

JOICO
the **joi** of healthy hair



**REDEFINING HEALTHY HAIR.
SINCE FOREVER.**

NEW!
BLONDE
LIFE®

Demi Gloss Toners
GOLD

MODEL FORMULAS:

Lighten:

Blonde Life Lightening Powder
+ 20 Vol. Coconut Oil Developer

Tone:

Blonde Life Demi Gloss Toner 10G
+ 5 Vol. Coconut Oil Developer



HAIR & COLOR
Olivia Thompson
Joico Brand Storyteller
& Blonding Specialist

BEACH-BLONDE GOLDEN SHADES

Transport your blondes to the **Gold Coast** with NEW **Blonde Life Gold Demi Gloss Toners**—two glistening honey shades designed to infuse pre-lightened locks with **warm golden reflection**, along with added shine and condition. Whether you apply them individually or intermixed, the results will be **24-karat gorgeous**.



9G
Gold Coast



10G
Bondi Beach

Raise the bar with these benefits!

- Ideal when you want **balanced, bright & shiny golden blonde tones**
- Effortless **color corrections** on light blonde hair
- **Reflective & radiant** honey blonde hues
- Gold shades add **warmth** to balance neutral tones

Let's Look Inside

To give blondes the VIP treatment they deserve and demand, all Blonde Life products are formulated with our signature blend of essential fatty acids, including **Monoi Oil** and **Tamanu Oil**.

Bond-Building Arginine: A naturally occurring amino acid, known for its bond-building properties.

Directions

MIXING INSTRUCTIONS:

Mix 1:1 with 5 Vol. Blonde Life Coconut Oil Developer. Best applied with a color applicator bottle. When mixing in a bottle, add developer first, then color and shake well.

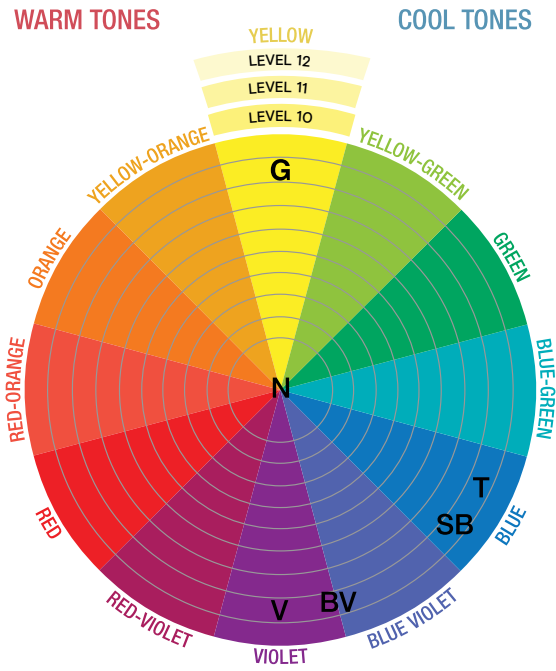
TIMING: Process for up to 20 minutes or until desired tone is achieved, at room temperature.

POST-COLOR SERVICE: Rinse thoroughly. Shampoo with Blonde Life Brightening Shampoo. Rinse well. Condition with Blonde Life Brightening Conditioner. Rinse thoroughly and towel-dry hair. Style as usual with your favorite Joico products.

Pro Tip: For compromised blondes, spray on Blonde Life Blonde Strong Detangler to gently detangle fragile strands while keeping them resilient and shielded from UV and heat styling tools.



BLONDELIFE®



WARM TONE COOL TONE

G (.3) GOLD	N (.0) NATURAL	V (.2) VIOLET	BV (.82) BLUE VIOLET	SB (.8) SILVER BLUE	T (.88) TITANIUM	CLEAR
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12 Palest Blonde							
	10G/10.3 Bondi Beach	10N/10.0 Self-Made Blonde	10V/10.2 Violet Platinum	10BV/10.82 Moonstone	10SB/10.8 Glacial Goddess	10T/10.88 Lightning	
9 Light Blonde							
	9G/9.3 Gold Coast	9V/9.2 Blonde Ambition	9BV/9.82 Pearl	9SB/9.8 Ice Queen	9T/9.88 Storm		
8 Blonde							
	8N/8.0 Rooted						

Defy Damage Detox Bonding Service

Enhance your Blonde Life service with Joico's Defy Damage® Detox Shampoo and KBOND20™ Power Masque. Working in synergy to remove metals and trace minerals while building bonds, this dynamic duo promotes healthy-looking hair and ensures optimal color protection. Ideal when performing a lightening service prior to toning.



1 Prior to your color or lightening service, cleanse the hair using Defy Damage **Detox Shampoo** to eliminate copper, hard water buildup, trace minerals, and other impurities.



2 Dry the hair thoroughly, then proceed with your color or lightening service following the recommended guidelines.



3 Rinse or shampoo the hair with Defy Damage **Protective Shampoo**.



4 Apply Defy Damage **KBOND20 Power Masque** to strengthen hair bonds and safeguard your color service. Leave the masque in for 2-5 minutes before rinsing thoroughly.

FAQs

Q: What is the difference between the LumiShine NG series and Blonde Life G series?

A: The new Blonde Life Demi Gloss G series are pure tone blonding glosses without any N background. These glosses provide radiant golden hues plus the care of Blonde Life's signature blend of essential fatty acids, including Monoi Oil and Tamanu Oil.

Q: What is the processing time for the G series?

A: Up to 20 minutes or until the desired tone is achieved.

Q: Are the G series toners intermixable with other Blonde Life Demi Gloss shades?

A: Absolutely! If your formulation requires it, you can intermix the Gold series with other Blonde Life Demi Gloss toners.

Q: What is the background tone in the G series?

A: This pure tone shade family sits in the yellow section of the color wheel at levels 9 and 10.