

JOICO
the **joi** of healthy hair



COLOR
INTENSITY[®]

SWATCH CHART

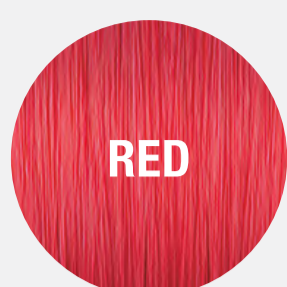
BOLD

PL = Prelighten Level



RUBY RED

PL:7



RED

PL:7



MAGENTA

PL:7



AMETHYST
PURPLE

PL:7



INDIGO

PL:7



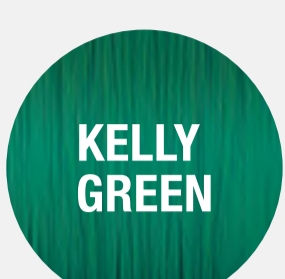
SAPPHIRE
BLUE

PL:7



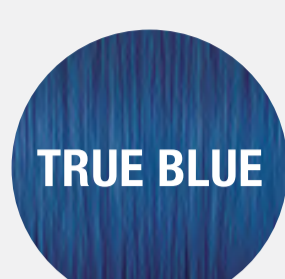
COBALT
BLUE

PL:7



KELLY
GREEN

PL:8



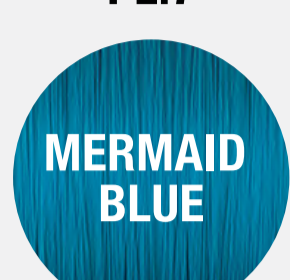
TRUE BLUE

PL:8



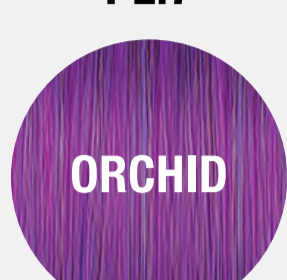
PEACOCK
GREEN

PL:9



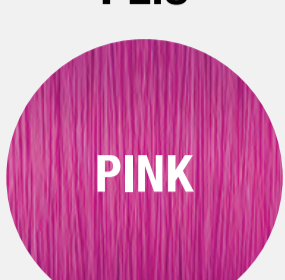
MERMAID
BLUE

PL:9



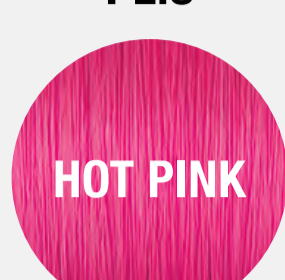
ORCHID

PL:9



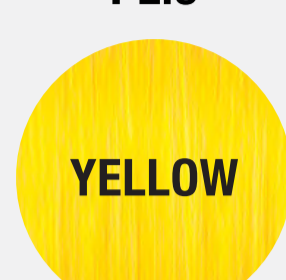
PINK

PL:9



HOT PINK

PL:9



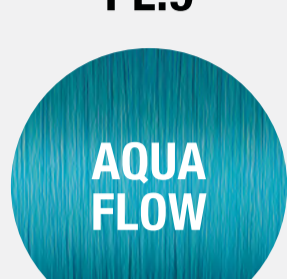
YELLOW

PL:9



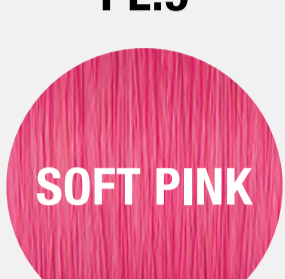
LIMELIGHT

PL:9



AQUA
FLOW

PL:9



SOFT PINK

PL:10



LIGHT
PURPLE

PL:10



TITANIUM

PL:10

METALLIC



METALLIC
PEWTER

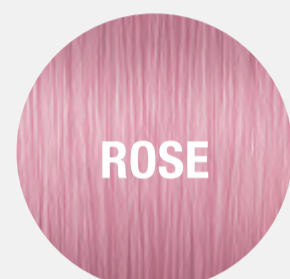
PL:10



METALLIC
VIOLET

PL:10

POWER PASTELS



ROSE

PL:10



LILAC

PL:10

PEARL PASTELS



ROSE GOLD

PL:7



SILVER ICE

PL:10



VIOLET
PEARL

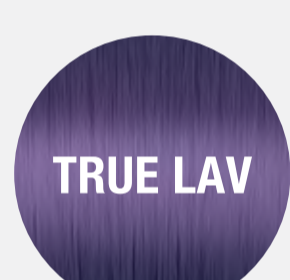
