

JOICO
the **joi** of healthy hair

LUMISHINE®
DEMI-PERMANENT LIQUID COLOR

5 NEW
LUST-HAVE
SHADES



Say goodbye to those “if I only had this color” moments! LumiShine’s five new Demi-Permanent Liquid shades are designed to round out your must-have collection with endless options for blondes, brunettes, silver/gray, and beyond. The perfect balancing act to build your business AND your creativity.

NEW

LUMISHINE®

DEMI-PERMANENT LIQUID COLOR

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

- Delivers up to 2X the shine*
- 100% replenished and restrengthened hair**
- Ammonia-free, pH-balanced formula
- Ideal viscosity for drip-free bottle application
- Versatile formula—corrects, glazes, glosses, and blends gray

Perfect when:

- You want to refresh, gloss, or tone
- You want to blend gray
- You want up to 2X the shine*

Let's Look Inside...

No more sacrificing healthy hair for brilliant, rich color. Our one-of-a-kind bond-building ArgiPlex™ Technology fuses the power of three proven, advanced complexes— Arginine, Quadramine® Complex and a Patented Conditioner— to help deliver gorgeous shine and strength in a color palette. Thanks to ArgiPlex Technology, LumiShine's proven formula replenishes hair with Arginine—a naturally occurring amino acid crucial to hair's strength. Exclusive Quadramine Complex helps reconstruct each strand for healthy-looking hair with every single service.

LumiShine Demi-Permanent Liquid Color uses:

- 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
- Tone-on-tone coloring

Mixing Instructions:

Mix 1:1 (equal parts color and 5 Volume LumiShine Developer)

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

SHADE	SHADE DESCRIPTION	SERVICE
7N	Balanced neutral medium blonde	A balanced blonde shade that can be used to tone faded highlights or add dimension to blondes. A must-have shade to help blend grays away with a soft, neutral result.
4N	Balanced neutral medium brunette	This balanced shade is ideal for creating natural, rich tones and refreshing faded brunettes. Can also be used to blend gray hair.
4NV	Medium brunette neutral tone with a secondary cool violet background	Ideal for refreshing faded brunettes to a rich, dark chocolate-brown.
10V	Lightest blonde pale violet with no background	This shade eliminates the palest of yellow undertones, creating beautiful, ultra-bright blondes. Great for toning, glazing/glossing.
4SB	Medium brunette silver-blue with no background	A must-have silver/ gray based shade to help "drab out" brassy brunettes. Can also be used on men for a cool brunette effect.

Post-Color Service

Rinse thoroughly. Acidify with K-PAK Professional Cuticle Sealer, rinse. Apply 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, apply Joico Defy Damage ProSeries 1 before color service and Joico Defy Damage ProSeries 2 for a post-color service treatment.



LUMISHINE TIMING AND MIXING

DEVELOPER	LEVELS OF LIFT	PROCESSING TIME
 <p>5 Volume (1.5%) + LumiShine Demi-Permanent Crème & Liquid Color</p>	<p>No lift. Deposit only.</p>	 <p>5 to 35 minutes depending on desired result. Process at room temperature or with heat.</p>

*vs. untreated damaged hair

**vs. haircolor without ArgiPlex