

JOICO
the **joi** of healthy hair

LUMISHINE®

9 NEW MUST-HAVE SHADES LUMISHINE®

REPAIR+ PERMANENT CRÈME COLOR AA SERIES
REPAIR+ DEMI-PERMANENT LIQUID COLOR AA SERIES, 10V & 4SB

- FACTSHEET -



LUMISHINE® | ASH ASH SERIES

Show brass who's boss with **LumiShine's NEW Ash Ash Series**—a cool palette of seven gorgeous permanent crème and demi-permanent liquid shades specially formulated to neutralize unwanted warm tones. With our bond-building ArgiPlex™ Technology infused into each and every shade, you'll pull off those on-trend “mushroom” hues and leave hair healthy-looking—all in one cool move.

Here's Why You'll Love It...

LumiShine Permanent Crème Color

- Nourishes and protects hair, sealing in moisture, softness and shine for up to 30 shampoos*
- Delivers exceptional color longevity and vibrancy
- Healthy-looking color results
- 100% gray coverage
- Low-ammonia formula delivers healthy-looking, reliable results
- Optimal viscosity for bowl + brush application usage

LumiShine Demi-Permanent Liquid Color

- Ammonia-free, pH balanced formula
- Ideal viscosity for drip-free bottle application
- Versatile formula—corrects, glazes, glosses

Let's Look Inside...

No more sacrificing healthy hair for brilliant, rich color. Our one-of-a-kind bond-building ArgiPlex™ Technology fuses the power of three proven, advanced complexes—bond-Building Arginine, Quadramine Complex, and a Patented Conditioner—to help deliver gorgeous shine and strength in a color palette.



Bond-Building Arginine:

A naturally occurring amino acid crucial to hair's strength, Arginine helps to protect hair and reduce breakage in every single treatment.

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.

Quadramine® Complex:

Our exclusive blend of low-molecular proteins adhere quickly to maximize reconstruction from cuticle to cortex. The result? Guaranteed healthier-looking hair after each LumiShine color service.



Permanent Crème Color

	4AA	Use on virgin hair to cancel unwanted underlying red pigment. Achieve the coolest medium brunette shade when applied to natural starting levels 2-4. Add LumiShine 4AA to LumiShine 4NA when you need to bump up the Ash in your color formula.
	5AA	Use on virgin hair to cancel unwanted underlying red-orange pigment. Achieve the coolest light brunette shade when applied to natural starting levels 3-5. Add LumiShine 5AA to LumiShine 5NA when you need to bump up the Ash in your color formula.
	6AA	Use on virgin hair to cancel unwanted underlying orange pigment. Achieve the coolest darkblonde shade when applied to natural starting levels 4-6. Add LumiShine 6AA to LumiShine 6NA when you need to bump up the Ash in your color formula.
	7AA	Use on virgin hair to cancel unwanted underlying yellow-orange pigment. Achieve the coolest medium blonde shade when applied to natural starting levels 5-7. Add LumiShine 7AA, LumiShine 7NA, when you need to bump up the Ash in your color formula.



Demi-Permanent Liquid Color

	5AA	Creates ultra-cool brunettes. Use to refresh faded, previously colored, dark to medium brunettes and cancel unwanted warm/brassy tones. Achieve medium brunette when applied to hair prelightened to orange.
	6AA	Creates ultra-cool blondes. Use to refresh faded, previously colored, medium brunette to dark blondes and cancel unwanted warm/brassy tones. Achieve medium brunette when applied to hair prelightened to orange.
	8AA	Creates cool blonde tones. Use to refresh faded, previously colored, dark to light blonde hair and cancel unwanted warm tones. Achieve cool, dark to medium blonde when applied to hair prelightened to orange/orange yellow. <i>Add LumiShine Clear to create lighter levels of AA.</i>

NEW LumiShine
Ash Ash series are
perfect when:

- You want to neutralize warm tones
- You want to create cool, ash-based color creations
- You want up to 2X the shine and healthy-looking results**
- You want to help protect hair and reduce breakage***
- You want color longevity and vibrancy that last up to 30 washes

Now Let's Use It...

Keep brassiness at bay with our new ultra-cool LumiShine Ash Ash Series, and achieve your look while offering replenished and restrengthened hair****.



Permanent Crème Color

Apply with bowl and brush. Process for 35 minutes or up to 45 minutes for gray coverage.



