JOICO
the **joi** of healthy hair

LUMISHINE®

Technical manual

LUMISHINE®

LUMISHINE® TECHNICAL MANUAL

TABLE OF CONTENTS

DISCOVER LUMISHINE

THE JOI OF HEALTHY COLOR

JOICO LumiShine® Repair+ Color transforms hair from the inside out with breakthrough ArgiPlex Technology™, delivering **healthy-looking, long-lasting color results with up to 2X* more shine + 100% gray coverage.**

LUMISHINE REPAIR+ PERMANENT CRÈME COLOR

- Nourishes and protects hair, sealing in moisture, softness and shine for up to 30 shampoos**
- Delivers exceptional color longevity and vibrancy
- Healthy-looking color results
- 100% gray coverage
- Low-ammonia formula delivers healthy-looking, reliable results
- Optimal viscosity for bowl + brush application usage

LUMISHINE REPAIR+ YOUTHLOCK PERMANENT CRÈME COLOR

- Lock in 100% gray coverage
- Lock in body, movement, and bounce
- Lock in manageability, noticeable smoothness, and increased softness**
- Lock in radiance with up to 2X the shine*
- Lock in hydration and help prevent breakage***
- Helps revitalize strands and lock in the look and feel of younger-looking hair
- Low-ammonia formula delivers healthy-looking, reliable results

LUMI10

- Permanent hair color develops in just 10 minutes
- 100% gray coverage
- Long-lasting color with even coverage
- Delivers up to 2x the shine*
- Reduced breakage*** and 100% replenished and restrengthened hair**
- Leaves strands feeling soft and luminous-looking

LUMISHINE REPAIR+ DEMI-PERMANENT LIQUID COLOR

- Up to 2x shinier hair*
- Ammonia-free, pH-balanced formula
- Ideal viscosity for drip-free bottle application
- Versatile formula corrects, glazes, glosses, and blends gray

LUMISHINE REPAIR+ DIMENSIONAL DEPOSIT DEMI-PERMANENT CRÈME COLOR

- Ammonia-free
- Optimal viscosity for bowl + brush application, ideal for low-lighting
- Versatile formula: adds dimension, corrects, fills, and lowlights in 1 easy step
- Guaranteed predictable color results and an easy-to-use system
- Gray blending on level 6 and lighter; Gray coverage on level 5 and darker

* Vs. untreated hair
** With JOICO K-Pak Color Therapy regimen
*** Combing breakage on damaged hair with
K-PAK Color Therapy Shampoo and Conditioner
vs. non-conditioning shampoo

Mixing Ratio

1:1   All lumishine color lines are mixed in a 1:1 ratio

3

LUMISHINE®

BREAKTHROUGH TECHNOLOGY & PERFORMANCE

ArgiPlex Technology fuses the power of three proven, advanced complexes to repair hair damage and lock in exceptional color longevity, vibrancy and shine.

1: Bond Building Arginine: unlike traditional haircolor, which depletes this vital amino acid from hair, LumiShine replenishes Arginine 100%. The result: hair is instantly restrengthened and breakage is reduced.*

2: Signature Conditioner: this conditioning shield surrounds the hair shaft to nourish and protect color-treated hair for up to 30 shampoos**, sealing in moisture, softness and unprecedented shine.

3: Quadramine Complex®: our exclusive blend of low molecular weight and size proteins (MWS 150-2500), that you can find in ALL our joicolor products, adhere quickly and effectively to ensure maximum protection and reconstruction from the cuticle to the cortex, guaranteeing healthier-looking hair after each color service.

ULTIMATE CLIENT COMFORT

LumiShine features breakthrough **Gentle Fresh Fragrance** technology, a patented combination of molecules that neutralize airborne ammonia and envelop your color service in fresh, calming notes of bergamot, iris and sandalwood.

VERSATILE PALETTE

A full spectrum of perfectly balanced, pre-blended shades allows you to deliver straight-from-the-tube (or bottle) color perfection.

EASY AS 1-2-3

With the variety of a Permanent Creme Color and Demi-Permanent Liquid or Dimensional Deposit Demi-Permanent Creme which can be used as a dual system (permanent root color and demi-permanent color length and ends), simple 1-to-1 mixing, gentle formulas, instantly healthy results and a streamlined 3-step color service, LumiShine provides stylists with an easy color solution for every salon service and every hair type. A 10-min gray coverage color makes it even easier to achieve the results you want and with the anti-aging color you can cater to all target groups in the salon.

* Combing breakage on damaged hair with K-PAK Color Therapy Shampoo and Conditioner vs. non-conditioning shampoo

** With JOICO K-Pak Color Therapy regimen

HAIRCOLOR BASICS

UNDERSTANDING HAIRCOLOR CATEGORIES

PERMANENT HAIRCOLOR
- Lightens, darkens, or adds/changes tones
- Lifts natural pigment and deposits artificial pigment
- Covers gray
- Penetrates fully into the cortex
- Mixed with developer

DEMI-PERMANENT HAIRCOLOR
- Demi-Permanent Liquid Color gives more translucent deposit
- Dimensional Deposit Demi-Permanent Crème Color gives a more opaque, dimensional deposit
- No-lift, deposit only
- Lasts 4 to 6 weeks (10-15 shampoos) depending on hair porosity
- Blends gray
- Penetrates the cortex slightly
- Mixed with low-volume developer

The primary difference between demi-permanent and permanent haircolor is permanent color's ability to lift the pigment in natural hair.

HOW TO USE THE COLOR WHEEL

The Laws of Color state that every color imaginable can be formed by mixing the three primary colors yellow, red and blue.
Mixing the three primary colors together with specific proportions creates brown.
- Natural hair contains all three primary colors. The primaries are present in varying amounts creating lighter to darker shades of haircolor.
- To refine (neutralize) a color, use its direct OPPOSITE on the Color Wheel. Refinement is commonly known as neutralizing color.
  For example, use a blue-based shade to neutralize a brassy-orange tone.
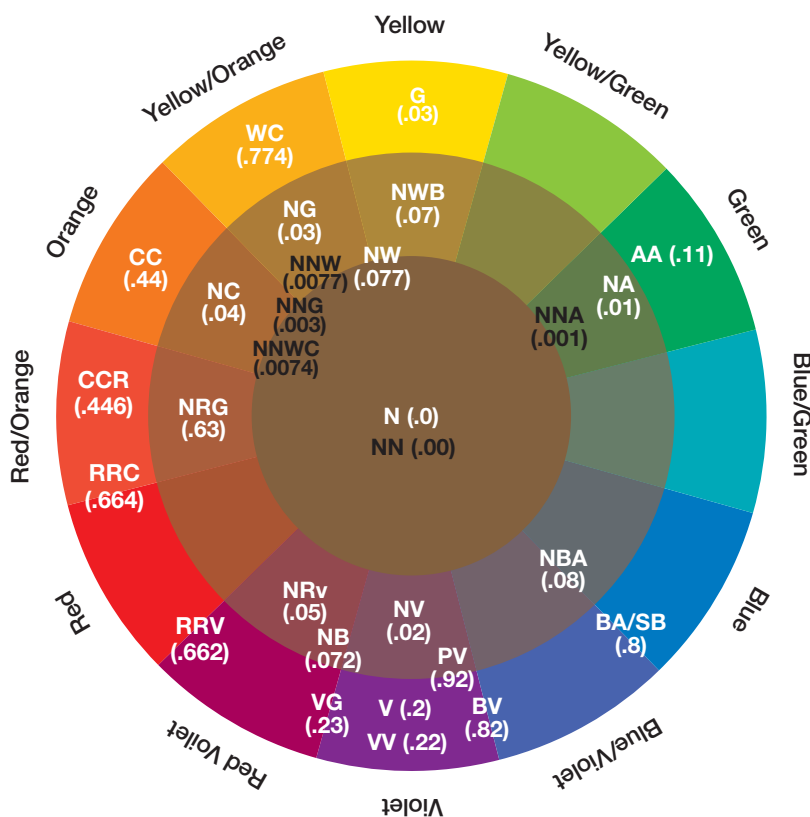
* Please note: Not all shades are available in all categories. For accurate color/shade availability per category, please refer to the shade chart on the pages 20-26.

