

JOICO
the **joi** of healthy hair

LUMISHINE®

REPAIR+ DEMI-PERMANENT LIQUID COLOR

SHOW BRASS WHO'S GLOSS

NEW! BLUE VIOLET, PLATINUM VIOLET & VIOLET GOLD SHADES

Get ready to shine the spotlight on blondes with **NEW** Blue Violet, Platinum Violet, and Violet Gold series—three cool shade extensions to your LumiShine Demi-Permanent Liquid palette! With this radiant range of violet-based hues, you'll eliminate unwanted warmth, impart a hint of icy iridescence, and unlock a brilliant spectrum of cool blonde tones: shimmering blondes, high-beam pearl blondes, gleaming taupe blondes, crystal-clear platinum blondes, and more.



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

- Delivers up to 2x the shine*
- Neutralizes unwanted brassy, yellow/orange tones
- 100% replenished hair**
- Ammonia-free
- Ideal viscosity for drip-free bottle application
- Versatile formula—corrects, glazes, glosses
- pH balanced for optimal color performance

Ideal When

- You want to refresh blonde hair that has gone brassy between lightening services
- You want to add a creamy, prismatic dimension to blonde hair
- You want to create pearly blondes without a hint of warmth
- You want the convenience of a pre-blended toner/gloss that allows you to create on-trend blonde looks with a hint of iridescence
- You want to counter unwanted warmth with a cool touch

NEW Blue Violet (BV)



7BV

9BV

10BV

NEW Platinum Violet (PV)



8PV

9PV

10PV

NEW Violet Gold (VG)



8VG

9VG

10VG

Swatch colors are shown on 100% white hair and are for representation only. Actual results may vary.

*vs. untreated damaged hair

**vs. haircolor without ArgiPlex

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LUMISHINE REPAIR+ DEMI-PERMANENT LIQUID DEVELOPER & LEVELS OF LIFT

DEVELOPER	LEVELS OF LIFT	PROCESSING TIME
 <p>5 Volume (1.5%) + LumiShine Demi-Permanent 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: 1:1 (equal parts color and 5 Volume LumiShine Developer). Best applied with a color applicator bottle. When mixing in a bottle, add developer first, then color and shake well.

TIMING: Process up to 35 MINUTES, depending on the desired result. Process 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 the scalp; massage well, work through hair lengths, then rinse thoroughly. After squeezing out excess moisture, apply K-PAK Color Therapy Conditioner to hair lengths; massage throughout hair, leave in for 1 minute, then rinse thoroughly. Towel-dry hair. Style as needed with your preferred Joico styling products.



FAQs

- Q:** How does a cool tone work with a gold tone in the **NEW** Violet Gold (VG) Series?
- A:** The cool violet (primary) tone allows for maximum refinement of unwanted yellow, while the gold (secondary) tone helps add reflection.
- Q:** What is the difference between the LumiShine V Series and the **NEW** PV Series?
- A:** The Platinum Violet (PV) shades are cooler violet than existing LumiShine V shades—ideal for platinum blonde clients who don't want to see any yellow or warmth come through.
- Q:** What is the main difference between LumiShine's **NEW** Blue Violet (BV) Series and LumiShine's Violet (V) Series?
- A:** The Blue Violet shades are pre blended with a blue-violet background to refine unwanted brassy tones; they are more cooling than the Violet shades, but not as silvery as the Blue Ash shades.
- Q:** When would I use the Blue Violet (BV) Series?
- A:** Blue Violet shades are ideal for creating cool, pearl blonde results on lighter tones. They are also a strong brass fighter on dark blondes when orange/yellow undertones are not desired.