

# LUMISHINE® DEMI-PERMANENT LIQUID COLOR

## 16 NEW SHADES THAT SHINE!

SHADE	STONE	GLAZE SERVICE IDEAS	REFRESH SERVICE IDEAS	GRAY BLENDING SERVICE IDEAS
10NC	Natural Copper Lightest Blonde	On hair prelightened to pale yellow, use to create a soft, lightest warm blonde. Perfect for warming up ashy dull blondes.	Refresh faded strawberry blondes or spice up medium to pale blondes. Perfect shade choice to use as a filler when repigmentizing.	Softly warm up gray hair.
8NC	Natural Copper Blonde	On hair prelightened to orange or lighter, to create beautiful strawberry blondes.	Refresh any copper or coppery tones. Warm up dull, faded hair lengths. Perfect shade choice to use as a filler when repigmentizing.	Create dimensional, natural-looking color results by turning gray hairs into light coppery blonde highlights.
4NC	Natural Copper Medium Brown	Ideal for adding some copper to your brunettes! Perfect copper results when applied over medium to light brunettes.	Creates natural yet rich copper tones on darker levels.	Create dimensional, natural-looking color results by turning gray hairs into coppery highlights.
9NA	Natural Ash Light Blonde	On hair prelightened to yellow, use to neutralize just the right amount of warmth to create beautiful, natural-looking blondes.	Refresh faded yellow hair lengths to balanced natural light blonde.	Softly blend gray hair with a hint of color.
5NA	Natural Ash Light Brown	Deepen natural brunettes who have become too faded from playing in the sun.	Refresh faded brassy hair lengths of medium to light brunettes.	Blend gray hair to create dimensional, natural-looking light brunettes.
3NA	Natural Ash Dark Brown	Keep dark brunettes naturally cool and eliminate traces of brassiness.	Refresh faded brassy hair lengths of the darkest brunettes.	Blend gray hair to create dimensional, natural-looking medium brunettes.
6NV	Natural Violet Dark Blonde	Ideal for adding soft violet hues to medium to dark blondes.	Refresh medium to dark blondes to create a natural-looking soft or balanced violet hue.	Blend gray to create dimensional blondes with natural violet hues.
9V	Violet Light Blonde	On hair prelightened to pale yellow, use to eliminate yellow tones and create natural-looking blondes.	Refresh light to palest blonde to neutralize yellow faded hair lengths.	Neutralize yellowish tones in gray hair.
7V	Violet Medium Blonde	On hair prelightened to medium blonde, use to create violet hues.	Refresh dark blonde to light brown hair with violet hues.	Blends gray hair to violet tones.
3VV	Violet Violet Dark Brown	Create velvety, deep violet brunettes.	Refresh dark brunettes with violet tones. Deepen cool-red formulas with violet hues.	Blend gray to a deep violet tone.
4NWB	Natural Warm Beige Medium Brown	Ideal for creating rich, dark chocolate brunettes.	Refresh faded hair lengths to a balanced medium to dark brunette.	Blend gray hair to a rich, dimensional medium brunette.
10SB	Silver Blue Lightest Blonde	On hair prelightened to the palest yellow stage, use it to eliminate yellow tones and create the coolest blonde.	Perfect to maintain your coolest, palest blondes.	Blend gray hair to the iciest, soft result.
9SB	Silver Blue Light Blonde	On hair prelightened to light blonde, use it to eliminate yellow tones and create a cool, light blonde.	Cancels unwanted warmth on medium- to light- blonde hair.	Great for subtle gray blending, for a "silver fox" look.
7SB	Silver Blue Medium Blonde	On hair prelightened to Level 7, use it to neutralize warmth and create a medium, cool blonde.	Cancels unwanted warmth on medium- to light- blonde hair.	Blend with gray hair for a steely tonal result.
6SB	Silver Blue Dark Blonde	Perfect for neutralizing warmth on Level 6 dark blonde.	Neutralizes orange/red tones on Level 6 and darker. Perfect to refresh faded, brassy hair lengths.	Blend with gray hair for a deep, steely tonal result.
1BS	Blue Silver Black	Perfect blue-black shade when applied over dark- to medium- brunettes.	Perfect to maintain clients who desire true blue-black results.	Transform gray hair to the deepest, blue-black result.

