

JOICO
the joi of healthy hair

BLONDE LIFE®



Fast, Fabulous, and Flawless

NEW
BLONDE LIFE®

QUICK TONE LIQUI-CRÈME TONER

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SILVER



VIOLET



SAND



CLEAR



5 minutes or less! That's all it takes to get fast and fabulous blonde hair with Quick Tone Liqui-Crème Toners—a swift, powerful way to make your mark on prelightened looks. Featuring anti-breakage technology and nourishing exotic oils for maximum shine, this Blonde Life collection of Sand, Silver, Violet, and Clear lets you trend-set gorgeous blonde creations faster than ever before. Go for solo shades or intermix; this gleam team makes brass a thing of the past.

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

Instant toning in 5 minutes or less, with dazzling shades that let you artistically fine-tune every possible Blonde Life look. In Silver, Sand, Violet, and the almighty Clear, Quick Tone Liqui-Crème Toners are cool, customizable, and fabulously FAST.

- The ultimate timesaver, **delivering instant toning in 5 minutes or less**
- Sand, Silver, and Violet can be intermixed to customize toning and correct any RPC issue
- Clear can be mixed with Sand, Silver, or Violet to customize deposit and slow down processing time
- The unique “Liqui-Crème” formula is the perfect viscosity for quick bottle application while also facilitating fast, even deposit of tone in the hair
- Formulated with anti-breakage and bond-building Arginine
- Infused with Blonde Life's unique oil blend
- Ammonia-free formulas leave hair in better condition – even on damaged, color-treated, or bleached hair
- Long-lasting results
- Gentle Fresh Fragrance with bergamot, iris, and sandalwood

Let's Look Inside...

Taking toner into the future, these “lightning-fast” blonde stars safeguard hair from breakage and strengthen strands with bond-building Arginine. Featuring Blonde Life's unique oil blend, the fairest hair is protected; keeping color brilliant, gleaming, and perfectly on tone.

BOND-BUILDING ARGININE, a naturally occurring amino acid crucial to hair's strength, is included in Quick Tone formulas to protect hair.

ARGIPLEX, our healthy-hair conditioning technology builds bonds that help lock in unparalleled color longevity, vibrancy, and shine. ArgiPlex strengthens and reduces breakage.

PATENTED CONDITIONING COMPLEX, our 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 cuticle to 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, a rich, Southeast Asian UV-absorber packed with fortifying Omega-6 and -9, helps deeply hydrate hair, bump up shine, and banish brittle strands.

Perfect when:

- You want quick, foolproof, beautiful blonde results on highlighted or blonde hair
- You want to counteract RPC to deliver a gorgeous natural blonde tone
- You want to achieve beautiful, on-trend “fashion” tones on prelightened hair
- You want to protect and maintain hair health and avoid damage
- You want blonde with exceptional shine and condition

Tones

Toner Shade	Service Application
Silver	For cool, silver-blond results. Features a silver base.
Violet	For cool, violet- and pearl-blond results. Features a violet base.
Sand	For warm, beige-blond results. Features a tan base.
Clear	Clear shade provides extra customization opportunity and can help to slow down the quick processing time when needed on thick/coarse/highly porous and compromised hair.



* Results will vary based on starting level, hair porosity/condition, and dilution with Clear



For cool, silver-blond results. Features a silver base.



For cool, violet and pearl-blond results. Features a violet base.



For warm, beige-blond results. Features a tan base.

BLONDE LIFE QUICK TONE LIQUI-CRÈME TONER CLEAR allows for additional customization and helps slow down processing time when working on thick/coarse or highly porous and compromised hair.

Now Let's Use It...

Creating beautiful blonde looks is now fast, foolproof, and more flawless than ever. Keeping hair healthy goes hand in hand ...

Directions:

Mixing ratio: 1:1 with 5 Volume LumiShine Developer

Application:

Best applied with a color applicator bottle. When mixing in a bottle, add developer first, then color, and shake well. Apply to damp, towel-dried, or completely dried prelightened (bleached) hair or previously colored hair in need of a toning refresh.

Timing:

Process for up to 5 minutes on prelightened hair or until desired shade is achieved. Do not use heat.

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. Apply Blonde Life Brightening Conditioner; massage into hair and leave in for 5 minutes, then rinse thoroughly and towel-dry hair. Spray Blonde Life Brightening Veil throughout hair and style as usual with your favorite Joico products. For optimal results, use with the Joico Defy Damage ProSeries system.

FAQ

Q: Who is the ideal Blonde Life Quick Tone client?

A: Clients and/or stylists who want to save time with a quick, easy-to-use toning service that helps restore hair's integrity.

Q: How fast do the Blonde Life Quick Tone shades work?

A: They process in 5 minutes or less, but you may increase timing until the desired depth of tone is achieved. Note that Quick Tone is a progressive color that begins working instantly and processes quickly on porous or compromised hair.

Q: What if I need to slow down Blonde Life Quick Tone's processing time?

A: Simply add Quick Tone Clear to your formula to slow down the processing time.

Q: Can I intermix Blonde Life Quick Tone shades to create custom formulas?

A: Absolutely. Quick Tone Sand, Silver, Violet, and Clear can be intermixed to create your favorite customized formulas.

Q: Can you use Blonde Life Quick Tone shades on gray hair?

A: Quick Tone shades are not recommended for gray coverage. However, Quick Tone can be applied to gray hair to neutralize unwanted yellow tones or to add tone.

Q: Can Blonde Life Quick Tone shades be used on previously colored hair?

A: Yes, they were created to neutralize or enhance lightened, highlighted, or previously colored hair.

Q: What developer should I use with Blonde Life Quick Tone?

A: LumiShine 5 Volume Developer.

Q: What is Blonde Life Quick Tone's mixing ratio?

A: The recommended mixing ratio is 1:1; 1 part Blonde Life Quick Tone to 1 part LumiShine 5 Volume Developer.

Q: What are the shade behaviors for each Blonde Life Quick Tone shade?

A: Quick Tone Violet offers a velvety violet tone that is perfect for neutralizing warm tones and creating beautiful cool blondes. Quick Tone Silver offers a silver/gray tone to create stunning silvery-platinum blondes.

Quick Tone Sand offers a summery, warm beige tone to achieve the most natural-looking blondes.

Q: Can the Blonde Life Quick Tone shades be mixed with LumiShine or Vero K-PAK shades?

A: No, we do not recommend mixing Blonde Life Quick Tone with LumiShine or Vero K-PAK Color.

Q: How is the new Quick Tone Series different from current LumiShine or Vero K-PAK Chrome Demi-Permanent shades?

A: Blonde Life Quick Tone shades offer unsurpassed, fast-acting toning, processing in 5 minutes or less. The unique "Liqui-Crème" formula is the perfect viscosity for quick bottle application, while also facilitating fast, even deposit of tone in the hair. They are formulated with bond-building Arginine to help reduce breakage and Blonde Life's signature Tamanu and Monoi oil blend to keep blondes brilliant.

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