

NEW BLONDE LIFE™



LIGHTENING POWDER

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.

*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.

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 traveled 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 help preserve hair's softness and elasticity.

TAMANU OIL: Packed with essential fatty acids and Omega-6 and -9, this rare oil from Southeast Asia helps protect hair and bump up shine.

The How-To

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

JOICO
the joi of healthy hair

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