# DEMI-PERMANENT LIQUID SHADE CHART

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

	<b>N</b> NATURAL (.0)	<b>NWB</b> NATURAL WARM BEIGE (.07)	<b>NA</b> NATURAL ASH (.01)	<b>NG</b> NATURAL GOLD (.03)	<b>NV</b> NATURAL VIOLET (.02)	<b>NC</b> NATURAL COPPER (.04)	<b>R</b> RED (.66)	<b>V</b> VIOLET (.2)	<b>VV</b> VIOLET (.22)	<b>SB</b> SILVER BLUE (.8)	<b>CLEAR</b>
<b>10</b> Lightest Blonde						<b>NEW</b> 				<b>NEW</b> 	
	10N / 10.0	10NWB / 10.07		10NG / 10.03		10NC / 10.04				10SB / 10.8	CLEAR
<b>9</b> Light Blonde			<b>NEW</b> 					<b>NEW</b> 		<b>NEW</b> 	
		9NWB / 9.07	9NA / 9.01		9NV / 9.02			9V / 9.2		9SB / 9.8	
<b>8</b> Blonde						<b>NEW</b> 					
	8N / 8.0		8NA / 8.01	8NG / 8.03		8NC / 8.04					
<b>7</b> Medium Blonde								<b>NEW</b> 		<b>NEW</b> 	
		7NWB / 7.07				7NC / 7.04		7V / 7.2		7SB / 7.8	
<b>6</b> Dark Blonde					<b>NEW</b> 					<b>NEW</b> 	
	6N / 6.0	6NWB / 6.07	6NA / 6.01	6NG / 6.03	6NV / 6.02	6NC / 6.04	6RR / 6.66			6SB / 6.8	
<b>5</b> Light Brown			<b>NEW</b> 								
	5N / 5.0		5NA / 5.01	5NG / 5.03							
<b>4</b> Medium Brown		<b>NEW</b> 				<b>NEW</b> 					
		4NWB / 4.07				4NC / 4.04	4RR / 4.66				
<b>3</b> Dark Brown			<b>NEW</b> 					<b>NEW</b> 			
	3N / 3.0		3NA / 3.01					3VV / 3.22			
<b>2</b> Darkest Brown											
<b>1</b> Black										<b>NEW</b> 	
					1NV / 1.02					1BS / 1.8	

Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.

JOICO



# NEW LUMISHINE®

REPAIR+ DEMI-PERMANENT LIQUID COLOR

## GET THE GLOSS THAT OUTSHINES

Loving LumiShine Demi-Permanent liquid's heartstopping shine and straight-from-the-bottle perfection? Get ready to fall head-over-heels... again.

Introducing **16 NEW** swoon-worthy shades of Joico LumiShine Demi-Permanent Liquid Color.

Why the lovefest? Whether you want to refresh faded color, tone a hue to perfection, blend gray naturally or give hair a gorgeous gloss-over, this versatile, ammonia-free formula is always a winner!

And that's not all. Joico LumiShine's breakthrough **ArgiPlex Technology** transforms from the inside out, leaving hair with up to 2x the shine\* and 100% replenished and restrengthened.\*\*

### WHY YOU'LL LOVE IT

- Outstanding color, shine and condition in one service
  - Amazing versatility: refreshes faded color, tones, blends away gray, boosts shine
  - Intermixable, easy-to-use palette of 38 shades
  - Gentle pH balanced, ammonia-free formula

## 16 NEW WAYS TO #GETGLOSSY



\* Vs. untreated hair.

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

# BUILD YOUR BUSINESS WITH LUMISHINE® DEMI-PERMANENT LIQUID COLOR

Want to increase your salon service menu? Maximize revenues? Push your creativity? Lumishine Demi-Permanent Liquid Haircolor will help get you there, with glossy, healthy, long-lasting results that you can customize to your heart's content. Enhance your clients' hair with our demi-permanent gloss, glaze, top coat, toning, or refresher service, and watch as your customized, dimensional results come to life.

