

COLOR
INTENSITY



LOVEFEST

COLLECTION
FEATURING

Larisa Love

2 HOT NEW SHADES HIT THE MAINSTAGE

Take the color world's brightest, boldest, most playful personality—Joico Brand Ambassador, Larisa Love—and headline her with fan-favorite Color Intensity, the ultimate semi-permanent formula. What do you get? Our lively **LoveFest Collection**, a duo of utterly cool, creative shades that harmonize perfectly with your most imaginative looks. Introducing the stars of the show: Limelight and Aqua Flow!



LIMELIGHT



AQUA FLOW

HERE'S WHY YOU'LL LOVE THEM...

LoveFest lets you march to the beat of your very own style with endless edgy options for creative color techniques and melts; plus, it delivers the kind of vibrancy and damage protection that produces truly off-the-charts healthy-looking hair.

- Vibrant results that last through up to 20 shampoos*
- No bleeding! Ideal formula for creative color techniques and melts
- Fades on tone
- Exclusive Quadramine® Complex reconstructs each strand for guaranteed healthier-looking hair with every single service
- Intermixable shades deliver endless creative options
- Hair becomes brilliantly shiny
- Refreshing notes of citrus and flowers deliver a delightful signature fragrance

PERFECT WHEN

- You want to experiment with the latest palette of bright shades
- You want vibrant color that lasts through 20 shampoos*
- You want a conditioning color formula that leaves hair healthy-looking with each application
- You want incredible color deposit and shine
- You want a palette you can intermix for limitless artistic options

LET'S LOOK INSIDE...

Dynamic ingredients designed to safeguard hair from chemical damage deliver a full house of hydration, creating a protective shield for even the most fragile strands.

QUADRAMINE COMPLEX, a radical defense system, delivers maximum protection from cuticle to cortex; hair is visibly healthier-looking after each application.

KUKUI NUT OIL is a highly prized moisturizer produced from the Hawaiian Candlenut tree. Loaded with essential fatty acids, vitamins, and antioxidants, this oil thoroughly hydrates parched hair while improving elasticity and shine.

NOW LET'S USE IT...

When inventive looks are calling and you want to sing your own tune, put Color Intensity LoveFest Collection on the playlist. Extraordinary shine...vibrant results...and shades that let you riff to your heart's content.

DIRECTIONS:

For optimal results, use with the Defy Damage ProSeries system.

For maximum vibrancy, prelighten hair to Level 9 prior to application. Follow prelightening guidelines to ensure you lift natural hair to the proper level to achieve optimal results.

Apply Color Intensity LoveFest Collection shades to clean, dry hair, wearing gloves to avoid staining.

Process for 20 minutes with or without heat.

Rinse thoroughly for several minutes (rinsing different shades separately).

Follow with Joico Color Endure Shampoo, K-PAK Cuticle Sealer, and finish with K-PAK Intense Hydrator.

RECOMMENDED PRELIGHTENING GUIDE			PRE-TONING GUIDE FOR COLOR INTENSITY LOVEFEST LIMELIGHT & AQUA FLOW**				
COLOR INTENSITY SHADE	PRELIGHTENED HAIR LEVEL	PIGMENT	BLONDE LIFE QUICK TONE LIQUI-CRÈME TONER	LUMISHINE DEMI-PERMANENT LIQUID COLOR	LUMISHINE DD DEMI-PERMANENT CRÈME COLOR	VERO K-PAK TONER SERIES	VERO K-PAK CHROME
Limelight, Aqua Flow	9	Yellow	Silver or Violet	9SB or 9V+Clear	10SB or 8SB+10SB	TSB or TPP	A9 or V9

* Depending on daily care habits, hair history, and texture.

**These formulas are merely suggestions; a thorough consultation and hair analysis should be completed prior to application. Use these formulas as a guide for pre-toning; remember to take into consideration the porosity of the hair, the RPC after pre-toning, and any other color correction that might be necessary.

Download the JoiColor System App or visit JOICO.COM to learn exclusive techniques.

