

Joico Color Intensity

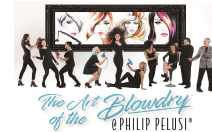
PHILIP PELUSI®
A Cut Above the Rest®

NEXT GEN MEN
@PHILIP PELUSI®

TeX-DERITY

THE COLOR GROUP @ PHILIP PELUSI®
We Paint Hair™

Volumetric®
by Philip Pelusi



onsultation
Power



Directions:

- Apply to Clean Dry Hair $\frac{1}{4}$ inch from the scalp
- Process for 20 Minutes
- Rinse well for several minutes, rinsing different colors separately
- Wear gloves to avoid staining
- No Developer



Ruby Red



Red



Fiery Coral



Orange



Yellow



Peacock Green



Mermaid Blue



Sapphire Blue



Cobalt Blue



Indigo



Amethyst Purple



Light Purple



Orchid



Magenta



Pink



Hot Pink



Soft Pink



Titanium



Black Pearl



Clear



Lilac



Mint



Peach



Rose



Sky



Metallic Bronze



Metallic Mauve Quartz



Metallic Moonstone



Metallic Pewter



Metallic Violet

JOICO

COLOR
INTENSITY



LOVE TO COLOR ON THE BRIGHT SIDE?

DISCOVER A DAZZLING SPECTRUM OF BOLD, BRILLIANT COLOR WITH JOICO® COLOR INTENSITY—our intensely concentrated pigments designed to help you create over-the-top vibrancy that lasts up to 15 shampoos.

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



**NO
DEVELOPER
REQUIRED**

Do not mix with Vero K-PAK Color or Vero K-PAK Chrome shades. Wear gloves to avoid staining.

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

PERFECT LIGHTENING

Follow our color pros' guidelines for maximum color vibrancy.

RECOMMENDED PRELIGHTENING GUIDE

COLOR INTENSITY SHADE	PRELIGHTENED HAIR LEVEL
Light Purple, Soft Pink, Titanium, Rose, Sky, Mint, Peach, Lilac, Moonstone, Mauve Quartz, Pewter, Violet	Level 10
Orchid, Pink, Black Pearl, Mermaid Blue, Yellow, Hot Pink, Peacock Green, Bronze	Level 9
Cobalt Blue, Sapphire Blue, Fiery Coral, Orange, Indigo, Amethyst Purple, Ruby Red, Magenta, Red	Level 7 and lighter

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COLOR INTENSITY

CONVERSION CHART

PRAVANA VIVID	JOICO COLOR INTENSITY
Clear	Clear
Silver	½ Clear + ½ Titanium
Orange	Orange
Yellow	Yellow
Green	Peacock Green
Blue	Sapphire Blue
Violet	Amethyst Purple
Wild Orchid	½ Ruby Red + ½ Pink
Red	Red
Magenta	½ Magenta + ½ Pink
Pink	Pink
Locked-in Red	½ Red + ½ Orange
Locked-in Pink	Pink
Locked-in Purple	Light Purple
Locked-in Blue	¼ Cobalt Blue + ¾ Clear
Locked-in Yellow	Yellow
Locked-in Teal	Mermaid Blue
Blissful Blue	½ Sky Blue + ½ Clear
Too Cute Coral	½ Peach + ¼ Rose + ¼ Clear
Luscious Lavender	¾ Lavender + ¼ Clear
Pretty in Pink	½ Rose + ½ Clear
Mystical Mint	Mint Green
Neon Pink	Hot Pink

RUSK DEEP SHINE DIRECT	JOICO COLOR INTENSITY
Orange	¾ Orange + ¼ Fiery Coral
Red	Red
Pink	Hot Pink
Merlot	¾ Ruby Red + ¼ Amethyst
Yellow	Yellow
Blue	½ Mermaid Blue + ½ Cobalt Blue
Purple	Light Purple

CHI CHROMASHINE	JOICO COLOR INTENSITY
Pastel Pink	Rose
Hot Fushia	½ Hot Pink + ½ Soft Pink
Pure Pink	Soft Pink
Rich Blue	¾ Cobalt + ¼ Sapphire
Pastel Orange	½ Peach + ½ Orange
True Teal	¾ Peacock + ¼ Mermaid Blue
Chi Red	½ Red + ½ Ruby Red
Pastel Green	⅞ Mint Green + ⅛ Yellow
Pastel Blue	½ Sky Blue + ¼ Mint + ¼ Cobalt Blue

JOICO



COLOR
INTENSITY

5 METALLIC SEMI-PERMANENT SHADES

NEW
**METALLIC
MUSE**
COLLECTION

WHAT HAPPENS WHEN REFLECTIVE METALS
MEET COLOR INTENSITY? INSTANT ATTRACTION!

