

JOICO  
the joi of healthy hair

COLOR  
INTENSITY

# LOVEFEST

COLLECTION

FEATURING

*Larisa Love*

2 HOT NEW  
SHADES

HIT THE  
*Mainstage.*

Take the color world's brightest, boldest, most playful personality—Joico Brand Ambassador, Larisa Love—and headline her with fan-favorite Color Intensity, the ultimate semi-permanent formula.

What do you get? Our lively **LoveFest Collection**, a duo of utterly cool, creative shades that harmonize perfectly with your most imaginative looks. Introducing the stars of the show: Limelight and Aqua Flow!



LIMELIGHT



AQUA FLOW



## 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 LoveFest 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 Aqua Flow or Limelight 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			PRE-TONING GUIDE FOR COLOR INTENSITY LOVEFEST LIMELIGHT & AQUA FLOW**				
COLOR INTENSITY SHADE	PRELIGHTENED HAIR LEVEL	RPC	BLONDE LIFE QUICK TONE LIQUI-CRÈME TONER	LUMISHINE DEMI-PERMANENT LIQUID COLOR	LUMISHINE DD DEMI-PERMANENT CRÈME COLOR	VERO K-PAK TONER SERIES	VERO K-PAK CHROME
Limelight, Aqua Flow	9-10	Yellow - Pale Yellow	Silver or Violet	9SB, 9NV or 9V + Clear	10SB or 8SB +10SB	TSB or TPP	A9 or V9 (Optional: add Clear)

DAMAGE PREVENTION	REPAIR DAMAGED HAIR
Apply Defy Damage ProSeries 1	
<b>BLEACH</b>	
Shampoo hair with Defy Damage Shampoo	Apply Hair Repair System Step 1, 2, 3
Optional: Apply Defy Damage ProSeries 2	
 Apply toner (see table above) and then, 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.

\*\* These formulas are merely suggestions; a thorough consultation and hair analysis should be completed prior to application. Use these formulas as a guide for pre-toning; remember to take into consideration the porosity of the hair, the RPC after pre-toning, and any other color correction that might be necessary.

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