

JOICO



NEW

BLONDE LIFE[®]

HYPER HIGH LIFT PERMANENT CRÈME COLOR

NEW BLONDE LIFE®

HYPER HIGH LIFT PERMANENT CRÈME COLOR

Now available in **three new shine-enhancing shades:**

- CHAMPAGNE
- PEARL
- CLEAR BOOSTER

The power to go pale without bleach; deliver the healthiest blonde on the block; and achieve up to 5 levels of lift to natural hair without sacrificing a single strand. One-step lightening and toning, plus a built-in hair defense system that strengthens strands from the inside out.

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

Achieve maximum lift and conditioning with this breakthrough blonde technology.

- Maximum-lift plus deposit without bleach.
- The ultimate timesaver, delivering up to 5 levels of lift to natural hair with one-step lightening and toning.
- Clear Booster can be used as a stand alone shade or mixed with Champagne or Pearl to customize deposit.
- All 3 shades are intermixable for endless customized options.
- Seals in intense hydration, softness, and nourishing condition until your next color service*
- Restores Arginine that hair color services deplete during processing.
- Ultra-reflective shine and healthy, luminous color.
- Gentle, fresh fragrance with bergamot, iris, and sandalwood neutralize airborne ammonia.
- Perfect viscosity for a drip-free bowl and brush application.



DESCRIPTION	PEARL	CHAMPAGNE	CLEAR BOOSTER
	Ash-Violet background correcting red-orange-yellow tones. Strongest in correcting warmth.	Ash background correcting red-orange tones.	No background. It has the HHL base without tone or pigment in it. Use on its own to lighten virgin hair without "bleach". Mix with Pearl or Champagne to dilute the cool pigment deposit.
RESULT ON 100% WHITE HAIR			
RESULT ON LEVEL 7			

Let's Look Inside...



Game-changing ingredients deeply defend and nourish hair, safeguarding the lightest strands from damage.

ARGIPLEX, our healthy-hair conditioning technology, is doubled to build bonds that help lock in unparalleled color longevity, vibrancy, and shine. ArgiPlex reduces breakage by 60% in a single treatment**:

- **BOND-BUILDING ARGININE**, a naturally occurring amino acid crucial to hair's strength, is maximized in Blonde Life Hyper High Lift colors to protect hair.
- **QUADRAMINE COMPLEX**: our exclusive blend of low-molecular proteins that adhere quickly to maximize reconstruction from cuticle to the cortex.
- **PATENTED CONDITIONING COMPLEX**: This super conditioning "shield," surrounds the hair shaft to protect damaged hair until your next color service*, sealing in moisture, softness, and unprecedented shine.

BLONDE LIFE'S MONOI OIL, a rare, exotic blend of Coconut Oil and Tahitian Gardenia Flower, helps fight frizz and boosts shine while protecting hair from environmental damage.

BLONDE LIFE'S TAMANU OIL, is a rich, Southeast Asian UV-absorber, packed with fortifying Omega-6 and -9 to help deeply hydrate hair, bump up shine, and banish brittle strands.

HYPER LIFT TECHNOLOGY, a patent pending system that provides up to five levels of even lift through 60 minutes, while protecting the health and integrity of each and every strand.

Before: After:



1 part Blonde Life Hyper High Lift Pearl + 2 parts LumiShine Crème Developer 40 Volume

1 part Blonde Life Hyper High Lift Champagne + 2 parts LumiShine Crème Developer 40 Volume

*Patent US20050015895

**Combing breakage on damaged hair vs. non-conditioning shampoo

Now Let's Use It...

DIRECTIONS:

Mixing ratio:



On-Scalp: 20, 30, or 40 Volume LumiShine or Vero K-PAK Developer.

Off-Scalp: 30 or 40 Volume LumiShine or Vero K-PAK Developer.

Processing time: Up to 60 minutes



- Do not use heat.
- Not intended for coverage.

POST-COLOR SERVICE:

Rinse thoroughly. Apply Blonde Life Brightening Shampoo to scalp and massage well, working product through hair lengths. Rinse thoroughly, squeezing out excess water, and apply Blonde Life Brightening Masque. Massage into hair and leave in for 5 minutes; rinse thoroughly and towel-dry hair, spray Blonde Life Brightening Veil throughout hair and style as usual with your favorite JOICO products.

ESPECIALLY RECOMMENDED FOR:

- Virgin hair, virgin application or retouch
- Open air/free-hand, or in foils
- Highlights

NOT RECOMMENDED FOR:

- Previously bleached/highlighted/colored hair
- Hair that's greater than 30% grey
- Relaxed or permed hair



Tips & tricks:

- ✓ Blonde Life Hyper High Lift colors being powerful lightening crème colors can creep away from the scalp easier when scalp is oily. Application against the natural direction of the cuticle scales is crucial! This will also avoid overlap banding.
- ✓ When using Blonde Life Hyper High Lift colors on virgin hair, we recommend to use the virgin application technique: First apply on lengths & ends and process for 20 minutes. Then mix new product with same developer and apply on root area, reapply on lengths & ends and process for 60 min.
- ✓ The lower the developer that is used, the more pigment remains. However, the lower the developer that is used, the less lift will be achieved.
- ✓ Blonde Life Hyper High Lift colors are ideal for clients who want lighter results without using bleach. Because of their extra lifting ability, Blonde Life Hyper High Lift shades provide more control over unwanted warm tones, plus they can be used on all levels with with the best, and coolest, results on levels 6, 7, and lighter.
- ✓ Ideal application methods are highlights and balayage in foils on natural hair.
- ✓ Either Veroxide or LumiShine Crème Developer will work well. However, if you desire a thicker, creamier mixed consistency, use LumiShine Crème Developer. When you prefer a creamy, but less thick consistency, use Veroxide Developer.
- ✓ All shades can be intermixed. The Clear Booster may be used on its own for ultimate lift without tone, or mixed with the other two shades to customize the deposit.
- ✓ The best (and coolest) results will be achieved when using Blonde Life Hyper High Lift colors on level 6 or lighter. On darker levels, you will achieve up to 5 levels of lift, but the tonal deposit will not be enough to counteract the client's RPC (Remaining Pigment Contribution), so hair may still need to be toned.



the **joi** of healthy color

WWW.JOICOEUROPE.COM



#COLORJOI

Joico Laboratories Europe B.V. | Grasbeemd 4 5705 DG Helmond | The Netherlands | XDV18004