

NEW

JOICO
the **joi** of healthy hair

LUMISHINE®

YOUTHLOCK

REPAIR+ PERMANENT CRÈME COLOR

NEW NNWC
+ NNW SERIES

BALANCED WARMTH WITH
100% GRAY COVERAGE—
GLOWING NUDES & TOASTY COPPER

Warm up those gray days with all-new NNWC and NNW shades that deliver 100% coverage and a world of glowing possibilities! With Natural Natural Warm and Natural Natural Warm Copper shades from LumiShine® YouthLock—Joico’s permanent crème color formulated with our signature blend of Collagen, Buriti Oil and Arginine—you’ll put gray into hiding, lock in the look and feel of younger hair, and unlock a toasty and tempting new palette: balanced nude tones for blondes and brunettes, plus warm natural tones kissed with a subtle flow of burnished copper.

The Fountain of Youth in Every Tube

Joi & Benefits!

Experience **5 FLAWLESS FEATURES** to help lock in hair’s youth:

- **GRAYING HAIR:** Lock in 100% gray coverage
- **LACKLUSTER HAIR:** Lock in body, movement, and bounce*
- **COARSE HAIR:** Lock in manageability, noticeable smoothness, and increased softness**
- **DULL HAIR:** Lock in radiance with up to 2x the shine***
- **DRY HAIR:** Lock in hydration and help prevent breakage****

Ideal When:

- You’re looking for glowing nudes for blondes and brunettes, as well as natural tones kissed with copper
- You want 100% gray coverage with long-lasting color confidence
- You want to unlock hair radiance and shine
- You want to seal and smooth the cuticle/outer layer of hair
- You want to reduce signs of damage
- You’re looking for manageability and smooth-feeling hair texture
- You want color longevity and vibrancy

STONE	NUMBER/LETTER	DESCRIPTION
Natural Natural Warm Copper	0.0074	Natural Natural Warm Copper (NNWC) series shades feature a natural tone with warm copper undertones and opacity for complete gray coverage.
Natural Natural Warm	0.0077	Natural Natural Warm (NNW) series shades feature natural tones with a hint of warm reflection and opacity for complete gray coverage.



Natural Natural Warm Copper (NNWC)



Natural Natural Warm (NNW)



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

* With K-PAK® Color Therapy™ Shampoo and Conditioner

** With K-PAK Color Therapy Shampoo and Conditioner on damaged hair

*** vs. untreated damaged hair

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

Let's Look Inside

Our exclusive formula with Collagen, Buriti Oil, and Arginine helps hair feel rejuvenated while locking in your hair's youthful and healthy-looking appearance. It is also formulated with LumiShine's bond-building ArgiPlex™ Technology for healthy-looking hair results.

BURITI FRUIT OIL: Formula crafted with Buriti Fruit Oil helps add shine and leaves hair feeling moisturized.

BOND-BUILDING ARGIPLEX™: ArgiPlex helps to protect hair and reduce breakage* in every single treatment; reinforced locks also reduce the signs of damage and aging. ArgiPlex contains Arginine, a naturally occurring amino crucial to hair's strength.

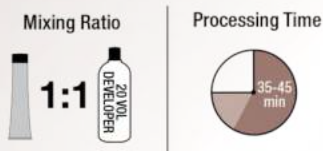
QUADRAMINE® COMPLEX: Our exclusive blend of low molecular weight and size proteins (MWS 150-2500) adhere quickly to help reconstruct from cuticle to cortex. The result? Healthy-looking hair after each LumiShine color service.

OUR SIGNATURE CONDITIONER: This conditioning shield surrounds the hair shaft to nourish and protect color-treated hair for up to 30 shampoos,* sealing in moisture, softness, and shine.

Now Let's Use It...

Keep youthful looking hair on your side with radiant, lustrous shades offering 100% gray coverage and a complete healthy-looking hair protection plan. Deliver shiny, strengthened, restored hair with the dependability of LumiShine Permanent Crème Color.

MIXING INSTRUCTIONS:



LumiShine YouthLock Permanent Crème Color is mixed 1:1 (equal parts color and 20 Volume LumiShine Developer).

