

NEW

COLOR BUTTER

COLOR DEPOSITING TREATMENT THAT LASTS UP TO 10 SHAMPOOS*



Meet new Color Intensity Color Butter....

A brilliant, ultra-moisturizing hybrid that amps up the richness of high-beam haircolor and adds pops of color to blondes who want to shake things up.

*Depending on daily care habits, hair history and texture

JOICO



Joi Facts

Serving Size	1 Tub
Looks Per Container	Infinite
Joi Value	
Perks Per Serving	2 - 5 minutes & done!
Refreshes & extends fashion colors	before your very eyes
Instant pop of meltingly rich color to pre-lightened hair	in just 5 to 10 shampoos
"Change it Up!"	40% (and counting!)
Dramatically improves hair's health & condition*	
Vibrant ✓	Fashion-Forward ✓
Fun ✓	Minimal Commitment ✓
Percent daily values are based on research, science... and a love affair with colorful hair.	

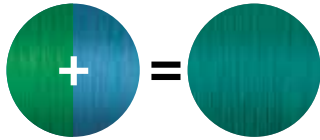
#ColorButter

BOLD MIXOLOGY

Love Color Butter with a big, bold flavor?

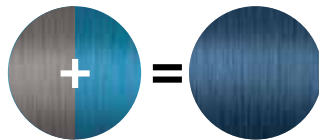
Try these custom formulas from our Joico Artistic Team for meltingly rich and vibrant results that will satisfy the most intense color cravings.

MERMAID BLUE



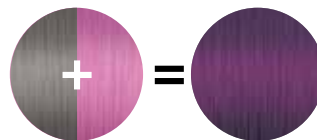
1 part **Green**
1 part **Blue**

DENIM



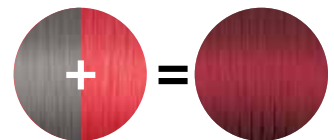
1 part **Titanium**
1 part **Blue**

STEEL VIOLET



1 part **Titanium**
1 part **Pink**

METALLIC RED



1 part **Titanium**
1 part **Red**

Going bolder with Color Butter is as easy as 1-2-3! After the first application, simply repeat the Color Butter process up to three times in a single service.

COLOR BUTTER SERVICES

Super versatile Color Butter opens the door to practically endless usage possibilities. ➔

Top Coat

Want your salon color services to pop with long-lasting, dimensional shine? Add anti-fade insurance with a punch of vibrancy by applying Color Butter to towel-dried, freshly colored hair for 5 minutes and then rinse.

Color Refresh

Use Color Butter in the salon or at home to refresh faded color and boost moisture. Apply to damp or dry hair for 5 minutes, then rinse. Mix to create custom shades.

Color without Commitment

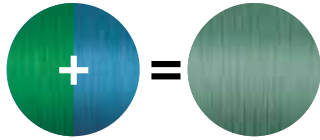
For statement-making fashion shades that last up to 10 shampoos: Apply Color Butter to clean, dry or damp natural or prelightened blonde hair for up to 5 minutes, then rinse.

PASTEL MIXOLOGY

Want to use Color Butter to create creamy, pretty pastels?

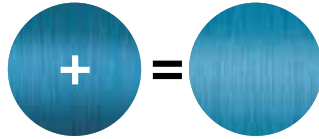
No problem! Soften Color Butter's "punch" by mixing in your favorite Joico conditioner. Here, find a few of the Joico Artistic Team's favorite pastel formulas.

MINT



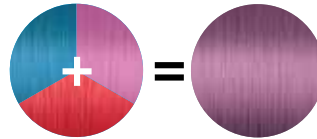
½ part **Green**
½ part **Blue**
5 parts **K-PAK Color Therapy Conditioner**

SKY



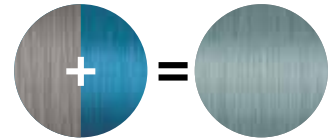
1 part **Blue**
4 parts **K-PAK Color Therapy Conditioner**

ROMANCE PINK



1 part **Blue**
1 part **Pink**
1 part **Red**
5 parts **K-PAK Color Therapy Conditioner**

BLUE ASH



1 part **Titanium**
1 part **Blue**
5 parts **K-PAK Color Therapy Conditioner**

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