

JOICO
the joi of healthy hair

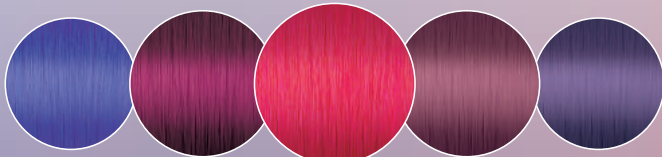
**COLOR
INTENSITY**

A PASSIONATE PALETTE

Love Aura
COLLECTION BY LARISA LOVE

CONNECT DEEPLY TO THE SPIRIT OF CREATIVITY

Passionate. Bold. Spiritual. Dynamic. Open your mind and heart to unlimited creative possibilities with Love Aura, a sparkling new Color Intensity® collection from Joico Brand Ambassador Larisa Love. Inspired by the physical and emotional transformation of positive energy and connection, this artistic palette of five whimsical shades will spark a whole new love affair with color.



PERI-WINK PASSION BERRY HOT KISS MAUVE AMOUR TRUE LAV



HERE'S WHY YOU'LL IT...

“The minute we push our own boundaries and pursue our passions, something changes within us,” says Larisa Love of her dreamy Love Aura Collection —an alluring color palette designed to make chic color accessible to anyone.

- Lasts up to 20 shampoos*
- No color bleeding—ideal formula for creative color techniques and melts
- Fades on tone
- Exclusive Quadramine® Complex reconstructs each strand for guaranteed healthy-looking hair after every single service
- Intermixable shades deliver endless creative options
- Hair becomes brilliantly shiny
- Refreshing notes of citrus and flowers deliver a delightful signature fragrance

LET'S LOOK INSIDE...

With ingredients designed to shield even the most fragile strands, hair is left in beautiful condition.

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 leaves hair gorgeously conditioned and amps up shine.

DIRECT+++ Charged Dyes combine with treatment to penetrate into the hair.

NOW LET'S USE IT...

DIRECTIONS:

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

For maximum vibrancy, prelighten hair to Level 8 or 9 prior to application.

Follow prelightening guidelines to ensure you lift natural hair to the proper level to achieve optimal results.

Apply Color Intensity Love Aura 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.

PERFECT WHEN

- You want a conditioning color formula that leaves hair healthier looking with each application
- You want incredible color deposit and shine
- You want a palette you can intermix for limitless artistic options

RECOMMENDED PRELIGHTENING GUIDE

COLOR INTENSITY SHADE	PRELIGHTENED HAIR LEVEL	PIGMENT
Hot Kiss	Level 8 & Up	Orange-Yellow
Mauve Amour	Level 9 & Up	Yellow
True Lav	Level 9 & Up	Yellow
Peri-Wink	Level 8 & Up	Orange-Yellow
Passion Berry	Level 8 & Up	Orange-Yellow

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