

JOICO
the **joi** of healthy hair

LUMISHINE®

**SWATCH
CHART**



LUMISHINE®

PERMANENT CRÈME COLOR SHADE CHART



	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)	NG NATURAL GOLD (.03)	NRG NATURAL RED GOLD (.063)	NC NATURAL COPPER (.04)	NRv NATURAL RED VIOLET (.05)
10 Lightest Blonde	 10N / 10.0		 10NWB / 10.07		 10NG / 10.03			
9 Light Blonde	 9N / 9.0	 9NA / 9.01	 9NWB / 9.07	 9NW / 9.077	 9NG / 9.03		 9NC / 9.04	
8 Blonde	 8N / 8.0	 8NA / 8.01	 8NWB / 8.07		 8NG / 8.03	 8NRG / 8.063	 8NC / 8.04	
7 Medium Blonde	 7N / 7.0	 7NA / 7.01	 7NWB / 7.07	 7NW / 7.077	 7NG / 7.03	 7NRG / 7.063	 7NC / 7.04	
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NW / 6.077	 6NG / 6.03	 6NRG / 6.063	 6NC / 6.04	 6NRv / 6.05
5 Light Brown	 5N / 5.0	 5NA / 5.01	 5NWB / 5.07	 5NW / 5.077		 5NRG / 5.063	 5NC / 5.04	 5NRv / 5.05
4 Medium Brown	 4N / 4.0	 4NA / 4.01		 4NW / 4.077	 4NG / 4.03			
3 Dark Brown	 3N / 3.0	 3NA / 3.01						
2 Darkest Brown								
1 Black	 1N / 1.0							





















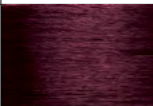

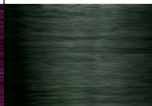



EASY 1:1 MIXING RATIO FOR ALL FORMULAS

Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.

LUMISHINE®

PERMANENT CRÈME COLOR SHADE CHART



	NV NATURAL VIOLET (.02)	CC COPPER (.44)	RRC RED RED COPPER (.664)	RR RED RED (.66)	RRV RED RED VIOLET (.662)	VV VIOLET (.22)	AA ASH ASH (.11)	BA BLUE ASH (.8)	XL HIGH LIFT
10 Lightest Blonde	 10NV / 10.02							 10BA / 10.8	 XLN / XL.0
9 Light Blonde	 9NV / 9.02							 9BA / 9.8	 XLB / XL.7
8 Blonde					 8RRV / 8.662				 XLA / XL.1
7 Medium Blonde	 7NV / 7.02	 7CC / 7.44	 7RRC / 7.664				 7AA / 7.11	 7BA / 7.8	 XLAA / XL.11
6 Dark Blonde	 6NV / 6.02	 6CC / 6.44	 6RRC / 6.664	 6RR / 6.66	 6RRV / 6.662		 6AA / 6.11	 6BA / 6.8	
5 Light Brown	 5NV / 5.02		 5RRC / 5.664	 5RR / 5.66			 5AA / 5.11	 5BA / 5.8	
4 Medium Brown					 4RRV / 4.662	 4VV / 4.22	 4AA / 4.11		
3 Dark Brown				 3RR / 3.66		 3VV / 3.22			
2 Darkest Brown									
1 Black						 1VV / 1.22			

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.

LUMISHINE[®] LUMI10[™]

10 MINUTE | 100% GRAY COVERAGE
PERMANENT CRÈME COLOR SHADE CHART



	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)
10 Lightest Blonde	NEW 10N / 10.0		
9 Light Blonde			
8 Blonde	NEW 8N / 8.0	NEW 8NA / 8.01	NEW 8NWB / 8.07
7 Medium Blonde	NEW 7N / 7.0	NEW 7NA / 7.01	NEW 7NWB / 7.07
6 Dark Blonde	NEW 6N / 6.0	NEW 6NA / 6.01	NEW 6NWB / 6.07
5 Light Brown	NEW 5N / 5.0		NEW 5NWB / 5.07
4 Medium Brown	NEW 4N / 4.0		
3 Dark Brown	NEW 3N / 3.0		
2 Darkest Brown			
1 Black	NEW 1N / 1.0		

EXPERIENCE IN JUST 10 MINUTES

- 100% gray coverage
- Concentrated pigments that deliver immediate deposit
- Long-lasting color
- Supercharged conditioning polymers nourish and protect color-treated hair for up to 30 shampoos*
- LumiShine benefits, including up to 2X the shine**

HERE'S WHY YOU'LL LOVE IT

When time is of the essence, color in the fast lane with vibrant permanent shades that have all the bells and whistles of the LumiShine line...and a dedicated Accelerator for optimum performance.

