

JOICO

LUMISHINE® DD DIMENSIONAL DEPOSIT

REPAIR+ DEMI-PERMANENT CRÈME COLOR

FACTSHEET






www.joico-lumishine.com #colorjoi

the **joi** of healthy hair

Watch color dance with dimension and depth as ammonia free
LumiShine Dimensional Deposit Demi-Permanent Crème Color transforms the health of your hair with foolproof results.

BASIC USAGE RULES

DEVELOPER	USAGE	PROCESSING TIME
 1:1  5 Volume (1.5%) + LumiShine Dimensional Deposit Demi-Permanent Crème Color	Deposit only. Going darker in 1 step. Lowlighting.	 5 to 35 minutes depending on desired result. Process at room temperature or with heat.

DIMENSIONAL DEPOSIT DEMI-PERMANENT CRÈME COLOR SERVICE APPLICATIONS

SERVICE	APPLICATION	PROCESSING TIME	PROCESSING
Virgin Application/ going darker in 1 step	Apply to roots and ends, or depending on porosity on scalp area first, in thin, even sections. Work color through the hair lengths for the last 10-20 minutes.	Up to 35 minutes	Room Temperature or with Heat
Haircolor Retouch	Apply to scalp area first, in thin, even sections. Work color through the hair lengths for the last 5-10 minutes.	Up to 35 minutes	Room Temperature or with Heat
Toning prelightened hair	Apply at scalp area in thin, 3 mm sections (up to 2 cm of hair shaft). Work formula through hair lengths until desired color result is achieved.	Process 10-35 minutes or until desired color result is achieved	Room Temperature
Lowlighting	Apply color with foils, cellophane, etc. Alternatively, use without foils for open-air/freehand painting techniques.	Up to 35 minutes	Room Temperature
Gray Coverage	Apply to levels 1-5	Process 35 minutes	Room Temperature or with Heat
Gray Blending	Apply to levels 6-10	Process 35 minutes	Room Temperature or with Heat
Men's services	Apply to virgin hair at scalp area first, then through mid-lengths.	Process 10-35 minutes or until desired color result is achieved	Room Temperature or with Heat

TIP: When lowlighting/going darker on blonde, porous hair, apply color on porous ends in the last 5-15 minutes of the total processing time.

Consider formulating a lighter formula on porous lengths & ends, for example:

- Use 6NG on the root area and non-porous areas.
- Add 9NG in the formula for porous lengths and ends (2/3 6NG + 1/3 9NG).

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WHY YOU'LL LOVE IT:

- Up to 2x shinier hair*
- Ammonia free, versatile formula: adds dimension, corrects, fills, and lowlights in 1 easy, healthy step.
- Thanks to ArgiPlex Technology, LumiShine's gentle formula is proven to replenish 100% of Arginine, an essential amino acid depleted during the color process. The result: breakage is reduced and hair is instantly restrengthened.
- Optimal viscosity for bowl + brush application, ideal for lowlighting.
- Guaranteed predictable color results.
- Can be used as a dual system with LumiShine Permanent Crème Color as an easy, healthy color solution for refreshing lengths and ends.
- Gray blending on level 6 and lighter; Gray coverage on level 5 and darker.

* Vs. untreated hair.

LUMISHINE DIMENSIONAL DEPOSIT DEMI-PERMANENT CRÈME COLOR PALETTE

	NATURAL	NATURAL GOLD	NATURAL WARM BEIGE	NATURAL RED GOLD	SILVER BLUE	NATURAL ASH
10						
9						
8						
6						
5						
3						
1						

RECOMMENDED SERVICE OPTIONS AND RESULTS FOR CORRECTIVE COLOR AND LOW LIGHTS

With LumiShine Dimensional Deposit Demi-Permanent Crème Color repigmentizing is not necessary. You can go darker in 1 easy, single step thanks to the warm base of the pigments that are used in this unique product.

SERIES	USAGE	RESULT
N	1-step darkening, lowlights	Natural/neutral results
NG	1-step darkening, lowlights	Warm natural result
NWB	1-step darkening, lowlights	Warm-beige-natural results
NRG	1 step darkening, changing to a red tone, fashion high- or lowlights.	Red-Gold results. Comes out bright on light blonde hair
SB	To neutralize orange/yellow tones. Can be used for 1 step darkening hair if silver-gray is desired.	Cool blondes and browns. Gives silver-gray result on light blonde (prelightened) hair
NA	To neutralize red. Use tone on tone or going darker. Not to be used on light blond hair*.	Cool dark blondes and browns

*on light blonde hair the ash tone would dominate, creating ashy, matte, greenish results and is therefore not recommended.

POST COLOR SERVICE

Rinse thoroughly. Apply JOICO K-Pak Color Therapy Shampoo to scalp and massage well. Work through hair lengths. Rinse thoroughly. Squeeze out excess water. Apply JOICO K-Pak Color Therapy Conditioner or JOICO K-Pak Color Therapy Luster Lock to hair lengths after squeezing out excess moisture. Massage throughout hair and leave in for 5 minutes. Rinse thoroughly. Towel-dry hair. Style as needed with preferred Joico styling products.

LUMISHINE  DIMENSIONAL
DEPOSIT

SOME GREAT RESULTS OF LUMISHINE DIMENSIONAL DEPOSIT DEMI-PERMANENT CRÈME COLOR

BEFORE:

Model has natural hair level 5 with an old ombre on level 8 – 9 – 10 natural gold going into matte green. She doesn't have any gray hair.



AFTER:

Color formula regrowth: 40ml LumiShine Dimensional Deposit Demi-Permanent Crème Color 5NRG + 10ml LumiShine Dimensional Deposit Demi-Permanent Crème Color 3N, mixed with 50ml LumiShine Crème Developer 5 volume.




Color formula lengths & ends: LumiShine Dimensional Deposit Demi-Permanent Crème Color 6NRG mixed 1:1 with LumiShine Crème Developer 5 volume. Processing time: 35 minutes.

THE RESULT? AN AMAZING TRANSFORMATION WITH HEALTHY COLORED HAIR.



For the formulas of these three amazing before & after examples of LumiShine Dimensional Deposit Demi-Permanent Crème Color, visit our Instagram (@joicoeurope) or Facebook page (www.fb.com/joicoeurope)!

THE LUMISHINE CATEGORIES OVERVIEW:

	 PERMANENT CRÈME COLOR	 DEMI-PERMANENT LIQUID COLOR	 DIMENSIONAL DEPOSIT DEMI- PERMANENT CRÈME COLOR
Consistency	Crème	Liquid	Crème
Usage	Bowl + Brush	Bottle	Bowl + Brush ideally
Result	Opaque reflective. Heaviest dye load.	Translucent. Light dye load.	Reflective opaque. Heavier dye load.
Corrective color	Yes, the hair needs to be repigmented first	This is always possible but we recommend permanent color for repigmentation	Yes, 1 step with no compromise on longevity depending on hair condition and porosity
Techniques	Going lighter, 100% gray coverage, corrective color in 2 steps, all kinds of techniques	Toning and coloring all hair, or large parts of hair, at the basin. Due to liquid consistency, it allows for fast and even application for all-over color/toner.	<ul style="list-style-type: none"> Foiling techniques, lowlighting (adding dimension to hair that has had many ombrés, balayages and got too blonde or 1 color) Toning, coloring all hair or large parts of hair. Slower application and chance of unevenness due to thicker consistency.

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