

JOICO



**TRUE BLUE**

A true blue that's as deep as it is bright.



**KELLY GREEN**

An incredibly lush, grassy shade that will leave others green with envy.

**APPLICATION**

Prelighten to at least level 8 or lighter  
Apply wearing gloves  
Process for 20 minutes



**COLOR INTENSITY®**

**NEW BOLD SHADES**

**SEMI-PERMANENT CRÈME COLOR**

**JOICO BOLDLY 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
- Intermixable with all Color Intensity shades

**NOW WITH THE STAYING POWER OF UP TO 20 SHAMPOOS!**





# ERASER

## DIRECT DYE/SEMI-PERMANENT COLOR REMOVER

Thanks to Joico's Color Intensity Eraser, color-obsessed clients can now change their custom color quickly and easily while leaving locks in healthy, gleaming condition!

In 30 minutes or less, our brilliant K-PAK® Keratin-enriched formula lifts direct dyes, leaving hair joyfully ready 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\*

\*Follow with K-PAK Color Therapy regimen.

### TECH SAVVY

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

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

### COLOR INTENSITY ERASER REMOVAL

DEVELOPER	COLOR INTENSITY SHADE
Water	Sky, Mint, Lilac, Rose
10 Volume	Soft Pink, Pink, Hot Pink, Indigo, Amethyst Purple, Light Purple, Orchid, Black Pearl, Sapphire Blue, Mermaid Blue, Metallic Moonstone, Metallic Mauve Quartz, Metallic Violet, Kelly Green, True Blue
20 Volume	Titanium, Metallic Pewter, Peach, Red, Ruby Red, Fiery Coral, Orange, Magenta, Metallic Bronze, Peacock Green, Cobalt Blue, Yellow

### 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 packet 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.

### ERASER AT-A-GLANCE

- Analyze the hair for elasticity and porosity issues
- Do a strand test, using the water formulation
- Apply on dry hair (very well towel-dried hair is acceptable)
- Work in sections
- Wear gloves and use in a well-ventilated area
- Quickly apply to the areas with the deepest/ most vibrant direct dyes first
- Gently massage Eraser into the direct dye color that you want removed
- Process for 5-30 minutes (checking every 3-5 minutes)
- Do not do more than one Eraser service in a 24-hour period on hair that shows signs of damage
- Do not use developer higher than 20 Volume
- Do not use Eraser for anything other than direct dye removal