- Permanent haircolor develops in just 10 minutes
- 100% gray coverage in half the time of traditional permanent color
- Reduced breakage and restrengthened hair***
- Leaves strands soft and luminous

IDEAL WHEN

- You want to fit more clients into your daily schedule
- You and your client want to minimize person-to-person contact from time spent in the chair
- You want the results of a traditional root touch-up in a speedy service
- You're looking for a fast color option so you can still accommodate those late-arriving clients or unexpected walk-ins

*When followed with K-PAK Color Therapy Shampoo and Conditioner

**vs. untreated damaged hair

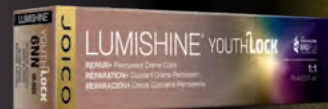
***Combing breakage on damaged hair with K-PAK® Color Therapy Shampoo and Conditioner vs. non-conditioning shampoo

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.

LUMISHINE® YOUTHLOCK

PERMANENT CRÈME COLOR SHADE CHART



	NN NATURAL NATURAL (.00)	NNA NATURAL NATURAL ASH (.001)	NNG NATURAL NATURAL GOLD (.003)
10 Lightest Blonde	 10NN / 10.00		 10NNG / 10.003
9 Light Blonde	 9NN / 9.00	 9NNA / 9.001	 9NNG / 9.003
8 Blonde	 8NN / 8.00		 8NNG / 8.003
7 Medium Blonde	 7NN / 7.00	 7NNA / 7.001	 7NNG / 7.003
6 Dark Blonde	 6NN / 6.00	 6NNA / 6.001	 6NNG / 6.003
5 Light Brown	 5NN / 5.00	 5NNA / 5.001	 5NNG / 5.003
4 Medium Brown	 4NN / 4.00		 4NNG / 4.003
3 Dark Brown		 3NNA / 3.001	
2 Darkest Brown	 2NN / 2.00		
1 Black			




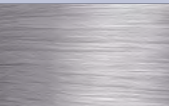





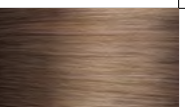


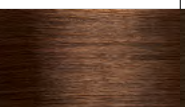
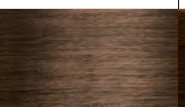
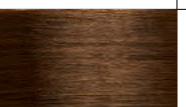

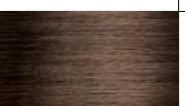



EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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LUMISHINE[®] DD DIMENSIONAL DEPOSIT

DEMI-PERMANENT CRÈME COLOR SHADE CHART



	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)	NG NATURAL GOLD (.03)	NRG NATURAL RED GOLD (.063)	SB SILVER BLUE (.8)
10 Lightest Blonde	 10N / 10.0		 10NWB / 10.07				 10SB / 10.8
9 Light Blonde				 9NW / 9.077	 9NG / 9.03		
8 Blonde	 8N / 8.0	 8NA / 8.01	 8NWB / 8.07			 8NRG / 8.063	 8SB / 8.8
7 Medium Blonde				 7NW / 7.077			
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NW / 6.077	 6NG / 6.03		 6SB / 6.8
5 Light Brown							
4 Medium Brown				 4NW / 4.077			
3 Dark Brown	 3N / 3.0	 3NA / 3.01			 3NG / 3.03		
2 Darkest Brown							
1 Black							

























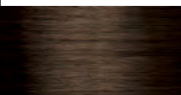
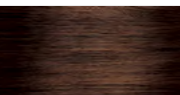

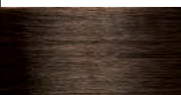
EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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LUMISHINE®

DEMI-PERMANENT LIQUID COLOR SHADE CHART



	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)	NG NATURAL GOLD (.03)	NC NATURAL COPPER (.04)	NV NATURAL VIOLET (.02)
10 Lightest Blonde	 10N / 10.0		 10NWB / 10.07	 10NW / 10.077	 10NG / 10.03		
9 Light Blonde		 9NA / 9.01	 9NWB / 9.07				 9NV / 9.02
8 Blonde	 8N / 8.0	 8NA / 8.01		 8NW / 8.077	 8NG / 8.03	 8NC / 8.04	
7 Medium Blonde	 7N / 7.0		 7NWB / 7.07			 7NC / 7.04	
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NW / 6.077	 6NG / 6.03	 6NC / 6.04	 6NV / 6.02
5 Light Brown	 5N / 5.0	 5NA / 5.01					
4 Medium Brown	 4N / 4.0		 4NWB / 4.07				 4NV / 4.02
3 Dark Brown	 3N / 3.0						
2 Darkest Brown							
1 Black							

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.

