

JOICO



NEW
NATURAL WARM SERIES
LUMISHINE®

REPAIR+ Permanent Crème, Demi-Permanent Crème,
and Demi-Permanent Liquid Color

GLOWLIGHTS STEP X STEP MANUAL

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

Take natural up a notch with this trend-worthy line of modern tones that provide the ultimate flexibility across all three color categories. **A hint of radiance here, a blonde overlay there...we've got gorgeous covered.**



Permanent Crème Color

- Delivers up to 2X the shine*
- Reduced breakage** and 100% replenished and restrengthened hair***
- Nourishing protection that seals in moisture, softness, and shine for up to 30 shampoos****
- Delivers exceptional color longevity and vibrancy
- Offers 100% gray coverage
- Low-ammonia formula delivers healthy-looking, reliable results
- Optimal viscosity for bowl + brush or bottle application

DD Demi-Permanent Crème Color

- Delivers up to 2X the shine*
- Reduced breakage** and 100% replenished and restrengthened hair***
- Easy, foolproof, predictable results with every application
- Restores hair to a healthier-looking state; helps eliminate concerns about color-service damage
- Beautiful gray coverage on Levels 1-5; gray blending on Levels 6-10
- Nourishing protection that seals in moisture, softness, and shine for up to 30 shampoos****
- Provides a gentle, ammonia-free option

Demi-Permanent Liquid Color

- Delivers up to 2X the shine*
- 100% replenished and restrengthened hair***
- Nourishing protection that seals in moisture, softness, and shine for up to 30 shampoos****
- Ammonia-free, pH-balanced formula
- Ideal viscosity for drip-free bottle application
- Versatile formula—corrects, glazes, glosses, and blends gray

Perfect when:

Permanent Crème Color	DD Demi-Permanent Crème Color	Demi-Permanent Liquid Color
<ul style="list-style-type: none">• You want 100% gray coverage• You want up to 2X the shine*• You want reduced breakage**	<ul style="list-style-type: none">• You want to cover or blend gray• You want to create a look of depth and dimension• You want up to 2X the shine*	<ul style="list-style-type: none">• You want to refresh, gloss, or tone• You want to blend gray• You want up to 2X the shine*

Let's Look Inside...

No more sacrificing healthy hair for brilliant, rich color. Our one-of-a-kind bond-building ArgiPlex™ Technology delivers gorgeous, predictable shine + strength in a color palette that opens up a world of warm and wonderful possibilities.

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 Conditioning Complex: 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.

Did You Know...

ArgiPlex is a bond builder that is already built into the formula? This is how only a LumiShine color service can add shine and reduce hair breakage**.

Joico's powerful ArgiPlex™ Technology rebuilds and protects broken bonds. Arginine, a "smart" essential amino acid, works inside the hair shaft targeting weak links to bond and strengthen each strand. The result: instantly healthier-looking, more manageable hair with up to 2X more shine*!

*vs. untreated damaged hair non-conditioning shampoo

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

***vs. haircolor without ArgiPlex

****When followed with K-PAK Color Therapy Shampoo and Conditioner

Now Let's Use It...

With LumiShine Natural Warm Series, a dazzling nude glow seems to shine from within, creating a foolproof, simple way to show off hints of believable, real, radiant color with every single application.

REPAIR+ Permanent Crème Color

LumiShine Permanent Crème Color uses:

- To effectively provide 100% gray coverage
- To provide clients with their desired hair level and tone while delivering beautiful, healthy-looking, and shiny results
- To improve client's hair texture, porosity, and previous color history
- To provide up to 4 levels of lift

Mixing Instructions:

Mix 1:1 (equal parts color and appropriate Volume LumiShine Developer)

Apply with a color applicator bottle or bowl and brush. (When mixing in a bottle, add developer first, then add color, and shake well.) Process for 35 minutes or up to 45 minutes for gray coverage.



4NW / 4.077



5NW / 5.077



6NW / 6.077



7NW / 7.077



9NW / 9.077

REPAIR+ Demi-Permanent Crème Color

LumiShine Demi-Permanent Crème Color uses:

- To refresh faded hair lengths
- To glaze/gloss prelightened hair
- To tone on tone color
- To lowlight
- To effectively cover gray on Levels 1-5 or blend gray on Levels 6-10 on fine hair when no lift of natural base is desired

Mixing Instructions:

Mixing: 1 part color to 1 part LumiShine 5 Volume Developer. Apply with a color applicator bottle or bowl and brush. (When mixing in a bottle, add developer first, then add color, and shake well.) Process at room temperature or with heat for 5 to 35 minutes depending on desired look.



4NW / 4.077



5NW / 5.077



6NW / 6.077



7NW / 7.077



9NW / 9.077

REPAIR+ Demi-Permanent Liquid Color

LumiShine Demi-Permanent Liquid Color uses:

- 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
- To tone on tone color

Strand Test:

- To test on clients with virgin and previously colored hair (whole head): process at room temperature for 20 minutes.
- To test on clients with 25-60% gray: process for 20 minutes under heat, then cool for 20 minutes.

Mixing Instructions:

Mix 1:1 (equal parts color and 5 Volume LumiShine Developer)

- 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 at room temperature or with heat for 5 to 35 minutes depending on desired look.



6NW / 6.077








8NW / 8.077



10NW / 10.077

TIMING AND MIXING

DEVELOPER	PROCESSING TIME
 5 Volume (1.5%) + LumiShine Demi-Permanent Crème & Liquid Color	5 to 35 minutes depending on desired result. Process at room temperature or with heat.
 10 Volume (3%) + LumiShine Permanent Crème Color	35 minutes. Do not use heat.
 20 Volume (6%) + LumiShine Permanent Crème Color	35 minutes. Do not use heat. Up to 45 minutes for gray coverage. Do not use heat.
 30 Volume (9%) + LumiShine Permanent Crème Color	35 minutes. Do not use heat.
 40 Volume (12%) + LumiShine Permanent Crème Color	35 minutes. Do not use heat.