## BUILD YOUR SALON REVENUE AND EXPAND YOUR MENU WITH SERVICES THAT HELP YOUR CLIENTS #GETGLOSSY!

### DOLLARS + DIMENSION = LUMISHINE DEMI-PERMANENT LIQUID SERVICES

- Enhances natural or color-treated hair without lift
- Refreshes faded hair lengths
- Beautifully blends gray hair
- Adds longevity, rich dimension, and stunning surface shine to all your color services
  - Refines unwanted tones and delivers 2X the healthy shine to pre-lightened hair
- Adds a glaze, gloss or top coat to any hair treated with lightener, permanent waves, or smoothing services
- Reduces pH and porosity on pre-lightened hair before a Joico Color Intensity service

## COLOR REFRESHING SERVICE:

### THE PERFECT RETOUCH SOLUTION

Your client comes in to cover her gray. That's the perfect moment to add luminous, rich, ultra-shiny color to those faded mid-lengths and ends with our demi-permanent liquid haircolor. Just apply while the retouch is processing and watch as our beautiful, shiny, deposit-only color brings out a long-lasting and healthy gleam.

### TINT BACK:

LumiShine Demi-Permanent Liquid Haircolor is the ideal way to return clients with over-processed, faded hair to their desired deeper shade. From washed-out blondes to discolored redheads and brunettes, LumiShine tint backs /“building block” repigmentizing formulas transform each strand with rich, dimensional hues, allowing color to gradually fade on tone while delivering healthy, dramatic shine.

Recommended “building block” repigmentizing formulas for every level:

1 oz 10NG	+	1 oz 10NC	+	2 oz 5 volume (1.5%) developer
1 oz 8NG	+	1 oz 8NC	+	2 oz 5 volume (1.5%) developer
1 oz 8NG	+	1 oz 7NC	+	2 oz 5 volume (1.5%) developer

1 oz 6NC	+	1 oz 6RR	+	2 oz 5 volume (1.5%) developer
1 oz 6NG	+	1 oz 4RR	+	2 oz 5 volume (1.5%) developer
1 oz 6NG	+	1 oz 3N	+	2 oz 5 volume (1.5%) developer

Constructing color gradually by replacing what's missing is the key to perfection. Think of these building block shades as the cornerstone of your target look; without them, you run the risk of creating unflattering, unpredictable, fast-fading color. To avoid surprises, always use the consultation time to educate your client about the possibility of multiple color steps, and explain why they're fundamental to achieving the desired look.

## GLAZING/GLOSSING & TOP COATS:

IDEAL FOR ALL CLIENTS WHO DESIRE DRAMATIC SHINE AND A HEALTHY DOSE OF GORGEOUS COLOR. A PERFECT ADD-ON TO HIGHLIGHTS, LIGHTENING, PERMANENT WAVE, AND STRAIGHTENING SERVICES.

Clients with high-pH services—including both lightening and texture shifts—as well as those who simply have dull, dry, fragile hair, always benefit from a boost of rich color and healthy shine...the kind you get with LumiShine which is fortified with strength-building Arginine. Choose from an exciting palette of intermixable, ammonia-free, pH-balanced shades.

## TONING:

IDEAL FOR CLIENTS RECEIVING ANY AND ALL LIGHTENING SERVICES.

Toning following a highlight, balayage, or ombré service is the ultimate multitasker: LumiShine will smooth the hair shaft, return strands to their proper pH level, remove or enhance warmth and coolness, and add incredible shine. Even better, the consistent results serve as your perfect PR tool: Watch as clients rave about the look and feel of their healthy blonde hair, creating a positive word of mouth that helps expand your customer base.

