

JOICO



LIVE THE
BLONDE
LIFE™



NEW BLONDE LIFE™



LIGHTENING & BRIGHTENING SYSTEM

We love blondes. We're fanatical about them. And we go especially gaga over those who proudly and unabashedly choose to lighten up. For that very reason, we've created **BLONDE LIFE™**: a lightening and brightening system just for blondes... and those who want to be lifted to new heights without sacrificing hair's shine or condition. Our Brightening Shampoo, Conditioner, Masque and Lightening Powder—created with strand-strengthening*** Arginine and an exotic, nutrient-rich blend of Tamanu and Monoi oils—banish the challenges of brassiness, off-tones, fading and damage that blondes face on a daily basis. Trust us, with Blonde Life, you really *will* have more fun.

Why You'll Love It

- Up to **9+** levels of fast-acting lift
- Proven to keep blondes bright and on-tone for up to 8 weeks*
- The quickest** way to brighten & lighten hair!
- Healthy-looking results without additives
- Blondes that look healthier & feel nourished
- Strengthens hair, reducing breakage by over 54%*** in just one treatment

Tech Savvy

To give blondes the VIP treatment they deserve and demand, we travelled far and wide to find the most nourishing natural oils and teamed them with our most powerful hair healers.

ARGININE: This naturally occurring, elasticity-boosting amino acid instantly replenishes, strengthening lightened strands to help reduce breakage.***

MONOI OIL: Rich in essential fatty acids, this exotic blend of Coconut Oil and Tahitian Gardenia Flower Extract nourishes and protects each strand, working:

- from the inside out to replace essential moisture and give softness, elasticity and body a major boost
- from the outside in to help polish the hair surface, fight frizz and guard against dryness

TAMANU OIL: Packed with essential fatty acids and Omega-6 and -9, this rare oil from Southeast Asia bumps up shine, protects haircolor, and helps smooth brittleness away with every single application.

BIO-ADVANCED PEPTIDE COMPLEX® (IN BLONDE LIFE CARE): Our exclusive blend of smart, hair-identical keratins repair hair from the inside out. These optimized proteins actively “seek out” and lock in on damaged sites, providing around-the-clock hair repair and protection.

NATURAL DETOXIFIERS (IN BLONDE LIFE CARE): Neutralize chlorine and remove trace minerals, knocking out brassy and yellow tones before they appear to keep blondes bright and perfectly on-tone between touch-ups.

Full-Service Blonding... from Salon to Home

Think of Blonde Life as your client's personal “blondetourage,” there to cater to blonde hair's every need, in every place... every step of the way.



STEP 1: LIGHTENING POWDER

On-/Off-Scalp

If blonde is great, **BLONDER** is better. Especially when you're enhancing your golden strands with an ultra-high-lift formula that safely kicks you up to 9+ levels in record time.** With our powerful conditioning formula, you'll steer clear of those damaging multiple applications, reduce breakage*** and bypass the hassle of additives. Use with foils... without foils... Blonde Life Lightening Powder gets you blonde safely and in a flash.

Off-Scalp: Mix to desired consistency (1:1 or 1:2) 1 scoop of Blonde Life Lightening Powder with 1 or 2 oz of 10 (3%), 20 (6%), 30 (9%) or 40 (12%) Volume Veroxide® or LumiShine® Crème Developer.

On-Scalp: Mix (1:2) 1 scoop of Blonde Life Lightening Powder with 2 oz of 10 (3%) or 20 (6%) Volume Veroxide or LumiShine Crème Developer. DO NOT USE 30 (9%) or 40 (12%) Volume for on ON-SCALP mixtures.

Processing: Process up to 60 minutes without heat; rinse, then shampoo with Blonde Life Brightening Shampoo and follow with Blonde Life Brightening Masque.

net wt. 454 g / 16 oz

*When using Brightening Shampoo and Conditioner/Masque, which preserve over 80% of haircolor after 18 washes.

**vs. other Joico lighteners.

***Against combing breakage on damaged hair; when used with Joico Blonde Life Brightening Masque vs. a non-conditioning bleach.

STEP 2: Blonde Life™ Care

After helping you reach your **#blondegoals**, Blonde Life gives clients the royal treatment at home with a trio of intensely nurturing, sulfate-free formulas specially formulated to combat the dreaded “B’s” (brassiness, brittleness and breakage) many blondes face after they leave the salon.



BRIGHTENING SHAMPOO

to nourish & illuminate

There's nothing wrong with having a blonde moment. Especially if that moment is spent gently cleansing your highlighted hair with our extraordinary sulfate-free shampoo—a satisfying experience that lifts away dirt and oil, restores hair's optimal pH level, banishes brass, and produces a luscious lather that most sulfate-free shampoos simply can't muster.

300 ml / 10.1 fl oz



BRIGHTENING CONDITIONER

for illuminating hydration & softness

Forget those dense, overly heavy moisturizing treatments designed for “bleach blondes.” We've teamed the lightness of a lotion and the power of a serum in our deeply nourishing conditioner that instantly revives blonde hair without weighing things down. Each highlighted strand is polished to a high gleam, giving you the kind of champagne shine and detangling power that makes you feel bubbly all over.

250 ml / 8.5 fl oz



BRIGHTENING MASQUE

to intensely hydrate, detox & illuminate

Masques are for hiding things...but it won't be your blonde hair once you've spent a few minutes with our brilliant blonde-brightening formula. This quick-rinse, magician-of-a-treatment instantly hydrates, softens and amps up your pale strands by neutralizing those nasty trace minerals that lead to dullness and yellowing. Nothing heavy, nothing greasy...just on-tone, crystal-clear perfection here.

150 ml / 5.1 fl oz

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the **joi** of healthy hair

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