

**JOICO**  
the joi of healthy hair



**LUMISHINE®**  
REPAIR+ Permanent Crème Color

# NEW! MOCHA (M) AND NATURAL BEIGE (NB) SERIES

Craving rich, beautiful color that's brimming with luscious shine? Indulge in NEW **Mocha** and **Natural Beige** permanent shades from LumiShine. These intermixable crème shades open up a world of tempting possibilities for both brunette and blonde hair, all while providing 100% gray coverage, built-in bond-building, and nourishing protection.\* Delicious on so many levels!



**BEFORE**



**HAIR & COLOR:** Laura Gibson, Joico Global Artistic Director of Haircolor  
**Colormelt Formula:** LumiShine Permanent 5M Mocha + 5 Vol. LumiShine Developer  
**Highlight Formula:** LumiShine Permanent 7NB Natural Beige + 40 Vol. LumiShine Developer  
**Lowlight Formula:** LumiShine Permanent 5M Mocha + 5 Vol. LumiShine Developer

\* When followed with K-PAK Color Therapy Shampoo and Conditioner

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## MOCHA

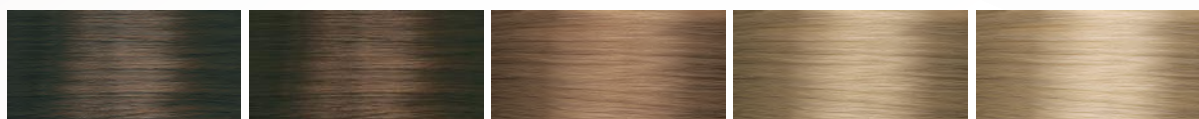


3M / 3.037

5M / 5.037

6M / 6.037

## NATURAL BEIGE



5NB / 5.072

6NB / 6.072

7NB / 7.072

9NB / 9.072

10NB / 10.072

## Brewing with benefits!

- **Mocha shades add rich, warm chocolate-brown dimension to brunette hair**
- **Mocha shades help achieve caramel mocha to mocha latte hues while covering gray**
- **Natural Beige shades help neutralize warmth for neutral beige blonde and brunette results**
- **Natural Beige shades can be customized to cover gray and highlight**
- Delivers up to 2x the shine\*
- Reduced breakage and restrengthened hair\*\*
- 100% replenished hair\*\*\*
- Nourishes and protects hair, sealing in moisture, softness and shine for up to 30 shampoos\*\*\*\*
- Delivers color longevity and vibrancy
- Offers 100% gray coverage
- Low-ammonia formula
- Delivers healthy-looking hair results
- Optimal viscosity for bowl + brush or bottle application
- PETA-certified, animal test-free formula

\* vs. untreated damaged hair

\*\* Combing breakage on damaged hair with K-PAK® Color Therapy Shampoo and Conditioner vs. non-conditioning shampoo

\*\*\* vs. haircolor without ArgiPlex

\*\*\*\* When followed with K-PAK Color Therapy Shampoo and Conditioner

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## Ingredient Story

No more sacrificing healthy hair for brilliant, rich color. Our low-ammonia formula with bond-building ArgiPlex™ Technology strengthens strands with every color service. The result? Less breakage\*, long-lasting vibrancy, and hair looks healthy with up to 2x more shine.\*\*

**Quadramine® Complex:** Our exclusive blend of low molecular weight and size proteins (MWS 150-2500) adhere quickly to help reconstruct from cuticle to cortex.

**Bond-Building ArgiPlex™ Technology:** ArgiPlex helps to protect hair and reduce breakage\*. ArgiPlex contains Arginine, a naturally occurring amino acid crucial to hair's strength.











\* Combing breakage on damaged hair with K-PAK® Color Therapy Shampoo and Conditioner vs. non-conditioning shampoo

\*\* vs. untreated damaged hair

## Directions

**Mixing:** 1:1 (equal parts color and the appropriate Volume LumiShine Developer). Best applied with a color applicator bottle or with a bowl and brush. When mixing, add developer first, then color and mix well.

**Timing:** Process 35–45 minutes, depending on the desired result.

DEVELOPER	LEVELS OF LIFT	PROCESSING TIME
 <b>10 Volume (3%) +</b> LumiShine Permanent Crème Color	Up to 1 level	 <b>35 minutes.</b> Do not use heat.
 <b>20 Volume (6%) +</b> LumiShine Permanent Crème Color	Up to 2 levels	 <b>35 minutes.</b> Do not use heat.  <b>Up to 45 minutes for gray coverage.</b> Do not use heat.
 <b>30 Volume (9%) +</b> LumiShine Permanent Crème Color	Up to 3 levels	 <b>35 minutes.</b> Do not use heat.
 <b>40 Volume (12%) +</b> LumiShine Permanent Crème Color	Up to 4 levels	 <b>35 minutes.</b> Do not use heat.  <b>Up to 60 minutes for High Lift "XL" shades.</b> Do not use heat.

**Post-Color Service:** Rinse thoroughly. Acidify with K-PAK Professional Cuticle Sealer, rinse. Apply K-PAK Color Therapy Shampoo to the scalp and massage well. Work through hair lengths. Rinse thoroughly. Squeeze out excess water. Apply K-PAK Color Therapy Conditioner to hair lengths after squeezing out excess moisture. Massage throughout hair and leave in for 1 minute. Rinse thoroughly. Towel-dry hair. Style as needed with your preferred Joico styling products.

## FAQs

**Q: How are the shade families NV (Natural Violet) and NB (Natural Beige) different in LumiShine?**

A: Natural Violet has a cooler result than Natural Beige.

**Q: How do NWB (Natural Warm Beige) shades differ from NB (Natural Beige) shades?**

A: Natural Warm Beige shades produce warmer results.

**Q: What tone result should I expect from the M (Mocha) shades?**

A: Expect rich chocolate hues with warmth.

**Q: Do these Mocha and Natural Beige shades cover gray?**

A: Yes, both shade families are pre-blended to cover gray.

