

JOICO
the **joi** of healthy hair

LUMISHINE®

REPAIR+ DEMI-PERMANENT LIQUID COLOR

MOCHA & ASH GOLD SERIES

Meet your NEW go-to shades for season-to-season transformations: LumiShine **Mocha** and **Ash Gold** demi-permanent liquid color series. Seven sophisticated shades designed to warm up brunettes, add dimension to blondes, and deliver stunning results year-round. Gorgeous color—no off-season.

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

- Delivers up to 2x the shine*
- 100% replenished and restrengthened hair**
- pH-balanced for optimal color results
- Ideal viscosity for drip-free bottle application
- Versatile formula tones, corrects, glosses/ glazes, refreshes, and blends gray
- Ammonia-free formula



Mocha Series

- Rich, warm mocha-chocolate shades create deep, creamy results varying from caramel mocha to mocha latte and mocha mousse hues.
- Rich, indulgent tones reminiscent of your favorite chocolate and coffee blends.
- Versatile shades that deliver earthy elegance.

Ash Gold Series

- Delivers a cool primary tone while retaining reflective warmth.
- Blendable shades ideal for blondes transitioning into brunettes in the fall or brunettes transitioning back to blonde in the spring.
- Use to add balanced, subtle dimension to blondes and blondes alike.

Mocha (M)



Ash Gold (AG)



* 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.

Tone Profiles at a Glance



Let's Look Inside

Bond-building ArgiPlex™ Technology: 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) adheres quickly to help reconstruct from cuticle to cortex. The result? Healthy-looking hair after each LumiShine color service.

DEVELOPER, LEVELS OF LIFT & TIMING

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

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.

K-PAK® Color Therapy Post-Color Service

Rinse thoroughly. Acidify with K-PAK Professional Cuticle Sealer, rinse. Apply K-PAK Color Therapy Shampoo to the 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 your preferred Joico styling products.

Defy Damage® Detox Bonding Service

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

Mocha Series

Q: Do Mocha shades cover gray?

A: Mocha shades provide gray blending.

Q: What type of clients are these shades intended for?

A: Clients who want a rich brunette shade that still allows a touch of warmth to come through.

Q: How does the Mocha series compare to the Natural series?

A: Mocha shades are warmer and richer than the Natural series.

Q: How does the Mocha series compare to the Natural Warm Beige series?

A: NWB shades create perfect caramel tones, while Mocha shades offer a richer, chocolate hue with subtle warmth.

Q: Is there any red in Mocha?

A: No. Mocha is a rich brown with a slight warm reflection of gold—without any red tones.

Ash Gold Series

Q: Do Ash Gold shades cover gray?

A: Ash Gold shades provide gray blending.

Q: How does the Ash Gold series compare to the Natural Ash series?

A: Ash Gold shades deliver a softer result with a hint of gold reflection.

Q: What type of clients are these shades intended for?

A: Clients who want a soft ash tone with a touch of warmth, avoiding a flat, overly cool ash look.

Q: What does the Ash Gold series counteract or enhance?

A: Ash Gold neutralizes unwanted warmth with a soft ash tone while allowing a gentle warmth to remain for a balanced result.