JOICO
the joi of healthy hair

JOICOLOR SYSTEM

MIXING RATIO
1 : 1*
*Vero K-PAK Color High Lifts 1:2.

	LUMISHINE® PERMANENT CRÈME COLOR	Low ammonia. Built-in bond building.	For up to 100% gray	Pre-blended	35-60 MINS
	LUMISHINE® YOUTHLOCK PERMANENT CRÈME COLOR	Low-ammonia formula with Collagen. Built-in bond building.	For 50-100% gray	Pre-blended	35-45 MINS
	LUMISHINE® LUMI1O® PERMANENT CRÈME COLOR	Low-ammonia, 10-minute color.	For 100% gray	Pre-blended	10 MINS
	LUMISHINE® DEMI-PERMANENT LIQUID COLOR	Ammonia free. Tones, refreshes & glosses.	For gray blending	Pure tone and pre-blended	5-35 MINS
	VERO K-PAK® PERMANENT CRÈME COLOR	Repairs + protects hair as you color.	For up to 100% gray	Pure tone for custom formulas	5-60 MINS
	VERO K-PAK® AGE DEFY PERMANENT CRÈME COLOR	Designed specifically for gray hair. Helps improve texture, luster & manageability.	For 50-100% gray (resistant hair)	Pre-blended	45 MINS
	COLOR INTENSITY® SEMI-PERMANENT CRÈME COLOR	Vibrant results lasting up to 20+ shampoos.** **NO DEVELOPER REQUIRED.**	Not for gray coverage	Vibrant fashion shades	UP TO 30 MINS

**Bold shades last up to 20 shampoos, Metallic shades last up to 15 shampoos, and Power Pastel and Pearl Pastel shades last up to 10 shampoos.
Color longevity also depends on daily care habits, hair history, and texture.

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PETA APPROVED
Global Animal Test Policy

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	BLONDE LIFE® DEMI GLOSS TONER	Ammonia-free formula tones, glazes & glosses.	DEPOSIT ONLY	1:1	UP TO 20 MINS
	BLONDE LIFE® QUICK TONE DEMI-PERMANENT LIQUI-CRÈME TONER	Time-saving, ammonia free & delivers progressive color results.	DEPOSIT ONLY	1:1	UP TO 5 MINS
	BLONDE LIFE® LIGHTENING POWDER	For fast-acting lift.	UP TO 9+ levels OF LIFT	ON-SCALP 1:2 SCOOP OZ 10-20 VOL OFF-SCALP 1:1-2 SCOOP OZ 10-40 VOL	UP TO 60 MINS
	BLONDE LIFE® BALAYAGE LIGHTENER	For fast-acting lift on balayage & hand-painted techniques.	UP TO 7+ levels OF LIFT	1:2 SCOOP OZ OFF-SCALP ONLY 10-40 VOL	UP TO 60 MINS
	BLONDE LIFE® SILVERLIGHT® LIGHTENING POWDER	For fast-acting lift with a charcoal-infused formula that helps counteract brassiness while processing.	UP TO 9+ levels OF LIFT	ON-SCALP 1:2 SCOOP OZ 10-20 VOL OFF-SCALP 1:1-2 SCOOP OZ 10-40 VOL	UP TO 60 MINS
	BLONDE LIFE® CRÈME LIGHTENER	For fast-acting lift with a hydrated feel.	UP TO 9+ levels OF LIFT	ON-SCALP 1:1-2 SCOOP OZ 10-20 VOL OFF-SCALP 1:1-2 SCOOP OZ 10-40 VOL	UP TO 60 MINS
	VERO K-PAK® VEROLIGHT® LIGHTENING POWDER	For on- and off-scalp use.	UP TO 8 levels OF LIFT	ON-SCALP 1:2 SCOOP OZ 10-20 VOL OFF-SCALP 1:2 SCOOP OZ 10-40 VOL	UP TO 45 MINS

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