

LUMISHINE®
REPAIR+ DEMI-PERMANENT LIQUID COLOR

**NEW! GOLD,
WARM COPPER &
NATURAL BEIGE
SHADES**

Looking for more ways to boost shine and enhance the versatility of your LumiShine Demi-Permanent Liquid Color palette! Make room in the color bar for Gold, Warm Copper, and Natural Beige: three gleaming shade series designed to boost shine AND the versatility of your LumiShine Demi-Permanent Liquid Color palette! Use them alone, or mix them with your favorite LumiShine demi-liquid shades for endless gorgeous possibilities.

Natural Beige Series

- Your client wants a beautiful, natural-looking beige tone
- When you want to neutralize warmth for reflective, natural-beige results

Gold Series

- You want to deliver lustrous golden-blond results
- Your client desires honey-blond hair with double the shine*

Warm Copper Series

- You want to give fading copper tones a glow-up
- You want to create vivid warm copper color



Here's Why You'll Love It...

- Delivers up to 2x the shine*
- 100% replenished hair**
- Ammonia-free
- Ideal viscosity for drip-free bottle application
- Versatile formula—corrects, glazes, glosses
- pH balanced for optimal color performance

Ideal When

- You want to tone pre-lightened hair, or color-correct following a permanent service
- You want to enhance hair's shine with a glossing/glazing service
- You want to personalize your client's color

NEW Natural Beige (NB)



6NB

7NB

9NB

NEW Gold (G)



7G

9G

NEW Warm Copper (WC)



5WC

6WC

7WC

*vs. untreated damaged hair



**vs. haircolor without ArgiPlex

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

LUMISHINE®

REPAIR+ DEMI-PERMANENT LIQUID COLOR

LUMISHINE REPAIR+ DEMI-PERMANENT LIQUID DEVELOPER & LEVELS OF LIFT

| DEVELOPER | LEVELS OF LIFT | PROCESSING TIME |
|---|-----------------------------------|---|
|  <p>5 Volume (1.5%) + LumiShine Demi-Permanent Liquid Color</p> | <p>No lift. Deposit only.</p> |  <p>5 to 35 minutes, depending on desired result. Process at room temperature or with heat.</p> |

MIXING: 1:1 (equal parts color and 5 Volume LumiShine Developer). Best applied with a color applicator bottle. When mixing in a bottle, add developer first, then color and shake well.

TIMING: Process up to 35 MINUTES, depending on the desired result. Process at room temperature or with heat.

Post-Color Service

Rinse thoroughly. Acidify with K-PAK Professional Cuticle Sealer; rinse. Apply K-PAK Color Therapy Shampoo to the scalp; massage well, work through hair lengths, then rinse thoroughly. After squeezing out excess moisture, apply K-PAK Color Therapy Conditioner to hair lengths; massage throughout hair, leave in for 1 minute, then rinse thoroughly. Towel-dry hair. Style as needed with your preferred Joico styling products.

Defy Damage Service

For damage protection, use Joico Defy Damage ProSeries 1 before color service and Joico Defy Damage ProSeries 2 for a post-color service treatment.

FAQs

Q: What is the main difference between LumiShine's **NEW** Gold (G) series and the existing Natural Gold (NG) series?

A: The G series does not have a Natural (N) background, allowing for reflective shine on golden blonde hues.

Q: How is the Natural Beige (NB) series different than the Natural Warm Beige (NWB) series?

A: Natural Beige shades are cooler in tone than Natural Warm Beige shades.

Q: How do Natural Copper (NC) shades compare to Warm Copper (WC) shades?

A: The Warm Copper shades do not have a Natural (N) background, resulting in warm copper tones with reflective shine.

