

JOICO
the **jo**i of healthy hair

LUMISHINE®

REPAIR+ PERMANENT CRÈME COLOR
REPAIR+ DEMI-PERMANENT LIQUID COLOR

NEW ASH ASH SERIES



PLAY IT COOL

Show brass who's boss with **LumiShine's NEW Ash Ash Series**—a cool palette of seven gorgeous permanent crème and demi-permanent liquid shades specially formulated to neutralize unwanted warm tones. With our bond-building ArgiPlex™ Technology infused into each and every shade, you'll pull off those on-trend “mushroom” hues and leave hair healthy-looking—all in one cool move.

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

Keep brassiness at bay — plus experience healthy-looking and shiny results — with our NEW ultra-cool LumiShine Ash Ash Series.

LUMISHINE®

REPAIR+ 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 color longevity and vibrancy
- Lower-ammonia formula***** delivers healthy-looking results

Ideal When:

- You want to neutralize warm tones
- You want to create cool, ash-based color creations
- You want to help protect hair and reduce breakage**

Let's Look Inside...



BOND-BUILDING ARGIPLEX

ArgiPlex helps to protect hair and reduce breakage** in every single treatment. ArgiPlex contains Arginine, a naturally occurring amino acid crucial to hair's strength.

QUADRAMINE® COMPLEX

Our exclusive blend of low molecular weight and size proteins (MWS 150-2500) adhere quickly to help reconstruct from cuticle to cortex. The result? Healthy-looking hair after each LumiShine color service.

PATENTED CONDITIONER

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.

*vs. untreated damaged hair

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

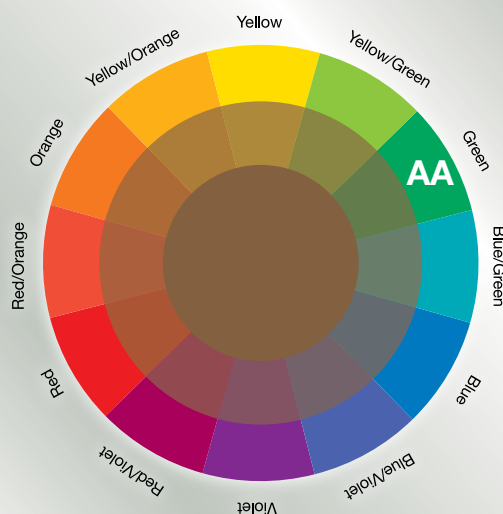
***vs. haircolor without ArgiPlex

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

***** vs. Vero K-PAK Color

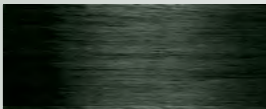





The Ash Ash Series falls directly across from red/red-orange shades on the Color Wheel, making them ideal to neutralize unwanted warmth when lifting, or for use on faded, brassy shades.

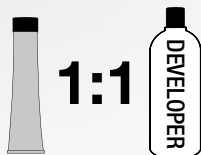


Now Let's Use It – LumiShine Permanent Crème

SERVICE IDEAS

	4AA	Use on virgin hair to cancel unwanted underlying red pigment. Achieve the coolest medium brunette shade when applied to natural starting levels 2-4. Add LumiShine 4AA to LumiShine 4NA or YouthLock 4NNA when you need to bump up the Ash in your color formula.
	5AA	Use on virgin hair to cancel unwanted underlying red-orange pigment. Achieve the coolest light brunette shade when applied to natural starting levels 3-5. Add LumiShine 5AA to LumiShine 5NA or YouthLock 5NNA when you need to bump up the Ash in your color formula.
	6AA	Use on virgin hair to cancel unwanted underlying orange pigment. Achieve the coolest dark blonde shade when applied to natural starting levels 4-6. Add LumiShine 6AA to LumiShine 6NA or YouthLock 6NNA when you need to bump up the Ash in your color formula.
	7AA	Use on virgin hair to cancel unwanted underlying yellow-orange pigment. Achieve the coolest medium blonde shade when applied to natural starting levels 5-7. Add LumiShine 7AA, LumiShine 7NA, or YouthLock 7NNA when you need to bump up the Ash in your color formula.

Mixing Ratio



PERMANENT CRÈME COLOR

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

MIXING INSTRUCTIONS





LumiShine Permanent Crème Color is mixed 1:1 (equal parts color and appropriate Volume LumiShine Developer).

HOW TO CREATE COOL-TONED GRAY COVERAGE

The Ash Ash Series is not intended to cover gray. The shades should be mixed with Natural when used on hair that is over 25% gray. Mix the Ash Ash shade with a Natural shade at the same level as your target Ash Ash shade.

SHADE	FULL COVERAGE ON 25%-50% GRAY HAIR	FULL COVERAGE ON 50% -75% GRAY HAIR	FULL COVERAGE ON 75% -100% GRAY HAIR	DEVELOPER	TIMING
ASH ASH	Add 25% LumiShine Natural / Natural Ash or YouthLock Natural Natural/Natural Natural Ash to formula	Add 50% LumiShine Natural/ Natural Ash or YouthLock Natural Natural/Natural Natural Ash to formula	Add 75% LumiShine Natural/ Natural Ash or YouthLock Natural Natural/Natural Natural Ash to formula	20 Volume (6%)	35-45 minutes at room temperature

TIMING AND MIXING

	10 Volume (3%) + LumiShine Permanent Crème Color	35 to 45 minutes Do not use heat.
	20 Volume (6%) + LumiShine Permanent Crème Color	35 to 45 minutes Do not use heat.
	30 Volume (9%) + LumiShine Permanent Crème Color	35 to 45 minutes Do not use heat.
	40 Volume (12%) + LumiShine Permanent Crème Color	35 to 45 minutes Do not use heat.

