



GUARDIANS OF *glam*



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As the sun comes up over our fair Metropolis, we see four, immaculately coiffed SuperSHEroes in action, tackling the demands of their industrious and successful daily lives.

From the court to the courtroom, home office to Home Goods, these mega-stars step up to the plate with guts and guile....

MEET... *The Mighty Multitasker*

As the world and its 24/7 demands swirl around her, our SuperSHEro, a multi-tasking working mom, bravely pivots from task to task, energizing the troops in her inner circle. With a fierce sense of determination and the ability to bolster joi in those who depend on her, this champion rises up every day to conquer the challenges of Zoom meetings and PowerPoint presentations, calls for cuddles, and the pressing need to feed her tribe. Coiffed, efficient, and ready for battle, she relies on a formidable product to elevate her to the peak of style.



Special power: The ability to juggle life, no matter what comes at her.



Signature weapon: Rise Up. With a single, breezy “puff” of innovation, this instant, uplifting styler delivers a lightweight, fine-mist powder that’s armed with long-lasting hold and pollution protection. Leaving behind no trace of visible residue to the naked eye, SuperSHEro’s prize product infuses her ‘do with grip and density, delivering a shiny, soft, sky-high boost.



Her motto: “Let me give you a lift!”

Mighty-great hair hack from Joico Global Brand Ambassador, Larisa Love: “No need to tease! Just direct a couple puffs into the root of the hair and move your fingers on the scalp in a circular motion -- you’ll get volume for days. Add a couple puffs into your pony or add to any braid – French, Fishtail, or Dutch – for texture and personality.”



* laboratory tested using pollution particles



MEET... *Win-der Woman*

It's game time for our POW-erful and nimble warrior, an oh-so-resilient star athlete who believes that true strength comes from within. Watch her as she springs into action to fend off the opposition when things get hot; leap through life in a single bound; and continually score points with those who know and love her. Not one to split hairs, she's fiercely protective of good health – mind, body, and mane – and goes on the offensive to shield herself from destruction.



Special power: A keen awareness for danger, and fast tactical safety maneuvers that keep her out of harm's way.



Signature weapon: Heat Hero. The instant she sprays it on, this brilliant hair guardian jumps into the game, protecting each strand from the thermal assault of blow-dryers (up to 450 degrees!), flat irons, and other damaging heat-styling tools. Along with it? A healthy, glossy sheen to fortify strands and lock out hair-dulling pollutants; plus a heat-activated split-end mender that seals the deal.



Her motto: "This looks like a job for Heat Hero!"

Mighty-great hair hack from Joico Global Brand Storyteller, Olivia Smalley: "When applying Heat Hero, divide your hair into top/middle/bottom sections to ensure product is well-dispersed throughout. Remember it has multiple powers! Heat Hero also provides hold – try it on pin-curl styles – and delivers a glossy shimmer that creates the illusion of instantly shiny, healthy hair."



* laboratory tested using pollution particles



JOICO

**HUMIDITY
BLOCKER**

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MEET... *Lady Law*

Order in the court! Your brilliant defender has arrived...ready to right the wrongs of the world in her own inimitable, confident style. Revered for her encyclopedic legal brain and a razor-sharp ability to block criminal activity – including repeat offenders, like dreaded frizz – our calm, cool, collected hero manages to balance the scales of justice, while keeping her own hair routine brief and to the point.



Special power: Steely concentration, and an unwavering talent for eliminating static in the courtroom.



Signature weapon: Humidity Blocker. This light-hold humidity-buster works tirelessly, depositing an invisible, 24-hour shine shield of frizz and static protection over our heroine's natural curls. The last line of defense before stepping outside, Humidity Blocker throws the book at everything from thermal damage to pollution, so hair is in the safest of hands with every spray.



Her motto: “Don’t worry—I’ll protect you!”