Apply with a color applicator bottle, or bowl and brush. When mixing in a bottle, add developer first, then add color, and shake well.

DEVELOPER: Process 35-45 minutes for gray coverage.

SHADE	GRAY BLENDING ON			DEVELOPER	TIMING
	25% GRAY HAIR	50% GRAY HAIR	75%-100% GRAY HAIR		
Natural Natural Warm Copper	100%	100%	100%	20 Volume (6%)	35-45 minutes at room temperature
Natural Natural Warm	100%	100%	100%	20 Volume (6%)	35-45 minutes at room temperature

POST-COLOR SERVICE

Rinse thoroughly until water runs clear. Apply K-PAK® Color Therapy Shampoo to 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 preferred Joico styling products.

DEFY DAMAGE SERVICE

For damage protection, use with Joico Defy Damage ProSeries 1 before color service and Joico Defy Damage ProSeries 2 for a post-color service treatment.



* Combing breakage on damaged hair vs. non-conditioning shampoo
 ** When followed with K-PAK® Color Therapy™ Shampoo & Conditioner

FAQ

Q: Can these shades be mixed with other LumiShine Permanent Crème shades?

A: Yes, they can be intermixed with any LumiShine Permanent Crème Color shade.

Q: What developer is recommended for use with LumiShine YouthLock shades?

A: 20 Volume LumiShine Developer should be used for optimal gray coverage.

Q: Are the new LumiShine YouthLock shades ONLY for gray hair?

A: No! In addition to providing radiant, believable gray coverage, YouthLock shades also help lock in the look and feel of younger hair with every color service.

Q: Can I use the new LumiShine YouthLock NNWC and NNW shades on resistant/stubborn gray hair?

A: Yes! YouthLock is designed with opacity to lock in 100% gray coverage on even resistant gray hair.







Q: What LumiShine Demi-Permanent Liquid shade family is recommended for refreshing faded ends when using the YouthLock NNWC shade series?

A: The LumiShine NC Series delivers a hint of copper that is ideal to refresh faded ends.

Q: What LumiShine Demi-Permanent Liquid shade family is recommended for refreshing faded ends when using the YouthLock NNW shade series?

A: The LumiShine NW Series delivers a hint of warmth that is ideal to refresh faded ends.



JOICO.COM      

JOICO
the **joi** of healthy hair

LUMISHINE®

YOUTHLOCK

REPAIR+ PERMANENT CRÈME COLOR

NEW NNG SERIES



The Fountain of Youth in Every Tube

100% GRAY COVERAGE IN 7 NEW SUNLIT SHADES



10NNG / 10.003



9NNG / 9.003



8NNG / 8.003



7NNG / 7.003



6NNG / 6.003



5NNG / 5.003



4NNG / 4.003

Unlock hair's youth potential with **NEW Natural Natural Gold** shades from **LumiShine® YouthLock**, Joico's first collagen-infused permanent crème color. 100% gray coverage goes gorgeous with seven Natural Natural Gold shades that infuse hair with youthful tones with a hint of gold—the kind of warmth that shines inside and out.

Harnessing the fountain of youth-like properties of **Collagen**—known to keep skin youthfully plump and improve skin elasticity and hydration—this formula **helps revitalize strands and lock in the look and feel of younger-looking hair.**

YOUTHLOCK

REPAIR+ PERMANENT CRÈME COLOR

jo! & Benefits!

Experience **5 FLAWLESS FEATURES** to help lock in hair's youth:

- **GRAYING HAIR:** Lock in 100% gray coverage
- **LIFELESS HAIR:** Lock in body, movement, and bounce*
- **COARSE HAIR:** Lock in manageability, noticeable smoothness, and increased softness**
- **DULL HAIR:** Lock in radiance with up to 2X the shine***
- **DRY HAIR:** Lock in hydration and help prevent breakage****

Tone	Number/ Letter	Description
Natural Natural Gold	.003/NNG	Natural Natural Gold (NNG) Series shades feature a natural base with warm gold undertones and increased opacity for complete gray coverage.



