

JOICO



INTRODUCING
LUMISHINE[®]
 REPAIR+ PERMANENT CRÈME COLOR
 NATURAL RED GOLD



5 SUNSET INSPIRED SHADES



5NRG



6NRG



7NRG



8NRG



10NRG

There's a hot look on the horizon: **The Natural Red Gold Series**, a family of shades infusing natural base tones with radiant warmth and reflections of gold. The NRG Series covers gray naturally while delivering long-lasting and luminous results for the most flattering wearable shades!

WHY YOU'LL LOVE IT

- Hair with up to twice the shine*
- 100% replenished and restrengthened hair**
- Nourishing protection that seals in moisture, softness, and shine for up to 30 full shampoos**
- Reduced breakage***
- Leaves hair twice as soft**
- Extraordinary color longevity and vibrancy
- Total and complete gray coverage
- Optimal viscosity for drip-free bowl, brush, or bottle application

* Vs. untreated hair.

** Based on laboratory testing of damaged hair.

*** Combing breakage on damaged hair with K-PAK Color Therapy System vs. non-conditioning shampoo.

DOS & DON'TS FOR THE BEST RESULTS

DO

- Best when used for shade-on-shade results
- Use NRGs only on virgin hair, and no more than two levels above the client's starting level

DON'TS

- Do not use on prelightened hair. Using over prelightened hair will lead to early fading and quick color loss.

Shade	Recommended Client Starting Level
10NRG	Level 8, 9, 10
8NRG	Level 6, 7, 8
7NRG	Level 5, 6, 7
6NRG	Level 4, 5, 6
5NRG	Level 3, 4, 5