

NEW
LOOK

JOICO
the **joi** of healthy hair

JOIGEL[®] MEDIUM

You want hold, shine, pliability, and movement, without crunchy stiffness. This right-in-the-middle styling gel is designed to deliver all the right stuff—plus moisture, body, and protection from pollution*—in one fell swoop.



STYLING GEL

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

There's a whole lot more to JoiGel Medium than just manageable hold. Consider it your do-everything styler that protects hair with a shot of glam.

- Helps add body and volume
- Locks in hydration
- Boosts shine
- Long-lasting humidity protection
- Thermal protection up to 450 °F (232 °C)
- Protects against pollution*



Let's Look Inside...

Nothing stiff or crunchy here—unique flexible ingredients glide smoothly over hair, keeping strands perfectly in place.

Crosspolymer + Copolymers: create a smooth gel texture while delivering flexible holding power.

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: Apply to damp/dry hair. Style as usual.

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Printed in U.S.A. HAIR Jill Buck PHOTO Hama Sanders J69848

*Laboratory tested using pollution particles

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**STYLING
GEL**

JOIGEL[®] FIRM

Hair that's tough, tenacious, thick, even coarse at times needs a styling gel that will fearlessly stand up to its feistiness. This firm-hold formula—which locks in shine and hydration and locks OUT pollution* and humidity—coaxes those spirited strands into shape.



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

There's a whole lot more to JoiGel Firm than just holding power: Consider it your go-to, firm-holding styler that protects hair with a shot of glam.

- Helps add structure and hold
- Locks in hydration
- Boosts shine
- Long-lasting humidity protection
- Thermal protection up to 450 °F (232 °C)
- Protects against pollution*



Let's Look Inside...

Nothing stiff or crunchy here—just a flexible styling gel that keeps strands in place even in humid conditions.

Crosspolymer + Copolymers: create a smooth gel texture while delivering flexible holding power.

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: Apply to damp/dry hair. Style as usual.

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