

Shown on natural hair at the same level  
to show end result



5BA (5.8)



6BA (6.8)



7BA (7.8)



9BA (9.8)



10BA (10.8)

Shown on 100% virgin white hair  
to show tonal deposit



5BA (5.8)



6BA (6.8)



7BA (7.8)



9BA (9.8)



10BA (10.8)



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**NEW**  
**LUMISHINE™**  
REPAIR+ PERMANENT CRÈME COLOR  
BLUE ASH SERIES



# NEW LUMISHINE™

## REPAIR+ PERMANENT CRÈME COLOR

### BLUE ASH SERIES

YOU ASKED FOR LUSTROUS, COOL BRUNETTES AND BLONDES WITHOUT A HAIR OF BRASSINESS, AND WE ANSWERED...

Introducing the LumiShine Blue Ash Series, an arsenal of ultra-cool permanent crème colors that provide ultimate control over undesirable orangey-red and orangey-yellow undertones.

#### WHY YOU'LL LOVE IT

- Cools unwanted brassiness
- Up to 2X shinier hair\*
- 100% replenished and restrengthened hair\*\*
- Nourishes and protects hair, sealing in moisture, softness and shine for up to 30 shampoos\*\*

\* Vs.untreated hair.

\*\* Based on laboratory testing of damaged hair.

#### BLUE ASH SERIES AT-A-GLANCE

##### Levels of Lift:

The Blue Ash Series is perfect for controlling unwanted warmth when using haircolor to lift. Most shades provide up to two levels of lift with 20 Volume Developer, while Level 9 and 10 shades can achieve 2+ levels of lift (plus neutralize unwanted warmth in the end result).

##### Brass-Free Results:

As demonstrated by the Color Wheel, Blue Ash shades provide the perfect tone to neutralize unwanted warmth, especially at Levels 5-7.

##### Instructions for Use:

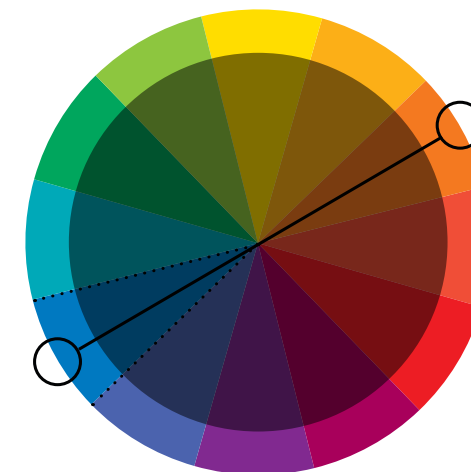
- 35 to 45 minute processing time.
- 10, 20, 30, 40 LumiShine Volume Developer.
- Not intended for gray coverage. Add the same percentage of LumiShine Natural Series/N/.0 as gray present for complete gray coverage.
  - 25% gray – add 25% of N to your BA formula
  - 50% gray – add 50% of N to your BA formula
- Not for use on previously bleached hair unless a silver-gray fashion result is desired.

#### LUMISHINE BLUE ASH SERIES AT-A-GLANCE SHADE DESCRIPTOR

BA/.8 = GRAY-BLUE TONES CREATED WITHOUT A NATURAL BASE FOR THE ULTIMATE NEUTRALIZATION OF UNWANTED WARMTH WHILE LIFTING OR NEUTRALIZING BRASSY FADAGE.	
10 BA (10.8)	Stunning platinum-silver shade
9BA (9.8)	Subtle titanium-silver shade
7BA (7.8)	Soft titanium-gray shade
6BA (6.8)	Smoky medium steel shade
5BA (5.8)	Deep gunmetal-gray shade

#### COLOR WHEEL

THE BLUE ASH SERIES falls directly across from orange shades on the Color Wheel, making them perfect to neutralize unwanted warmth when lifting or for use on faded brassy shades.



#### LUMISHINE TONAL KEY

STONE	NUMBER
Natural	0
Ash	1
Violet	2
Gold	3
Copper	4
Red Violet	5
Red	6
Warm Beige	7
Blue Ash	8