

LUMISHINE[®] DD DIMENSIONAL DEPOSIT

DEMI-PERMANENT CRÈME COLOR SHADE CHART



	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)		NG NATURAL GOLD (.03)	NRG NATURAL RED GOLD (.063)	SB SILVER BLUE (.8)
10 Lightest Blonde	 10N / 10.0		 10NWB / 10.07				 10SB / 10.8
9 Light Blonde				 9NW / 9.077	 9NG / 9.03		
8 Blonde	 8N / 8.0	 8NA / 8.01	 8NWB / 8.07			 8NRG / 8.063	 8SB / 8.8
7 Medium Blonde				 7NW / 7.077			
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NW / 6.077	 6NG / 6.03	 6NRG / 6.063	 6SB / 6.8
5 Light Brown				 5NW / 5.077		 5NRG / 5.063	
4 Medium Brown				 4NW / 4.077			
3 Dark Brown	 3N / 3.0	 3NA / 3.01			 3NG / 3.03		
2 Darkest Brown							
1 Black							 1BS / 1.8















EASY 1:1 MIXING RATIO FOR ALL FORMULAS

LUMISHINE®

BREAKTHROUGH TECHNOLOGY & PERFORMANCE

LUMISHINE TIMING AND MIXING

DEVELOPER	LEVELS OF LIFT	PROCESSING TIME
 5 Volume (1.5%) + LumiShine Demi-Permanent Crème & Liquid Color	No lift. Deposit only.	 5 to 35 minutes depending on desired result. Process at room temperature or with heat.
 10 Volume (3%) + LumiShine Permanent Crème Color	Up to 1 level	 35 minutes. Do not use heat.
 20 Volume (6%) + LumiShine Permanent Crème Color	Up to 2 levels	 35 minutes. Do not use heat.  Up to 45 minutes for gray coverage. Do not use heat.
 30 Volume (9%) + LumiShine Permanent Crème Color	Up to 3 levels	 35 minutes. Do not use heat.
 40 Volume (12%) + LumiShine Permanent Crème Color	Up to 4 levels	 35 minutes. Do not use heat.  Up to 60 minutes for High Lift "XL" shades. Do not use heat.

NEUTRAL	NUMBER
Natural (N)	.0
Natural Ash (NA)	.01
Natural Natural Ash (NNA)	.001
Ash Ash (AA)	.11
Natural Warm Beige (NWB)	.07
Natural Warm (NW)	.077
Natural Gold (NG)	.03
Natural Natural Gold (NNG)	.003
Natural Red Gold (NRG)	.063
Natural Copper (NC)	.04
Natural Red Violet (NRv)	.05
Natural Violet (NV)	.02
Copper (C)	.4
Copper Copper Red (CCR)	.446
Red Red Copper (RRC)	.664
Red (R)	.6
Red Red Violet (RRV)	.662
Violet (V)	.2
Blue Ash (BA) / Silver Blue (SB)	.8

LUMISHINE TONAL LETTER AND NUMBER SYSTEM

LumiShine uses a Tonal Letter System to identify the predominant tone in each shade.