LUMISHINE®

DEMI-PERMANENT LIQUID COLOR SHADE CHART



	CCR COPPER COPPER RED (.446)	RR RED RED (.66)	RRV RED RED VIOLET (.662)	V VIOLET (.2)	VV VIOLET (.22)	AA ASH ASH (.11)	SB SILVER BLUE (.8)	CLEAR
10 Lightest Blonde								
				10V / 10.2			10SB / 10.8	CLEAR
9 Light Blonde								
				9V / 9.2			9SB / 9.8	
8 Blonde								
		8RR / 8.66				8AA / 8.11		
7 Medium Blonde								
				7V / 7.2			7SB / 7.8	
6 Dark Blonde								
	6CCR / 6.446					6AA / 6.11	6SB / 6.8	
5 Light Brown								
			5RRV / 5.662			5AA / 5.11		
4 Medium Brown								
		4RR / 4.66					4SB / 4.8	
3 Dark Brown								
					3V / 3.22			
2 Darkest Brown								
1 Black								
							1BS / 1.8	















EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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LUMISHINE™

OUR BREAKTHROUGH TECHNOLOGY & PERFORMANCE

PROCESSING, MIXING, AND TIMING

DEVELOPER	LEVELS OF LIFT	PROCESSING TIME
 5 Volume (1.5%) + LumiShine Demi-Permanent Crème & Liquid Color	No lift. Deposit only.	 5 to 35 minutes , depending on desired result. Process at room temperature or with heat.
 10 Volume (3%) + LumiShine Permanent Crème Color	Up to 1 level	 35 minutes. Do not use heat.
 20 Volume (6%) + LumiShine Permanent Crème & YouthLock Color	Up to 2 levels	 35 minutes. Do not use heat.  Up to 45 minutes for gray coverage. Do not use heat.
 22 Volume (6.6%) + LUMI10 Permanent Crème Color	Up to 2 levels	 10 minutes. Do not use heat.
 30 Volume (9%) + LumiShine Permanent Crème Color	Up to 3 levels	 35 minutes. Do not use heat.
 40 Volume (12%) + LumiShine Permanent Crème Color	Up to 4 levels	 35 minutes. Do not use heat.  Up to 60 minutes for High Lift "XL" shades. Do not use heat.

TONE	NUMBER
Natural	N .0
Natural Natural	NN .00
Natural Ash	NA .01
Natural Natural Ash	NNA .001
Natural Warm Beige	NWB .07
Natural Warm	NW .077
Natural Gold	NG .03
Natural Natural Gold	NNG .003
Natural Red Gold	NRG .063
Natural Copper	NC .04
Natural Red Violet	NRv .05
Natural Violet	NV .02
Copper	C .4
Copper Copper Red	CCR .446
Red Red Copper	RRC .664
Red	R .6
Red Red Violet	RRV .662
Violet	V .2
Ash Ash	AA .11
Blue Ash / Silver Blue	BA / SB .8

LUMISHINE TONAL LETTER AND NUMBER SYSTEM

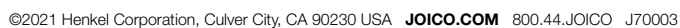
LumiShine uses a Tonal Letter System to identify the predominant tone in each shade.

- First Letter = Dominant Tone
- Second Letter = Secondary Tone

LumiShine also uses the Global Tonal Number Key System to identify each tone.

HOW TO USE THE COLOR WHEEL

- Mixing the primaries in equal proportion creates brown.
- All three primaries are present in natural hair in varying amounts, creating lighter to darker shades of hair color.
- To refine or neutralize a color, use its direct OPPOSITE on the color wheel. For example, use a violet-based shade to neutralize any unwanted yellow tones.



LUMISHINE™ JOICOLOR SUPPORT PRODUCTS

LIGHTENERS

Formulated with good-for-your-hair ingredients, our Joico lighteners take the fear out of lightening—providing ideal control, cuticle protection, and client comfort while lifting hair to your desired level.



