

COLOR INTENSITY

COLOR INTENSITY | KEY POINTS OF DIFFERENCE

How the Color Intensities work:

JOICO Color Intensities exist out of a variety of shades from vibrant to soft and 1 Clear Mixer. All colors are intermixable for endless creative combinations. Formulated with the exclusive Quadramine Complex to leave the hair in superb, shiny and healthy condition and reconstruct as you color.

JOICO Color Intensity:

- An assortment of intermixable semi-permanent shades and 1 Clear Mixer
- Give semi-permanent results that last up to 20 shampoos*
- Deposit-only with variety in strong, heavy and soft, light pigment load for maximum intensity or fashion hues
- With a neutral pH for the ultimate in healthy hair
- No need to mix with developer, use straight from the tube for maximum ease of use
- A 20-minute service with fantastic end results

QUADRAMINE COMPLEX®

Features	Benefits
<ul style="list-style-type: none"> • Quadramine Complex penetrates deep into the cuticle to repair damage while adding condition, strength and shine • The Quadramine Complex adheres strongly to the hair structure's surface 	<ul style="list-style-type: none"> • Superior penetration of color pigments, keratin protein and conditioners • Reconstructs hair & repairs cuticle • Longer lasting color • Exceptional color results & healthy hair

* Longevity depends on pigment load of the shade, condition of the hair, starting level and home care. Longevity can be anywhere between 8 (light, pastel shades) and 20+ shampoos (bold shades such as Magenta).

PROTECTING OIL & CONDITIONING QUAT SYSTEM

Features	Benefits
<ul style="list-style-type: none"> • A combination of conditioning agents, Mineral Oil, Kukui Nut Oil and Borage Oil 	<ul style="list-style-type: none"> • Shiny hair • Smooth and soft hair • Easy to comb • Revitalized and more manageable hair

BASIC DIRECT DYES

Features	Benefits
<ul style="list-style-type: none"> • Positively charged • Strong and heavy dye load • Do not require presence of developer 	<ul style="list-style-type: none"> • Strong adherence to negatively charged cuticle (applied on pre-lightened hair) • Maximum intensity and longevity

CLEAR MIXER

Features	Benefits
<ul style="list-style-type: none"> • Dilute pigment load when mixing with other Intensity shades 	<ul style="list-style-type: none"> • To create lighter and pastel shades for maximum creativity and client-customization



THE COLOR PALETTE



Color Intensity **Clear**



Color Intensity **Indigo**



Color Intensity **Pink**



Color Intensity **Red**



Color Intensity **Yellow**



Color Intensity **Amethyst Purple**



Color Intensity **Soft Pink**



Color Intensity **Magenta**



Color Intensity **Titanium**



Color Intensity **Light Purple**



Color Intensity **Orchid**



Color Intensity **Sapphire Blue**



Color Intensity **Ruby Red**



Color Intensity **Mermaid Blue**



Color Intensity **True Blue**



Color Intensity **Rose Gold**



Color Intensity **Silver Ice**



Color Intensity **Peri Wink**

COLOR INTENSITY | INSTRUCTIONS FOR USE



DIRECTIONS

- Use Color Intensity straight out of the tube.
- Do not use a developer!
- Do not mix with permanent or demi-permanent colors such as Vero K-Pak Color, Vero K-Pak Chrome, LumiShine permanent color or LumiShine demi-permanent options.
- Wear gloves to avoid staining.
- Follow lightening guidelines to ensure you lift natural hair to the proper level to achieve optimal results.
- Apply Color Intensity shades to clean, dry hair.
- Process for 20 minutes.
- Rinse thoroughly for several minutes (rinsing different shades separately).

Intensity guidelines	
• Maximum	• Use Color Intensity directly from tube (full strength)
• Medium	• 2 parts Color Intensity Shade with 1 part Color Intensity Clear Mixer
• Moderate	• 1 part Color Intensity Shade with 1 or 2 parts Color Intensity Clear Mixer
• Pastel	• Use Color Intensity Clear Mixer as your base. Gradually add your desired Color Intensity Shade and stir until desired shade appears

Note: In stead of using Clear Mixer, use a lighter pastel shade to mix with your Color Intensity shade when more pigment is required then with Clear Mixer.

Removing Intensity shades

Most Color Intensity shades can easily be removed by briefly applying a lightener. You can use VeroLight Powder Lightener or Blonde Life Lightening Powder with 10 or maximum 20 Volume developer (JOICO Developers). Certain shades are very difficult to remove with lightener, especially shades with red tones. In this case, we recommend Vero K-Pak Color Base Breaker Cool with 20 Volume Veroxide. Timing in both cases is visual timing.

