

JOICO
the **joi** of healthy hair

LUMISHINE®

YOUTHLOCK

REPAIR+ PERMANENT CRÈME COLOR

NEW NNG SERIES

The Fountain of Youth in Every Tube



Unlock hair's youth potential with **NEW Natural Natural Gold shades from LumiShine® YouthLock, Joico's first collagen-infused permanent crème color.** 100% gray coverage goes gorgeous with seven Natural Natural Gold shades that infuse hair with youthful tones with a hint of gold the kind of warmth that shines inside and out. This formula helps revitalize strands and lock in the look and feel of younger-looking hair.

LUMISHINE® YOUTHLOCK

REPAIR+ PERMANENT CRÈME COLOR



Experience 5 FLAWLESS FEATURES to help lock in hair's youth:

- **Graying hair:** Lock in 100% gray coverage
- **Lifeless hair:** Lock in body, movement, and bounce*
- **Coarse hair:** Lock in manageability, noticeable smoothness, and increased softness**
- **Dull hair:** Lock in radiance with up to 2X the shine***
- **Dry hair:** Lock in hydration and help prevent breakage****

YOUTHLOCK

is perfect when:

- You want 100% gray coverage with long-lasting color confidence
- You want to unlock hair radiance and shine
- You want to seal and smooth the cuticle/outer layer of hair
- You want to reduce signs of damage
- You're looking for manageability and smoother-feeling hair texture
- You want color longevity and vibrancy

Let's Look Inside...

This exclusive anti-aging elixir contains a signature blend of Collagen and Buriti Oil to help hair feel rejuvenated while locking in your hair's youthful and healthy-looking appearance. Also formulated with LumiShine's Bond-Building ArgiPlex™ Technology for shine, color longevity and healthy-looking hair results.*

COLLAGEN

Helps restore strength and hydration to aging, fragile strands for healthy-looking hair.

BURITI FRUIT OIL

Helps add gloss, shine, and moisture to hair, helping to leave hair feeling moisturized.



BOND-BUILDING ARGIPLEX

ArgiPlex helps to protect hair and reduce breakage* in every single treatment; reinforced locks also reduce the signs of damage and aging. ArgiPlex contains Arginine, a naturally occurring amino crucial to hair's strength.

QUADRAMINE® COMPLEX

Our exclusive blend of low molecular weight and size proteins (MWS 150-2500) adhere quickly to help reconstruct from cuticle to cortex. The result? Healthy-looking hair after each LumiShine color service.

PATENTED CONDITIONER

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.

Tone	Number/ Letter	Description
Natural Natural Gold	.003/NNG	Natural Natural Gold (NNG) Series feature a natural base with warm gold undertones and increased opacity for complete gray coverage.

