

JOICO

LUMISHINE™

Ronze  
TECHNIQUE

# LUMISHINE™

## THE COLOR LINE FOR EVERYONE

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## THE JOI OF HEALTHY COLOR

**NEW** JOICO LumiShine™ Repair+ Color transforms hair from the inside out with breakthrough ArgiPlex Technology, delivering **healthy-looking, long-lasting color results, more shine + 100% gray coverage.**

### THANKS TO ARGIPLEX TECHNOLOGY, LUMISHINE'S GENTLE, PROVEN FORMULA:

- Completely replenishes Arginine—an essential amino acid depleted during the color process—instantly restrengthening hair
- Reduces breakage\*

### THE COLOR LINE FOR EVERYONE

With a Permanent Crème and Demi-Permanent Liquid system, simple 1-to-1 mixing, gentle formulas, instantly healthy results and a streamlined 3-step color service, LumiShine™ provides stylists with an easy color solution for every salon service and every hair type.

#### LumiShine™ offers:

- A common level system
- An easy 1:1 mixing ratio
- A full spectrum of intermixable shades
- Ultimate client comfort

## THE JOI OF HEALTHY COLOR

### LUMISHINE™ REPAIR+ PERMANENT CRÈME COLOR

Introducing a gentle, reduced ammonia color system of 55 shades ranging from Level 1 to high-lift. Guarantees healthy-looking, reliable results when mixed with LumiShine™ Crème Developers (10-40 volume).

- Exceptional shine
- Reduced breakage\*
- Delivers exceptional color longevity and vibrancy
- 100% gray coverage
- 100% replenished and restrengthened hair\*\*
- Nourishes and protects hair, sealing in moisture, softness and shine for up to 30 shampoos\*\*
- Leaves hair 2X softer\*\*
- Optimal viscosity for drip-free bowl + brush or bottle application

### LUMISHINE™ REPAIR+ DEMI-PERMANENT LIQUID COLOR

Introducing a gentle, ammonia-free color system of 22 shades formulated for deposit only. Guarantees predictable color results when mixed with LumiShine™ Crème Developer 5 volume.

- Exceptional shine
- pH-balanced formula instantly restrengthenes hair 100%
- Ideal viscosity for drip-free bottle application
- Versatile formula—corrects, glazes, glosses, and blends gray

\* Combing breakage on damaged hair with K-Pak Color Therapy System vs. non-conditioning shampoo.

\*\* Based on laboratory testing of damaged hair.

## THE LUMISHINE™ DIFFERENCE

### VERSATILE PALETTE

A full spectrum of perfectly balanced, intermixable pre-blended shades allows you to deliver straight from-the-tube (or bottle) color perfection.

### ULTIMATE CLIENT COMFORT

LumiShine™ features breakthrough **Gentle Fresh Fragrance** technology, a combination of molecules that neutralize airborne ammonia and envelop your color service in fresh, calming notes of bergamot, iris and sandalwood. How's that for comfort?

### BREAKTHROUGH TECHNOLOGY & PERFORMANCE

**ArgiPlex Technology** fuses the power of three proven, advanced complexes to repair hair damage and lock in exceptional color longevity, vibrancy and shine.

**Arginine Replacement System:** Unlike traditional haircolor, which depletes this vital amino acid from hair, LumiShine™ replenishes Arginine 100%. The result: hair is instantly restrengthened and breakage is reduced.\*

**Patented Conditioning Complex:** 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.

**Quadramine Complex®:** Our exclusive blend of low molecular weight and size proteins (MWS 150-2500) adhere quickly and effectively to ensure maximum protection and reconstruction from the cuticle to the cortex, guaranteeing healthier-looking hair after each color service.

\* Combing breakage on damaged hair with K-Pak Color Therapy System vs. non-conditioning shampoo.

\*\* Based on laboratory testing of damaged hair.

## THE LUMISHINE™ DIFFERENCE

### A HAIRCOLOR FIRST













Most haircolor depletes Arginine—an amino acid essential to hair's health—leaving hair dry, brittle and prone to breakage post color service. LumiShine™ restores 100% of the Arginine the haircolor process strips away:

- Repairing and protecting the hair structure to restore health to hair
- Stabilizing dyes deep within the cortex for longer-lasting, fade-resistant color
- Reducing ammonia for a gentler, more pleasant color service

## SHADE FAMILY DESCRIPTIONS

STONE	NUMBER/LETTER	DESCRIPTION
Natural	.0/ N	A combination of red, yellow and blue tones that create perfectly balanced, natural blonde and brown results at each level. Can be mixed with other tones to soften or subdue any haircolor result. Can be added to copper/red/violet formulas to achieve balanced gray coverage. Can also be used alone for 100% gray coverage.
Natural Ash	.01/ NA	Natural base tones combined with a cool ash (green) undertone to counterbalance warmth, while still delivering cool blonde and brunette results. Covers gray naturally.
Natural Violet	.02/ NV	Natural base tones combined with violet tones, resulting in rich, smoky, cool blondes and brunettes. Covers gray naturally.
Natural Gold	.03/ NG	Natural base tones combined with warm gold tones for stunning golden blondes and brunettes. Covers gray naturally.
Natural Copper	.04/ NC	Natural base tones combined with spicy copper tones, resulting in stunning copper-blonde and deep copper shades. Covers gray naturally.
Natural Red Violet	.05/ NRv	Natural base tones combined with red (predominate tone) and cool violet (secondary tone), creating a perfect cool red-brown result. Covers gray naturally.
Natural Warm Beige	.07/ NWB	Natural base tones combined with warm beige tones, resulting in soft, caramel-beige blonde and brunette shades. Covers gray naturally.
Violet	.2/ V	Vibrant shades with violet tones that do not have a natural base.
Copper	.4/ C	Vivid shades designed with pure copper tones that do not have natural bases.
Red	.6/ R	Rich shades designed with red tones that do not have natural bases.