PL:10



BLUSH

PL:10

LOVE AURA



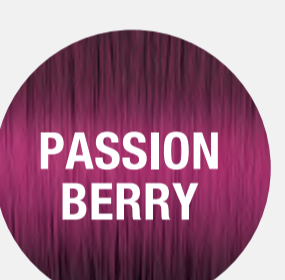
TRUE LAV

PL:9



PERI-WINK

PL:9



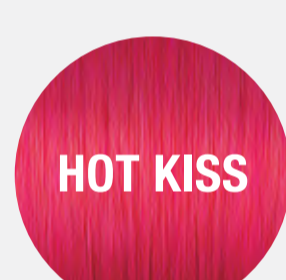
PASSION
BERRY

PL:8



MAUVE
AMOUR

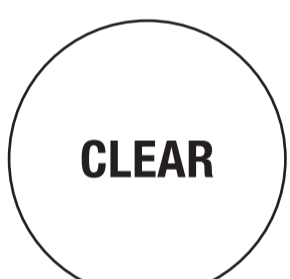
PL:9



HOT KISS

PL:8

+CLEAR MIXER



CLEAR

MIXOLOGY

CUSTOM FORMULAS



3 PARTS SILVER ICE
+
1 PART ROSE GOLD



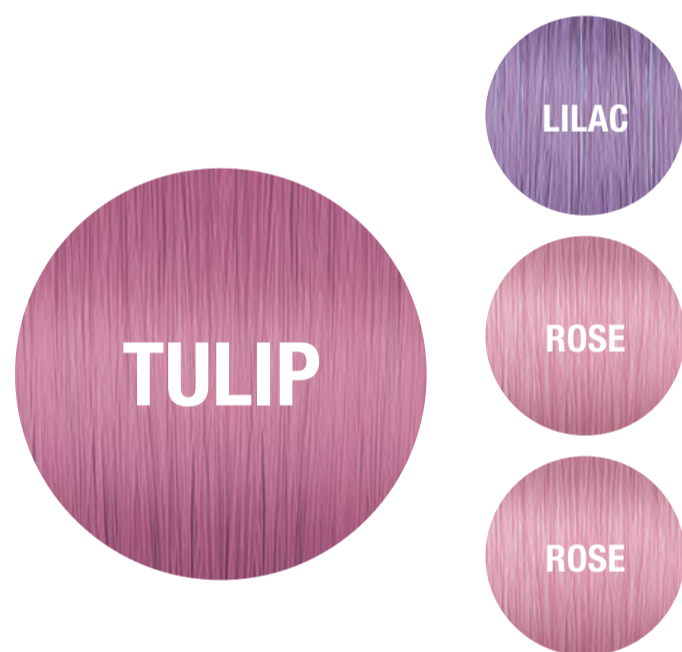
3 PARTS SILVER ICE
+
1 PART BLUSH
+
1 PART VIOLET PEARL
+
1 PART ROSE GOLD



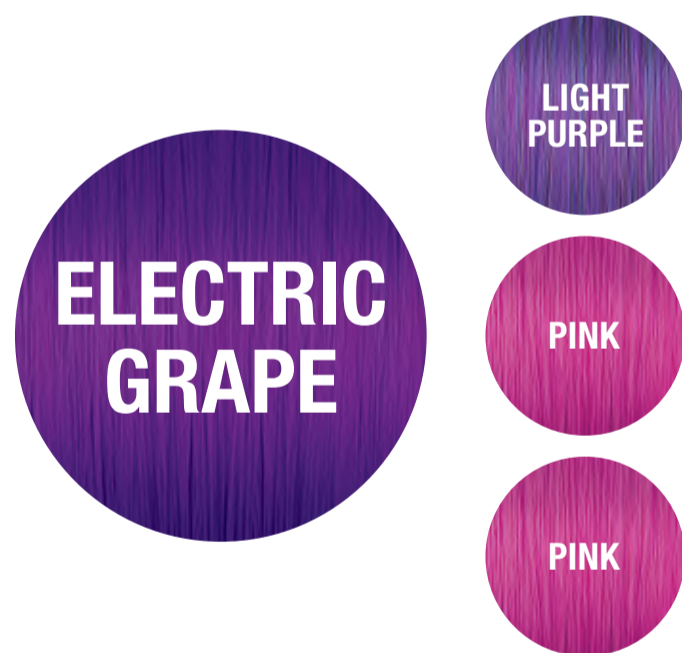
2 PARTS PEACOCK GREEN
+
1 PART KELLY GREEN
+
1 PART YELLOW



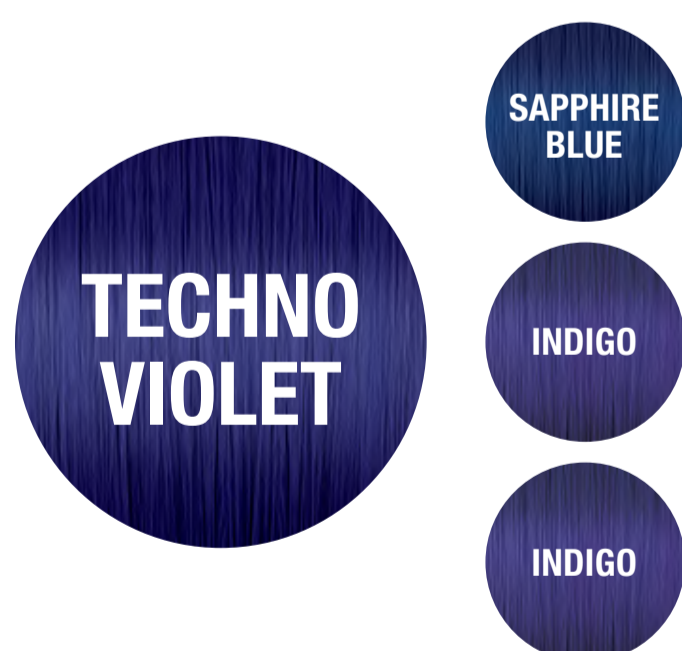
3 PARTS CLEAR
+
1 PART MERMAID BLUE
+
½ PART TRUE BLUE



1 PART LILAC
+
2 PARTS ROSE



1 PART LIGHT PURPLE
+
2 PARTS PINK



1 PART SAPPHIRE BLUE
+
2 PARTS INDIGO



HOW-TO

Color Intensity Eraser is mixed with water (H₂O), or 10 (3%) or 20 (6%) Volume Veroxide® or LumiShine® developer.

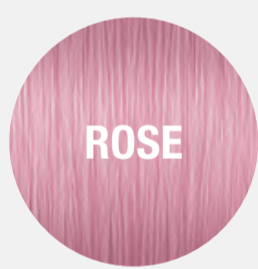


COLOR ERASER USER GUIDE

MIXTURE		BEFORE	AFTER
Eraser + Water (H ₂ O)	Direct Dyes that are almost completely faded or for muted/pastel shades.		
