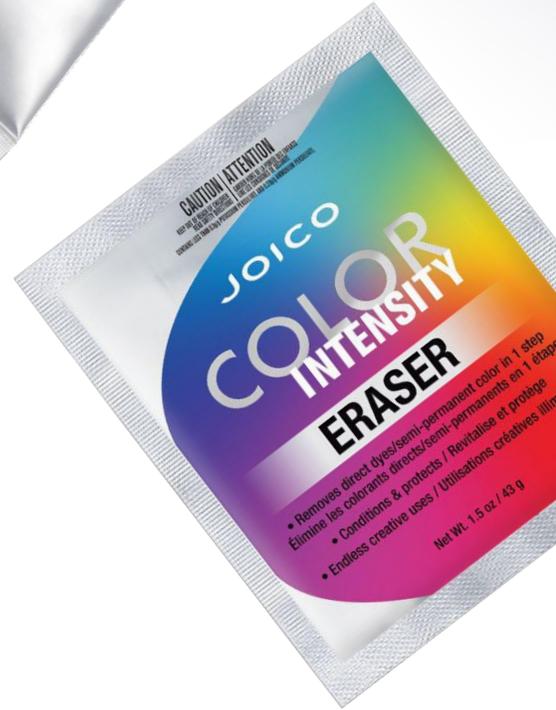


**JOICO**  
the **joi** of healthy hair



# COLOR INTENSITY®

PRODUCT KNOWLEDGE GUIDE

# CHASE THE RAINBOW

Discover a dazzling spectrum of bold, brilliant color with Joico® Color Intensity®—our intensely concentrated pigments designed to help you create wow-worthy results that last up to 20+ shampoos.\*

Color Intensity's intermixable formula can be applied straight from the tube, or mixed and mingled to your heart's content for endless creative possibilities. Bonus benefit: **NO DEVELOPER REQUIRED!**

## WHY YOU'LL LOVE IT

- Intense vibrancy that lasts up to 20+ shampoos\*
- Helps reconstruct with Quadramine® Complex for healthy-looking hair after every color service
- Naturally conditioning Kukui Nut Oil leaves hair silky smooth and shiny
- Intermixable shades = endless creative possibilities

## DIFFERENT STROKES FOR DIFFERENT LOOKS

- Horizontal slices = Maximum color visibility on the surface
- Vertical slices = Minimal bursts of color
- Diagonal slices = Visible-yet-diffused color effect
- Mix-and-match foil placement = Very dramatic results
- Clear Mixer allows you to control the intensity of each shade

## EASY DOES IT

**Step 1:** Apply to clean, dry hair (¼-inch from the scalp).

**Step 2:** Process for 20 minutes.

**Step 3:** Rinse well with cold water for several minutes, rinsing each color separately.

**Step 4:** Shampoo with K-PAK® Color Therapy. Apply K-PAK Cuticle Sealer, then rinse. Finish with K-PAK Hydrator.

- Do not mix with Vero K-PAK Color, Vero K-PAK Chrome, LumiShine, or Blonde Life shades.
- Wear gloves to avoid staining.
- After lightening, tone hair with Vero K-PAK Color, Vero K-PAK Chrome, LumiShine Demi-Liquid, LumiShine Demi-Permanent, or Blonde Life Quick Tone shades to create the ideal base for vibrancy.

