

JOICO
the **joi** of healthy hair

Expose yourself to Nude Glow

NEW Natural Warm Series

LUMISHINE®



NEW Natural Warm Series

Imagine a palette that takes “natural” to new heights. A range of universally flattering, radiant shades—from sand to sable, beachy-bronze and beyond—that mingle warmth with luminous nude tones. That’s the brilliance of **LumiShine’s Natural Warm Series**, a collection of **Permanent Crème Color**, **Dimensional Deposit Demi-Permanent Crème Color** and **Demi-Permanent Liquid Color** that delivers stunning, believable, glowing looks... and the healthiest-looking hair ever.



HERE'S WHY YOU'LL LOVE IT:

Take natural up a notch with this trend-worthy line of modern tones that provide the ultimate flexibility across all three color categories. A hint of radiance here, a blonde overlay there... we've got gorgeous covered.

	 Permanent Crème Color	 Demi-Permanent Crème Color	 Demi-Permanent Liquid Color
Delivers up to 2X the shine*	✓	✓	✓
Reduced breakage** and 100% replenished and restrengthened hair***	✓	✓	✓
Nourishing protection that seals in moisture, softness, and shine for up to 30 shampoos****	✓	✓	✓
Delivers exceptional color longevity and vibrancy	✓	✓	✓
Offers 100% gray coverage	✓		
Gray blending		✓	
Subtle gray blending			✓
Low-ammonia formula	✓		
Ammonia-free formula		✓	✓
1 step corrective color & lowlights		✓	
Bowl application	✓	✓	
Bottle application		✓	✓
Ability to lift (up to 4 levels with XL)	✓		
Enhancing natural hair with no line of demarcation			✓
Toning highlights, refreshing mid-shaft and ends			✓

LET'S LOOK INSIDE...

No more sacrificing healthy hair for brilliant, rich color. Our one-of-a-kind bond-building ArgiPlex™ technology delivers gorgeous, predictable shine + strength in a color palette that opens up a world of warm and wonderful possibilities.

- **Bond-Building Arginine**, a naturally occurring amino acid crucial to hair's strength, helps to protect hair and reduce breakage in every treatment.
- **Patented Conditioning Complex:** 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.
- **Quadramine® Complex**—our exclusive blend of low-molecular proteins—adhere quickly to maximize reconstruction from cuticle to cortex. The result? Guaranteed healthier-looking hair after each LumiShine color service.

NW NATURAL WARM (0.077)

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











Permanent Crème Color					Demi-Permanent Crème Color					Demi-Permanent Liquid Color		
												
9NW/9.077	7NW/7.077	6NW/6.077	5NW/5.077	4NW/4.077	9NW/9.077	7NW/7.077	6NW/6.077	5NW/5.077	4NW/4.077	10NW/10.077	8NW/8.077	6NW/6.077


NOW LET'S USE IT...

LumiShine Permanent Crème Color, LumiShine Dimensional Deposit Demi-Permanent Crème Color & LumiShine Demi-Permanent Liquid Color:

Mix 1:1 (equal parts color and appropriate Volume LumiShine Developer). Apply with a color applicator bottle or bowl and brush. (When mixing in a bottle, add developer first, then add color, and shake well.)

Developer	Processing time
 5 Volume (1.5%) + LumiShine Demi-Permanent Liquid Color or LumiShine Dimensional Deposit Demi-Permanent Crème Color	 5 to 35 minutes depending on desired results. Process at room temperature or with heat.
 10 Volume (3%) + LumiShine Permanent Crème Color	 35 minutes. Do not use heat.
 20 Volume (6%) + LumiShine Permanent Crème Color	 35 minutes. Do not use heat.  Up to 45 minutes for gray coverage. Do not use heat.
 30 Volume (9%) + LumiShine Permanent Crème Color	 35 minutes. Do not use heat.
 40 Volume (12%) + LumiShine Permanent Crème Color	 35 minutes. Do not use heat.

LUMISHINE PERMANENT CRÈME COLOR NW SERIES 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
NW / .077	✓	✓	✓	20 Vol.	 Up to 45 minutes for gray coverage. Do not use heat.

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

* vs. untreated damaged hair

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

*** vs. haircolorwithout ArgiPlex

**** When followed with K-PAK® Color Therapy™ Shampoo and Conditioner

BEFORE & AFTER



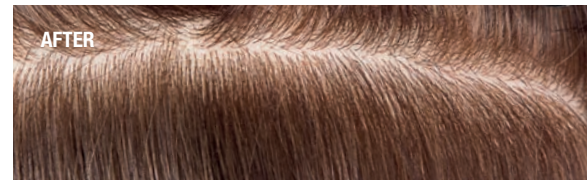
75% gray



LumiShine Permanent Crème Color 8NW + LumiShine Crème Developer 20 vol



90% gray



LumiShine Permanent Crème Color 5NW + LumiShine Crème Developer 20 vol



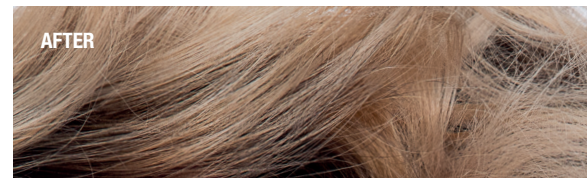
Natural Level 6 into golden lengths level 8



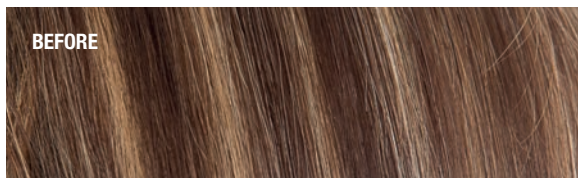
LumiShine Dimensional Deposit Demi-Permanent Crème Color 4NW +
LumiShine Dimensional Deposit Demi-Permanent Crème Color 6SB +
LumiShine Crème Developer 5 vol



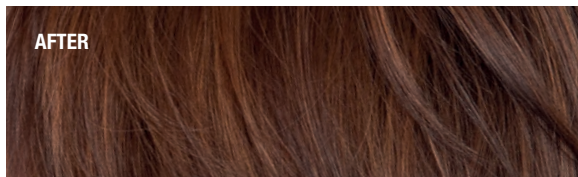
Level 9-10



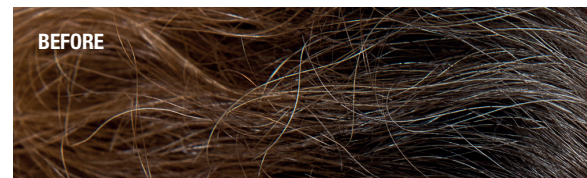
LumiShine Demi-Permanent Liquid Color 10NW + LumiShine Demi-Permanent
Liquid Color 8NW + LumiShine Demi-Permanent Liquid Color 9V +
LumiShine Crème Developer 5 vol for 10 minutes



Level 6 with level 9 highlights



LumiShine Dimensional Deposit Demi-Permanent Crème Color 9NW +
LumiShine Dimensional Deposit Demi-Permanent Crème Color 8NRG +
LumiShine Crème Developer 5 vol



Natural Level 5, Lengths & Ends 7-8 copper gold



Roots:
LumiShine Dimensional Deposit Demi-Permanent Crème Color 5NW +
LumiShine Crème Developer 5 vol
Lengths & Ends:
LumiShine Dimensional Deposit Demi-Permanent Crème Color 7NW +
LumiShine Crème Developer 5 vol

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