakage on damaged hair with K-PAK Color Therapy Shampoo and Conditioner vs. non-conditioning shampoo

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

FAQ

Q: What is the difference between existing LumiShine N/NA permanent crème shades and the new LumiShine YouthLock NN/NNA series shades?

A: You can expect the same great background tones in both shade families; however, the NEW LumiShine YouthLock shades offer additional gray coverage with LumiShine luminosity, plus the top anti-aging features that help hair look and feel more youthful.

Q: Can these shades be mixed with other LumiShine Permanent Crème shades?

A: Yes, they can be intermixed with any LumiShine Permanent Crème Color shade.

Q: What developer is recommended for use with LumiShine YouthLock shades?

A: For optimal gray coverage, we recommend using 20 Volume LumiShine Developer.

Q: Are the new LumiShine YouthLock shades ONLY for gray hair?

A: No! New YouthLock shades go beyond great gray coverage to help lock in younger-looking and-feeling hair with every color service.

Q: Are new LumiShine YouthLock shades darker than the N and NA shades on the LumiShine Permanent Crème palette?

A: The new LumiShine YouthLock shades offer more opacity due to their higher dye load. You can expect opacity that's half to one full level deeper.



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