LUMISHINE®

THE LAWS OF HAIRCOLOR

Haircolor is based on the laws of color, which revolve around the interactions of the primary colors red, yellow and blue.
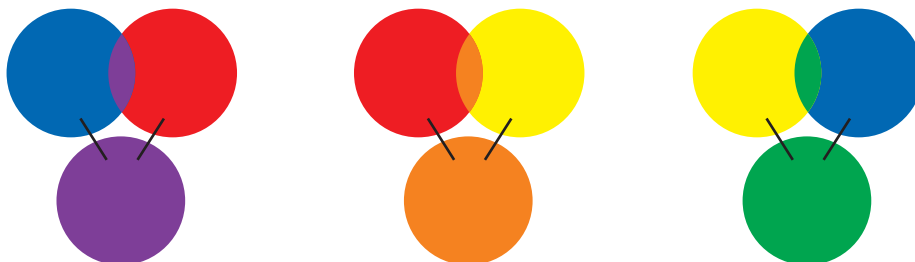
PRIMARY COLOR

Mixing primary colors creates a "browning out" effect, resulting in natural brown without coolness or warmth.
NOTE: Brown is the basic color of all naturally pigmented hair - from darkest to lightest variations.
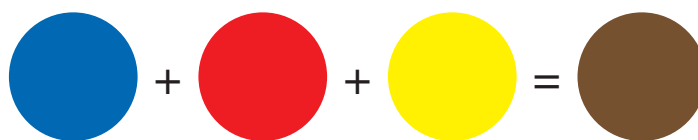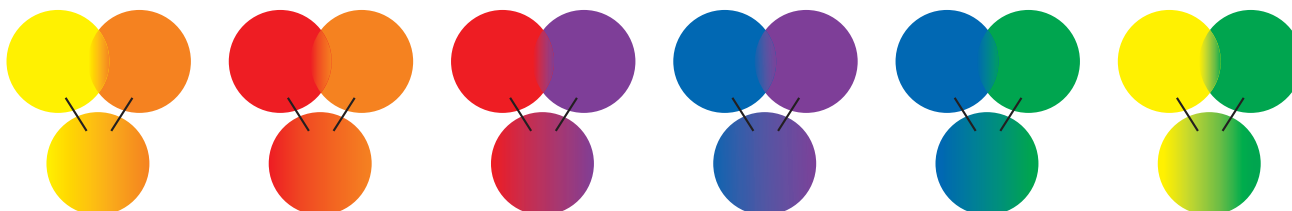
TWO PRIMARIES CREATE A SECONDARY COLOR

Two primaries mixed together in equal proportion create a secondary color.

CREATING TERTIARY COLOR

Mixing a primary and a neighboring secondary in equal proportion creates a tertiary color.

UNDERSTANDING UNDERLYING PIGMENT

When lightening the hair with a lightener or lifting the hair with permanent color natural pigment is lifted out of the hair. The remaining tone is referred to as hair's underlying pigment. When both lifting and depositing haircolor, the end result is a combination of the natural hair's underlying pigment PLUS the deposited tones.

Natural Hair's Underlying Pigment + Deposited Tone = Final Color Result

The chart below shows the underlying pigment at each level of lift and the corrective/neutralizing tone.
You can either refine or enhance the underlying pigment by choosing shades opposite (refine) or adjacent (enhance) on the color wheel.
For example, to refine an orange tone, use a blue-based shade to "correct" for a neutralized result.

LEVEL NUMBER	LEVEL DESCRIPTION	UNDERLYING PIGMENT	CORRECTIVE
11	Palest Blonde	Yellow/White	Pale Violet
10	Lightest Blonde	Pale Yellow	Violet
9	Light Blonde	Yellow	Violet
8	Blonde	Yellow/Orange	Blue/Violet
7	Medium Blonde	Orange	Blue
6	Dark Blonde	Red/Orange	Blue/Green
5	Light Brown	Red	Green
4	Medium Brown	Red/Violet	Yellow/Green
3	Dark Brown	Violet	
2	Darkest Brown	Blue/Violet	
1	Black	Blue	

LUMISHINE®

LUMISHINE SYSTEM

LUMISHINE LEVEL SYSTEM

LumiShine is based on a global level system ranging from 1-10, with 1 being the darkest (Black) and 10 being the lightest (Lightest Blonde).

LUMISHINE TONAL LETTER AND NUMBER SYSTEM

LumiShine uses a Tonal Letter System to identify the predominate tone in each shade.
• First Letter = Dominant Tone
• Second Letter = Secondary Tone

LumiShine also uses the Global Tonal Number Key System to identify each tone.

TONE	NUMBER
Natural	0
Ash	1
Violet	2
Gold	3
Copper	4
Red Violet	5
Red	6
Warm Beige	7
Blue Ash /Silver Blue	8
Platinum	9

LUMISHINE LABELLING

In this example, the Level is 6 (Dark Blonde) and the tone is described as Natural Ash (.01).
Natural is the dominant tone and Ash is the secondary tone.

Dominant Tone (Natural)

Secondary Tone (Ash)

Primary Tonal Result

Level

LUMISHINE™
6NA (6.01)
NATURAL ASH
DARK BLONDE
BLOND FONCÉ
NATUREL CENDRÉ
RUBIO CENIZO OSCURO NATURAL

Secondary Tonal Result

Level

Shade Description

LUMISHINE SHADE FAMILY DESCRIPTIONS

TONAL FAMILIES		
Natural / Natural Natural	N / NN	.0 / .00
Natural Ash / Natural Ash Ash	NA / NNA	.01 / .001
Natural Warm Beige	NWB	.07
Natural Warm/ Natural Natural Warm	NW/NNW	.077/.0077
Natural Beige	NB	.072
Natural Natural Warm Copper	NNWC	.0074
Natural Gold / Natural Natural Gold	NG / NNG	.03 / .003
Natural Red Gold	NRG	.063
Natural Copper	NC	.04
Natural Red Violet	NRV	.05
Natural Violet	NV	.02
Natural Blue Ash	NBA	.08
Gold	G	.3
Warm Copper	WC	.774
Copper	CC	.44
Red Red Copper	RRC	.664
Red	RR	.66
Copper Copper Red	CCR	.446
Red Red Violet	RRV	.662
Violet	VV	.22
Violet Gold	VG	.23
Platinum Violet	PV	.92
Blue Violet	BV	.82
Blue Ash/Silver Blue	BA/SB	.8
Ash Ash	AA	.11

LUMISHINE®

INDIVIDUAL LUMISHINE SHADES & OVERVIEW

N NATURAL (.0)

A combination of red, yellow and blue tones that create perfectly balanced, natural blonde and brown results at each level. Can be mixed with other tones to soften or subdue any haircolor result. Can be added to copper/red/violet formulas to achieve balanced gray coverage. Can also be used alone for 100% gray coverage.
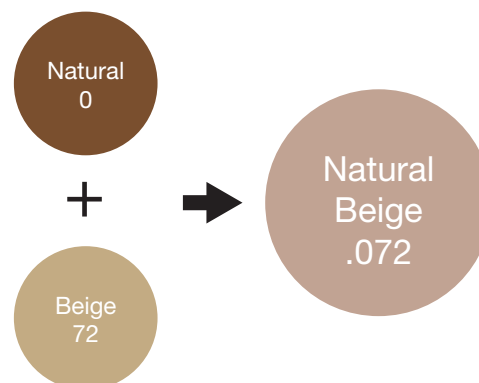
This shade family is available in Permanent Crème Color, Demi-Permanent Liquid Color, Dimensional Deposit Demi-Permanent Crème Color and Lumi10.

RED

+

YELLOW ➡ Natural .0

+

BLUE
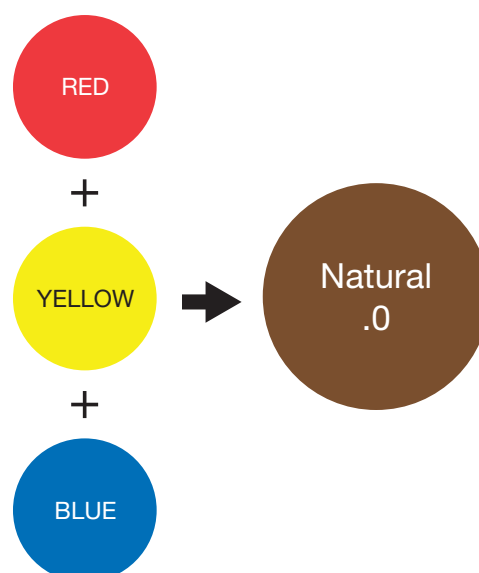
NA NATURAL ASH (.01)

Natural base tones combined with a cool ash (green) undertone to counterbalance warmth, while still delivering cool brunette and blonde results. Covers gray naturally.

This shade family is available in Permanent Crème Color, Demi-Permanent Liquid Color, Dimensional Deposit Demi-Permanent Crème Color and Lumi10.