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

## SHADE PALETTE

### BOLD SHADES

Intense vibrancy that lasts up to 20+ shampoos\*

PL =  
PRELIGHTEN



### METALLIC SHADES

Lustrous, multidimensional metallics that last up to 15 shampoos\*



### POWER PASTEL SHADES

Creamy, luxurious pastels that last up to 10 shampoos\*



### PEARL PASTEL SHADES



### LOVE AURA SHADES



### CLEAR MIXER



# MIXOLOGY

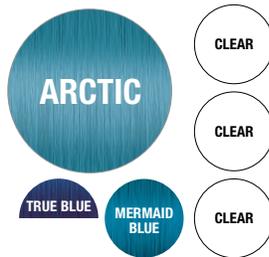
## CUSTOM FORMULAS



3 PARTS SILVER ICE  
+  
1 PART ROSE GOLD



1 PART LILAC  
+  
2 PARTS ROSE



3 PARTS CLEAR  
+  
1 PART MERMAID BLUE  
+  
½ PART TRUE BLUE



1 PART LIGHT PURPLE  
+  
2 PARTS PINK



3 PARTS SILVER ICE  
+  
1 PART TRUE LAV  
+  
1 PART CLEAR



1 PART SAPPHIRE BLUE  
+  
2 PARTS INDIGO



# ERASE WITH EASE



## COLOR INTENSITY® ERASER LIFTS DIRECT DYES/ SEMI-PERMANENT COLOR IN 30 MINUTES OR LESS.

Color-obsessed clients? Color Intensity Eraser makes color changes quick and easy, without sacrificing hair's healthy-looking gleam or condition! In 30 minutes or less, our brilliant K-PAK Keratin-enriched formula lifts direct dyes, leaving strands prepped and ready for their next color transformation.

### HERE'S WHY YOU'LL LOVE IT

- Easy, one-step direct dye removal in 30 minutes or less
- Creamy, drip-free formula is a breeze to apply and stays put through processing
- Helps condition and protect hair during lifting for healthy-looking results\*

\* Follow with the K-PAK Color Therapy regimen

## THE HOW-TO

**Color Intensity Eraser** is mixed with water (H<sub>2</sub>O), or 10 (3%) or 20 (6%) Volume Veroxide® or LumiShine® developer. Mix one full Color Intensity Eraser packetette with 3 oz of H<sub>2</sub>O, or 10 (3%) or 20 (6%) developer. Using a color brush, apply ONLY to hair that has been prelightened and treated with direct dyes or semi-permanent haircolor. Process for up to 30 minutes at room temperature, checking every 5 minutes until desired result is achieved. Thoroughly rinse Color Intensity Eraser from the hair, shampoo with K-PAK® Color Therapy Shampoo, then follow with a second color application. Conclude with K-PAK Cuticle Sealer (optional) and K-PAK Color Therapy Conditioner. Always do a strand test first.

**NOTE:** Only recommended for direct dye / semi-permanent haircolor removal. Color Intensity Eraser will lift natural pigment.

## WHEN TO USE

**Color Intensity Eraser** should be used to deactivate direct dye / semi-permanent color. It should NOT be used to prelighten hair before a Color Intensity service. For prelightening before an initial Color Intensity service, use a Joico lightener (Blonde Life® Lightening Powder, Blonde Life Crème Lightener, or Verolight®) to lift hair to the appropriate level to support your Color Intensity shade or design. Eraser should only be used following a proper consultation to assess hair's condition, elasticity, and porosity.\*\* Do not exceed more than 1 application within a 24-hour period.

\*\* Always perform a strand test first

MIX WITH	COLOR INTENSITY REMOVAL CHART
WATER (H <sub>2</sub> O)	
10 VOLUME (3%)	
20 VOLUME (6%)	

# DEFYDAMAGE®

OUR NEXT  
GENERATION  
OF **BOND  
BUILDING**  
backbar treatment



## DEFY DAMAGE® | pro series

BOND-BUILDING DAMAGE PREVENTION & COLOR PROTECTION

### DEFY DAMAGE AND DELIVER STUNNING RESULTS WITH EVERY COLOR INTENSITY SERVICE!

Working in tandem to protect hair pre- and post-chemical services, this treatment duo blankets hair with a damage shield that helps safeguard strands from the negative effects of coloring, texturizing, and lightening services.



#### DEFY DAMAGE PROSERIES 1 Bond-Protecting Color Optimizer Spray

This bond protector instantly helps shield hair from chemical service damage, improves color deposit, and provides greater, more even lift when lightening.



#### DEFY DAMAGE PROSERIES 2 Bond-Strengthening Color Treatment

This intensive treatment helps strengthen bonds and hydrates for damage-resistant\*, healthy-looking hair in just one use.

\*Against combing breakage vs. untreated damaged hair.



#### DEFY DAMAGE PROSERIES 1

- SHAKE CAN VIGOROUSLY. Apply to dry hair before color service.
- Starting at the back of the head, spray onto two-inch horizontal sections of hair in short bursts.
- Continue this application method until all sections have been treated.
- If you have sections of hair that are more damaged than others, you may reapply ProSeries 1 to those areas for added protection.

