

JOICO

HEALTHY HAIR STARTS WITH K-PAK®

CHOOSE YOUR K-PAK® TREATMENT

**K-PAK® Color Therapy™
Luster Lock Instant Shine
& Repair Treatment**



**K-PAK® Intense
Hydrator (IHT)**



**Original K-PAK®
Deep-Penetrating
Reconstructor**



**K-PAK® RevitaLuxe
Bio-advanced Restorative
Treatment**



What's Wrong	Rough, dry, dull hair that's been ravaged by frequent bleaching and/or coloring, plus big-time use of heat stylers (blowdryers, flat irons, etc.)	Severely dehydrated, parched hair.	Hair that's deeply damaged with visible signs of breakage and split ends.	Dry, rough hair texture with light damage caused coloring and use of heat-styling tools.
Plan of Action	Going at repair from the inside out, Luster Lock targets the building blocks of each strand as well as the external cuticle layer. Restores natural moisture; adds smooth glide power; and protection against color loss.	Intense Hydrator provides a super surge of moisture that replenishes lipids in even the thirstiest strands.	Our exclusive Re-Bond-Structor uses hair-identical keratins to replicate and rebuild the inner and outermost layers of the hair. These freshly restored "bonds" last through 25 shampoos.	RevitaLuxe, our moisture and hair-identical keratin hybrid, helps maintain hair's optimal health, with results you can see and feel on a daily basis.
The Payoff	Hair is instantly transformed with the very first use: Experience reduced breakage, dramatically softer, stronger strands, and a highly polished shine.	Hair has immediate softness, body, and elasticity--resulting in healthy, fluid strands with swing and bounce.	This is the 911 call that provides serious anti-breakage therapy, with major strength restored from the very first treatment. After each and every use, hair becomes noticeably stronger and healthier.	Damaged strands are strengthened and replenished with shine and movement; hair's natural balance is restored.

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