Natural 0

+

Green 1 ➡ Natural Ash .01
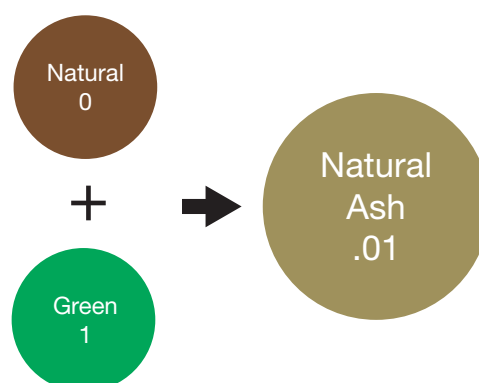
NV NATURAL VIOLET (.02)

Natural base tones combined with violet tones, resulting in rich, smoky, cool blondes and brunettes. Covers gray naturally.

Natural 0

+

Violet 2

➡

Natural Violet .02

This shade family is available in Permanent Crème Color, Demi-Permanent Liquid Color and Lumi10.
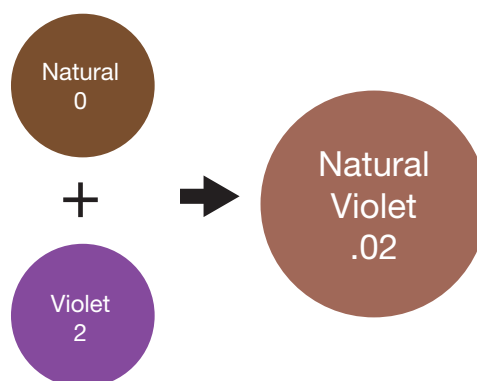
NRv NATURAL RED VIOLET (.05)

Natural base tones combined with red (predominate tone) and cool violet (secondary tone), creating a perfect cool red-brown result. Covers gray naturally.

Natural 0

+

Red-Violet 5

➡

Natural Red-Violet .05

This shade family is available in Permanent Crème Color.
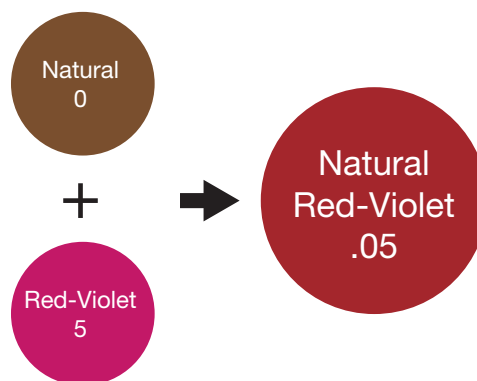
NG NATURAL GOLD (.03)

Natural base tones combined with gold tones for stunning golden blondes and brunettes. Covers gray naturally.

Natural 0

+

Gold 3

➡

Natural Gold .03

This shade family is available in Permanent Crème Color, Demi-Permanent Liquid Color and Lumi10.

11
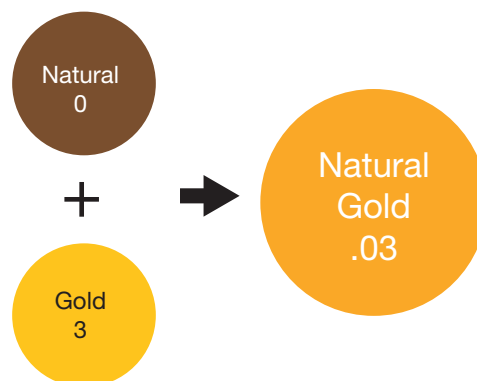
LUMISHINE®

NRG NATURAL RED GOLD (.063)

Pre-mix of Natural, Red and Gold for beautiful red golden shades. Covers gray naturally.

This shade family is available in Permanent Crème Color.

Natural
0

+

Red
6

→

Natural
Red Gold
.063

+

Gold
3
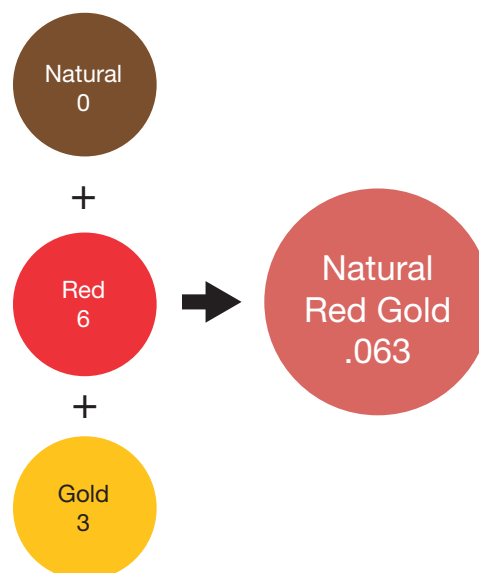
NWB NATURAL WARM BEIGE (.07)

Natural base tones combined with warm beige tones, resulting in soft, caramel-beige blonde and brunette shades. Covers gray naturally.

This shade family is available in Permanent Crème Color, Lumi10, Demi-Permanent Liquid Color and Dimensional Deposit Demi-Permanent Crème Color.

Natural
0

+

Warm
7

→

Natural
Warm
Beige
.07
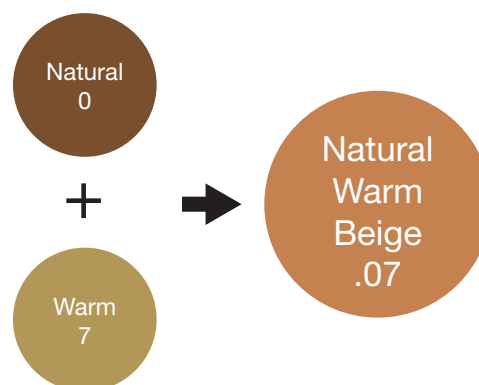
NB NATURAL BEIGE (.072)

Natural base tones combined with beige tones, resulting in soft beige-blonde and brunette shades.

This shade family is available in LumiShine Demi-Permanent Liquid Color

Natural
0

+

Beige
72

→

Natural
Beige
.072

NW NATURAL WARM (.077)

Natural base tones combined with warm tones that mingle warmth with luminous nude tones. Covers gray naturally.
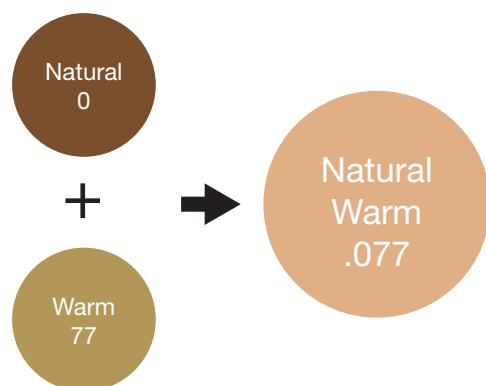
Natural
0

Warm
77

Natural
Warm
.077

This shade family is available in Permanent Crème Color, Demi-Permanent Liquid Color and Dimensional Deposit Demi-Permanent Crème Color.

NC NATURAL COPPER (.04)

Natural base tones combined with spicy copper tones, resulting in stunning copper-blond and deep copper shades.
Covers gray naturally.

Natural
0

Copper
4
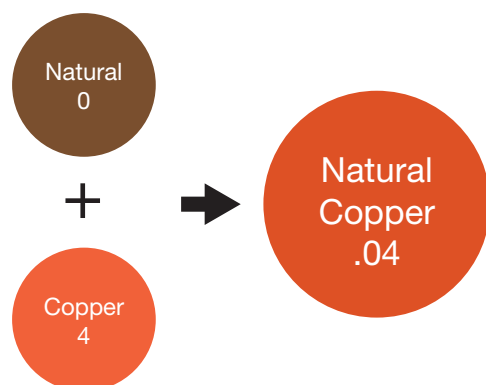
Natural
Copper
.04

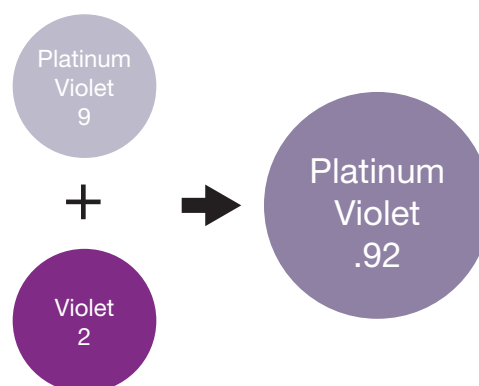This shade family is available in Permanent Crème Color, Lumi10 and Demi-Permanent Liquid Color.

