

**JOICO**  
the **joi** of healthy hair

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# COLOR INTENSITY

PRODUCT KNOWLEDGE GUIDE

# INTO THE RAINBOW

Discover a dazzling spectrum of bold, brilliant color with Joico® Color Intensity®—our intensely concentrated pigments designed to help you create wow-worthy results that last up to 20+ shampoos.\*

Color Intensity's intermixable formula can be applied straight from the tube, or mixed and mingled to your heart's content for endless creative possibilities. Bonus benefit: **NO DEVELOPER REQUIRED!**

## WHY YOU'LL LOVE IT

- Intense vibrancy that lasts up to 20+ shampoos\*
- Helps reconstruct with Quadramine® Complex for healthy-looking hair after every color service
- Naturally conditioning Kukui Nut Oil leaves hair silky smooth and shiny
- Intermixable shades = endless creative possibilities

## DIFFERENT STROKES FOR DIFFERENT LOOKS

- Horizontal slices = Maximum color visibility on the surface
- Vertical slices = Minimal bursts of color
- Diagonal slices = Visible-yet-diffused color effect
- Mix-and-match foil placement = Very dramatic results
- Clear Mixer allows you to control the intensity of each shade

## EASY DOES IT

**Step 1:** Apply to clean, dry hair (¼-inch from the scalp).

**Step 2:** Process for 20 minutes.

**Step 3:** Rinse well with cold water for several minutes, rinsing each color separately.

**Step 4:** Shampoo with K-PAK® Color Therapy. Apply K-PAK Cuticle Sealer, then rinse. Finish with K-PAK Hydrator.

- Do not mix with Vero K-PAK Color, Vero K-PAK Chrome, LumiShine, or Blonde Life shades.
- Wear gloves to avoid staining.
- After lightening, tone hair with Vero K-PAK Color, Vero K-PAK Chrome, LumiShine Demi-Liquid, LumiShine Demi-Permanent, or Blonde Life Quick Tone shades to create the ideal base for vibrancy.

\* Bold shades last up to 20 shampoos, Metallic shades up to 15 shampoos, and Power and Pearl Pastel shades up to 10 shampoos. Color longevity also depends on daily care habits, hair history, and texture

## SHADE PALETTE

### BOLD SHADES

Intense vibrancy that lasts up to 20+ shampoos\*

PL =  
PRELIGHTEN



### METALLIC SHADES

Lustrous, multidimensional metallics that last up to 15 shampoos\*



### POWER PASTEL SHADES

Creamy, luxurious pastels that last up to 10 shampoos\*



### PEARL PASTEL SHADES



### LOVE AURA SHADES



### CLEAR MIXER





# MIXOLOGY

## CUSTOM FORMULAS



3 PARTS SILVER ICE  
+  
1 PART ROSE GOLD



1 PART LILAC  
+  
2 PARTS ROSE



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



1 PART LIGHT PURPLE  
+  
2 PARTS PINK



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



1 PART SAPPHIRE BLUE  
+  
2 PARTS INDIGO



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



# ERASE WITH EASE



## COLOR INTENSITY® ERASER LIFTS DIRECT DYES / SEMI-PERMANENT COLOR IN 30 MINUTES OR LESS.

Color-obsessed clients can now change their custom color quickly and easily while leaving locks gleaming with healthy-looking condition! In 30 minutes or less, this brilliant K-PAK Keratin-enriched formula lifts direct dyes, leaving hair joi-fully ready for its next color transformation.

### HERE'S WHY YOU'LL LOVE IT

- Easy, one-step direct dye removal in 30 minutes or less
- Creamy, drip-free formula is a breeze to apply and stays put through processing
- Cuticle-nourishing K-PAK® proteins help condition and protect hair during lifting for healthy-looking results\*

\* Follow with the K-PAK Color Therapy regimen

## THE HOW-TO

**Color Intensity Eraser** is mixed with water (H<sub>2</sub>O), or 10 (3%) or 20 (6%) Volume Veroxide® or LumiShine® developer. Mix one full Color Intensity Eraser packetette with 3 oz of H<sub>2</sub>O, or 10 (3%) or 20 (6%) developer. Using a color brush, apply **ONLY** to hair that has been prelightened and treated with direct dyes or semi-permanent haircolor. Process for up to 30 minutes at room temperature, checking every 5 minutes until desired result is achieved. Thoroughly rinse Color Intensity Eraser from the hair, shampoo with K-PAK® Color Therapy Shampoo, then follow with a second color application. Conclude with K-PAK Cuticle Sealer (optional) and K-PAK Color Therapy Conditioner. Always do a strand test first.

**NOTE:** Only recommended for direct dye / semi-permanent haircolor removal. Color Intensity Eraser will lift natural pigment.

## WHEN TO USE

**Color Intensity Eraser** should be used to deactivate direct dye / semi-permanent color. It should **NOT** be used to prelighten hair before a Color Intensity service. For prelightening before an initial Color Intensity service, use a Joico lightener (Blonde Life® Lightening Powder, Blonde Life Crème Lightener, or VeroLight®) to lift hair to the appropriate level to support your Color Intensity shade or design. Eraser should only be used following a proper consultation to assess hair's condition, elasticity, and porosity.\*\* Do not exceed more than 1 application within a 24 hour period.