Tone on tone
Going darker



1 level of lift
gray coverage



2 levels of lift



3 levels of lift









Demi-Permanent Liquid Color

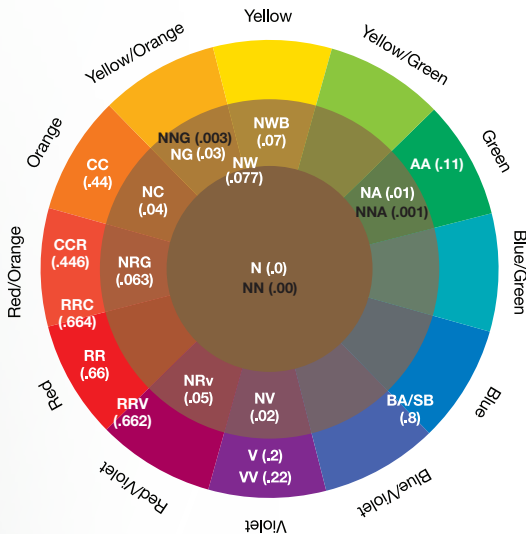
Ideal viscosity for drip-free bottle application. Pour developer in bottle and add color. Place finger over bottle cap and shake to mix thoroughly. Process for 5-35 minutes

Gray Coverage: The Ash Ash Series is not intended to cover gray. The permanent crème color shades should be mixed with Natural when used on hair that is over 25% gray. Mix the Ash Ash shade with a Natural shade at the same level as your target Ash Ash shade.

SHADE	GRAY BLENDING ON 25% GRAY HAIR	GRAY BLENDING ON 50% GRAY HAIR	GRAY BLENDING ON 75%-100% GRAY HAIR	DEVELOPER	TIMING
Ash Ash	Add 25% Natural to formula	Add 50% Natural to formula	Add 75% Natural to formula	20 Volume (6%)	45 minutes at room temperature

Pre- and Post Color Service for all LumiShine services

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 BA and AA?

A: Blue Ash (BA) is predominantly blue-based. Ash Ash (AA) is predominantly green-based.

Q: How many levels of lift can I expect with Permanent Crème Ash Ash shades?

This depends on the developer used. See above for lifting ability with each developer. This lift is only possible on virgin hair.

* Please note: Not all shades are available in all categories. For accurate color/shade availability per category, please refer to the LumiShine Technical Manual.

LUMISHINE®

DEMI-PERMANENT LIQUID COLOR 4SB & 10V

Say goodbye to those “if I only had this color” moments! LumiShine’s two new Demi-Permanent Liquid shades are designed to round out your must-have collection with endless options for blondes & silver/gray. The perfect balancing act to build your business and your creativity.



Let's Look Inside...

Bond-Building Arginine:

A naturally occurring amino acid crucial to hair's strength, Arginine helps to protect hair and reduce breakage in every single treatment.

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.

Quadramine® Complex:

Our exclusive blend of low-molecular proteins adhere quickly to maximize reconstruction from cuticle to cortex. The result? Guaranteed healthier-looking hair after each LumiShine color service.

Here's Why You'll Love It...

- Delivers up to 2X the shine*
- 100% replenished and restrengthened hair**
- Ammonia-free, pH-balanced formula
- Ideal viscosity for drip-free bottle application
- Versatile formula—corrects, glazes, glosses, and blends gray

LumiShine Demi-Permanent Liquid Colors are perfect:

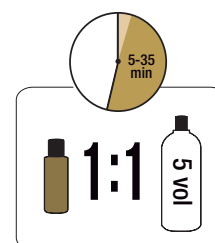
- To refresh faded hair lengths
- To glaze or gloss prelightened hair
- To effectively blend gray on fine hair when no lift of natural base is desired
- Tone-on-tone coloring

SHADE	SHADE DESCRIPTION	SERVICE
10V	Lightest blonde pale violet with no natural background	This shade eliminates the palest of yellow undertones, creating beautiful, ultra-bright blondes. Great for toning, glazing/glossing.
4SB	Medium brunette silver-blue with no natural background	A must-have silver/gray based shade to help “drab out” brassy brunettes. Can also be used on men for a cool brunette effect.

Now Let's Use It...

Demi-Permanent Liquid Color

Ideal viscosity for drip-free bottle application. Pour developer in bottle and add color. Place finger over bottle cap and shake to mix thoroughly. Process for 5-35 minutes.



Pre- and Post Color Service for all LumiShine services

DAMAGE PREVENTION	REPAIR DAMAGED HAIR
<p>Apply Defy Damage ProSeries 1</p>	<p>Apply Hair Repair System Step 1, 2 & 3</p>
<p>Color hair following prescribed procedure</p>	<p>Color hair following prescribed procedure</p>
<p>Shampoo hair with Defy Damage Shampoo</p>	<p>Shampoo hair with K-Pak Color Therapy Shampoo</p>
<p>Apply Defy Damage ProSeries 2</p>	<p>Apply Hair Repair System Step 2 & 4</p>

* When followed with K-Pak Color Therapy Shampoo and Conditioner as after care
 ** vs. untreated damaged hair
 *** Combing breakage on damaged hair; with K-Pak Color Therapy Shampoo and Conditioner vs. non-conditioning shampoo.
 **** vs. haircolor without ArgiPlex

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