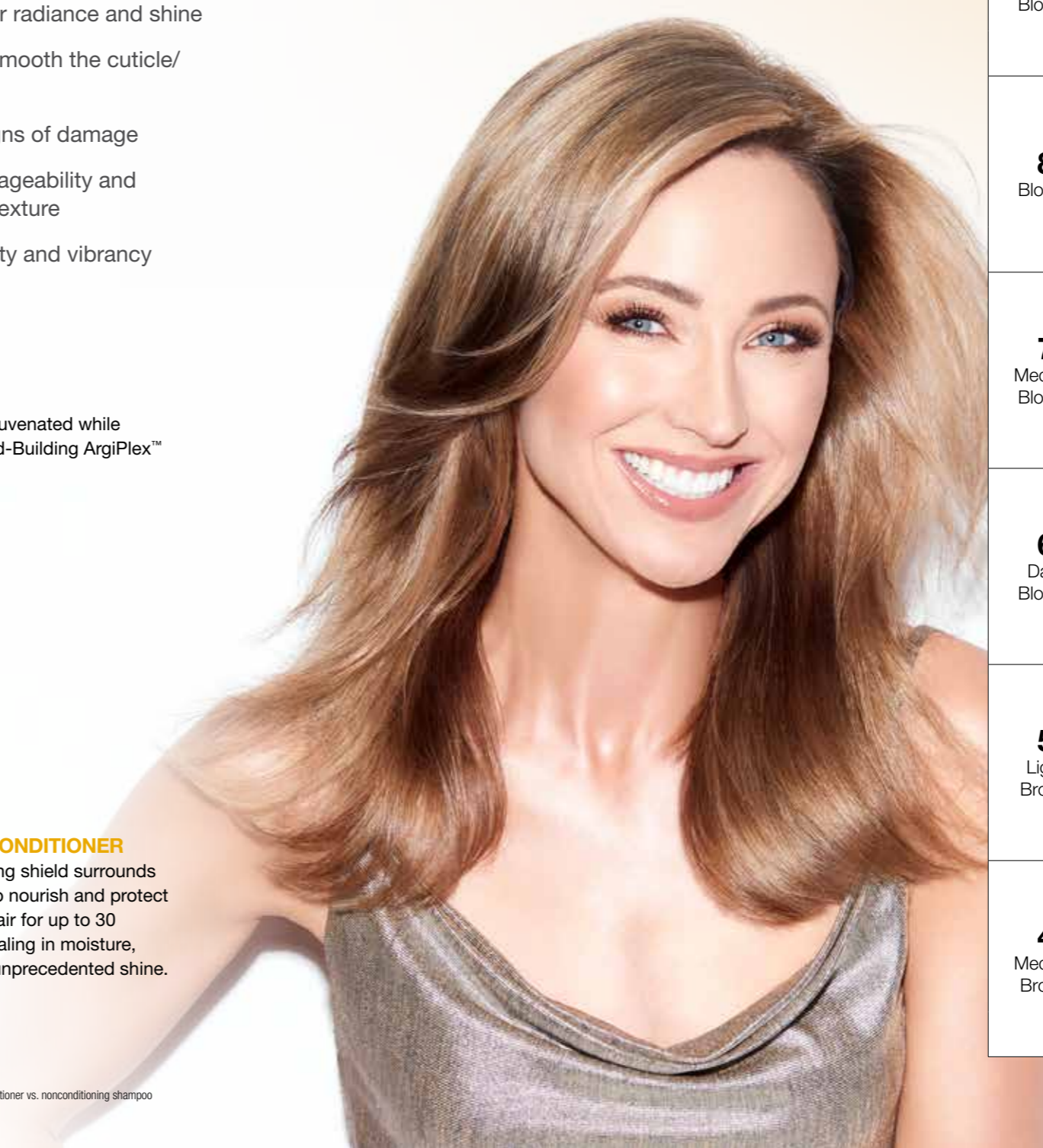
	NNG NATURAL NATURAL GOLD (.003)
10 Lightest Blonde	 10NNG / 10.003
9 Light Blonde	 9NNG / 9.003
8 Blonde	 8NNG / 8.003
7 Medium Blonde	 7NNG / 7.003
6 Dark Blonde	 6NNG / 6.003
5 Light Brown	 5NNG / 5.003
4 Medium Brown	 4NNG / 4.003

* With K-PAK® Color Therapy™ Shampoo and Conditioner

** With K-PAK Color Therapy Shampoo and Conditioner on damaged hair

*** vs. untreated damaged hair

**** Combing breakage on damaged hair with K-PAK Color Therapy Shampoo and Conditioner vs. nonconditioning shampoo

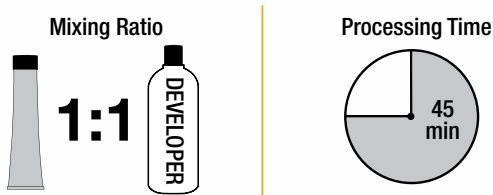


Now Let's Use It...

Keep youthful looking hair on your side with radiant, lustrous shades offering 100% gray coverage and a complete healthy-looking hair protection plan.

Mixing Instructions:

- LumiShine Permanent Crème Color is mixed 1:1 (equal parts color and appropriate Volume LumiShine Developer)
- Apply with a bowl and brush.
- Process for 45 minutes for gray coverage.



SHADE	GRAY COVERAGE ON 25% GRAY HAIR	GRAY COVERAGE ON 50% GRAY HAIR	GRAY COVERAGE ON 75%-100% GRAY HAIR	DEVELOPER	TIMING
Natural Natural Gold	100%	100%	100%	20 Volume (6%)	45 minutes at room temperature

Pre- and Post Color Service

DAMAGE PREVENTION		REPAIR DAMAGED HAIR	
	Apply Defy Damage ProSeries 1		Apply Hair Repair System Step 1, 2 & 3
	Color hair following prescribed procedure		Color hair following prescribed procedure
	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

FAQ

Q: What is the difference between existing LumiShine NG permanent crème shades and the new LumiShine YouthLock NNG series shades?

A: You can expect the same great background tones in both shade families; however, the NEW LumiShine YouthLock NNG shades offer anti-aging benefits due to the special ingredients Collagen and Buriti Fruit Oil, plus more opaque gray coverage results.

Q: What developer is recommended for use with LumiShine YouthLock shades?

A: For optimal gray coverage, we recommend using 20 Volume LumiShine Developer.

Q: Are LumiShine YouthLock shades ONLY for gray hair?

A: No! New YouthLock shades go beyond great gray coverage to help lock in younger-looking and-feeling hair with every color service.

Q: Are new LumiShine YouthLock shades darker than the NG shades on the LumiShine Permanent Crème palette?

A: The new LumiShine YouthLock shades offer more opacity due to their higher dye load. You can expect opacity that's half to one full level deeper.

Q: What about lengths & ends? We don't have a Clear in YouthLock?

A: We recommend to use ½ to 1 level lighter on porous lengths & ends.



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