

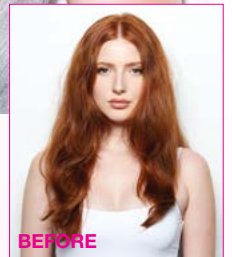
NEW

JOICO
the **joi** of healthy hair

COLORFUL



Up to
8 weeks
of **color**
vibrancy*



Here's Why You'll Love It...

Joico Colorful protects haircolor for long-lasting vibrancy and tonal integrity—the kind of color care that delivers smooth, shiny, vibrant results on a daily basis.

- Color vibrancy lasts up to 8 weeks*
- Free of SLS/SLES sulfates**
- Provides UV protection for longer-lasting color†
- Increases shine, manageability, and strength‡

*Tested with permanent and semi-permanent haircolor; when washing hair 2-3 times a week using Colorful Shampoo

**SLS/SLES = Sodium Lauryl Sulfate/ Sodium Laureth Sulfate

†When using Colorful Glow Beyond Anti-Fade Serum

‡Against combing breakage on damaged hair

IT'S A COLORFUL LIFE—MAKE IT LAST!

Dye-ing to preserve that fierce, fabulous, vibrant color long after your salon visit? Commit for the long haul with Joico Colorful. Formulated with nourishing Camellia Oil and Pomegranate Fruit Extract, our anti-fade collection helps provide shine, strength, and protection from color-fading elements. It's a brilliant and beautiful trio that keeps you true-to-hue.

Let's Look Inside...

Camellia Oil, stocked with essential Omega 9 fatty acids and antioxidants, helps to seal in moisture and restore luminous shine to hair.

Pomegranate Fruit Extract, exceptionally rich in tannins and fade-fighting super antioxidants, helps Joico Colorful protect the longevity of haircolor.

SmartRelease™ Technology, our one-of-a-kind liposome delivery system, packs a punch—continuously releasing Rosehip Oil, Arginine, and Keratin to help repair, strengthen, and protect hair from the damaging effects of daily styling.



COLORFUL Anti-Fade Shampoo

A gentle cleanser that takes out what you DON'T want, and leaves behind everything you DO! With Joico Colorful Anti-Fade Shampoo, daily buildup and debris are gently washed away; while it preserves the long-term vibrancy and intensity of gorgeous haircolor.

- Free of SLS/SLES sulfates*
- Gently cleanses color-treated hair
- Fortifies hair for 3X greater resistance to breakage**

*SLS/SLES Sulfates = Sodium Lauryl/Sodium Laureth Sulfate

**When using Colorful Shampoo and Conditioner against combing breakage on damaged hair vs. a non-conditioning shampoo

Directions: Apply to wet hair. Lather, and rinse.



COLORFUL Anti-Fade Conditioner

This brilliantly hydrating, daily conditioner does a delicate balancing act on color-treated hair—infusing strands with softness and shine*, while cloaking hair with true and steady protection against the big fade.

- Instantly detangles and nourishes color-treated hair
- Protects hair and reduces breakage by over 70%**

*When using Colorful as a system

**Against combing breakage on damaged hair vs. a non-conditioning shampoo

Directions: Apply to clean, damp hair. Leave in 1 minute and rinse.



COLORFUL Glow Beyond Anti-Fade Serum

Imagine an instant, noticeable, stunning hit of vibrancy—the kind of punch that boosts the brilliance of haircolor. That's what you get with Glow Beyond, the anti-fade serum that puts the spotlight on radiance, while helping to protect hair against harsh, color-fading UV rays. Formulated with rich Camellia Oil and Pomegranate Fruit Extract, this glossing serum highlights and helps prolong the freshness of fabulous haircolor.

- Helps prevent haircolor from fading off-tone when exposed to UV or sunlight
- Instantly increases shine
- Boosts color vibrancy and provides softness
- Reduces frizz for smoother hair in just one use
- Guards against the hair-dulling effects of pollution*

*Laboratory tested using pollution particles

Directions: Apply 1–2 pumps to damp or dry hair. Style as usual.

FAQ

Q: What is the difference between Colorful and K-PAK Color Therapy?

A: K-PAK Color Therapy is ideal for color clients who need vibrancy protection plus powerful, K-PAK-strength damage repair. Colorful is ideal for color clients who want anti-fade/ environmental protection in formulas that are free from SLS/SLES sulfates.‡

JOICO OIL CHART

	Type of Client	Key JOI Factor	JOI Ingredients	Usage Recommendation
 <p>Colorful Glow Beyond Anti-Fade Serum</p>	Color-treated hair	<ul style="list-style-type: none"> • Helps prevent haircolor from fading off-tone when exposed to UV or sunlight • Boosts color vibrancy and provides softness • Guards against the hair-dulling effects of pollution 	Clear oil formulated with Camellia Oil and Pomegranate Fruit Extract that can be applied to damp or dry hair	<p>Fine hair: 1-2 pumps</p> <p>Medium hair: 2-3 pumps</p> <p>Thick hair: 4 or more pumps</p>
 <p>K-PAK Color Therapy Luster Lock Glossing Oil</p>	Color-treated, damaged hair	<ul style="list-style-type: none"> • Doubles your color vibrancy* • Preserves over 85% of haircolor** • 150% more shine* and 2X stronger hair† 	Clear oil formulated with African Manketti and Argan oils that can be applied to damp or dry hair	<p>Fine hair: 1-2 pumps</p> <p>Medium hair: 2-3 pumps</p> <p>Thick hair: 4 or more pumps</p>
 <p>Blonde Life Brilliant Glow Brightening Oil</p>	Blondes	<ul style="list-style-type: none"> • Exotic oils hydrate hair with nourishing moisture • Won't stain even the palest shade of blonde • Shine is magnified for instant illumination 	Clear oil with exotic Tamanu and Monoi oils that can be applied to damp or dry hair	<p>Fine hair: 1 pump</p> <p>Medium hair: 1-2 pumps</p> <p>Thick hair: 3 or more pumps</p>

*vs. untreated hair

**After 18 washes

†Against combing breakage on damaged hair vs. a non-conditioning shampoo

‡SLS/SLES = Sodium Lauryl Sulfate/Sodium Laureth Sulfate