\*\* Always perform a strand test first

| MIX WITH                    | COLOR INTENSITY REMOVAL CHART                                             |                                           |                                                 |                                              |                                              |                                             |                                                |                                           |
|-----------------------------|---------------------------------------------------------------------------|-------------------------------------------|-------------------------------------------------|----------------------------------------------|----------------------------------------------|---------------------------------------------|------------------------------------------------|-------------------------------------------|
| WATER<br>(H <sub>2</sub> O) | <div>ROSE</div> <div>LILAC</div> <div>BLUSH</div> <div>VIOLET PEARL</div> |                                           |                                                 |                                              |                                              |                                             |                                                |                                           |
| 10 VOLUME<br>(3%)           | <div>MERMAID BLUE</div> <div>AMETHYST PURPLE</div>                        | <div>INDIGO</div> <div>LIGHT PURPLE</div> | <div>SAPPHIRE BLUE</div> <div>ORCHID</div>      | <div>LIMELIGHT</div> <div>PINK</div>         | <div>ROSE GOLD</div> <div>HOT PINK</div>     | <div>MAUVE AMOUR</div> <div>SOFT PINK</div> | <div>METALLIC VIOLET</div> <div>TRUE LAV</div> | <div>AQUA FLOW</div> <div>PERI-WINK</div> |
| 20 VOLUME<br>(6%)           | <div>RUBY RED</div> <div>MAGENTA</div>                                    | <div>RED</div> <div>TITANIUM</div>        | <div>PASSION BERRY</div> <div>COBALT BLUE</div> | <div>HOT KISS</div> <div>PEACOCK GREEN</div> | <div>YELLOW</div> <div>METALLIC PEWTER</div> | <div>SILVER ICE</div>                       |                                                |                                           |

# DEFYDAMAGE

## OUR NEXT GENERATION OF **BOND BUILDING**

backbar treatment



### DEFY DAMAGE® | pro series

BOND PROTECTING & COLOR PERFECTING TREATMENT

#### DEFY DAMAGE AND DELIVER MIND-BLOWING PERFORMANCE WITH EVERY COLOR INTENSITY® SERVICE

Working in tandem to protect hair pre- and post-chemical services, this treatment duo blankets hair with a damage shield that helps safeguard strands from the negative effects of coloring, texturizing, and lightening services.



#### DEFY DAMAGE PROSERIES 1 Bond-Protecting Color Optimizer Spray

This ultra-dry bond protector instantly helps shield hair from chemical service damage, improves color deposit, and provides greater, more even lift when lightening.



#### DEFY DAMAGE PROSERIES 2 Bond-Strengthening Color Treatment

This intensive treatment helps strengthen bonds and hydrates for damage-resistant, healthy-looking hair in just one use.

seeing is **believing**



Results may vary depending on color history, porosity, and hair condition.

#### STEP 1: DEFY DAMAGE PROSERIES 1

- SHAKE CAN VIGOROUSLY. Apply to dry hair before color service.
- Starting at the back of the head, spray onto two-inch horizontal sections of hair in short bursts.
- Continue this application method until all sections have been treated.

#### STEP 2: Apply Color Intensity formula of your choice and process as usual.

- If you have sections of hair that are more damaged than others, you may reapply ProSeries 1 to those areas for added protection.
- Comb through hair to ensure complete and even distribution.

#### STEP 3: Rinse hair thoroughly.

#### STEP 4: Shampoo hair with Defy Damage Protective Shampoo.

#### STEP 5: DEFY DAMAGE PROSERIES 2

- Apply to damp hair. Leave in for 5 minutes. Rinse.



**JOICO**  
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**DEFYDAMAGE**

OUR NEXT  
GENERATION  
OF **BOND  
BUILDING**  
at-home care



Protect hair from the ravaging effects of daily heat styling, UV exposure, and pollution with Joico's Defy Damage® haircare system. From salon to home, our damage-defying breakthrough helps protect and strengthen hair bonds for a healthy-hair transformation you can see and feel.



**DEFY DAMAGE  
PROTECTIVE SHAMPOO**

This gentle daily cleanser swiftly sloughs away dirt, impurities, and buildup without roughing up the hair cuticle or stripping vibrant color.



**DEFY DAMAGE  
PROTECTIVE CONDITIONER**

Helps replenish moisture and builds resilience without weighing hair down.



**DEFY DAMAGE  
PROTECTIVE MASQUE**

Give hair a deep infusion of bond-strengthening protection for less breakage, more protection from heat styling, and the kind of softness and shine you can see and feel on contact.



**DEFY DAMAGE  
PROTECTIVE SHIELD**

A true damage defense hero against the harsh effects of daily styling and exposure to UV and environmental pollution.\* Used prior to styling, hair is fortified inside and out.

\*Laboratory tested using pollution particles

FIND COLOR FORMULAS AND STEP-BY-STEPS ON  
**JOICO.COM** OR  **JOICO APP**