POST-COLOR SERVICE

Rinse thoroughly. Acidify with K-PAK Professional Cuticle Sealer, rinse. Apply K-PAK Color Therapy Shampoo to scalp and massage well. Work through hair lengths. Rinse thoroughly. Squeeze out excess water. Apply K-PAK Color Therapy Conditioner to hair lengths after squeezing out excess moisture. Massage throughout hair and leave in for 5 minutes. Rinse thoroughly. Towel-dry hair. Style as needed with preferred Joico styling products.

DEFY DAMAGE SERVICE

For damage protection, use with Joico Defy Damage ProSeries 1 before color service and Joico Defy Damage ProSeries 2 for a post-color service treatment.

LUMISHINE®

REPAIR+ DEMI-PERMANENT LIQUID COLOR

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

- Delivers up to 2X the shine*
- 100% replenished*** and restrengthened hair**
- Ammonia-free, pH-balanced formula
- Ideal viscosity for drip-free bottle application
- Versatile formula—corrects, glazes, glosses

Ideal When:

- You want to neutralize warm tones
- You want to cool ash-based color creations
- You want a gentle formula
- You want to refresh, gloss, or tone



Let's Look Inside...



No more sacrificing healthy hair for brilliant, rich color. Our one-of-a-kind bond-building ArgiPlex™ Technology fuses the power of three proven, advanced complexes—ArgiPlex, Quadramine® Complex, and a Patented Conditioner—to help deliver gorgeous shine and strength in a color palette. Thanks to ArgiPlex™ Technology, LumiShine's proven formula replenishes hair with Arginine—a naturally occurring amino acid crucial to hair's strength. Exclusive Quadramine® Complex helps reconstruct each strand for healthy-looking hair with every single service.

SERVICE IDEAS

	5AA	Creates ultra-cool brunettes. Use to refresh faded, previously colored, dark to medium brunettes and cancel unwanted warm/brassy tones. Achieve medium brunette when applied to hair prelightened to orange.
	6AA	Creates ultra-cool blondes. Use to refresh faded, previously colored, medium brunette to dark blondes and cancel unwanted warm/brassy tones. Achieve medium brunette when applied to hair prelightened to orange.
	8AA	Creates cool blonde tones. Use to refresh faded, previously colored, dark to light blonde hair and cancel unwanted warm tones. Achieve cool, dark to medium blonde when applied to hair prelightened to orange/orange yellow. <i>Add LumiShine Clear to create lighter levels of AA.</i>

*vs. untreated damaged hair

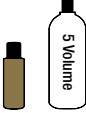

**Combing breakage on damaged hair; with K-PAK® Color Therapy™ Shampoo and Conditioner vs. non-conditioning shampoo

***vs. haircolor without ArgiPlex

Now Let's Use It – LumiShine Demi-Permanent Liquid

Keep brassiness at bay with our NEW ultra-cool LumiShine Ash Ash Series, and achieve your look while offering replenished*** and restrengthened** hair.

LUMISHINE TIMING AND MIXING

DEVELOPER	LEVELS OF LIFT	PROCESSING TIME
 <p>5 Volume (1.5%) + LumiShine Demi-Permanent Crème & Liquid Color</p>	<p>No lift. Deposit only.</p>	 <p>5 to 35 minutes depending on desired result. Process at room temperature or with heat.</p>

Mixing Ratio



MIXING INSTRUCTIONS

Mix 1:1 (equal parts color and Volume 5 LumiShine Developer). Best applied with a color applicator bottle. When mixing in a bottle, add developer first, then color and shake well. Process up to 35 minutes depending on desired outcome; at room temperature or with heat.

POST-COLOR SERVICE

Rinse thoroughly. Acidify with K-PAK Professional Cuticle Sealer, rinse. Apply K-PAK Color Therapy Shampoo to scalp and massage well. Work through hair lengths. Rinse thoroughly. Squeeze out excess water. Apply K-PAK Color Therapy Conditioner to hair lengths after squeezing out excess moisture. Massage throughout hair and leave in for 5 minutes. Rinse thoroughly. Towel-dry hair. Style as needed with preferred Joico styling products.

DEFY DAMAGE SERVICE

For damage protection, use with Joico Defy Damage ProSeries 1 before color service and Joico Defy Damage ProSeries 2 for a post-color service treatment.

FAQ

Q: Can I use Ash Ash to cover gray?

A: The Ash Ash Series is not intended to cover gray when used alone. The shades should be mixed with Natural or Natural Ash when used on hair that is over 25% gray. Mix the Ash Ash shade with a Natural shade at the same level as your target Ash Ash shade.

Q: What is the difference between BA and AA?

A: Blue Ash (BA) is predominantly blue-based.
Ash Ash (AA) is predominantly green-based.

Q: How many levels of lift can I expect with Permanent Crème Ash Ash shades?

A: Permanent Crème Ash Ash shades are designed to lift natural, pigmented hair up to two levels, while simultaneously neutralizing hair's natural underlying warm pigment. **Demi-Permanent Liquid Ash Ash shades are deposit-only, zero lift.**

Q: Which Ash Ash shades can I apply over bleached hair?

A: You can apply Demi-Permanent Liquid Ash Ash shades over bleached/highlighted hair to neutralize undesired warm or brassy tones. **It is not recommended to apply Permanent Crème Ash Ash shades over bleached highlighted hair; porosity may cause unpredictable color result.**