

JOICO	<div style="text-align: right;"> Celeb LUXURY COLOR CONVERSIONS* </div>	
Color Intensity Semi-permanent	COLORWASH	COLORDITIONER
Ruby Red	Viral Red**	Viral Red**
Red	Viral Red**	Viral Red**
Fiery Coral	Viral Red + Viral Yellow (2:1)	
Orange	Gem Lites Citrine + Viral Red + Viral Yellow (2:1:2)	
Yellow	Gem Lites Tourmaline + Viral Yellow (1:1)	
Peacock Green	Viral Teal (3 applications)	
Mermaid Blue	Viral Blue + Viral Teal (3:2)	
Sapphire Blue		Gem Lites Tahitian Pearl + Viral Blue (1:1)
Cobalt Blue		Viral Blue + Viral Turquoise (3:1)
Indigo		Viral Blue + Viral Purple (3:1) (2 applications)
Amethyst Purple		Viral Magenta + Viral Blue + Viral Purple (4:3:1)
Light Purple	Viral Purple**	Viral Purple**
Orchid	Viral Purple**	Viral Purple**
Magenta		Viral Magenta + Viral Purple (3:1)
Pink		Viral Lilac + Viral Purple + Viral Rose Gold+ Viral Magenta (1:1:2:6)
Hot Pink	Gem Lites Citrine + Viral Light Pink + Viral Hot Pink (10:1:1)	
Soft Pink	Gem Lites Citrine + Viral Light Pink + Viral Hot Pink (5:1:1) (2 applications)	
Titanium	Gem Lites Tahitian Pearl + Viral Silver (1:1) (3 applications)	
True Blue	Viral Blue**	Viral Blue**

* All color conversions based on pre-lightened (bleached) white to palest blonde hair.
Mixed colors will look different than final haircolor results. Always do a strand test first and preview the results before doing your Client's complete head.
** Use either colorwash or colorditioner to create or maintain color. Use together for more color intensity.

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Color Intensity Color Butter	COLORWASH	COLORDITIONER
Red	Viral Red**	Viral Red**
Pink		Viral Magenta + Viral Purple + Viral Rose Gold (1:1:3)
Green		Viral Green + Viral Blue (3:1)
Blue		Viral Blue + Viral Silver (1:3)
Purple		Viral Blue + Viral Purple (3:1)
Titanium	Gem Lites Tahitian Pearl + Viral Silver (1:2) (3 applications)	

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