BLONDE LIFE® LIGHTENING POWDER

Builds Bonds for Brilliant Blondes

- Up to 9+ levels of fast-acting lift
- Healthy-looking results without additives
- Blondes that look & feel nourished
- Strengthens hair, reducing breakage by over 54%* in just one treatment



*Against combing breakage on damaged hair; when used with Blonde Life Brightening Masque vs. a non-conditioning bleach



BLONDE LIFE® CRÈME LIGHTENER

- Up to 9+ levels of lift
- Reduces breakage by 77% in one treatment*
- Strengthens hair to be 4X more resistant to breakage*
- Designed for balayage, freehand, and ombré techniques—with or without foils
- No dedicated developer

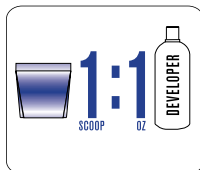


*Against combing breakage on damaged hair; when used with Blonde Life Brightening Masque



VERO K-PAK® VEROLIGHT® LIGHTENING POWDER

- For on-and off-scalp use
- Lifts up to 8 levels
- Contains K-PAK Keratin and moisturizing Sorbitol Crystals
- Dust-free for user comfort
- Ideal when fast-acting lift is desired



VERO K-PAK® CRÈME LIGHTENER

- Fragrance-free formula
- Fast-acting for 8 levels of on-and off-scalp lift
- Contains Shea Butter
- Contains moisturizing Sorbitol Crystals



LUMISHINE™

3 STEPS TO COLOR SUCCESS

STEP 1: CONSULTATION

In this step, you will determine:

- The client's natural level
- The percentage of existing gray
- The desired level and tone
- The client's hair texture, porosity, and history

LEVEL	
10	Lightest Blonde
9	Light Blonde
8	Blonde
7	Medium Blonde
6	Dark Blonde
5	Light Brown
4	Medium Brown
3	Dark Brown
2	Darkest Brown
1	Black

LUMISHINE LEVEL SYSTEM

LumiShine is based on the International Level System of 1-10, with 1 being the darkest (Black) and 10 being the lightest (Lightest Blonde).

STEP 2: FORMULATION

In this step, you will determine:

- Levels of lift, deposit, and tone needed to reach your goal
- If you will enhance or refine the underlying pigment at the lifted level
- What product to use in order to achieve your desired results; demi-permanent color, permanent color, a high lift "XL" shade, or a lightener.
- The volume(s) of developer will you need to use

PERMANENT COLOR FORMULATION EXAMPLES

NATURAL LEVEL	GRAY %	DESIRED RESULT	FORMULA	TIMING
Level 4	0	Level 6 Cool Dark Blonde	2 oz (60 ml) LumiShine Permanent Crème Color 6NA (6.01) + 2 oz (60 ml) 20 Volume LumiShine Developer	Process for 35 minutes at room temperature
Level 4	50%	Level 6 Natural Dark Blonde	2 oz (60 ml) LumiShine Permanent Crème Color 6N (6.0) + 2 oz (60 ml) 20 Volume LumiShine Developer	Process for 35-45 minutes at room temperature
Level 4	0	Level 6 Copper Red Dark Blonde	2 oz (60 ml) LumiShine Permanent Crème Color 6CC (6.44) + 2 oz (60 ml) 20 Volume LumiShine Developer	Process for 35-45 minutes at room temperature
Level 4	50%	Level 6 Copper Red Dark Blonde	2 oz (60 ml) LumiShine Permanent Crème Color 6NC (6.04) + 2 oz (60 ml) 20 Volume LumiShine Developer Note: 6NC (6.04) was chosen due to the presence of gray hair.	Process for 35-45 minutes at room temperature
Level 4	75%	Level 6 Copper Red Dark Blonde	1½ oz (45 ml) LumiShine Permanent Crème Color 6NC (6.04) + ½ oz (15 ml) LumiShine Permanent Crème Color 6N (6.0) + 2 oz (60 ml) 20 Volume LumiShine Developer Note: 6N (6.0) was added due to the presence of more than 50% gray hair.	Process for 35-45 minutes at room temperature