Introducing Joico Color Intensity Metallic Muse
Collection, five new impossible-to-resist shades
that perfectly mimic the muted luster of
liquid metal.

Think fresh, modern, multidimensional cool-
and warm-toned metallized hues such as:



MOONSTONE



VIOLET



BRONZE



MAUVE QUARTZ



PEWTER

JOICO

NEW COLOR INTENSITY ERASER

DIRECT DYE/SEMI-PERMANENT COLOR REMOVER



ERASE WITH EASE

Pastels or brights? Unicorn or Pinwheel technique? Which hot new haircoloring trend will your clients jump on next? Thanks to Joico's **NEW** Color Intensity Eraser, color-obsessed clients can now change their custom color quickly and easily while leaving locks gleaming in healthy condition! In 30 minutes or less, our brilliant K-PAK® Keratin-enriched formula lifts direct dyes, leaving hair ready (and *joyfully* waiting) for its next color transformation.

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
- Cuticle-nourishing K-PAK® proteins help condition & protect hair during lifting, for healthier post-service results*

TECH SAVVY

Arginine: Vital amino acid helps boost lifting power and guard against breakage.

K-PAK Keratins: Hair-identical proteins help protect hair's integrity.

THE HOW-TO

Color Intensity Eraser is mixed with 20 Volume (6%) Veroxide® or LumiShine™ Developer.

In a non-metallic bowl, mix one full Color Intensity Eraser packette with 3 oz of 20 (6%) Volume Veroxide or LumiShine 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 K-PAK Cuticle Sealer (optional) and K-PAK Color Therapy Conditioner.

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

FAQ

Q. Does Color Intensity Eraser remove all Color Intensity shades?

A. Yes! Color Intensity Eraser is designed and recommended to completely remove Color Intensity shades from prelightened hair. When removing red Color Intensity shades, it may not erase all residual color but will remove enough red to create an even canvas on which to apply a new shade.

Q. Do I have to mix Color Intensity Eraser with 20 (6%) Volume developer? Can it be mixed with 10 (3%) Volume developer or water?

A. To erase vibrant, rich Color Intensity shades from prelightened hair in 30 minutes or less, we recommend mixing with 20 (6%) Volume developer. You may use 10 (3%) Volume developer or warm water when removing pastel shades or highly faded Color Intensity shades. In essence: the lower volume you use, the more gentle the direct dye removal.

Mixture	Intensity of Dye to be Removed
Color Intensity Eraser & 20 Volume	Vibrant, intense, deep dye removal
Color Intensity Eraser & 10 Volume	Faded, softer, medium vibrancy dye removal
Color Intensity Eraser & H ₂ O	Highly faded or pastel dye removal

Q. Can I use Color Intensity Eraser to remove another company's semi-permanent shades?

A. Yes! Color Intensity Eraser is highly effective for the removal of direct dyes in semi-permanent haircolors.

Q. Can I remove demi-permanent or permanent haircolor with Color Intensity Eraser?

A. This is not recommended.

Q. Can I use Color Intensity Eraser to remove direct dye treated hair in isolated areas of the hair?

A. Yes! Due to a creamy, no-drip consistency, working with Color Intensity Eraser in isolated areas of the hair is a breeze! You can apply it in foil or freehand to remove direct dyes in only specific areas of your design.

Q. Can I use Color Intensity Eraser on hair that has not been prelightened?

A. This is not recommended; Color Intensity Eraser will lift pigment from natural hair.



JOICO

COLOR INTENSITY

NEW BOLD SHADES
SEMI-PERMANENT CREME COLOR

JOICO DOLLY INTRODUCES OUR MOST DARING COLOR INTENSITY SHADES YET...

Not for the timid, NEW Color Intensity True Blue and Kelly Green are specially formulated for confident color lovers who want vibrant semi-permanent hues that last up to 20 shampoos.

And our boldness doesn't stop there: we've also extended the staying power of 19 of your favorite Color Intensity shades to up to 20 shampoos!

WHY YOU'LL LOVE IT

- Show-stopping shades that stay bold for up to 20 shampoos
- Reconstructs as you color with K-PAK's exclusive Quadramine Complex™ for guaranteed healthier-looking hair after every color service
- Ultra nourishing Kukui Nut Oil leaves hair gorgeously conditioned + amps up shine

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NEW COLOR INTENSITY ERASER
DIRECT DYE/SEMI-PERMANENT COLOR REMOVER

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MOONSTONE	VIOLET	BRONZE
MAIVE QUARTZ	PEWTER	

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Haute HUE
COLOR INSPIRATION GUIDE

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COLOR INTENSITY

MERMAID COLLECTION INSPIRATION GUIDE