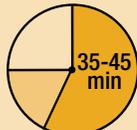


LUMISHINE® PORTFOLIO OVERVIEW

					
	LUMISHINE PERMANENT	LUMISHINE YOUTHLOCK	LUMISHINE LUMI10	LUMISHINE DEMI-PERMANENT LIQUID	LUMISHINE DEMI-PERMANENT DD CRÈME
WHAT'S THIS PRODUCT FOR?	One step lift and deposit permanent haircolor, gray coverage	Anti-aging permanent haircolor infused with Collagen and Buritti Fruit to fight the 5 signs of aging hair.	One step lift and deposit permanent haircolor that can cover gray in 10 mins	Demi-permanent haircolor for tone on tone color, glaze, gloss, toner, gray blending	Demi-permanent haircolor for tone on tone color, glaze, gloss, toner, gray blending or coverage, lowlighting
PRODUCT BENEFITS	<ul style="list-style-type: none"> Delivers up to 2X the shine* Reduced breakage and restrengthened hair** 100% replenished hair*** Nourishing protection that seals in moisture and softness for up to 30 shampoos**** Delivers color longevity and vibrancy Offers 100% gray coverage Lower-ammonia formula***** delivers healthy-looking results Optimal viscosity for bowl + brush or bottle application 	<ul style="list-style-type: none"> GRAYING HAIR: Lock in 100% gray coverage LACKLUSTER HAIR: Lock in body, movement, and bounce**** COARSE HAIR: Lock in manageability for noticeable softness† DULL HAIR: Lock in radiance with up to 2X the shine* DRY HAIR: Lock in hydration and help prevent breakage** 	<ul style="list-style-type: none"> Permanent hair color develops in just 10 minutes 100% gray coverage in half the time of traditional permanent color Long-lasting color with even coverage Delivers up to 2x the shine* Reduced breakage** and 100% replenished and restrengthened hair*** Leaves strands feeling soft and luminous-looking 	<ul style="list-style-type: none"> Delivers up to 2X the shine* Reduced breakage and restrengthened hair** 100% replenished hair*** Easy, predictable results Beautiful gray coverage on Levels 1-5; gray blending on Levels 6-10 Nourishing protection that seals in moisture and softness for up to 30 shampoos**** Provides a gentle, ammonia-free option 	<ul style="list-style-type: none"> Delivers up to 2X the shine* Reduced breakage and restrengthened hair** 100% replenished hair*** Ammonia-free, pH-balanced formula Ideal viscosity for drip-free bottle application Versatile formula—corrects, glazes, glosses
MIXING RATIO	 1:1 (equal parts)	 1:1 (equal parts)	 1:1 (equal parts)	 1:1 (equal parts)	 1:1 (equal parts)
RECOMMENDED DEVELOPERS	<ul style="list-style-type: none"> LumiShine 5 Volume (1.5%) 10 Volume (3%) 20 Volume (6%) 30 Volume (9%) 40 Volume (12%) 	<ul style="list-style-type: none"> LumiShine 20 Volume (6%) 	<ul style="list-style-type: none"> LUMI10 Accelerator 22 Volume (6.6%) 	<ul style="list-style-type: none"> LumiShine 5 Volume (1.5%) 	<ul style="list-style-type: none"> LumiShine 5 Volume (1.5%)
PROCESSING TIME	 35-60 min	 35-45 min	 10 min	 5-35 min	 5-35 min

* 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 † With K-PAK Color Therapy Shampoo and Conditioner on damaged hair