GET THE LOOK: **GLOWLIGHTS**



“Women everywhere are embracing the nude look—with highlighters, bronzers, eye shadows, and even lip colors in luminous natural tones that blend beautifully with their skin tone and give off a megawatt glow. Now imagine hair in gleaming nude shades that make you look gorgeous and naturally lit-from-within. That’s the brilliance of GlowLights, my glow-giving highlighting technique perfected using Joico’s NEW Natural Warm Series.”

LARISA LOVE

Joico Brand Ambassador

@larisadoll

BEFORE: MODEL HAS VIRGIN LEVEL 6 HAIR.



Color Formulas

Formula 1

Blonde Life Lightening Powder with 10 (3%) Volume LumiShine Developer

Formula 2

Blonde Life Lightening Powder with equal parts 10 (3%) and 20 (6%) Volume LumiShine Developer

Formula 3

Blonde Life Lightening Powder with 20 (6%) Volume LumiShine Developer

Formula 4

Blonde Life Lightening Powder with equal parts 20 (6%) and 30 (9%) Volume LumiShine Developer

Formula 5

LumiShine Permanent Crème Color 1 oz (30 ml) 9NW with 1 oz (30 ml) 20 (6%) Volume LumiShine Developer

Formula 6

LumiShine Demi-Permanent Liquid Color 2 oz (60 ml) 10NW with 2 oz (60 ml) 5 (1.5%) Volume LumiShine Developer

SECTIONING



Step 1: First, section the head in half from top of ear to top of ear. Next, divide the hair into six sections: a triangle that extends from the top of the crown to the front hairline, two sections on either side of the front triangle; a triangle that extends from the crown to just above the occipital bone; and two side sections on either side of that back triangle.

COLOR TECHNIQUE



Step 2: Starting at the front triangle, take a horizontal weave parting at the hairline and apply Formula 1 from scalp to ends. Feather your formula at the root to create a natural color blend.



Step 3: Working back toward the crown, take two back-to-back horizontal weave partings (leaving a bit of natural hair between each foil) and apply Formula 1 from mid-length to ends.



Step 4: Continuing in the same direction, take another horizontal weave parting and apply Formula 5 from mid-length to ends.

TIP: As you work up the section, take larger weaves and tease the base of the hair; this helps add dimension as well as create a more natural-looking, diffused color blend.



Step 5: Take two back-to-back diagonal weave partings with Formula 1, then another weave parting with Formula 5.



Step 6: Take one last weave parting with Formula 1, for approximately 8 foils in this section.



Step 7: Move to the side section on the right. Take a diagonal forward weave parting right off the hairline and apply Formula 2.



Step 8: Continue working up the section; take two back-to-back weave partings (leaving a little natural hair out of each foil) and apply Formula 2.



Step 9: Take a third back-to-back weave parting with Formula 2.



Step 10: Take a weave parting with Formula 5, then move to the opposite side and repeat the process.



Step 11: Return to the first front side section and continue working diagonally toward the crown following the same foiling pattern: three weave partings with Formula 2 (lightener); one weave parting with Formula 5 (permanent color).

For the last 2-3 weave partings in the section, switch to Formula 3, the 20 Volume Lightener formula.

Repeat the process on the opposite side section, weaving until you run out of hair.



Step 12: Move to the back left section. Starting at the nape, take two wide back-to-back weave partings and apply Formula 3.



Step 13: Take a third weave and apply Formula 5, then move to the opposite side and repeat the process.

NOTE: Notice how low the lightener application starts in each weave.



Step 14: Return to the first back side section and continue working up the section taking diagonal weave partings following the same foiling pattern: two back-to-back weave partings with Formula 3 (lightener) followed by one weave parting with Formula 5 (permanent color).



Step 15: For the last five weave partings in the section, switch to Formula 4, the 25 Volume lightening formula. As you work up the head, tease each parting at the base for a seamless, blended color.



Step 16: Repeat the process on the opposite side back section.



Step 17: Move to the last triangle section at the top. Starting on the left side of the triangle, take a diagonal weave, tease the root, then apply Formula 4 from mid-length to ends.

Feather the foilage about 2-3 inches away from the root to add depth and dimension to your overall look.



Step 18: Take a second back-to-back diagonal weave parting and apply Formula 4 in the same manner.

Take another back-to-back weave parting and apply Formula 5.



Step 19: Switch to the right side of the top triangle and continue the foiling pattern: two weave partings with Formula 4 (lightener) followed by one weave parting with Formula 5 (permanent color).

Switch back to the other side and continue until the entire top triangle is complete.



View of completed foiling—Front



Sides



Back

Step 20: Process for 35 minutes. Shampoo with K-PAK Color Therapy. Towel-dry hair.

GLOSS APPLICATION



FINAL



K-PAK® COLOR THERAPY™



Step 21: Apply Formula 6 in a teardrop shape; lower in the front and deeper as you move toward the back of the head. Process for 5 minutes, then apply Formula 6 to the remainder of the hair (from mid-length to ends). Process for 10 minutes, then shampoo and condition with K-PAK Color Therapy. For an added boost of shine, treat hair to K-PAK Color Therapy Luster Lock Instant Shine & Repair Treatment or Luster Lock Multi-Perfector Daily Protect & Shine Spray. Blow-dry hair and style as desired.

JOICO

the **joi** of healthy hair

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