XL SHADE FORMULATION EXAMPLES

NATURAL LEVEL	GRAY %	DESIRED RESULT	FORMULA	TIMING
Level 6	0	Level 10 Natural Lightest Blonde	2 oz (60 ml) LumiShine Permanent Crème Color XLN (XL.0) + 2 oz (60 ml) 40 Volume LumiShine Developer	Process for 35 up to 60 minutes at room temperature
Level 3	0	Level 7 Natural Medium Blonde	2 oz (60 ml) LumiShine Permanent Crème Color XLAA (XL.11) + 2 oz (60 ml) 40 Volume LumiShine Developer Note: XLAA (XL.11) was chosen due to the natural level being darker than Level 5; XLAA should not be used on Levels 6 and lighter.	Process for 35 up to 60 minutes at room temperature

LUMISHINE™

3 STEPS TO COLOR SUCCESS

STEP 3: APPLICATION

Mix 1:1 LumiShine color and appropriate volume of developer. Apply using either a bowl + brush or applicator bottle.

Permanent Crème Color: Process for 35 minutes; up to 45 minutes for gray coverage and maximum red deposit; and up to 60 minutes for High Lift "XL" shades

Permanent 10 Minute Crème Color: Process for 10 minutes for gray coverage and a fast color option

Demi-Permanent Liquid Color: Process for 5-35 minutes

LUMISHINE APPLICATION SERVICES

Virgin Application	Using two formulas. Formula 1: Applied to regrowth area (up to 1½-inch [0.32 cm] from scalp) Formula 2: One to two levels lighter (depending on porosity) and warmer than regrowth formula, applied to the hair shaft
Retouch Application	Regrowth: Taking fine partings, apply desired LumiShine Permanent Crème formula to the regrowth (scalp) area. Refreshing previously colored hair: LumiShine DD Dimensional Deposit Demi-Crème or Demi-Liquid Color are recommended for refreshing a faded, previously colored hair shaft. Mix 1:1 with 5 (1.5%) Volume LumiShine Developer. Alternatively, use LumiShine Permanent Crème Color mixed 1:1 with 5 (1.5%) or 10 (3%) Volume LumiShine Developer. Process for the last 10 to 15 minutes with the permanent retouch formula.

DEMI-PERMANENT LIQUID COLOR SERVICE APPLICATIONS

SERVICE	APPLICATION	PROCESSING TIME	PROCESSING
Virgin Application	Apply to scalp area first, in thin, even sections. Work color through the hair lengths for the last 10-20 minutes.	Up to 35 minutes	Room Temperature
Haircolor Retouch	Apply to scalp area first, in thin, even sections. Work color through the hair lengths for the last 5-10 minutes.	Up to 35 minutes	Room Temperature
Toning Prelightened Hair	Apply at scalp area in thin, 1/8-inch (0.32 cm) sections (up to 1-inch [2.54 cm] of hair shaft). Work formula through hair lengths for 90 seconds (or up to 2 minutes).	Process 5-15 minutes, then strand test. Most prelightened hair is effectively toned in 15 minutes or less.	Room Temperature
Glazing/Glossing	Following shampoo or color service, towel-dry hair and apply Demi-Permanent Liquid Color to the entire hair shaft (scalp through mid-lengths and ends).	5-20 minutes (or until desired shade is achieved)	Room Temperature
Men's services	Apply to virgin hair at scalp area first, then through mid-lengths.	5-10 minutes (or until desired shade is achieved)	Room Temperature
Clear* Treatment: Adds shine and improves hair condition	Apply to scalp area first, in thin, even sections. Work through the hair lengths for up to 20 minutes.	20 minutes	Room Temperature

* Clear can also easily be used to soften, lighten and reduce the intensity of other liquid shades. To dilute the intensity of a shade, mix 1 oz (30 ml) of target shade with 1 oz (30 ml) of Clear.

LUMISHINE™ GRAY COVERAGE GUIDE



PERMANENT CRÈME GRAY COVERAGE GUIDE

For reliable, full-coverage results on gray hair, formulate with the LumiShine Natural, Natural Ash, Natural Warm, or Natural Warm Beige series. Natural Copper, Natural Gold, Natural Violet, and Natural Red Violet series have balanced bases and provide predictable gray coverage on hair with up to 50% gray. For hair with more than 50% gray, add 25% Natural (.0) to your formula at the same level. Red, Copper, Violet, Ash Ash, and Blue Ash series do not have natural bases; they are not balanced for gray coverage unless a vivid result is desired. Add Natural (.0), Natural Warm (.077), Natural Warm Beige (.07), or Natural Ash (.01) at the same level and in the same percentage of gray present for Red, Copper, Violet, or Blue Ash series.

