



**NEW**  
**SILVER BLUE SERIES**

**LUMISHINE®**  
**REPAIR+ DEMI-PERMANENT LIQUID COLOR**

**QUICK SILVER**

Finally, the “silver bullet” in the battle against brass is here. Introducing LumiShine’s Silver Blue Series, an arsenal of silver-blue based demi-permanent liquid shades that deliver icy, cool results plus the proven healthy hair-power of our exclusive **ArgiPlex™ Technology**.

With a shade range from the palest Level 10 silver to the deepest Level 1 blue-black, the Silver Blue Series does it all: use it to tone platinum blondes, cancel unwanted warmth on dark blondes, brunettes and black hair.

**WHY YOU’LL LOVE IT**

- Outstanding color, shine, and condition in one service
- Amazing versatility: refreshes faded color, tones, blends away gray, boosts shine
- Intermixable with other LumiShine shades
- Especially ideal to mix with NV en NA series to cancel yellow, orange and red tones
- Gentle pH balanced, ammonia-free formula

**THE NEW LUMISHINE SILVER BLUE SERIES**



**10SB (10.8)**  
Silver Blue Lightest Blonde



**9SB (9.8)**  
Silver Blue Light Blonde



**7SB (7.8)**  
Silver Blue Medium Blonde



**6SB (6.8)**  
Silver Blue Dark Blonde



**1BS (1.8)**  
Blue Silver Black

**Note:** Swatches are shown on 100% white hair and for representative use only. Actual results may vary

**MIXING & HOW-TO**

**LUMISHINE REPAIR+ CREME DEVELOPER LEVELS OF LIFT**

DEVELOPER	LIFT	PROCESSING TIME
<p><b>5 volume (1.5%) + LumiShine Demi-Permanent Liquid Color</b></p>	No lift. Deposit only.	<p><b>5 to 35 minutes</b> depending on desired result. Process at room temperature or with heat.</p>

LumiShine Demi-Permanent Liquid Color provides gray blending on hair up to 50% gray. For gray blending, process for 20 minutes with plastic cap, under heat. Remove cap and process an additional 15 minutes at room temperature.

Rinse well and shampoo with K-PAK® Color Therapy™, then follow with K-PAK Color Therapy Conditioner or Luster Lock.

**TECH SAVVY**

These shades fuse the power of three proven, advanced complexes to repair hair damage, restore healthy pH, and lock in exceptional color longevity and shine.

**Arginine Replacement System:** Using our Silver Blue Series as a toner following a lightening service replaces this vital amino acid, instantly restrengthening hair\* and reducing breakage.\*\*

**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 weight and size proteins (MWS 150-2500) adhere quickly and effectively to ensure maximum protection and reconstruction from the cuticle to the cortex, guaranteeing healthier-looking hair after each color service.

\* Based on laboratory testing of damaged hair.

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

\*\*\* With K-PAK Color Therapy Shampoo and Conditioner.

## SERVICE IDEAS:

SHADE	SERVICE GUIDELINES	GRAY BLENDING SERVICE IDEAS
<b>10SB</b> Silver Blue /Lightest Blonde	Perfect to maintain your coolest, palest blondes.	Blend gray hair to the iciest, soft result.
<b>9SB</b> Silver Blue/Light Blonde	Cancels unwanted warmth on medium- to light-blond hair.	Great for subtle gray blending, for a “silver fox” look.
<b>7SB</b> Silver Blue /Medium Blonde	Cancels unwanted warmth on medium- to light-blond hair.	Blend with gray hair for a steely tonal result.
<b>6SB</b> Silver Blue/Dark Blonde	Neutralizes orange/red tones on Level 6/7 and darker. Perfect to refresh faded, brassy hair lengths.	Blend with gray hair for a deep, steely tonal result.
<b>1BS</b> Blue Silver Black	Perfect to maintain clients who desire true blue-black results.	Transform gray hair to the deepest, blue-black result.

## EXTRA TIPS & TRICKS

Due to their soft nature, we recommend using a 1/2 to 1 level darker than what you would normally use when neutralizing. For example: When the hair is lifted to level 9-10 (yellow), choose for a mixture of 9SB with 7SB.

To neutralize yellow on levels 9-10 after prelightening, we recommend mixing the SB series with the NV series. SB series mixed with NA also gives great neutralization results.

## FOR USE WITH COLOR INTENSITY

Silver Blue Series shades 10SB, 9SB, and 7SB work beautifully as primers for richer, more even deposit of your Color Intensity semi-permanent crème shades. On hair prelightened to the palest yellow/ Level 10, apply:

SILVER BLUE SERIES PRIMER SHADE	COLOR INTENSITY SHADE
<b>10SB</b>	Metallic Pewter, Metallic Moonstone, Metallic Violet, Metallic Mauve Quartz, Titanium, and Lilac
<b>9SB</b>	Metallic Pewter, Metallic Moonstone, Metallic Violet, Metallic Mauve Quartz, Titanium, and Lilac
<b>7SB</b>	Metallic Pewter, Metallic Moonstone, Metallic Violet, Metallic Mauve Quartz, Titanium, Black Pearl, and Lilac

## FAQ

**How do the demi-permanent liquid Silver Blue and Blue Silver (BS) shades differ from the permanent crème Blue Ash shades?**  
The Blue Ash Series is formulated with stronger blue-gray pigments to control warmth while lifting and depositing the coolest, balanced results. The demi-permanent liquid Silver Blue/Blue Silver shades produce softer results in comparison with the permanent BA series.

### Why aren't these shades just called Blue Ash?

The Demi-Permanent Liquid Silver Blue shades produce softer results than the permanent BA series hence they need a slightly different naming. They contain less blue pigment than the permanent BA series.

### How would you describe the SB/BS shades series?

The numerical indicator for SB is (.8), the background color is silver-gray, and the secondary tone is blue.

### Why is 1BS written as Blue Silver and not Silver Blue like the other shades?

Because the blue tone is more predominating than the silver tone at a Level 1.

**JOICO**  
the joi of healthy hair