

JOICO
the **joi** of healthy hair

LUMISHINE®

YOUTHLOCK

REPAIR+ PERMANENT CRÈME COLOR

NEW NNG SERIES



The Fountain of Youth in Every Tube

100% GRAY COVERAGE IN 7 NEW SUNLIT SHADES



10NNG / 10.003



9NNG / 9.003



8NNG / 8.003



7NNG / 7.003



6NNG / 6.003



5NNG / 5.003



4NNG / 4.003

Unlock hair's youth potential with **NEW Natural Natural Gold** shades from **LumiShine® YouthLock**, Joico's first collagen-infused permanent crème color. 100% gray coverage goes gorgeous with seven Natural Natural Gold shades that infuse hair with youthful tones with a hint of gold—the kind of warmth that shines inside and out.

Harnessing the fountain of youth-like properties of **Collagen**—known to keep skin youthfully plump and improve skin elasticity and hydration—this formula **helps revitalize strands and lock in the look and feel of younger-looking hair.**

YOUTHLOCK

REPAIR+ PERMANENT CRÈME COLOR

jo! & 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****

Tone	Number/ Letter	Description
Natural Natural Gold	.003/NNG	Natural Natural Gold (NNG) Series shades feature a natural base with warm gold undertones and increased opacity for complete gray coverage.



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 elixir contains a signature blend of Collagen, Buriti Oil, and Arginine 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 healthy-looking hair results.

COLLAGEN

Collagen-infused formula helps to 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 ARGIPLEX

ArgiPlex helps to protect hair and reduce breakage* in every single treatment; reinforced locks also reduce the signs of damage and aging. ArgiPlex contains Arginine, a naturally occurring amino crucial to hair's strength.



QUADRAMINE® COMPLEX

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

PATENTED CONDITIONER

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.

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

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

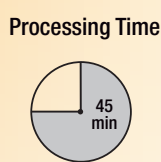
*** vs. untreated damaged hair

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

Now Let's Use It...

Keep youthful looking hair on your side with 20 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:



LumiShine Permanent Crème Color is mixed 1:1 (equal parts color and appropriate Volume LumiShine Developer)
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 35-45 minutes for gray coverage.

SHADE	GRAY BLENDING ON 25% GRAY HAIR	GRAY BLENDING ON 50% GRAY HAIR	GRAY BLENDING ON 75%-100% GRAY HAIR	DEVELOPER	TIMING
Natural Natural Gold	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 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, use with Joico Defy Damage ProSeries 1 before color service and Joico Defy Damage ProSeries 2 for a post-color service treatment.

FAQ

Q: What is the difference between NG and the new NNG series in shade behavior?

A: You can expect the same great background tones in both shade families. The NEW NNG series offers enhanced gray coverage and modern technology for youthful, healthy, shiny-looking hair.

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

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

Q: What developer is best to use with new YouthLock?

A: 20 Volume LumiShine Developer should be used for optimal gray coverage.

Q: Is the new YouthLock palette ONLY for gray hair?

A: No! In addition to providing radiant, believable gray coverage, YouthLock also helps reduce the signs of aging hair with every color service.

Q: Is YouthLock's new NNG series darker than the NG shades in the original LumiShine Permanent Crème palette?

A: The new YouthLock shades have more opacity; you can expect results that are half to one level deeper in opacity.