

NEW
LOOK

JOICO
the **joi** of healthy hair

HAIR SHAKE®

The minute you shake it, you'll know this liquid-to-powder texturizer is getting ready to deliver satiny, drama-filled, voluminous hair. Spray it, layer it, play with it for buildable texture in seconds.



LIQUID-TO-POWDER TEXTURIZING FINISHER

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

Our unique flash-dry, pollution-shield formula delivers luscious texture, grip, lift, and thickness...without weighing down a single strand.

- Instant lift, fullness, and texture
- Quick-dry with a satiny powder finish
- Creates a great foundation for any updo style
- Stainless-steel ball technology ensures an ideal balance of powder and liquid
- Protects against pollution*
- Paraben-free



Let's Look Inside...

An ideal mix of powder and liquid teams up to form a unique texturizing styler with grip and protection in a fine-mist spray.

Bentonite Clay: is used for oil absorption and for effectively adding texture and grip to all hair types.

Moringa Seed Oil: a rich source of antioxidants, Vitamins A and E, Zinc, and Silica (all fundamental to creating healthy, strong, damage-resistant hair) helps to boost shine and softness.

Now Let's Use It...

Directions: Spray on dry hair for targeted or all-over volume and texture.

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*Laboratory tested using pollution particles

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BODY SHAKE

Get the body you've always wanted with the plush, airy, bombshell volume of **Body Shake**—the buildable spray that's never stiff or sticky. Delivering a bouncy, plush finish, and the freedom to touch and retouch, you'll have fullness, fluidity, and pollution protection* in one unique finisher.



TEXTURIZING FINISHER for fine to medium hair

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

It's "abundantly" clear: Our innovative styling product gives the look and feel of full, naturally thick hair without the feel of a hairspray or texturizing product.

- Instant lift, plush volume, and texture
- Dries quickly and lasts all day
- Ideal for fine to medium hair
- Creates a great foundation for any updo
- Stainless-steel ball technology ensures an ideal balance of powder and liquid
- Thermal protection up to 450 °F (232 °C)
- Humidity protection
- UVA/UVB protection
- Protects against pollution*
- Paraben-free



Let's Look Inside...

Developed with unique polymers, Body Shake offers a luxe, malleable fullness that's clear, voluminous, and natural-looking.

Rice Starch: boasts a whisper-fine texture that allows this natural polymer to build "wow" volume, body, and fullness.

High-Performance Copolymer: creates a crystal-clear, flexible finish and lightweight, natural hold—designed to stand up to humidity in any weather.

Now Let's Use It...

Directions: Shake well. Spray into dry, finished hair for lasting results.

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BEACH SHAKE

Meet the seaside styling spray that delivers glam, beachy texture, satiny hydration, and protective separation in a single transformative spray. That's what you get with touchable **Beach Shake**.



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TEXTURIZING FINISHER

for medium to thick hair

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

Create perfectly “imperfect” separation and coastal cool with a silky plush formula that you can play with, touch, and retouch to your heart's content.

- Creates totally touchable hair with an undone look
- Quick-dry with a satin finish
- Ideal for medium-to-thick hair
- Stainless-steel ball technology ensures an ideal balance of wax and liquid
- Thermal protection up to 450 °F (232 °C)
- Protects against pollution*
- Paraben-free



Let's Look Inside...

An ideal balance of beeswax and exotic oils allows you hydrate and carve out a beachy texture without that typical frizzy finish.

Beeswax: is a busy ingredient, sealing in moisture with a non-greasy texture that creates sexy separation while keeping frizz at bay.

Coconut Oil: A go-to moisturizing staple in Polynesian cultures, provides a natural way to add and lock in shine and nourishment for healthy, hydrated hair.

Sunflower Seed Oil: is stocked with vital nutrients and essential fatty acids that herald shiny, supple, manageable strands.

Now Let's Use It...

Directions: Shake well. Spray into dry, finished hair for lasting results.

*Laboratory tested using pollution particles