

JOICO



NEW

BLONDE LIFE®

HYPER HIGH LIFT PERMANENT CRÈME COLOR

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HYPER HIGH LIFT PERMANENT CRÈME COLOR

CHAMPAGNE

PEARL

CLEAR BOOSTER



Shade result on 100% White

CHAMPAGNE

PEARL

CLEAR BOOSTER



Shade result on Level 7

CHAMPAGNE

PEARL

CLEAR BOOSTER



Shade result on Level 5



The power to go pale without bleach; deliver the healthiest blonde on the block; and achieve up to 5 levels of lift to natural hair without sacrificing a single strand. That's the magic of Blonde Life Hyper High Lift Permanent Crème Color, now available in three new shine-enhancing shades: Champagne, Pearl, and Clear Booster. With one-step lightening and toning, plus a built-in hair defense system that strengthens strands from the inside out, you'll swiftly nail dreamy blonde looks.



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

Achieve maximum lift and conditioning with this breakthrough blonde technology.

- Maximum-lift-plus deposit\* without bleach
- The ultimate timesaver, delivering up to 5 levels of lift to natural hair with one-step lightening and toning
- Champagne and Pearl shades feature an ash/ash-violet background to counteract unwanted warmth while lifting
- Clear Booster can be used as a stand alone shade or mixed with Champagne or Pearl to increase lift and customize deposit
- Seals in intense hydration, softness, and nourishing condition until your next color service\*\*
- Restores Arginine that haircolor services deplete during processing
- Damaged, color-treated, and bleached strands are instantly rejuvenated
- Ultra-reflective shine and healthy, luminous color
- Gentle, fresh fragrance with bergamot, iris, and sandalwood neutralize airborne ammonia
- Perfect viscosity for a drip-free bowl and brush application

## Perfect when:

- You want easy-to-use, foolproof, beautiful blonde results on natural hair
- You want ash-based shades that counteract warmth
- You want high-lift blonde technology without using bleach
- You want to protect and maintain hair health and avoid damage
- You want blonde with exceptional shine and condition
- You want an all-in-one lift and toner

## Let's Look Inside...

Game-changing ingredients deeply defend and nourish hair, safeguarding the lightest strands from damage.

**BOND-BUILDING ARGININE**, a naturally occurring amino acid crucial to hair's strength, is maximized in Hyper High Lift to protect hair.

**ARGIPLEX**, our healthy-hair conditioning technology, is doubled down to build bonds that help lock in unparalleled color longevity, vibrancy, and shine. ArgiPlex reduces breakage by 60% in a single treatment\*\*\*

**PATENTED CONDITIONING COMPLEX**: This super conditioning "shield," surrounds the hair shaft to protect damaged hair until your next color service,\*\* sealing in moisture, softness, and unprecedented shine.

**QUADRAMINE® COMPLEX**, our exclusive blend of low-molecular proteins that adhere quickly to maximize reconstruction from the cuticle to the cortex.

**MONOI OIL**, a rare, exotic blend of Coconut Oil and Tahitian Gardenia Flower, helps fight frizz and boosts shine while protecting hair from environmental damage.

**TAMANU OIL**, is a rich, Southeast Asian UV-absorber, packed with fortifying Omega-6 and -9 to help deeply hydrate hair, bump up shine, and banish brittle strands.

**HYPER LIFT TECHNOLOGY**, a patent pending system that provides up to five levels of even lift through 60 minutes, while protecting the health and integrity of each and every strand.

## Now Let's Use It...

Blonde Life Hyper High Lift Permanent Crème Color allows you to kick natural hair up to a dazzling blonde in 60 minutes or less without bleach!

### Directions:

Mixing ratio: 1:2

On-Scalp: 20, 30, or 40 Volume LumiShine or Vero K-PAK Developer

Off-Scalp: 30 or 40 Volume LumiShine or Vero K-PAK Developer

May be applied to new growth area (re-touch application), or used for virgin hair application. Process up to 60 minutes.

Do not use heat. Not intended for grey coverage.

### Post-Color Service:

Rinse thoroughly. Apply Blonde Life Brightening Shampoo to scalp and massage well, working product through hair lengths. Rinse thoroughly, squeezing out excess water, and apply Blonde Life Brightening Masque. Massage into hair and leave in for 5 minutes; rinse thoroughly and towel-dry hair, spray Blonde Life Brightening Veil throughout hair and style as usual with your favorite Joico products.

