

JOICO
the **joi** of healthy hair

BLONDELIFE®
SILVERLIGHT LIGHTENING POWDER

STEEL THE SPOTLIGHT

NEW!



Get ready to **steel** the spotlight with **NEW Blonde Life® SilverLight Lightening Powder!** This lightener helps prime hair while processing, setting the stage for on-trend, cool blonde tones.

Our cool-as-can-be formula, infused with **Charcoal**, helps neutralize brassiness during the processing phase, all while providing the same stunning 9+ levels of lift you expect from Blonde Life.



HAIR & COLOR: Laura Gibson, Joico Global Artistic Director of Haircolor

Lightening Formula (new growth): Blonde Life SilverLight Lightening Powder with 20 Vol. Blonde Life Coconut Oil Developer

Root Tap Formula: LumiShine Demi-Permanent Liquid 5N + 6NB with 5 Vol. LumiShine Developer

Gloss Formula: Blonde Life Demi Gloss 9BV with 5 Vol. Blonde Life Coconut Oil Developer

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Keep your cool with these benefits!

- **Helps prime hair while processing to prepare for cool/silver blondes**
- **Charcoal-infused formula helps counteract brassiness while processing hair**
- **Lifts and primes while processing for cool blondes**
- Delivers up to 9+ levels of fast-acting lift
- Does not transfer when rinsing
- Protects hair and reduces styling breakage by over 54%*
- Strengthens hair, making it 2x more resistant to breakage*
- Ideal when paired with cool/neutral Blonde Life Demi Gloss shades

*Against combing breakage on damaged hair, when used with Blonde Life Brightening Masque vs. a non-conditioning bleach

Ingredient Story

To give blondes the VIP treatment they deserve and demand, all Blonde Life products are formulated with our signature blend of Monoi and Tamanu Oils and their essential fatty acids.

Charcoal—sourced from coconut shell, helps counteract brassiness while processing.

Bond-Building Arginine—a naturally occurring amino acid, known for its bond-building properties.

Directions



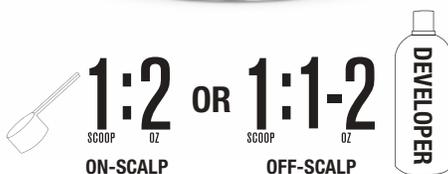
ON-SCALP: Mix **1 scoop** (20g) of Blonde Life SilverLight with **2 fl oz (60 ml)** of 10 (3%) or 20 (6%) Volume Joico Developer of your choice. DO NOT USE 30 (9%) or 40 (12%) Volume for ON-SCALP mixtures.

OFF-SCALP: Mix **1 scoop** (20g) of Blonde Life SilverLight with **1 fl oz (30 ml)- 2 fl oz (60 ml)** of 10 (3%), 20 (6%), 30 (9%), or 40 (12%) Volume Joico Developer of your choice.

TIMING: Process for up to 60 minutes or until the desired lift is achieved. DO NOT USE HEAT.

POST-LIGHTENING SERVICE: Shampoo from hair with Blonde Life Brightening Shampoo and follow with Blonde Life Brightening Masque.

PRO TIP: Use Blonde Life Violet Shampoo to help neutralize any brassy tones before the final gloss.



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FAQs

Q: What is the difference between Blonde Life SilverLight and the existing Blonde Life powder?

A: SilverLight is a new product that helps refine unwanted brassiness while processing, making it ideal for achieving neutral or cool tones. The existing Blonde Life powder, on the other hand, does not specifically target brassiness but still provides up to 9+ levels of lift. For the coolest blonde results, we recommend using the new Blonde Life Titanium and Blue Violet Demi Glosses in combination with SilverLight.

Q: Is this lightener a 'lift & tone' product?

A: SilverLight lifts up to 9+ levels and is designed to help prime the hair and counteract brassiness while processing. It is not designed for toning purposes. Its main function is to help counteract brassiness during processing when cool tones are desired. For toning purposes, we recommend using Blonde Life Demi Glosses to achieve a professional result.

PRO TIP: Use Blonde Life Violet Shampoo before the gloss application to help neutralize brassy tones.

Q: Why is the powder a silver color?

A: SilverLight is formulated with charcoal to help neutralize brassiness while processing. The silver color helps to prime the hair, setting the stage for cool blonde tones.

Q: Do I need to use this lightener with 40 Volume developer to achieve a silver blonde?

A: The choice of developer depends on various factors such as the client's starting level, color history, hair texture, and overall hair health. We recommend using your professional judgment when formulating.

Q: How do I know that I have achieved the blonde level I need?

A: We recommend wiping product off a small strand of hair to check before rinsing. This will ensure that you have reached your desired level of lift.



HAIR & COLOR: Jeannetta Walker-Rodgers, Joico Global Technical Director

Lightening Formula: Blonde Life SilverLight Lightening Powder with 5 Vol. Blonde Life Coconut Oil Developer (moving up to 20 Vol.)

Gloss Formula: Blonde Life Demi Gloss $\frac{3}{4}$ 9T + $\frac{1}{4}$ 10T with 5 Vol. Blonde Life Coconut Oil Developer