NBA NATURAL BLUE ASH (.08)

Natural Base tones combined with blue ash tones to neutralize unwanted warmth and cover gray at the same time.

Natural
0

Blue
Ash
8

Natural
Blue Ash
.08
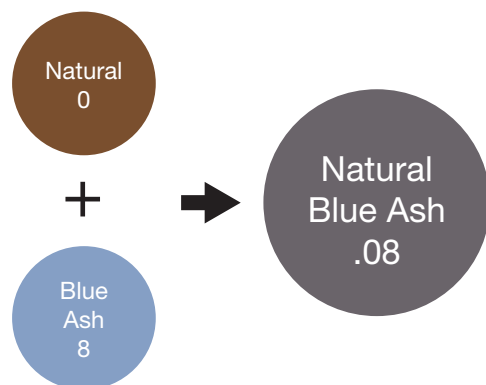
This shade family is available in Lumi10.

LUMISHINE®

G GOLD (.3)

Pure gold tones, resulting in warm golden blonde and brunette shades.

Gold 3 ➡ Gold .3
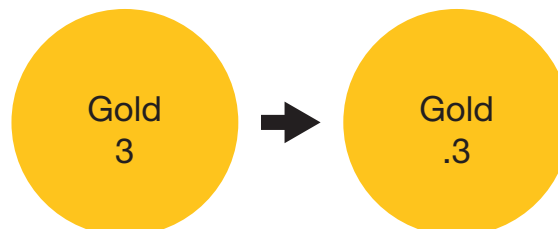
This shade family is available in LumiShine Demi-Permanent Liquid Color

WC WARM COPPER (.774)

Warm Copper tones, resulting in warm copper blonde and brunette shades.

Warm 77 + Copper 4 ➡ Warm Copper .774
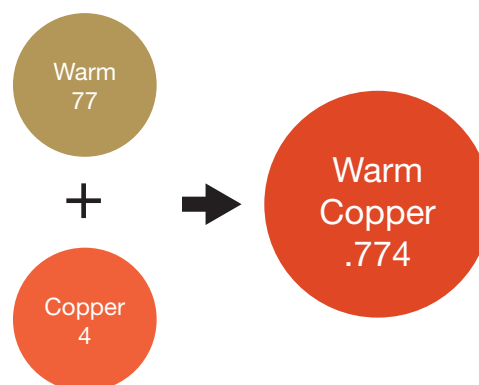
This shade family is available in LumiShine Demi-Permanent Liquid Color

CC COPPER (.44)

Vivid shades designed with pure copper tones that do not have a natural base.

Copper 4 ➡ Copper .44
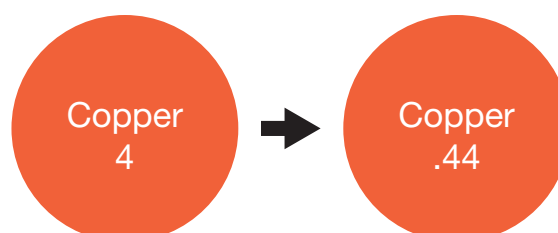
This shade family is available in Permanent Crème Color.

RR RED (.66)

Rich shades designed with red tones that do not have a natural base.
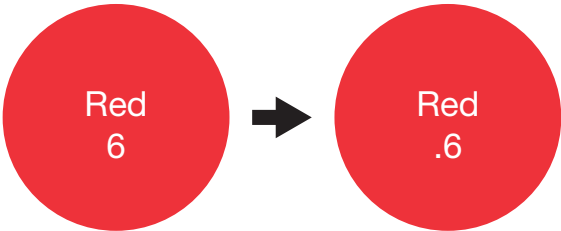
Red
6

➡

Red
.6

This shade family is available in Permanent Crème Color and Demi-Permanent Liquid Color.

RRC RED RED COPPER (.664)

Dramatic, fiery red shades infused with a copper reflect ideal for the client who likes a fashionable yet wearable red result. Contains no background (natural) pigment.
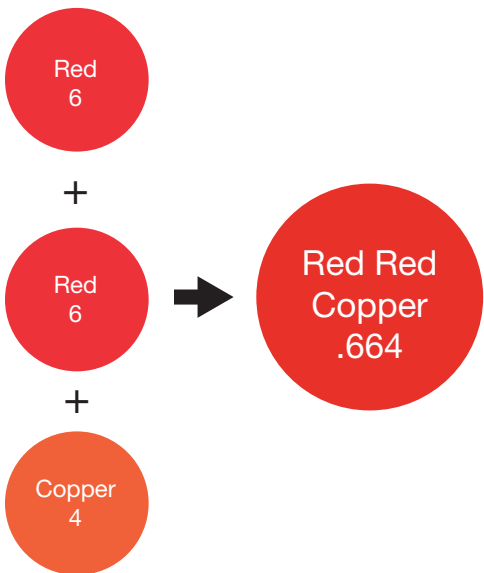
Red
6

+

Red
6

➡

Red Red
Copper
.664

+

Copper
4

This shade family is available in Permanent Crème Color and Demi-Permanent Liquid Color.

RRV RED RED VIOLET (.662)

Intense, rich red-violet shades for a luxurious redplum/-crimson result. Contains no background (natural) pigment.

Red
6

+

Red
6

➡

Red Red
Violet
.662

+
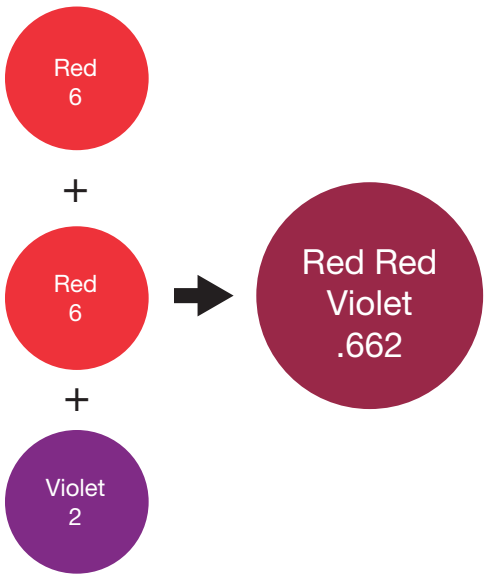
Violet
2

This shade family is available in Permanent Crème Color and Demi-Permanent Liquid Color.

LUMISHINE ®

VV VIOLET (.22)

Vibrant shades with violet tones that do not have a natural base.

Violet 2 ➡ Violet .22
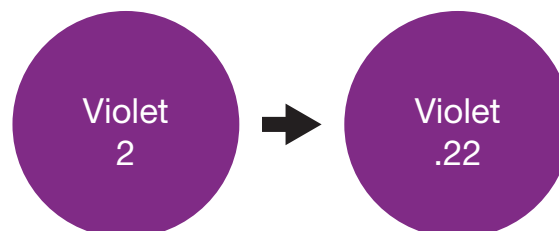
This shade family is available in Permanent Crème Color and Demi-Permanent Liquid Color.

AA ASH ASH (.11)

Cool Ash based shades ideal to neutralize unwanted warmth when lifting, or for use on faded, brassy shades.
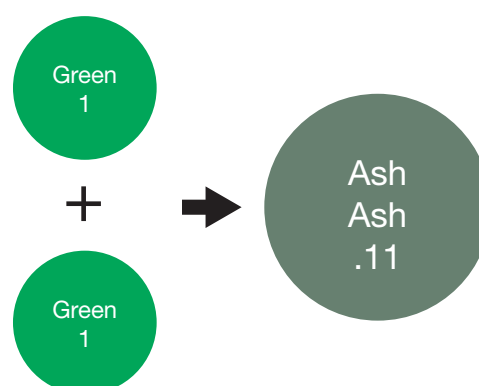
Green 1 + Green 1 ➡ Ash Ash .11

This shade family is available in Permanent Crème Color and Demi-Permanent Liquid Color.

BA BLUE ASH (.8)

Gray-blue tones created without a natural base for the ultimate neutralization of unwanted warmth while lifting or neutralizing brassy fadage.
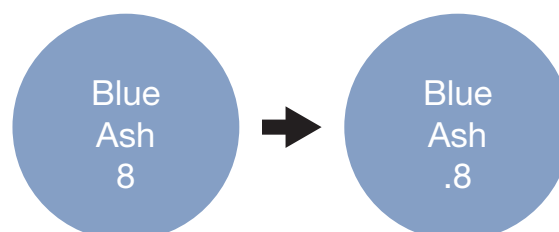
Blue Ash 8 ➡ Blue Ash .8

This shade family is available in Permanent Crème Color, Demi-Permanent Liquid Color and Dimensional Deposit Demi-Permanent Crème Color.

