

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>
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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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