APPLICATIONS





GUIDELINES

- Perform a preliminary patch test before any hair color service.
- Follow Pre- & Post Color Service (see p. 6) depending on the condition of the hair.
When hair is damaged and needs repair, use K-Pak Professional Hair Repair System; when hair needs damage prevention, use Defy Damage ProSeries.
- For maximum vibrancy, pre-lighten hair. Sometimes prelightening is not required when the hair is light enough. Example: Magenta can perfectly be used on level 7 and lighter.
- Tone the hair if necessary (if hair lifted uneven or when using cool tones afterwards). Find toning examples in table below.
- Always apply to dry hair. When using on damp hair, pigments will be diluted.
- Thicker product-consistency requires application on thin sections at a time. When applying Color Intensity in foils, always go back and check saturation by opening the foils in the opposite direction after finishing initial application.
- K-Pak Professional H.K.P. can be misted on midshaft and ends when hair is damaged.
- Direct dyes cause staining. Wear gloves and be precise with application.
- What you see in the bowl is what you get on the hair (counts for most shades).
- Color Intensity shades are intermixable shades, but keep general color rules in mind.
- Processing time can be varied depending on the desired result. Example: certain pastel shades produce stronger result when left on the hair for the full 20 minutes and can therefore be processed for only 10 minutes.
- When melting two shades together, immediately massage the point where the two colors meet.
For an even result, apply shades in small sections thoroughly saturating hair.
- Do not allow Color Intensity shades opposite each other on the color wheel (complementary colors) to merge into one another; this can create a “brown out” or an undesirable result.
- When doing techniques, do not let Color Intensity and other permanent or demi-permanent colors touch each other. This will create a “brown out”.
- Shades with blue and green: blue pigments will dominate on the more porous areas.

TIPS

- The ideal prelightening level for each shade is mentioned on each tube.
- Color Intensity is great to use as a top coat to intensify or change the hue of your permanent or demi-permanent color result. For example: After having completed a Vero K-Pak Color 5XR or LumiShine 5RR color application, including post color care and drying, apply Color Intensity Magenta and process for 20 minutes for a deeper red with a beautiful magenta glow.
- Do not use any crème lighteners when using light or pastel shades.
The low pigment in light and pastel shades is not strong enough for deposit after an oil-based lightener. Use powder lighteners.
- Mixtures of any kind of Color Intensity Pink with Yellow will create an orange tone.

Pre-toning for Color Intensity cool shades (violets, cool pastels, grays, greens, blue, etc...)

Blonde life Quick Tone 	Blonde Life Demi Gloss 	LumiShine Liquid 	Vero K-Pak Toner 
Silver, Violet, Mixtures with Clear	10V, 9V, 10SB, 9SB	9SB, 9NV, 9V+Clear, 10SB	TSB, TPB

COLOR INTENSITY | POST COLOR SERVICES

PRE- & POST COLOR SERVICE

Damage prevention	Repair Damaged Hair
 Apply Defy Damage ProSeries 1	
Bleach	
 Shampoo hair with Defy Damage Shampoo	 Apply Hair Repair System Step 1, 2 & 3
 Optional: Apply Defy Damage ProSeries 2	
Apply Color Intensity shade	
 Shampoo hair with Defy Damage Shampoo	 Shampoo hair with K-Pak Color Therapy Shampoo
 Apply Defy Damage ProSeries 2	 Apply Hair Repair System Step 2 & 4



Color Intensity must be shampooed from the hair to thoroughly remove excessive direct dyes from the hair immediately after the color service. This will eliminate staining and prevent color bleeding afterwards.

FUNDAMENTAL GUIDELINES

Rinse until the water runs clear. Towel blot.

Tip: Try to use luke-warm cold water, this will aid the longevity by keeping the cuticle as closed as possible .

HOME MAINTENANCE

1. Recommend the Colorful or K-Pak Color Therapy for the client to use as a home maintenance regimen.
Recommend Blonde Life Violet Shampoo to maintain cool blond tones.
2. Inform the client that color molecules need time to bond. The client should avoid shampooing the hair for 24 to 48 hours after the color service to prevent color fading and provide longer-lasting results. The client may rinse/wet the hair, if necessary.
3. Advise Weekend Hair (Dry shampoo) to postpone shampooing for even longer longevity

VERO STAINLESS COLOR STAIN REMOVER:

High-Performance formula effectively removes even the darkest haircolor stains without leaving a “shadow” behind. Pleasantly scented for client comfort. Rinse hairline well after usage.





JOICO
the **joi** of healthy hair



WWW.JOICO.EU   @joicoeurope

JOICO - A Division of Henkel AG & Co. KGaA | Henkelstraße 67, 40589 Düsseldorf, Germany