#### COLOR APPLICATION

- Apply Color Intensity formula of your choice and process as usual.
- Comb through hair to ensure complete and even distribution.
- Rinse hair thoroughly.
- Shampoo hair with Defy Damage Protective Shampoo.

#### DEFY DAMAGE PROSERIES 2

- Apply to damp hair. Leave in for 5 minutes. Rinse.

# DEFYDAMAGE®

OUR NEXT  
GENERATION  
OF **BOND  
BUILDING**  
at-home care



Worried about thermal, chemical, or environmental damage? Our Defy Damage collection has you covered! With a transformative treatment that delivers stunning salon results, plus at-home care designed to help boost each strand's resistance to breakage and color fade, Joico puts powerful bond-building protection right into your hands.



### DEFY DAMAGE PROTECTIVE SHAMPOO

With a luxurious lather free of SLS/SLES sulfates\*, this bond-building cleanser swiftly sloughs away dirt, impurities, and buildup without roughing up the hair cuticle or stripping color.

\*Sodium Lauryl Sulfate/Sodium Laureth Sulfate



### DEFY DAMAGE PROTECTIVE CONDITIONER

A bond-building conditioner that helps replenish moisture and build resilience every day—without weighing hair down.



### DEFY DAMAGE PROTECTIVE MASQUE

This intensive treatment goes deep to infuse hair with a bond-strengthening defense system. The result? Less breakage, protection from heat styling, color longevity, instant softness and shine—a transformation you see and feel on contact.



### DEFY DAMAGE PROTECTIVE SHIELD

A damage-defense hero that shields hair from the ravages of daily styling, UV exposure, and environmental pollution\*. Used prior to styling, hair is fortified inside and out.

\*Laboratory tested using pollution particles



### DEFY DAMAGE SLEEPOVER™ OVERNIGHT NOURISHING TREATMENT

Rise and shine with a bedtime bond-strengthener that nourishes hair while you sleep. With a brilliant formula that fortifies bonds through the night, our no-rinse treatment delivers soft, shiny, visibly healthy strands by morning.



### DEFY DAMAGE INVINCIBLE FRIZZ-FIGHTING BOND PROTECTOR

Our multi-tasking conditioning spray that nourishes hair with an invisible cloak of protection against humidity, thermal damage, and pollution\*. Delivering a hint of holding power and a soft, silky glow, this fine mist is the last stop on your journey to frizz-free hair.

**JOICO**  
the **joi** of healthy hair

**COLORFUL**

IT'S A  
**COLORFUL**  
LIFE — MAKE  
IT LAST!



Dye-ing to preserve that fierce, fabulous, vibrant color long after your salon visit? Commit for the long haul with Joico Colorful. Formulated with nourishing Camellia Oil and Pomegranate Fruit Extract, our anti-fade collection helps provide shine, strength, and protection from color-fading elements. It's a brilliant and beautiful trio that keeps you true-to-hue.



**COLORFUL  
ANTI-FADE SHAMPOO**

A gentle cleanser, free of SLS/SLES sulfates\*, that takes out what you DON'T want, and leaves behind everything you DO! With Joico Colorful Anti-Fade Shampoo, daily buildup and debris are gently washed away; while it preserves the long-term vibrancy and intensity of gorgeous haircolor.

\*Sodium Lauryl Sulfate/Sodium Laureth Sulfate



**COLORFUL  
ANTI-FADE CONDITIONER**

This brilliantly hydrating, daily conditioner does a delicate balancing act on color-treated hair—infusing strands with softness and shine\*, while cloaking hair with true and steady protection against the big fade.

\*When using Colorful as a system



**COLORFUL  
GLOW BEYOND ANTI-FADE SERUM**

Imagine an instant, noticeable, stunning hit of vibrancy—the kind of punch that boosts the brilliance of haircolor. That's what you get with Glow Beyond, the anti-fade serum that puts the spotlight on radiance, while helping to protect hair against harsh, color-fading UV rays. Formulated with rich Camellia Oil and Pomegranate Fruit Extract, this glossing serum highlights and helps prolong the freshness of fabulous haircolor.

**JOICO.COM**      

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