

JOICO
the joi of healthy hair

COLOR
INTENSITY®

A PASSIONATE PALETTE

Love Aura
COLLECTION BY LARISA LOVE

CONNECT DEEPLY TO
THE SPIRIT OF CREATIVITY

Passionate. Bold. Spiritual. Dynamic.

Open your mind and heart to unlimited creative possibilities with **Love Aura**, a **sparkling new Color Intensity®**

collection from Joico Brand Ambassador Larisa Love.

Inspired by the physical and emotional transformation of positive energy and connection, this artistic palette of five whimsical shades will spark a whole new love affair with color.



PERI-WINK

PASSION
BERRY

HOT KISS

MAUVE
AMOUR

TRUE LAV



HERE'S WHY YOU'LL LOVE THEM...

- Vibrant results that last up to 20 shampoos*
- No bleeding! Ideal formula for creative color techniques and melts
- Fades on tone
- Exclusive Quadramine® Complex reconstructs each strand for guaranteed healthier-looking hair with every single service
- Intermixable shades deliver endless creative options
- Hair becomes brilliantly shiny
- Refreshing notes of citrus and flowers deliver a delightful signature fragrance

LET'S LOOK INSIDE...

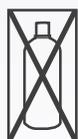
Dynamic ingredients designed to safeguard hair from chemical damage deliver a full house of hydration, creating a protective shield for even the most fragile strands.

QUADRAMINE COMPLEX, a radical defense system, delivers maximum protection from cuticle to cortex; hair is visibly healthier-looking after each application.

KUKUI NUT OIL is a highly prized moisturizer produced from the Hawaiian Candlenut tree. Loaded with essential fatty acids, vitamins, and antioxidants, this oil thoroughly hydrates parched hair while improving elasticity and shine.

NOW LET'S USE IT...

When inventive looks are calling and you want to sing your own tune, put Color Intensity Love Aura Collection on the playlist. Extraordinary shine... vibrant results... and shades that let you riff to your heart's content.



DIRECTIONS:

- Use Color Intensity straight out of the tube.
- Do not use a developer!
- Do not mix with permanent or demi-permanent colors such as Vero K-Pak Color, Vero K-Pak Chrome, LumiShine.
- Wear gloves to avoid staining.

Follow lightening guidelines to ensure you lift natural hair to the proper level to achieve optimal results.

Apply Color Intensity Love Aura shades to clean, dry hair, wearing gloves to avoid staining.

Process for 20 minutes.

Rinse thoroughly for several minutes (rinsing different shades separately).

RECOMMENDED PRELIGHTENING GUIDE		
COLOR INTENSITY SHADE	PRELIGHTENED HAIR LEVEL	PIGMENT
Hot Kiss	Level 8 & Up	Orange-Yellow
Mauve Amour	Level 9 & Up	Yellow
True Lav	Level 9 & Up	Yellow
Peri-Wink	Level 8 & Up	Orange-Yellow
Passion Berry	Level 8 & Up	Orange-Yellow

PRE- & POST COLOR SERVICE

DAMAGE PREVENTION	REPAIR DAMAGED HAIR
Apply Defy Damage ProSeries 1	
BLEACH	
Shampoo hair with Defy Damage Shampoo	Apply Hair Repair System Step 1, 2, 3
Optional: Apply Defy Damage ProSeries 2	
APPLY COLOR INTENSITY SHADE	
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

* Depending on daily care habits, hair history, and texture.

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