

JOICO

COLOR  
INTENSITY



**PRAVANA VIVIDS  
CONVERSION CHART**



# 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 through 15 shampoos.

Available in a rainbow of semi-permanent shades, 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!

## WHY YOU'LL LOVE THEM

- Over-the-top vibrancy that lasts through 15 shampoos
- Packed with award-winning K-PAK's powerful Quadramine Complex® for guaranteed healthier hair after every color service
- Ultra nourishing Kukui Nut Oil helps leave hair gorgeously conditioned + amps up shine
- 20 intermixable shades = endless creative possibilities

## EASY DOES IT

**Step 1:** Apply to clean, dry hair ¼-inch from the scalp.

**Step 2:** Process for 20 minutes.

**Step 3:** Rinse well for several minutes, rinsing different colors separately. Shampoo with Color Endure® or K-PAK Color Therapy™. Apply K-PAK Cuticle Sealer, then rinse. Finish with K-PAK Intense Hydrator. Recommend Color Endure (normal color-treated hair) or K-PAK Color Therapy (damaged color-treated hair) for at-home color maintenance.



Amethyst  
Purple

Light  
Purple

Orchid

Magenta

Pink

Hot  
Pink

Soft  
Pink

Titanium

Black  
Pearl

Clear



**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
Mermaid Blue, Pink, Soft Pink, Hot Pink, Magenta, Indigo	Level 9 and lighter
Titanium, Light Purple, Orchid	Level 8 and lighter
Black Pearl, Red, Ruby Red, Amethyst Purple, Yellow, Orange, Fiery Coral, Peacock Green, Cobalt Blue	Level 7 and lighter

# PRAVANA VIVIDS TO COLOR INTENSITY CONVERSION CHART

PRAVANA VIVID SHADE	JOICO COLOR INTENSITY SHADE
Clear	Clear
Silver	½ Clear + ½ Titanium
Orange	Orange
Yellow	Yellow
Green	Peacock Green
Blue	Sapphire Blue
Violet	Amethyst Purple
Wild Orchid	Ruby Red
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	⅛ Peacock Green + ⅛ Cobalt Blue + ¾ Clear
Blissful Blue	⅛ Sapphire Blue + ⅞ Clear
Too Cute Coral	⅛ Soft Pink + ⅛ Orange + ¾ Clear
Luscious Lavender	⅛ Light Purple + ⅞ Clear
Pretty in Pink	¼ Soft Pink + ¾ Clear
Mystical Mint	⅛ Peacock Green + ⅞ Clear
Neon Pink	Hot Pink

Download the **NEW** JoiColor System App or  
visit [JOICO.COM](http://JOICO.COM) to learn exclusive techniques.

