

# JoiColor LIGHTENERS COMPARED

No one cares more about hair's *joi* than Joico. That's why every Joico lightener comes packed with protective ingredients that help you lift hair without sacrificing healthy-looking condition. Don't know which Joico lightener is the right one for the job? Get to know all our amazing formulas here...

JOICO

the <b>joi</b> of healthy hair					
	<b>BLONDE LIFE POWDER LIGHTENER</b>	<b>BLONDE LIFE CRÈME LIGHTENER</b>	<b>VEROLIGHT POWDER LIGHTENER</b>	<b>FREEPLAY CLAY LIGHTENER</b>	<b>VERO K-PAK CRÈME LIGHTENER</b>
<b>PACKAGING</b>					
<b>APPLICATION</b>	Highlights On & Off Scalp	Highlights, Balayage On & Off Scalp	Highlights On & Off Scalp	Freehand/Open-Air Techniques (Ombé, Balayage, etc.) Off-Scalp	Highlights On & Off Scalp
<b>LIFTING POWER</b>	Up to 9+	Up to 9+	Up to 8	Up to 7	Up to 8
<b>SPEED</b>	Fastest*	Fastest*	Fast	Controlled Lift	Fast
<b>TECH STORY</b>	Bond-building Arginine + Tamanu and Monoi oils for beautiful, healthy-looking blonde hair	Bond-building Arginine + Tamanu and Monoi oils for beautiful, healthy-looking blonde hair	Creates beautiful blondes with optimal protection	Creamy, stay-put clay base allows for conditioned, healthy-looking results plus ultimate creative control	With lipid-rich Shea Butter and Jojoba Oil, Quadramine Complex to help deliver unsurpassed, healthy-looking results
<b>THE JOIFUL DIFFERENCE</b>	Maximum lift; additives unnecessary as conditioning agents are included in the formula	Creamy, smooth, conditioning formula; doesn't require additives; maximum lift	Leaves hair in healthy-looking K-PAK® condition	No foils necessary! Stay-put technology allows for maximum precision & creative freedom	Ultra emollient lightener eliminates dryness and dullness for beautifully protected blondes with a fragrance-free formula
<b>YOU'LL LOVE IT IF YOU LIKE</b>	Schwarzkopf BLONDME, Redken FlashLift	Wella Blondor Soft Blonde Cream, Schwarzkopf BLONDME Creme	Wella Blondor	Wella FreeLights, Pravana Enlightenment Balayage Lightener, Redken Blonde Idol Free Hand Lightener	Wella Blondor Soft Blonde Cream, Schwarzkopf BLONDME Creme

\*vs Vero Blue

No dedicated developer needed: All Joico lighteners perform with Vero K-PAK Veroxide® and LumiShine Crème developers!

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