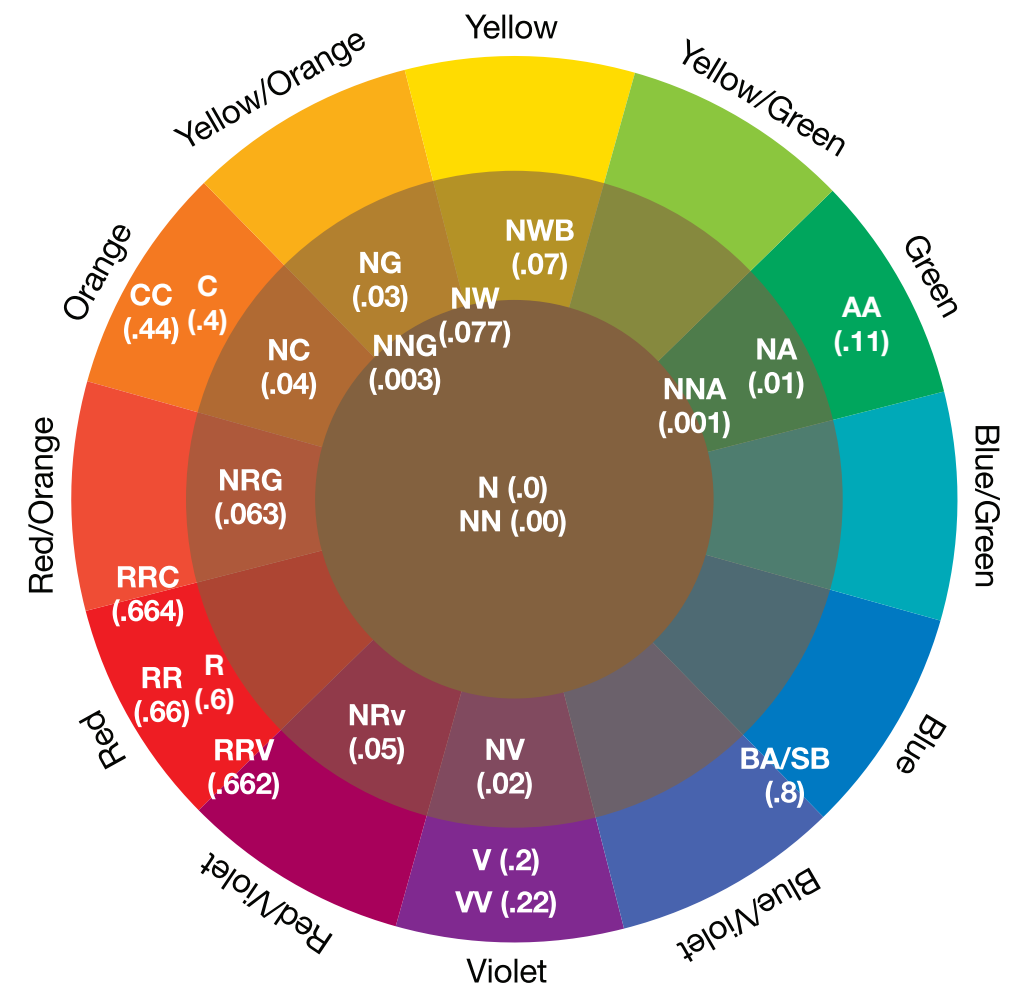
- First Letter = Dominant Tone
- Second Letter = Secondary Tone

LumiShine also uses the Global Tonal Number Key System to identify each tone.

LUMISHINE TIMING AND MIXING

The laws of color state that every color imaginable can be formed by mixing the three primary colors: yellow, red, and blue. Mixing the three primary colors in specific proportions creates brown.

- Natural hair contains all three primary colors. The primaries are present in varying amounts, creating lighter to darker shades of haircolor.
- To refine (neutralize) a color, use its direct OPPOSITE on the Color Wheel. Refinement is commonly known as neutralizing color. For example, use a violet-based shade to neutralize any unwanted yellow tones.



STEP 1: CONSULTATION

In this step, you will determine:

- The client's natural level
- The percentage of existing gray
- The desired level and tone
- The client's hair texture, porosity, and history

LUMISHINE LEVEL SYSTEM

LumiShine is based on the International Level System of 1 - 10, with 1 being the darkest (Black) and 10 being the lightest (Lightest Blonde).

LEVEL	
10	Lightest Blonde
9	Light Blonde
8	Blonde
7	Medium Blonde
6	Dark Blonde
5	Light Brown
4	Medium Brown
3	Dark Brown
2	Darkest Brown
1	Black

STEP 2: FORMULATION

In this step, you will determine:

- Levels of lift, deposit, and tone needed to reach your goal
- If you will enhance or refine the underlying pigment at the lifted level
- What product to use in order to achieve your desired results (permanent crème, demi-permanent crème, or demi-permanent liquid color)
- The volume(s) of developer you will need to use