Perfect when:

- You want 100% gray coverage with long-lasting color confidence
- You want to unlock hair radiance and shine
- You want to seal and smooth the cuticle/outer layer of hair
- You want to reduce signs of damage
- You're looking for manageability and smoother-feeling hair texture
- You want color longevity and vibrancy

Let's Look Inside...

This exclusive elixir contains a signature blend of Collagen, Buriti Oil, and Arginine to help hair feel rejuvenated while locking in your hair's youthful and healthy-looking appearance. Also formulated with LumiShine's Bond-Building ArgiPlex™ Technology for healthy-looking hair results.

COLLAGEN

Collagen-infused formula helps to restore strength and hydration to aging, fragile strands for healthy-looking hair.

BURITI FRUIT OIL

Helps add gloss, shine, and moisture to hair, helping to leave hair feeling moisturized.

BOND-BUILDING ARGIPLEX

ArgiPlex helps to protect hair and reduce breakage* in every single treatment; reinforced locks also reduce the signs of damage and aging. ArgiPlex contains Arginine, a naturally occurring amino crucial to hair's strength.



QUADRAMINE® COMPLEX

Our exclusive blend of low molecular weight and size proteins (MWS 150-2500) adhere quickly to help reconstruct from cuticle to cortex. The result? Healthy-looking hair after each LumiShine color service.

PATENTED CONDITIONER

This conditioning shield surrounds the hair shaft to nourish and protect color-treated hair for up to 30 shampoos,* sealing in moisture, softness, and unprecedented shine.

* With K-PAK® Color Therapy™ Shampoo and Conditioner

** With K-PAK Color Therapy Shampoo and Conditioner on damaged hair

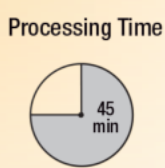
*** vs. untreated damaged hair

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

Now Let's Use It...

Keep youthful looking hair on your side with 20 radiant, lustrous shades offering 100% gray coverage and a complete healthy-looking hair protection plan. Deliver shiny, strengthened, restored hair with the dependability of LumiShine Permanent Crème Color.

Mixing Instructions:



LumiShine Permanent Crème Color is mixed 1:1 (equal parts color and appropriate Volume LumiShine Developer)
Apply with a color applicator bottle, or bowl and brush. (When mixing in a bottle, add developer first, then add color, and shake well.)
Process for 35-45 minutes for gray coverage.

SHADE	GRAY BLENDING ON 25% GRAY HAIR	GRAY BLENDING ON 50% GRAY HAIR	GRAY BLENDING ON 75%-100% GRAY HAIR	DEVELOPER	TIMING
Natural Natural Gold	100%	100%	100%	20 Volume (6%)	35-45 minutes at room temperature

POST-COLOR SERVICE

Rinse thoroughly. Acidify with K-PAK Professional Cuticle Sealer, rinse. Apply K-PAK Color Therapy Shampoo to 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 5 minutes. Rinse thoroughly. Towel-dry hair. Style as needed with preferred Joico styling products.

DEFY DAMAGE SERVICE

For damage protection, use with Joico Defy Damage ProSeries 1 before color service and Joico Defy Damage ProSeries 2 for a post-color service treatment.

FAQ

Q: What is the difference between NG and the new NNG series in shade behavior?

A: You can expect the same great background tones in both shade families. The NEW NNG series offers enhanced gray coverage and modern technology for youthful, healthy, shiny-looking hair.

Q: Can these shades be mixed with other LumiShine Permanent Crème shades?

A: Yes, they can be intermixed with any LumiShine Permanent Crème Color.

Q: What developer is best to use with new YouthLock?

A: 20 Volume LumiShine Developer should be used for optimal gray coverage.

Q: Is the new YouthLock palette ONLY for gray hair?

A: No! In addition to providing radiant, believable gray coverage, YouthLock also helps reduce the signs of aging hair with every color service.

Q: Is YouthLock's new NNG series darker than the NG shades in the original LumiShine Permanent Crème palette?

A: The new YouthLock shades have more opacity; you can expect results that are half to one level deeper in opacity.