JOICO
the **joi** of healthy hair

LUMISHINE®

YOUTHLOCK

REPAIR+ PERMANENT CRÈME COLOR

NEW NNWC + NNW SERIES

BALANCED WARMTH WITH

100% GRAY COVERAGE–
GLOWING NUDES & TOASTY COPPER

Warm up those gray days with all-new NNWC and NNW shades that deliver 100% coverage and a world of glowing possibilities! With Natural Natural Warm and Natural Natural Warm Copper shades from LumiShine® YouthLock—Joico's permanent crème color formulated with our signature blend of Collagen, Buriti Oil and Arginine—you'll put gray into hiding, lock in the look and feel of younger hair, and unlock a toasty and tempting new palette: balanced nude tones for blondes and brunettes, plus warm natural tones kissed with a subtle flow of burnished copper.

The Fountain of Youth
in Every Tube

Joi & Benefits!

Experience **5 FLAWLESS FEATURES** to help lock in hair's youth:

- **GRAYING HAIR:** Lock in 100% gray coverage
- **LACKLUSTER 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****

Ideal When:

- You're looking for glowing nudes for blondes and brunettes, as well as natural tones kissed with copper
- 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 smooth-feeling hair texture
- You want color longevity and vibrancy

TONE	NUMBER/LETTER	DESCRIPTION
Natural Natural Warm Copper	0.0074	Natural Natural Warm Copper (NNWC) series shades feature a natural tone with warm copper undertones and opacity for complete gray coverage.
Natural Natural Warm	0.0077	Natural Natural Warm (NNW) series shades feature natural tones with a hint of warm reflection and opacity for complete gray coverage.

Natural Natural Warm Copper (NNWC)

4NNWC	5NNWC	6NNWC	7NNWC	9NNWC

Natural Natural Warm (NNW)

4NNW	6NNW	8NNW

Swatch colors are shown on 100% white hair and are for representation only. Actual results may vary.

* 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

Let's Look Inside

Our exclusive formula with Collagen, Buriti Oil, and Arginine helps hair feel rejuvenated while locking in your hair's youthful and healthy-looking appearance. It is also formulated with LumiShine's bond-building ArgiPlex™ Technology for healthylooking hair results.

BURITI FRUIT OIL: Formula crafted with Buriti Fruit Oil helps add shine and leaves 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.

OUR SIGNATURE 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 shine.

Now Let's Use It…

Keep youthful looking hair on your side with 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:

Mixing Ratio **1:1** 20 VOL DEVELOPER

Processing Time 35-45 min

LumiShine YouthLock Permanent Créme Color is mixed 1:1 (equal parts color and 20 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.

DEVELOPER: Process 35-45 minutes for gray coverage.

SHADE	GRAY BLENDING ON			DEVELOPER	TIMING
	25% GRAY HAIR	50% GRAY HAIR	75%-100% GRAY HAIR		
Natural Natural Warm Copper	100%	100%	100%	20 Volume (6%)	35-45 minutes at room temperature
Natural Natural Warm	100%	100%	100%	20 Volume (6%)	35-45 minutes at room temperature

POST-COLOR SERVICE

Rinse thoroughly until water runs clear. 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 1 minute. 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.

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

FAQ

Q: Can these shades be mixed with other LumiShine Permanent Crème shades?
A: Yes, they can be intermixed with any LumiShine Permanent Crème Color shade.

Q: What developer is recommended for use with LumiShine YouthLock shades?
A: 20 Volume LumiShine Developer should be used for optimal gray coverage.

Q: Are the new LumiShine YouthLock shades ONLY for gray hair?
A: No! In addition to providing radiant, believable gray coverage, YouthLock shades also help lock in the look and feel of younger hair with every color service.

Q: Can I use the new LumiShine YouthLock NNWC and NNW shades on resistant/stubborn gray hair?
A: Yes! YouthLock is designed with opacity to lock in 100% gray coverage on even resistant gray hair.

Q: What LumiShine Demi-Permanent Liquid shade family is recommended for refreshing faded ends when using the YouthLock NNWC shade series?
A: The LumiShine NC Series delivers a hint of copper that is ideal to refresh faded ends.

Q: What LumiShine Demi-Permanent Liquid shade family is recommended for refreshing faded ends when using the YouthLock NNW shade series?
A: The LumiShine NW Series delivers a hint of warmth that is ideal to refresh faded ends.

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LUMISHINE®

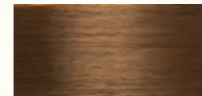## YOUTH**LOCK**

REPAIR+ PERMANENT CRÈME COLOR

NEW NNG SERIES
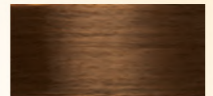
The Fountain of Youth
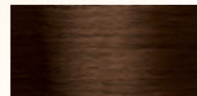## in Every Tube

100% GRAY COVERAGE IN 7 NEW SUNLIT SHADES

10NNG / 10.003	9NNG / 9.003	8NNG / 8.003
7NNG / 7.003	6NNG / 6003	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

joi & 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.

with **BOND-BUILDING** **ARGIPLEX** TECHNOLOGY

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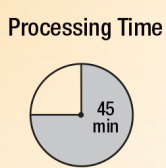** With K-PAK Color Therapy Shampoo and Conditioner on damaged hair
*** vs. untreated damaged hair
**** Combing breakage on damaged hair with K-PAK Color Therapy Shampoo and Conditioner vs. non-conditioning shampoo

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:

Mixing Ratio

1:1 DEVELOPER

Processing Time

45 min

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.