PERMANENT COLOR FORMULATION EXAMPLES

NATURAL LEVEL	GRAY %	DESIRED RESULT	FORMULA	TIMING
Level 4	0	Level 6 Cool Dark Blonde	2 oz LumiShine Permanent Crème Color 6NA (6.01) + 2 oz 20 Volume LumiShine Developer	Process for 35 minutes at room temperature
Level 4	50%	Level 6 Natural Dark Blonde	2 oz LumiShine Permanent Crème Color 6N (6.0) + 2 oz 20 Volume LumiShine Developer	Process for 35-45 minutes at room temperature
Level 4	0	Level 6 Copper Red Dark Blonde	2 oz LumiShine Permanent Crème Color 6CC (6.44) + 2 oz 20 Volume LumiShine Developer	Process for 35-45 minutes at room temperature
Level 4	50%	Level 6 Copper Red Dark Blonde	2 oz LumiShine Permanent Crème Color 6NC (6.04) + 2 oz 20 Volume LumiShine Developer Note: 6NC (6.04) was chosen due to the presence of gray hair.	Process for 35-45 minutes at room temperature
Level 4	75%	Level 6 Copper Red Dark Blonde	1½ oz LumiShine Permanent Crème Color 6NC (6.04) + ½ oz LumiShine Permanent Crème Color 6N (6.0) + 2 oz 20 Volume LumiShine Developer Note: 6N (6.0) was added due to the presence of more than 50% gray hair.	Process for 35-45 minutes at room temperature

STEP 3: APPLICATION

Mix 1:1 LumiShine color and appropriate volume of developer. Apply using either a bowl + brush or applicator bottle.

Permanent Crème Color: Process for 35 minutes, up to 45 minutes for gray coverage or maximum red deposit, or up to 60 minutes for High Lift "XL" shades.

Demi-Permanent Crème and Liquid Color: Process for 5-35 minutes.

LUMISHINE APPLICATION SERVICES

Virgin Application	Using two formulas: Formula 1: Applied to regrowth area (up to 1½-inch from scalp). Formula 2: One to two levels lighter (depending on porosity) and warmer than regrowth formula applied to the hair shaft.
Retouch Application	Regrowth: Taking fine partings, apply desired LumiShine Permanent Crème formula to the regrowth (scalp) area. Refreshing previously colored hair: LumiShine DD Dimensional Deposit Demi-Crème or Demi-Liquid Color are recommended for refreshing a faded, previously colored hair shaft. Mix 1:1 with 5 (1.5%) Volume LumiShine Developer. Alternatively, use LumiShine Permanent Crème Color mixed 1:1 with 5 (1.5%) or 10 (3%) Volume LumiShine Developer. Process for the last 10 to 15 minutes with the permanent retouch formula.

DEMI-PERMANENT LIQUID COLOR SERVICE APPLICATIONS

SERVICE	APPLICATION	PROCESSING TIME	PROCESSING
Virgin Application	Apply to scalp area first, in thin, even sections. Work color through the hair lengths for the last 10-20 minutes.	Up to 35 minutes	Room Temperature
Haircolor Retouch	Apply to scalp area first, in thin, even sections. Work color through the hair lengths for the last 5-10 minutes.	Up to 35 minutes	Room Temperature
Toning Prelightened Hair	Apply at scalp area in thin, 1/8-inch sections (up to 1-inch of hair shaft). Work formula through hair lengths for 90 seconds (or up to 2 minutes).	Process 5-15 minutes, then strand test. Most prelightened hair is effectively toned in 15 minutes or less.	Room Temperature
Glazing/Glossing	Following shampoo or color service, towel-dry hair and apply Demi-Permanent Liquid Color to the entire hair shaft (scalp through mid-lengths and ends).	5-20 minutes (or until desired shade is achieved)	Room Temperature
Men's services	Apply to virgin hair at scalp area first, then through mid-lengths.	5-10 minutes (or until desired shade is achieved)	Room Temperature
Clear* Treatment: Adds shine and improves hair condition	Apply to scalp area first, in thin, even sections. Work through the hair lengths for up to 20 minutes.	20 minutes	Room Temperature

*Clear can also easily be used to soften, lighten, and reduce the intensity of other liquid shades. To dilute the intensity of a shade, mix 1 oz of target shade with 1 oz of Clear.

