

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



**REDEFINING HEALTHY HAIR.  
SINCE FOREVER.**

# NEW! BLONDE LIFE®

## Demi Gloss Toners LEVEL 12

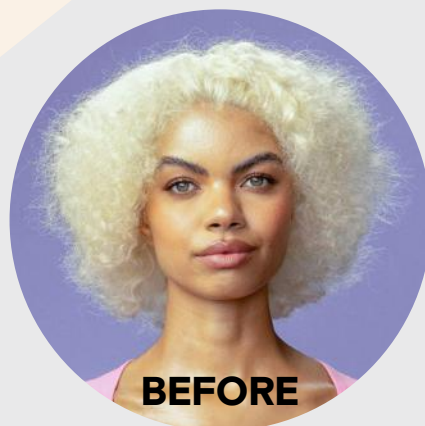
### MODEL FORMULAS:

#### Lighten:

Blonde Life Crème Lightener  
+ 20 Vol. Coconut Oil Developer

#### Tone:

Blonde Life Demi Gloss Toner 12V  
+ 5 Vol. Coconut Oil Developer



**HAIR & COLOR**  
**Jeannetta Walker-Rodgers**  
Joico Global Technical Director

# SHEER PERFECTION

## Our Lightest Shades Ever

Elevate your blonding game instantly with NEW **Level 12 Demi Gloss Toners** from Blonde Life. Available in three stunning sheer hues—**Natural, Violet, and Titanium**—this trio promises **true-to-tone brilliance** at a Level 12 without the need to dilute your gloss formula or worry about unexpected results.



**12N**  
Nude

Imparts a light, natural-looking blonde tone.



**12V**  
Lavender Haze

Helps neutralize the lightest yellow tones for the palest platinum blonde results.



**12T**  
Starlight

Provides Blonde Life's coolest silver, steel, and smoky blonde results.

### Level up with these benefits!

- A go-to palette of demi-liquid shades designed for the **lightest blondes**
- **Tones, adds shine, and conditions** your highest-level, fragile blondes
- Helps take the guesswork out of **toning your lightest blondes**

### 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 **Monoï Oil** and **Tamanu Oil**.

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

### Salon Scenarios

#### Rushing Rhonda

**Scenario:** Rhonda is in a rush to get out the door after her lightening service & says she doesn't have time for a toner.

**Solution:** Eliminate guesswork and spending extra time mixing custom formulas at the backbar for your lightest blondes. Our foolproof Level 12 shades offer sheer, predictable results straight out of the bottle.

#### Don't Dim Me Diane

**Scenario:** You have achieved the lift you and your client desire, and now she doesn't want a toner because she's afraid it will look too dark.

**Solution:** Our new Level 12s are the lightest Blonde Life shades ever. Now you can seal in shine and customize your blondes without sacrificing the lift you worked so hard for.

#### Overprocessed Patty

**Scenario:** Patty is worried that after so many sessions, her hair is starting to feel rough, while looking drab and dull.

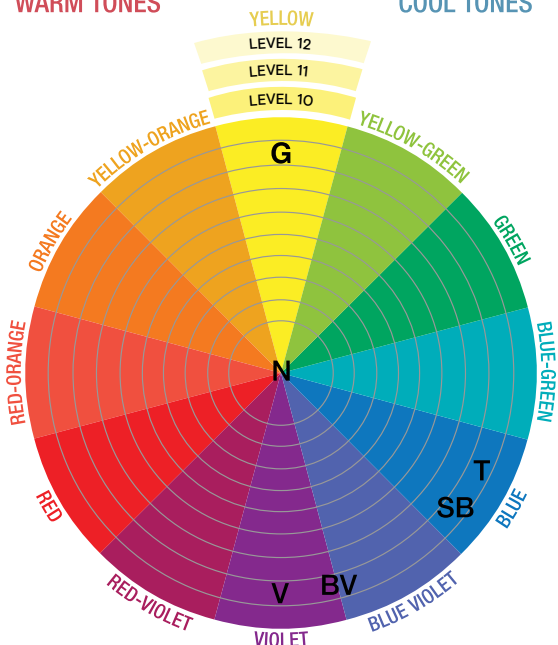
**Solution:** Use the Level 12s to deposit tone on level while refreshing shine and condition for thirsty strands.



**BLONDE LIFE**®

WARM TONES

COOL TONES



### 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.



	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
<b>12</b> Palest Blonde		12N/12.0 Nude	12V/12.2 Lavender Haze			12T/12.88 Starlight	CLEAR
<b>10</b> Lightest 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	
<b>9</b> 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	
<b>8</b> 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 before 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: When should I use a Level 12 toner?

**A:** Level 12 toners are ideal for toning the lightest blondes, keeping them bright, shiny, and healthy-looking. They provide a one-step solution for clients who want to live the blonde life and prefer maintaining a bright and light blonde shade, free of opaque color deposit.

### Q: How blonde do I need to pre-lighten my client's hair to use a Level 12 toner?

**A:** Lightest pale yellow will be the best starting level when using a Level 12 toner. You can also use a Level 12 toner when your client's hair is extremely porous (such as in zone 3), and you want to prevent the color from becoming too dark on those porous ends while still delivering a balanced blonde result.

### Q: Can Level 12 toners be mixed with other Blonde Life Demi Gloss toners?

**A:** Yes, these toners can be mixed with other Blonde Life Demi Gloss toners. The recommended timing is the same: up to 20 minutes or until the desired tone is achieved.

### Q: Can I combine Clear with Level 12 toners?

**A:** Clear is a great tool to dilute a shade, but when working on the blondest porous hair, a diluted formula might shift too dark, go off tone, or cause the blonde hair to become too muted. The Level 12 toners provide a simple solution without the risk of mixing ratio errors or diluting a color to a hue that won't neutralize brassiness in the hair.

### Q: What shades are available in Level 12?

**A:** Level 12 toners come in 3 shade families: Natural "Nude" (.0) for beautiful, natural-looking shades, Violet "Lavender Haze" (.2) for the brightest platinum blonde, and Titanium "Starlight" (.88) with a pure tone blue base for steely, cool blondes.