PV PLATINUM VIOLET (.92)

Ideal for platinum blonde clients who don't want to see any yellow or warmth come through.

Platinum Violet 9 + Violet 2 → Platinum Violet .92

This shade family is available in LumiShine Demi-Permanent Liquid Color

BV BLUE VIOLET (.82)

Ideal for creating cool, pearl blonde results on lighter tones. They are also a strong brass-fighter on dark blondes when orange/yellow undertones are not desired.

Blue Ash 8 + Violet 2 → Blue Violet .82

This shade family is available in LumiShine Demi-Permanent Liquid Color
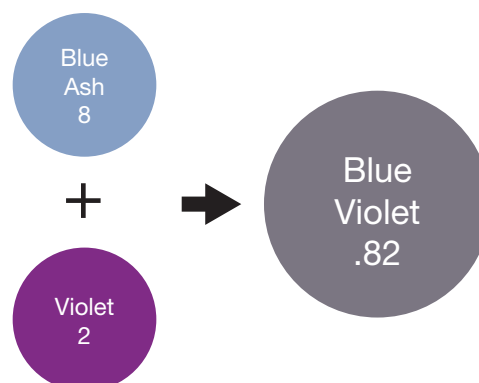
VG VIOLET GOLD (.23)

The violet tone allows for maximum refinement of unwanted yellow, while the gold tone helps add reflection. Ideal for neutral blonde results.

Violet 2 + Gold 3 → Violet Gold .23

This shade family is available in LumiShine Demi-Permanent Liquid Color

17
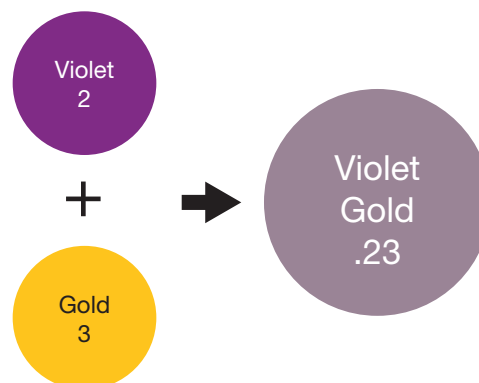
YOUTHLOCK

NN NATURAL NATURAL (.00)

Feature increased opacity for natural, balanced, and complete gray coverage.

Natural 0 + Natural 0 → Natural Natural .00
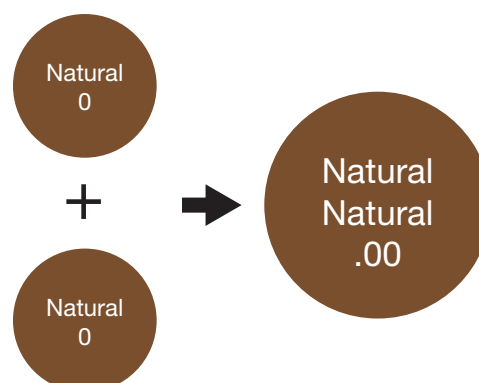
NNG NATURAL NATURAL GOLD (.003)

Feature a natural base with warm gold undertones and increased opacity for complete gray coverage.

Natural 0 + Natural 0 + Gold 3 → Natural Natural Gold .003
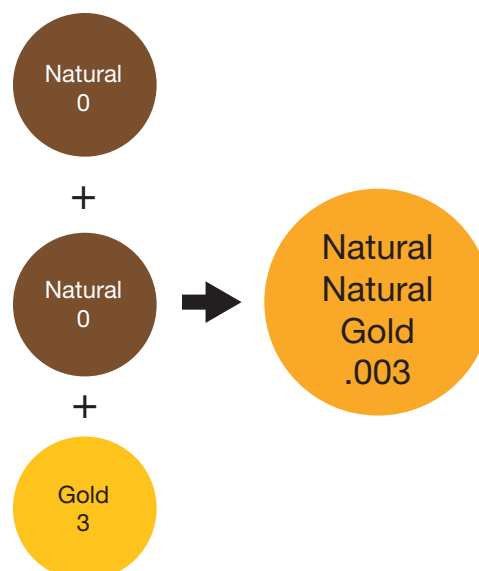
NNA NATURAL NATURAL ASH (.001)

Feature natural base tones combined with cool ash undertones to counterbalance warmth, while also featuring increased opacity for complete coverage.

Natural 0 + Natural 0 + Green 1 → Natural Natural Ash .001
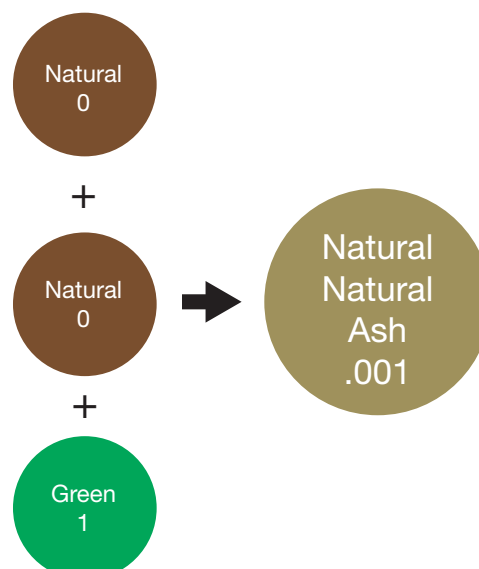
NNW NATURAL NATURAL WARM .0077

Natural Natural Warm series shades feature natural tones with a hint of warm reflection. Increased opacity for complete gray coverage.

Natural 0

+

Natural 0

➡ Natural Natural Warm .0077

+

Warm 7
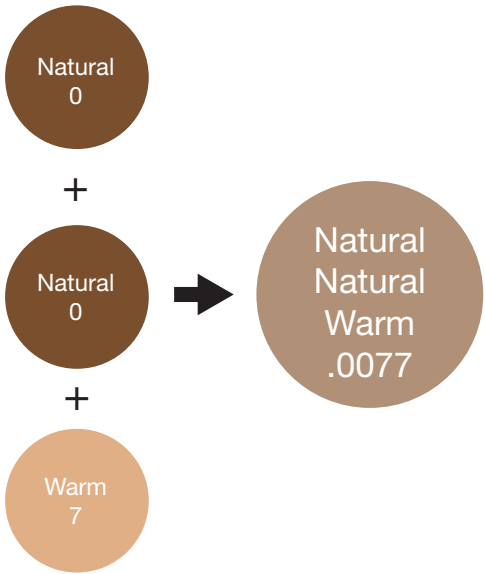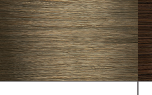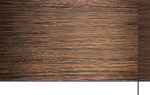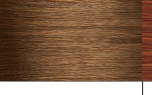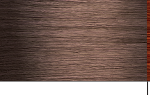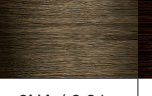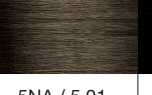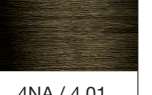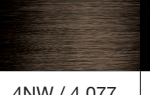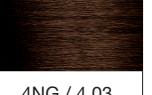
NNW NATURAL NATURAL WARM COPPER (.0074)

Natural Natural Warm Copper shades feature a natural tone with warm copper undertones. Increased opacity for complete gray coverage.
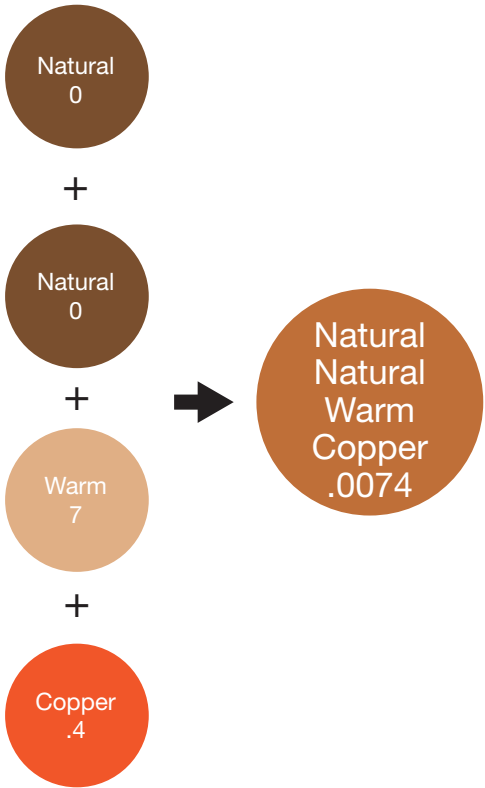
Natural 0