SHADE	FULL COVERAGE ON 25%-50% GRAY HAIR	FULL COVERAGE ON 50%-75% GRAY HAIR	FULL COVERAGE ON 75%-100% GRAY HAIR	DEVELOPER	TIMING
Natural Natural Ash Natural Warm Natural Warm Beige	✓	✓	✓	20 Volume (6%)	35-45 minutes at room temperature
Natural Violet Natural Gold Natural Copper Natural Red Violet	✓	Add 25% Natural, Natural Ash, Natural Warm, or Natural Warm Beige to formula	Add 50% Natural, Natural Ash, Natural Warm, or Natural Warm Beige to formula		
Violet Copper Red Blue Ash Ash Ash Red Red Violet Red Red Copper	Add 25% Natural, Natural Ash, Natural Warm, or Natural Warm Beige to formula	Add 50% Natural, Natural Ash, Natural Warm, or Natural Warm Beige to formula	Add 75% Natural, Natural Ash, Natural Warm, or Natural Warm Beige to formula		



LUMI10 | 10 MINUTE | 100% GRAY COVERAGE GUIDE

For fast, full-coverage results on gray hair, formulate with the LumiShine Natural, Natural Ash, and Natural Warm Beige series. LUMI10 is a permanent haircolor that is formulated with our Quick Coverage System to deliver 100% gray coverage in just 10 minutes.

SHADE	GRAY COVERAGE ON 0%-25% GRAY HAIR	GRAY COVERAGE ON 25%-50% GRAY HAIR	GRAY COVERAGE ON 50%-100% GRAY HAIR	DEVELOPER	TIMING
Natural Natural Ash Natural Warm Beige	100%	100%	100%	LUMI10 Accelerator 22 Volume (6.6%)	10 minutes at room temperature



YOUTHLOCK GRAY COVERAGE GUIDE

LumiShine YouthLock Permanent Crème shades offer additional gray coverage with LumiShine luminosity, plus anti-aging features that help hair look and feel more youthful. YouthLock Natural Natural shades feature increased opacity for natural, balanced, and complete gray coverage. YouthLock Natural Natural Ash shades feature natural base tones combined with cool ash undertones to counterbalance warmth, while also featuring increased opacity for complete gray coverage.

SHADE	GRAY COVERAGE ON 0%-25% GRAY HAIR	GRAY COVERAGE ON 25%-50% GRAY HAIR	GRAY COVERAGE ON 50%-100% GRAY HAIR	DEVELOPER	TIMING
Natural Natural Natural Natural Ash Natural Natural Gold	100%	100%	100%	20 Volume (6%)	35-45 minutes at room temperature

LUMISHINE®

GRAY COVERAGE GUIDE



DD DIMENSIONAL DEPOSIT GRAY COVERAGE GUIDE

LumiShine DD Dimensional Deposit Demi-Permanent Crème shades provide beautiful gray coverage on Levels 1-5 and gray blending on Levels 6-10.

	GRAY COVERAGE ON 0%-25% GRAY HAIR	GRAY COVERAGE ON 25%-50% GRAY HAIR	GRAY COVERAGE ON 50%-100% GRAY HAIR	DEVELOPER	TIMING
Level 1 to 5 with DD Demi-Crème shades	✓	✓	✓	5 Volume (1.5%)	Process for 35 minutes at room temperature or with heat.

	GRAY BLENDING ON 0%-25% GRAY HAIR	GRAY BLENDING ON 25%-50% GRAY HAIR	GRAY BLENDING ON 50%-100% GRAY HAIR	DEVELOPER	TIMING
Level 6 to 10 with DD Demi-Crème shades	✓	✓	✓	5 Volume (1.5%)	Process for 35 minutes at room temperature or with heat.



DEMI-PERMANENT LIQUID COLOR GRAY BLENDING

LumiShine Demi-Permanent Liquid shades provide predictable gray blending on hair with up to 50% gray.

	GRAY BLENDING ON 0%-25% GRAY HAIR	GRAY BLENDING ON 25%-50% GRAY HAIR	GRAY BLENDING ON 50%-100% GRAY HAIR	DEVELOPER	TIMING
Gray Blending with Demi-Permanent Liquid shades	✓	✓	Not recommended	5 Volume (1.5%)	Cover with plastic cap and process with heat for 20 minutes. Remove plastic cap, then continue processing at room temperature for an additional 15 minutes.