



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!**



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REQUIRED**

Do not mix with Vero K-PAK Color or Vero K-PAK Chrome shades.

Wear gloves to avoid staining.

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

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

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	¾ 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 Colbalt 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 Colbalt + 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 Colbalt Blue