+

Natural 0

+

Warm 7

➡ Natural Natural Warm Copper .0074

+

Copper .4

LUMISHINE®

PERMANENT CRÈME COLOR SHADE CHART

	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)	NG NATURAL GOLD (.03)	NRG NATURAL RED GOLD (.063)	NC NATURAL COPPER (.04)	NRV NATURAL RED VIOLET (.05)	NV NATURAL VIOLET (.02)
10 Lightest Blonde	10N / 10.0		10NWB / 10.07		10NG / 10.03				10NV / 10.02
9 Light Blonde	9N / 9.0	9NA / 9.01	9NWB / 9.07	9NW / 9.077	9NG / 9.03		9NC / 9.04		9NV / 9.02
8 Blonde	8N / 8.0	8NA / 8.01	8NWB / 8.07		8NG / 8.03	8NRG / 8.063	8NC / 8.04		
7 Medium Blonde	7N / 7.0	7NA / 7.01	7NWB / 7.07	7NW / 7.077	7NG / 7.03	7NRG / 7.063	7NC / 7.04		7NV / 7.02
6 Dark Blonde	6N / 6.0	6NA / 6.01	6NWB / 6.07	6NW / 6.077	6NG / 6.03	6NRG / 6.063	6NC / 6.04	6NRv / 6.05	6NV / 6.02
5 Light Brown	5N / 5.0	5NA / 5.01	5NWB / 5.07	5NW / 5.077		5NRG / 5.063	5NC / 5.04	5NRv / 5.05	5NV / 5.02
4 Medium Brown	4N / 4.0	4NA / 4.01		4NW / 4.077	4NG / 4.03				
3 Dark Brown	3N / 3.0	3NA / 3.01							
2 Darkest Brown									
1 Black	1N / 1.0								

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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

* Recommended for use on Level 5 and darker hair.

LUMISHINE™
6N (6.0)
REPAIR+ Permanent Crème Color
RÉPARATION+ Colorant Crème Permanent
REPARACIÓN+ Crema Colorante Permanente
ARGIPLEX TECHNOLOGY
1:1
74 ml (2.5 fl. oz.)

	CC COPPER (.44)	RRC RED RED COPPER (.664)	RR RED RED (.66)	RRV RED RED VIOLET (.662)	VV VIOLET (.22)	BA BLUE ASH (.8)	AA** ASH ASH (.11)
						10BA / 10.8	
						9BA / 9.8	
				8RRV / 8.662			
	7CC / 7.44	7RRC / 7.664				7BA / 7.8	7AA / 7.11
	6CC / 6.44	6RRC / 6.664	6RR / 6.66	6RRV / 6.662		6BA / 6.8	6AA / 6.11
		5RRC / 5.664	5RR / 5.66			5BA / 5.8	5AA / 5.11
				4RRV / 4.662	4VV / 4.22		4AA / 4.11
			3RR / 3.66		3VV / 3.22		
					1VV / 1.22		

PERMANENT CRÈME COLOR HIGH LIFT

XLN / XL.0	XLB / XL.7	XLA / XL.1	XLAA / XL.11*

LUMISHINE® YOUTH LOCK

PERMANENT CRÈME COLOR SHADE CHART

	NN NATURAL NATURAL (.00)	NNA NATURAL NATURAL ASH (.001)	NNG NATURAL NATURAL GOLD (.003)	NNW NATURAL NATURAL WARM (.0077)	NNWC NATURAL NATURAL WARM COPPER (.0074)
10 Lightest Blonde	10NN / 10.00		10NNG / 10.003		
9 Light Blonde	9NN / 9.00	9NNA / 9.001	9NNG / 9.003		9NNWC / .0074
8 Blonde	8NN / 8.00		8NNG / 8.003	8NNW / .0077	
7 Medium Blonde	7NN / 7.00	7NNA / 7.001	7NNG / 7.003		7NNWC / .0074
6 Dark Blonde	6NN / 6.00	6NNA / 6.001	6NNG / 6.003	6NNW / .0077	6NNWC / .0074
5 Light Brown	5NN / 5.00	5NNA / 5.001	5NNG / 5.003		5NNWC / .0074
4 Medium Brown	4NN / 4.00		4NNG / 4.003	4NNW / .0077	4NNWC / .0074
3 Dark Brown		3NNA / 3.001			
2 Darkest Brown	2NN / 2.00				
1 Black					
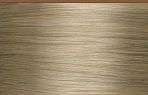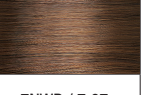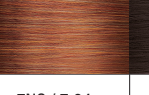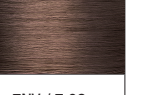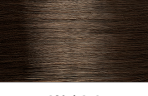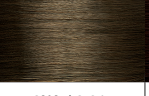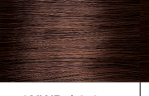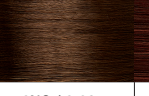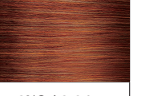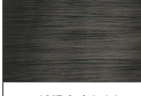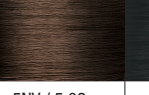
EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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

LUMISHINE® LUMI10™

PERMANENT CRÈME COLOR SHADE CHART

	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NG NATURAL GOLD (.03)	NC NATURAL COPPER (.04)	NV NATURAL VIOLET (.02)	NBA NATURAL BLUE ASH (.08)
10 Lightest Blonde	10N / 10.0						
9 Light Blonde						9NV / 9.02	
8 Blonde	8N / 8.0	8NA / 8.01	8NWB / 8.07	8NG / 8.03	8NC / 8.04		
7 Medium Blonde	7N / 7.0	7NA / 7.01	7NWB / 7.07		7NC / 7.04	7NV / 7.02	
6 Dark Blonde	6N / 6.0	6NA / 6.01	6NWB / 6.07	6NG / 6.03	6NC / 6.04		6NBA / 6.08
5 Light Brown	5N / 5.0		5NWB / 5.07		5NC / 5.04	5NV / 5.02	5NBA / 5.08
4 Medium Brown	4N / 4.0						
3 Dark Brown	3N / 3.0						
2 Darkest Brown							
1 Black	1N / 1.0						

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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

LUMISHINE®

DEMI-PERMANENT LIQUID COLOR SHADE CHART

	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NB NATURAL BEIGE (.072)	NG NATURAL GOLD (.03)	NC NATURAL COPPER (.04)	NV NATURAL VIOLET (.02)	G GOLD (.3)	WC WARM COPPER (.774)
10 Lightest Blonde	10N / 10.0		10NWB / 10.07		10NG / 10.03				
9 Light Blonde		9NA / 9.01	9NWB / 9.07	9NB / 9.072			9NV / 9.02	9G / 9.3	
8 Blonde	8N / 8.0	8NA / 8.01			8NG / 8.03	8NC / 8.04			
7 Medium Blonde			7NWB / 7.07	7NB / 7.072		7NC / 7.04		7G / 7.3	7WC/ 7.774
6 Dark Blonde	6N / 6.0	6NA / 6.01	6NWB / 6.07	6NB / 6.072	6NG / 6.03	6NC / 6.04	6NV / 6.02		6WC/ 6.774
5 Light Brown	5N / 5.0	5NA / 5.01							5WC/ 5.774
4 Medium Brown			4NWB / 4.07						
3 Dark Brown	3N / 3.0								
2 Darkest Brown									
1 Black									

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

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

CCR COPPER COPPER RED (.446)	RR RED RED (.66)	RRV RED RED VIOLET (.66)	VG VIOLET GOLD (.23)	PV PLATINUM VIOLET (.92)	V VIOLET (.2)	BV BLUE VIOLET (.82)	SB SILVER BLUE (.8)	AA* ASH ASH (.11)	CLEAR
			10VG / 10.23	10PV / 10.92	10V / 10.2*	10BV / 10.82	10SB / 10.8		CLEAR
			9VG / 9.23	9PV / 9.92	9V / 9.2	9BV / 9.82	9SB / 9.8		
	8RR / 8.66		8VG / 8.23	8PV / 8.92				8AA / 8.11	
					7V / 7.2	7BV / 7.82	7SB / 7.8		
6CCR / 6.446							6SB / 6.8	6AA / 6.11	
		5RRV / 5.66						5AA / 5.11	
	4RR / 4.66						4SB / 4.8*		
					3VV / 3.22				
							1BS / 1.8		