Eraser + 10 Volume	Direct Dyes that are partially faded or are mid-level/semi-saturated shades.		
Eraser + 20 Volume	Direct Dyes that are fairly recent/fresh or are a deep, vibrant, or red shade.		

COLOR ERASER USER GUIDE

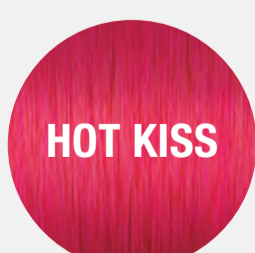
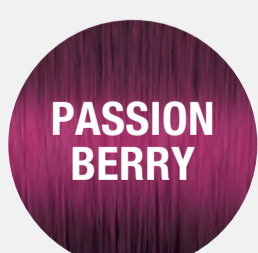
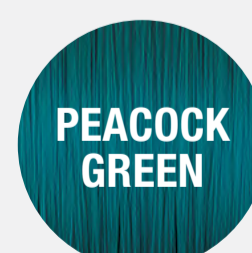
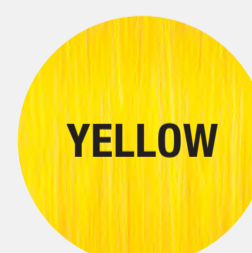
WATER



10 VOLUME (3%)



20 VOLUME (6%)



Color Intensity Eraser is mixed with water (H₂O), or 10 (3%) or 20 (6%) Volume Veroxide® or LumiShine® developer.

STEP 1

Mix

COLOR INTENSITY ERASER

in a

1:2 RATIO

- 1 part Color Intensity Eraser
- 2 parts H₂O or 5 (1.5%) or 10 (3%), or 20 (6%) Volume developer

STEP 2

Using a color brush,

**APPLY ONLY TO HAIR THAT
HAS BEEN PRELIGHTENED
AND TREATED**

with direct dyes or
semi-permanent haircolor.

STEP 3

Process for

**UP TO 30 MINUTES AT
ROOM TEMPERATURE,**

checking every

2-5 MINUTES

until desired result is achieved.

STEP 4

Thoroughly rinse

COLOR INTENSITY ERASER

from hair, then shampoo with

K-PAK® COLOR THERAPY™

until water runs clear.

STEP 5

Follow with

K-PAK CUTICLE SEALER

(optional) and

K-PAK COLOR THERAPY

CONDITIONER.