Client Has:	Client Wants:	Refine or Enhance with:
Pale blonde	Honey blonde	Enhance with: 1 part 10NWB + ½ part 8N
Rich brunette base and fine highlights	Caramel highlights	1 part 10NC + 1 part 7NWB
Light blonde with too much yellow	Perfectly balanced light blonde	9V
Lightest blonde that lacks balance	Light, creamy blonde that's neither warm nor cool	10N
Plain blonde hair	Strawberry blonde hair	1 part 10NC + 1 part 8NC

All formulas mixed with 5 Volume (1.5%) Lumishine Developer

## PRO TIP: CLEAR IS KING!

On its own, clear makes an exceptional treatment as it adds shine and improves hair condition. Clear can also be used to soften, lighten and reduce the intensity of other liquid shades, ideal for all your toner formulas!



# DEMI-PERMANENT LIQUID COLOR SERVICE APPLICATIONS

SERVICE	APPLICATION	PROCESSING TIME	PROCESSING
<b>Virgin Application</b>	Apply to scalp area first, in thin, even sections. Work color through the hair lengths for the last 10-20 minutes.	Up to 35 minutes	Room Temperature
<b>Haircolor Retouch</b>	Apply to scalp area first, in thin, even sections. Work color through the hair lengths for the last 5-10 minutes.	Up to 35 minutes	Room Temperature
<b>Toning prelightened hair</b>	Apply at scalp area in thin, 1/8-inch sections (up to 1-inch of hair shaft). Work formula through hair lengths for 90 seconds (or up to 2 minutes).	Process 5-15 minutes, then strand test. Most prelightened hair is effectively toned in 15 minutes or less.	Room Temperature
<b>Glazing/Glossing</b>	Following shampoo or color service, towel-dry hair and apply Demi-Permanent Liquid Color to the entire hair shaft (scalp through mid-lengths and ends).	5-20 minutes (or until desired shade is achieved)	Room Temperature
<b>Men's services</b>	Apply to virgin hair at scalp area first, then through mid-lengths.	5-10 minutes (or until desired shade is achieved)	Room Temperature
<b>Clear* Treatment:</b> Adds shine and improves hair condition	Apply to scalp area first, in thin, even sections. Work through the hair lengths for up to 20 minutes.	20 minutes	Room Temperature
<b>Grey Blending</b>	Apply retouch at scalp, taking thin, even 1/8-inch sections. Place under heat and process for 20 minutes. Then, remove from heat and work color into faded hair shaft and process for 15 minutes at room temperature.	Cover with plastic cap, and process the regrowth with heat for 20 minutes. Remove plastic cap and bring color through the mid-lengths and ends of hair. Continue processing at room temperature for additional 15 minutes.	20 minutes with Heat Source 15 minutes at Room Temperature

\*Clear can also easily be used to soften, lighten and reduce the intensity of other liquid shades. To dilute the intensity of a shade, mix 1 oz of target shade with 1 oz of Clear.

## FOR USE WITH COLOR INTENSITY

Several of our NEW LumiShine Demi-Permanent Liquid Shades work beautifully as primers for richer, more even deposit of your Color Intensity Semi-Permanent Crème Shades.

On hair prelightened to the palest yellow/ Level 10, apply:

LUMISHINE SHADE	COLOR INTENSITY SHADE
<b>10SB</b>	Metallic Pewter, Metallic Moonstone, Metallic Violet, Metallic Mauve Quartz, Titanium, and Lilac
<b>9SB</b>	Metallic Pewter, Metallic Moonstone, Metallic Violet, Metallic Mauve Quartz, Titanium, and Lilac
<b>7SB</b>	Metallic Pewter, Metallic Moonstone, Metallic Violet, Metallic Mauve Quartz, Titanium, Black Pearl, and Lilac
<b>10NC</b>	Metallic Bronze, Fiery Coral, Orange, Peach
<b>8NC</b>	Metallic Bronze, Fiery Coral, Orange, Peach
<b>9V</b>	Metallic Pewter, Metallic Moonstone, Metallic Violet, Metallic Mauve Quartz, Titanium, Black Pearl, Lilac
<b>7V</b>	Metallic Pewter, Metallic Moonstone, Metallic Violet, Metallic Mauve Quartz, Titanium, Black Pearl, Lilac
<b>3VV</b>	Indigo, Amethyst
<b>6RR</b>	Red, Ruby Red