LUMISHINE® DD DIMENSIONAL DEPOSIT

DEMI-PERMANENT LIQUID COLOR SHADE CHART

	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)	SB SILVER BLUE (.8)
10 Lightest Blonde	10N / 10.0		10NWB / 10.07		10SB / 10.8
9 Light Blonde				9NW / 9.077	
8 Blonde	8N / 8.0	8NA / 8.01	8NWB / 8.07		8SB / 8.8
7 Medium Blonde				7NW / 7.077	
6 Dark Blonde	6N / 6.0	6NA / 6.01	6NWB / 6.07	6NW / 6.077	6SB / 6.8
5 Light Brown					
4 Medium Brown				4NW / 4.077	
3 Dark Brown	3N / 3.0	3NA / 3.01			
2 Darkest Brown					
1 Black					

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

LUMISHINE REPAIR+
PERMANENT CRÈME COLOR

BASIC USAGE RULES & LEVELS OF LIFT

DEVELOPER	USAGE	PROCESSING TIME	
1:1 10 Volume · **10 Volume (3%)** + LumiShine **Permanent Crème** Color	Tone on tone. Going darker.	**35 min** · **35 minutes.** Do not use heat.	
1:1 20 Volume · **20 Volume (6%)** + LumiShine **Permanent Crème** Color	1 Level of lift. Gray coverage.	**35 min** · **35 minutes.** Do not use heat.	**45 min** · **45 minutes** for gray coverage. Do not use heat.
1:1 30 Volume · **30 Volume (9%)** + LumiShine **Permanent Crème** Color	2 Levels of lift.	**35 min** · **35 minutes.** Do not use heat.	
1:1 40 Volume · **40 Volume (12%)** + LumiShine **Permanent Crème** Color	3 Levels of lift. 4 Levels of lift with High-Lift "XL" shades	**35 min** · **35 minutes.** Do not use heat.	**60 min** · **Up to 60 minutes** for High Lift "XL" shades. Do not use heat.

GRAY COVERAGE GUIDE

SHADE	FULL COVERAGE ON 25%-50% GRAY HAIR	FULL COVERAGE ON 50%-75% GRAY HAIR	FULL COVERAGE ON 75%-100% GRAY HAIR	DEVELOPER	TIMING
Natural	✔	✔	✔	20 volume (6%)	**45 min** · 45 minutes at room temperature
Natural Ash					
Natural Warm Beige					
Natural Warm					
Natural Violet	✔	✔	Add 25% Natural (.0) to formula		
Natural Gold					
Natural Red Gold					
Natural Copper					
Natural Red Violet					
Violet	Add 25% Natural (.0) to formula	Add 50% Natural (.0) to formula	Add 75% Natural (.0) to formula		
Copper					
Red					
Blue Ash					
Ash Ash					

Note: Add more N to your formula when you want more depth or more opaque gray coverage results

27

LUMISHINE®

HIGH LIFT "XL" SHADE DESCRIPTIONS & SUGGESTED SERVICE APPLICATIONS

HIGH LIFT "XL" SHADE	DESCRIPTION	SERVICE APPLICATION
XLN (XL.0) **Xtra Lift Natural**	Xtra Lift Natural (Natural base) results in natural-looking, perfectly balanced blondes.	Designed for blonding, XL shades are excellent for up to 4 levels of lift on Levels 6 and lighter. * Not designed for gray coverage. * If used on a natural levels darker than 6, results will be warm.
XLA (XL.1) **Xtra Lift Ash**	Xtra Lift Ash (Green/Blue base) results in cool blonde shades.	
XLB (XL.7) **Xtra Lift Beige**	Xtra Lift Beige (Warm beige base) results in warm, creamy blonde shades.	
XLAA (XL.11) **Xtra Lift Double Ash**	Xtra Lift Double Ash (Green/Blue base) results in extra refinement of underlying pigment when lifting from a Level 5 or darker.	A special blonding tool with a double cool tone base designed for lifting four levels on natural Level 5 and darker hair for caramel to golden end results. * Not designed for gray coverage. * Not designed for use on Levels 6 and lighter.

PERMANENT COLOR FORMULATION EXAMPLES

NATURAL LEVEL	GRAY %	DESIRED RESULT	FORMULA	TIMING
Level 4	0	Level 6 Cool Dark Blonde	60 ml LumiShine Permanent Crème Color 6NA (6.01) + 60 ml 30 volume LumiShine Developer	Process for 35 minutes at room temperature
Level 5	50%	Level 6 Natural Dark Blonde	60 ml LumiShine Permanent Crème Color 6N (6.0) + 60 ml 20 volume LumiShine Developer	Process for 45 minutes at room temperature
Level 4	0	Level 6 Copper Red Dark Blonde	60 ml LumiShine Permanent Crème Color 6CC (6.44) + 60 ml 30 volume LumiShine Developer	Process for 35 minutes at room temperature
Level 5	50%	Level 6 Copper Red Dark Blonde	60 ml LumiShine Permanent Crème Color 6NC (6.04) + 60 ml 20 volume LumiShine Developer Note: 6NC (6.04) was chosen due to the presence of gray hair.	Process for 45 minutes at room temperature
Level 5	75%	Level 6 Copper Red Dark Blonde	45 ml LumiShine Permanent Crème Color 6NC (6.04) + 15 ml LumiShine Permanent Crème Color 6N (6.0) + 60 ml 20 volume LumiShine Developer.	Process for 45 minutes at room temperature
Level 6	75%	Level 7 Red Copper	45 ml 7N + 15 ml 7RRC + 60ml 20 volume LumiShine Developer.	Process for 45 minutes at room temperature

XL SHADE FORMULATION EXAMPLES

NATURAL LEVEL	GRAY %	DESIRED RESULT	FORMULA	TIMING
Level 7	0	Level 10 Natural Lightest Blonde	60 ml LumiShine Permanent Crème Color XLN (XL.0) + 60 ml 40 volume LumiShine Developer	Process for 60 minutes at room temperature
Level 3	0	Level 7 Natural Medium Blonde	60 ml LumiShine Permanent Crème Color XLAA (XL.11) + 60 ml 40 volume LumiShine Developer Note: XLAA (XL.11) was chosen due to the darker Level 3; XLAA should not be used on Levels 6 and lighter.	Process up to 60 minutes at room temperature

HOW TO APPLY THE PERMANENT COLOR

Virgin application:
- Going darker: apply from scalp to ends
- Going lighter: use a shifting technique (higher volume on lengths and ends)

Retouch application:
- Apply at root area and emulsify through lengths and ends during the last 5-10 minutes or at the basin depending on fadage

LUMISHINE®

LUMISHINE YOUTHLOCK REPAIR+ PERMANENT CRÈME COLOR

BASIC USAGE RULES

Mixing Instructions:

- LumiShine Permanent Crème Color is mixed 1:1 (equal parts color and 20 Volume LumiShine Developer)
- Apply with a bowl and brush.
- Process for 45 minutes for gray coverage.

Mixing Ratio

1:1 DEVELOPER
20 vol.

Processing Time
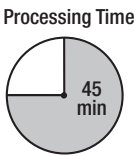
45 min

GRAY COVERAGE GUIDE

SHADE	GRAY COVERAGE ON 25% GRAY HAIR	GRAY COVERAGE ON 50% GRAY HAIR	GRAY COVERAGE ON 75%-100% GRAY HAIR	DEVELOPER	TIMING
Natural Natural	100%	100%	100%	20 Volume (6%)	45 minutes at room temperature
Natural Natural Ash					
Natural Natural Gold					
Natural Natural Warm					
Natural Natural Warm Copper					

Note: You can always add YouthLock NN to any of your YouthLock formulas for increased opacity.

FIRST TIME LUMISHINE YOUTHLOCK PERMANENT CRÈME COLOR APPLICATION:

Example: client is 100% gray; wish is 8NNA
Root area: LumiShine YouthLock Permanent Crème Color 8NNA + LumiShine Crème Developer 20 Volume (6%)
Lengths & Ends: LumiShine YouthLock Permanent Crème Color 9NNA + LumiShine Crème Developer 20 Volume (6%)
Timing = 45 minutes

Note: Due to the double concentration of Natural pigment we recommend to use one level lighter on lengths and ends to avoid darker lengths and ends due to over-deposit.

REGROWTH LUMISHINE YOUTHLOCK PERMANENT CRÈME COLOR APPLICATION:

Example: client is 100% gray; wish is 8NNA
Root area: LumiShine YouthLock Permanent Crème Color 8NNA + LumiShine Crème Developer 20 Volume (6%) – start timing 45 min. Typically, due to technology and change of the hair structure, longevity with LumiShine YouthLock Permanent Crème Color will be very good and lengths and ends will only need a short 5 minute emulsification at the end of the processing time.