LUMISHINE®

GRAY COVERAGE GUIDE



PERMANENT CRÈME GRAY COVERAGE GUIDE



For reliable, full-coverage results on gray hair, formulate with the LumiShine Natural, Natural Ash, Natural Warm, and Natural Warm Beige series. Natural Copper, Natural Gold, Natural Violet, and Natural Red Violet series have balanced bases and provide predictable gray coverage on hair with up to 50% gray. For hair with more than 50% gray, add 25% Natural (.0) to your formula at the same level. Red, Copper, Violet, and Blue Ash series do not have natural bases; they are not balanced for gray coverage unless a vivid result is desired. Add Natural (.0), Natural Warm (.077), Natural Warm Beige (.07) or Natural Ash (.01) at the same level and in the same percentage of gray present for Red, Copper, Violet, or Blue Ash series.

SHADE	FULL COVERAGE ON 25%-50% GRAY HAIR	FULL COVERAGE ON 50%-75% GRAY HAIR	FULL COVERAGE ON 75%-100% GRAY HAIR	DEVELOPER	TIMING
Natural Natural Ash Natural Warm Natural Warm Beige	✓	✓	✓	20 Volume (6%)	35-45 minutes at room temperature
Natural Violet Natural Gold Natural Copper Natural Red Violet	✓	Add 25% Natural, Natural Ash, Natural Warm or Natural Warm Beige to formula	Add 50% Natural, Natural Ash, Natural Warm or Natural Warm Beige to formula		
Violet, Copper, Red, Red Red Violet, Red Red Copper, Blue Ash	Add 25% Natural, Natural Ash, Natural Warm or Natural Warm Beige to formula	Add 50% Natural, Natural Ash, Natural Warm or Natural Warm Beige to formula	Add 75% Natural, Natural Ash, Natural Warm or Natural Warm Beige to formula		

YOUTHLOCK GRAY COVERAGE GUIDE



LumiShine YouthLock Permanent Crème shades offer additional gray coverage with LumiShine luminosity, plus the top anti-aging features that help hair look and feel more youthful. YouthLock Natural Natural shades feature increased opacity for natural, balanced, and complete gray coverage. YouthLock Natural Natural Ash shades feature natural base tones combined with cool ash undertones to counterbalance warmth, while also featuring increased opacity for complete gray coverage.

	GRAY COVERAGE ON 25% GRAY HAIR	GRAY COVERAGE ON 50% GRAY HAIR	GRAY COVERAGE ON 75%-100% GRAY HAIR	DEVELOPER	TIMING
Natural Natural Natural Natural Ash Natural Natural Gold	100%	100%	100%	20 Volume (6%)	35-45 minutes at room temperature

DD DIMENSIONAL DEPOSIT GRAY COVERAGE GUIDE



LumiShine DD Dimensional Deposit Demi-Permanent Crème shades provide beautiful gray coverage on Levels 1-5 and gray blending on Levels 6-10.

	GRAY COVERAGE ON 25%-50% GRAY HAIR	GRAY COVERAGE ON 50%-75% GRAY HAIR	GRAY COVERAGE ON 75%-100% GRAY HAIR	DEVELOPER	TIMING
Level 1 to 5 with DD Demi-Crème shades	✓	✓	✓	5 Volume (1.5%)	Process for 35 minutes at room temperature or with heat
	GRAY BLENDING ON 25%-50% GRAY HAIR	GRAY BLENDING ON 50%-75% GRAY HAIR	GRAY BLENDING ON 75%-100% GRAY HAIR	DEVELOPER	TIMING
Level 6 to 10 with DD Demi-Crème shades	✓	✓	✓	5 Volume (1.5%)	Process for 35 minutes at room temperature or with heat

DEMI-PERMANENT LIQUID COLOR GRAY BLENDING



LumiShine Demi-Permanent Liquid shades provide predictable gray blending on hair with up to 50% gray.

	GRAY BLENDING ON 25% GRAY HAIR	GRAY BLENDING ON 50% GRAY HAIR	GRAY BLENDING ON 75%-100% GRAY HAIR	DEVELOPER	TIMING
Gray Blending with Demi-Permanent Liquid shades	✓	✓	Not recommended	5 Volume (1.5%)	Cover with plastic cap and process with heat for 20 minutes. Remove plastic cap, then continue processing at room temperature for an additional 15 minutes