Mighty-great hair hack from Joico Guest Artist, Mai Hernandez: “Think Humidity Blocker only has your back during the day? “Rest” assured, you can spray it into your hair before going to bed – the rubbing of your pillowcase and warmth of a comforter can result in sweat/moisture that undoes a hairstyle. Humidity Blocker fights through the night, so hair is ready to roll in the a.m.”



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RISEUP POWDER SPRAY \$21.99 AT ULTA

THIS POWDER SPRAY ELEVATES LIMP HAIR WITH JUST A FEW PUFFS, DELIVERING IMMEDIATE VOLUME AT THE ROOTS AND LIGHT TEXTURE THROUGHOUT THE HAIR - PLUS PROTECTION AGAINST POLLUTANTS - TAKING QUICK AND EASY STYLING TO NEW HEIGHTS.

HEAT HERO GLOSSING THERMAL PROTECTOR \$20 AT ULTA

THIS BRILLIANT HAIR GUARDIAN PROTECTS EACH STRAND OF HAIR FROM THE THERMAL DAMAGE CAUSED BY BLOW-DRYERS, FLAT IRONS AND OTHER HEAT-STYLING TOOLS UP-TO 450 DEGREES FAHRENHEIT, WHILE PROVIDING A HEALTHY, GLOSSY SHEEN THAT FORTIFIES STRANDS AND LOCKS OUT HAIR-DULLING POLLUTANTS.

HUMIDITY BLOCKER+ FINISHING SPRAY \$19 AT ULTA

THIS LIGHT-HOLD HUMIDITY-BUSTER WORKS TIRELESSLY, DEPOSITING AN INVISIBLE, 24-HOUR SHINE-SHIELD OF FRIZZ AND STATIC PROTECTION TO PROTECT YOUR 'DO AGAINST HUMIDITY.

Larisa Love



LARISA LOVE, JOICO BRAND AMBASSADOR (@LARISADOLL)

A PRODUCT OF HARD WORK AND 110% DEDICATION TO HER CRAFT, LARISA'S POPULARITY ON INSTAGRAM CATAPULTED HER INTO STARDOM IN THE PROFESSIONAL WORLD OF HAIR AND PUT HER TALENT ON THE MAP. THIS SOCIAL MEDIA PROWESS HELPED HER QUICKLY DEVELOP A MASSIVE YET LOYAL CLIENT LIST, CULMINATING IN THE MOMENTOUS OPENING OF THE LA-BASED LARISA LOVE SALON IN JANUARY 2017.

MAI HERNANDEZ, JOICO BRAND EDUCATOR (@MAITHEHAIRBEWITHYOU)

AN L.A.-BASED COLOR SPECIALIST, MAI EMBODIES TENACITY, "SHEAR" GRIT, AND A JOI-FUL HEART, NO MATTER HOW CHALLENGING THE JOURNEY. AT JUST 15, THIS VENEZUELAN-BORN TALENT RELOCATED TO THE UNITED STATES WITH HER MOTHER AND SISTERS, WHO FOUND HAPPINESS AND PEACE IN GETTING THEIR HAIR DONE. SOON, MAI FOUND HAPPINESS BEHIND THE CHAIR AS WELL, STRIVING TO HELP HER CLIENTS FEEL BEAUTIFUL AND EMPOWERED.

Mai Hernandez



Olivia Smalley



OLIVIA SMALLEY, JOICO BRAND STORYTELLER (@OMGARTISTRY)

ONE PART EDUCATOR, ONE PART SOCIAL BUTTERFLY, OLIVIA IS KNOWN FOR HER INSTAGRAM-FRIENDLY HAIR TIPS AND TRICKS. THIS CELEBRITY STYLIST AND COLORIST SPECIALIZES IN BLONDES, BUT ALSO EXCELS AT EXTENSIONS, DEFYING DAMAGE AND MAKEUP APPLICATION. SHE'S DEDICATED TO KEEPING HER CLIENTS' HAIR HEALTHY, HAPPY AND RADIANTLY SHINY, WHILE SHARING COMPELLING TUTORIALS ALONG THE WAY.