### Not recommended for:

- Previously bleached/highlighted/colored hair
- Hair that's greater than 30% grey
- Relaxed or permed hair

\*Champagne and Pearl shades only vs. other Joico high-lift shades

\*\*Patent US20050015895

\*\*\*Combing breakage on damaged hair vs. non-conditioning shampoo

# FAQ

**Q.** How are the new Blonde Life Hyper High Lift shades different from current LumiShine or Vero K-PAK Color high-lift shades?

**A.** Blonde Life Hyper High Lift shades offer unsurpassed lift and deposit, plus more tonal control, than current LumiShine or Vero K-PAK high-lift shades. Hyper High Lift shades also feature a new patent-pending Hyper Lift Technology, Blonde Life's signature Tamanu and Monoi oil blend, and twice the Arginine of any other shade family.

**Q.** Who is the ideal Blonde Life Hyper High Lift client?

**A.** Hyper high-lift shades are ideal for clients who want lighter results without using bleach. Because of their extra lifting ability, Hyper High Lift shades provide more control over unwanted warm tones, plus they can be used on all levels with perfect blonding results on levels 5 and higher.

**Q.** Do the new Blonde Life Hyper High Lift shades replace the current LumiShine or Vero K-PAK high-lift series?

**A.** No, many stylists and customers love the performance of our current high-lift shades. These new Blonde Life Hyper High Lift shades are an addition to our blonding line up and are ideal for those who seek an ultra-high lift option with healthy results. These shades are designed to offer colorists more blonding options and alternatives to using bleach, even on darker levels.

**Q.** What makes these new Hyper High Lift shades "Blonde Life"?

**A.** Blondes by choice tend to have very specific haircolor needs – they typically want to go as blonde as possible, as often as possible! Because of this quest for the ultimate blonde shade, they commonly have the most compromised hair. Hyper High Lift shades not only feature our Blonde Life Tamanu and Monoi oils but also a double-dose\* of our powerful ArgiPlex technology and the highest amount\* of Arginine! That makes our Hyper High Lift shades fortified with double the bond protecting and building power versus any other high-lift shade in our entire JoiColor System portfolio!

**Q.** How many levels do the new Blonde Life Hyper High Lift shades lift?

**A.** They lift up to 5 levels.

**Q.** Can you use the new Blonde Life Hyper High Lift shades for gray coverage?

**A.** This product is not intended for gray coverage.

**Q.** Can Blonde Life Hyper High Lift shades be used on scalp?

**A.** Yes! Although they offer powerful lift, our Hyper High Lift shades can be used on scalp with 20, 30 or 40 Volume developer.

**Q.** Can Blonde Life Hyper High Lifts be used on previously colored hair?

**A.** No, this is not recommended. The performance of our Blonde Life Hyper High Lift shades is designed to be predictable when used on natural hair.

**Q.** What are the ideal application methods for Blonde Life Hyper High Lift shades?

**A.** Regrowth or virgin application and highlighting.

**Q.** Should I use Vero K-PAK Veroxide developer or LumiShine Crème Developer?

**A.** Either developer will work well.

Note: If you desire a thicker, more creamy mixed consistency, use LumiShine Developer. Or if you prefer a creamy but less thick consistency, try Vero K-PAK Developer.

**Q.** Why do the shades have to be mixed 1:2?

**A.** For maximum lift AND deposit, we recommend mixing 1:2.

**Q.** What happens if I use this on a client with Level 4 or darker hair?

**A.** You will achieve up to 5 levels of lift, but the tonal deposit will not be enough to counteract the client's RPC (Remaining Pigment Contribution), so hair may still need to be toned. Hyper High Lift shades achieve optimal lift AND tone when used on hair Levels 5 and lighter.

**Q.** Can the Blonde Life Hyper High Lift shades be mixed together?

**A.** Yes, the shades may be mixed together. The Clear Booster may be used on its own for ultimate lift without tone, or mixed with the other two shades to give them an extra boost of lightening power.

**Q.** Can the Blonde Life Clear Booster be mixed with LumiShine or Vero K-PAK High Lift Series shades to give them an added boost of lift?

**A.** No, these unique formulas feature our breakthrough proprietary Hyper Lift Technology for the lightest blonde results without bleach. Plus, they are optimized for up to 5 levels of lift. Mixing Clear Booster with other high-lift shades including Vero K-PAK or LumiShine is NOT recommended.

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the joi of healthy hair

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