## CRÈME DEVELOPER & LEVELS OF LIFT

DEVELOPER	LEVELS OF LIFT	PROCESSING TIME
 <b>5 Volume (1.5%) +</b> LumiShine™ <b>Demi-Permanent</b> <b>Liquid Color</b>	No lift. Deposit only.	 <b>5 to 35 minutes</b> depending on desired result. Process at room temperature or with heat.
 <b>10 Volume (3%) +</b> LumiShine™ <b>Permanent</b> <b>Crème Color</b>	Tone-on-tone Going darker	 <b>35 minutes.</b> Do not use heat.
 <b>20 Volume (6%) +</b> LumiShine™ <b>Permanent</b> <b>Crème Color</b>	1 Level of lift Gray coverage	 <b>35 minutes.</b> Do not use heat.  <b>Up to 45 minutes</b> for gray coverage. Do not use heat.
 <b>30 Volume (9%) +</b> LumiShine™ <b>Permanent</b> <b>Crème Color</b>	2 Levels of lift	 <b>35 minutes.</b> Do not use heat.
 <b>40 Volume (12%) +</b> LumiShine™ <b>Permanent</b> <b>Crème Color</b>	3 Levels of lift 4 Levels of lift with High Lift "XL" shades	 <b>35 minutes.</b> Do not use heat.  <b>Up to 60 minutes</b> for High Lift "XL" shades. Do not use heat.

## 3 STEPS TO COLOR SUCCESS

### STEP 1: CONSULTATION

Identify the client's natural level, percentage of gray and desired color result. Consider the hair's history, texture and porosity.

### STEP 2: FORMULATION

Determine the level of lift, tone and deposit. Select a desired shade to enhance or refine hair's underlying pigment.

\*When formulating for gray coverage, select a shade containing "N"atural (.0) in the shade description.

### STEP 3: APPLICATION

Mix 1:1 LumiShine™ color and appropriate volume (%) of developer. Apply using either a bowl and brush or applicator bottle. Process for 35 minutes (or up to 45 minutes for gray coverage and up to 60 minutes for High Lift "XL" shades).

\*For optimal results, enhance your color service with the four-step K-Pak Professional Hair Repair System, particularly if your client's hair is compromised prior to coloring.

## RONZE TECHNIQUE

Have you ever wondered how to create gorgeous color that starts with a deeper red-copper "shadowed" regrowth and then shifts seamlessly from rich copper mid-length to sun-kissed bronze ends? Wonder no more... This technique shows you how to achieve that bronzy-red perfection in half the time—with minimal effort!

### CONSULTATION

Model's starting level is 5

### FORMULATION

#### Formula 1

LumiShine™ Permanent Crème Color ½ 6N + ½ 6NC with LumiShine™ 10 volume (3%) Crème Developer



#### Formula 2

LumiShine™ Permanent Crème Color 7NC with LumiShine™ 10 volume (3%) Crème Developer



### GLAZE FORMULA

Lumishine™ Demi-Permanent Liquid Color ½ oz 8NG + ½ oz 7NC with 1 oz Lumishine™ 5 volume (1.5%) Crème Developer



\*Adjust Formula 1 to 6NC only when a hot scalp is not a concern.

## TECHNIQUE



**BEFORE**



**STEP 1**

Divide hair down the center part to just behind the ear, then from crown to nape, forming three sections.



**STEP 2**

Apply Formula 2 to the hairline around the face only (approximately 4-6 cm of hair from the scalp area).

**TIP:** Applying a lighter color around the hairline creates brightness.



**STEP 3**

Apply Formula 1 to the rest of the head in the same manner.



**STEP 4.1**

Starting at the back of the head, section out the nape area taking a wide horizontal parting from ear to ear at the occipital bone.

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**STEP 4.2**

Subdivide the nape into 3 equal horizontal slice partings. Apply Formula 1 scalp to ends in foils.



**STEP 4.3**

Continue working horizontally up toward the crown, taking approximately 1,5 cm back-to-back slice partings. Place two side-by-side foils feathering Formula 2 through the mid-lengths, leaving out the ends. Working in a brick-lay pattern, place a center-back foil, feathering Formula 2 through mid-length and ends.

Continue foiling in this pattern; alternate leaving the ends out on both the two side-by-side foils and center-back. Begin incorporating the ends working toward the crown area.



**STEP 5**

Completed back section.



**STEP 6**

Starting on the sides, leave a diagonal section of hair without color (around the face).

**Training Note:** When using a blonde mannequin head, always apply the color around the face and hairline.

## TECHNIQUE



### STEP 7

Continue to the next section. Take 1 cm slice partings, pivoting from diagonal to horizontal while working up toward the top of the head applying this technique: first foil the ends are left out, next foil the ends are included.



### STEP 8

Process for 35 minutes. Shampoo with K-Pak Color Therapy.

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### STEP 9

Towel-dry hair. Apply Glaze Formula from scalp to ends, starting at the back and working toward the front; process for 20 minutes at room temperature. Shampoo and condition with K-Pak Color Therapy.

**\*\* Shade selection may vary depending starting level and desired result.**



## RESULT





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[www.joico-lumishine.com](http://www.joico-lumishine.com)

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