When lengths and ends are more faded apply 1 level lighter (in this case 9NNA) with 20 volume on lengths and ends for 45 minutes or less (typically 20 minutes) depending on the degree of fade.

Note: if lengths and ends are porous and already matte, consider mixing the Lengths & Ends formula with a LumiShine YouthLock Permanent Crème Color shade without ash.

LUMI10 100% GRAY COVERAGE PERMANENT CRÈME COLOR

BASIC USAGE RULES

DEVELOPER	USAGE	PROCESSING TIME
Mixing Ratio **1:1** 22 VOL. ACCELERATOR 22 Volume (6.6%) **Lumi10 Accelerator** + **Lumi10 Permanent Creme Color**	• Gray coverage • Root stretches/ Shadow roots • Color change on short hair (up to 2 levels of lift) • Men • Color refresh for time-restrained clients • Clients arriving late for their appointment • Walk in clients • Quick regrowth touch-ups at the hairline in between color appointments • Add on service for cutting or blowdry appointment	**10 min** Process for 10 minutes. Not recommended with heat. If lengths and ends need a refresh, emulsify LUMI10 root color onto lengths and ends right before rinsing during the emulsification process.

NOTE: To ensure 100% gray coverage in 10 minutes, it is not recommended to use another volume developer.

TIPS

- Formulate 1 level lighter on hair that is not gray!
- On clients with a lot of hair to compensate for longer application time:
    - Formulate 1 level lighter on the area where the application starts
    - Use target formula where the application ends
- On gray coverage clients – a regular LumiShine application every now and then will be beneficial
- When lift is desired: example
- Use Lumi10 shade level 8 on a natural base 6 to get lift (otherwise results will look darker)

LUMISHINE®

LUMISHINE REPAIR+
DEMI-PERMANENT LIQUID COLOR

BASIC USAGE RULES

DEVELOPER	USAGE	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.

DEMI-PERMANENT LIQUID COLOR SERVICE APPLICATIONS

SERVICE	APPLICATION	PROCESSING TIME	PROCESSING
Virgin Application	Apply to roots and ends, or depending on porosity on 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
Haircolor Retouch	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
Toning prelightened hair	Apply at scalp area in thin, 3 mm sections (up to 2 cm 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
Clear* Treatment: 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
Porous lengths and ends	Apply to scalp area first in thin, even sections. Add clear or mix a fresh batch of color with a shade 1 or 2 levels lighter for the lengths and ends and apply during the last 20 minutes.	up to 35 minutes (lengths and ends up to 20 minutes)	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 30 ml of target shade with 30 ml of Clear.

LUMISHINE REPAIR+ DIMENSIONAL DEPOSIT DEMI-PERMANENT CRÈME COLOR

BASIC USAGE RULES

DEVELOPER	USAGE	PROCESSING TIME
1:1 5 Volume **5 Volume (1.5%)** + LumiShine **Dimensional Deposit Demi-Permanent Crème** Color	Deposit only. Going darker in 1 step. Low lighting.	5-35 min **5 to 35 minutes** depending on desired result. Process at room temperature or with heat.

DIMENSIONAL DEPOSIT DEMI-PERMANENT CRÈME COLOR SERVICE APPLICATIONS

SERVICE	APPLICATION	PROCESSING TIME	PROCESSING
Virgin Application/ going darker in 1 step	Apply to roots and ends, or depending on porosity on 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 or with Heat
Haircolor Retouch	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 or with Heat
Toning prelightened hair	Apply at scalp area in thin, 3 mm sections (up to 2 cm of hair shaft). Work formula through hair lengths until desired color result is achieved.	Process 10-35 minutes or until desired color result is achieved	Room Temperature
Lowlighting	Apply color with foils, cellophane, etc. Alternatively, use without foils for open-air/freehand painting techniques.	Up to 35 minutes	Room Temperature
Gray Coverage	Apply to levels 1-5	Process 35 minutes	Room Temperature or with Heat
Gray Blending	Apply to levels 6-10	Process 35 minutes	Room Temperature or with Heat
Men's services	Apply to virgin hair at scalp area first, then through mid-lenghts.	Process 10-35 minutes or until desired color result is achieved	Room Temperature or with Heat

TIP: When low lighting/going darker on blonde, porous hair, apply color on porous ends in the last 5-15 minutes of the total processing time.
Consider formulating a lighter formula on porous lengths & ends, for example:
• Use 6NG on the root area an non-porous areas.
• Add 9NG in the formula for porous lengths and ends (2/3 6NG + 1/3 9NG).

LUMISHINE®

LUMISHINE REPAIR+ COLOR CORRECTION

HOW TO REPIGMENTIZE

Steps for Repigmentizing or "Tint Back".

1. Determine the desired level for the end result.
2. Choose the appropriate building block shade to achieve desired end result.
3. Apply your chosen building block shade.

   Repigmentation formula should be rinsed only and target shade should be applied on dry hair.

   Note: If the hair is very porous, you may need to reapply a second building block formula 1-2 levels lighter than the first formula.
4. Apply your chosen shade for desired result. Always strand test final formula when working with cool shades.

PERMANENT CRÈME REPIGMENTATION CHART

DESIRED SHADE	STEP 1	TIMING
Level 4 Natural Medium Brown	5NC or 5NRG + 5 (1.5%) volume Developer	20 minutes
Level 5 Natural Light Brown	6NC or 6NRG + 5 (1.5%) volume Developer	20 minutes
Level 6 Natural Dark Blonde	7NC or 7NRG + 5 (1.5%) volume Developer	20 minutes
Level 7 Natural Medium Blonde	8NC or 8NRG + 5 (1.5%) volume Developer	20 minutes
Level 8 Natural Blonde	9NC + 5 (1.5%) volume Developer	20 minutes

NOTE: Always use final formula with 10 Volume (3%) Developer and time for 35 minutes.

Use NC or NRG depending on the brightness of the desired end result

DEMI-PERMANENT LIQUID REPIGMENTATION CHART

DESIRED SHADE	STEP 1	TIMING
Level 5 Natural Light Brown	6NC + 5 (1.5%) volume Developer	20 minutes
Level 6 Natural Dark Blonde	7NC + 5 (1.5%) volume Developer	20 minutes
Level 7 Natural Medium Blonde	8NC + 5 (1.5%) volume Developer	20 minutes
Level 8 Natural Blonde	1/2 8NC + 1/2 Clear + 5 (1.5%) volume Developer	20 minutes

NOTE: For the final formula always follow with a LumiShine Demi-Liquid shade and 5 Volume (1,5%) Developer when repigmentation is done with LumiShine Demi-Liquid and time for 20 minutes.

1/2 8NC + 1/2 Clear creates 9NC

DIMENSIONAL DEPOSIT DEMI-PERMANENT CREME COLOR COLOR CORRECTION CHART

With LumiShine Dimensional Deposit Demi-Permanent Crème Color repigmentizing is not necessary.
You can go darker in 1 easy, single step thanks to the warm base of the pigments that are used in this unique product.

SERIES	USAGE	RESULT
N	1-step darkening, lowlights	Natural/neutral results
NWB	1-step darkening, lowlights	Warm-beige-natural results
NW	1-step darkening, lowlights	Warm natural results
SB	To neutralize orange/yellow tones. Can be used for 1 step darkening hair if silver-gray is desired.	Cool blondes and browns. Gives silver-gray result on light blonde (prelightened) hair
NA	To neutralize red. Use tone on tone or going darker. Not to be used on light blond hair*.	Cool dark blondes and browns

*on light blonde hair the ash tone would dominate, creating ashy, matte, greenish results and is therefore not recommended.

LUMISHINE REPAIR+ POST COLOR SERVICE

PRE- AND POST COLOR SERVICE

DAMAGE PREVENTION		REPAIR DAMAGED HAIR	
	Apply Defy Damage ProSeries 1		Apply Hair Repair System Step 1, 2 & 3
Color hair following prescribed procedure		Color hair following prescribed procedure	
	Shampoo hair with Defy Damage Shampoo		Shampoo hair with K-Pak Color Therapy Shampoo
	Apply Defy Damage ProSeries 2		Apply Hair Repair System Step 2 & 4

HOME MAINTENANCE

Recommend the appropriate JOICO products for client home maintenance.

35

LUMISHINE™

REPAIR+ Permanent Crème Color
RÉPARATION+ Colorant Crème Permanent
REPARACIÓN+ Crema Colorante Permanente

JOICO
the **joi** of healthy hair

www.joico.eu @joicoeurope