

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



# COLOR INTENSITY

PRODUCT KNOWLEDGE GUIDE

# 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



AQUA  
FLOW

PL:9



SOFT PINK

PL:10



LIGHT  
PURPLE

PL:10



TITANIUM

PL:10

# METALLIC



METALLIC  
PEWTER

PL:10

# POWER PASTELS



ROSE

PL:10



LILAC

PL:10

# PEARL PASTELS



ROSE GOLD

PL:7



SILVER ICE

PL:10



BLUSH

PL:10

# LOVE AURA



TRUE LAV

PL:9



PERI-WINK

PL:9



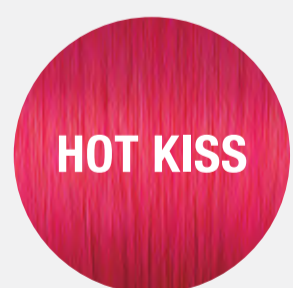
PASSION  
BERRY

PL:8



MAUVE  
AMOUR

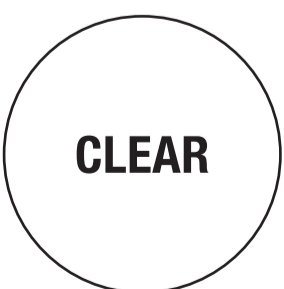
PL:9



HOT KISS

PL:8

# +CLEAR MIXER



CLEAR



## 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.



## COLOR ERASER USER GUIDE

MIXTURE		BEFORE	AFTER
Eraser + Water (H <sub>2</sub> 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

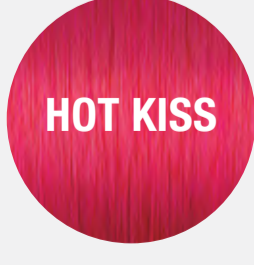
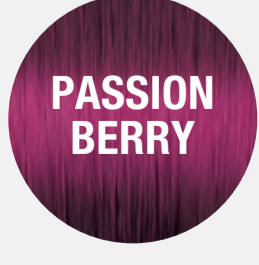
### WATER



### 10 VOLUME (3%)



### 20 VOLUME (6%)



Color Intensity Eraser is mixed with water (H<sub>2</sub>O), 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 H<sub>2</sub>O 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.**

