K-PAK
TO THE
Rescue

Think your mane is a lost cause? Meet our damaged-hair hero.

Powered by Joico's SmartRelease™ liposome technology that swoops in to repair, strengthen, and protect hair precisely where it needs it, our iconic K-PAK collection helps repair years of visible damage* and fight future breakage at the same time. With just one use, distressed tresses are rescued and restored to their shining, healthy-looking glory.

*When used with K-PAK RevitaLuxe

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K-PAK®

Here's Why You'll Love It…

Whether the culprit is overzealous heat styling, chemical processing, or harsh environmental factors, even brittle and lifeless locks make a glorious comeback.

- Repairs years of visible damage*
- Instantly doubles hair strength**
- Boosts shine
- Improves elasticity & manageability

Let's Look Inside…

Keratin: A protective protein found naturally in hair, actively seeks out damage and helps repair hair by replacing lost proteins. The result? Stronger, healthier-looking locks.

Guajava Fruit Extract: Packed with antioxidants and Lycopene, which are known to help protect hair against UV damage.

Evening Primrose Oil: A rich source of Omega-6 and Gamma-Linolenic Acid, an essential fatty acid that helps nourish hair back to health.

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

How does SmartRelease Technology work?
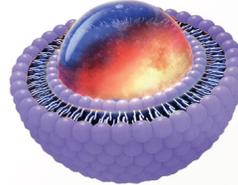
- SmartRelease liposomes are deposited onto hair strands during product use.
- Over time, each SmartRelease liposome bursts open to release Keratin, Arginine, and Rosehip Oil.

- Keratin and Arginine penetrate the hair to help repair damaged sites and strengthen hair. Rosehip Oil helps add softness and shine to the cuticle layer.
- Over 52% less breakage*
- Teams up with hero ingredients to offer enhanced benefits
- Continuous release to the hair
- Proprietary blend of healthy-hair ingredients

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

Reconstructing Shampoo

Lather in lustrous, more resilient hair. Formulated with damage-seeking Keratin and protective Guajava Fruit Extract, this gentle shampoo helps fortify weak strands and (bonus!) prevent future damage.***

- Gently cleanses damaged hair
- Rich lather

Reconstructing Conditioner

On a mission to repair hair that's seen one too many blowouts and color changes? This restorative daily conditioner zeroes in on damage and dryness with laser-like precision, instantly replenishing shine, strength, and manageability where strands need it most.

- Doubles hair resistance to breakage*
- Boosts shine
- Improves elasticity & manageability
- Smooths, detangles, and eliminates static in hair

Directions: Lather, rinse, and repeat if desired. Follow with K-PAK Reconstructing Conditioner.

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

* When used with K-PAK RevitaLuxe
** Against combing breakage on damaged hair vs. a non-conditioning shampoo; when using K-PAK Reconstructor, RevitaLuxe, or Reconstructing Conditioner
*** When used with K-PAK Reconstructing Conditioner or RevitaLuxe

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

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Reconstructor

This is it—the holy grail hair hero that started it all for K-PAK! Packed with a powerful combo of amino acids and Joico's smart keratin technology, this 5-minute treatment rebuilds and strengthens stressed strands to instantly restore hair to its healthy-looking greatness. It's hair reconstruction so targeted, so transformative, it's the fave of millions of stylists—and we have the awards to prove it*.

- Rebuilds and fortifies damaged hair
- 64% less breakage**
- Instantly healthier-looking hair
- Improves hair elasticity

Directions: Apply to damp hair. Leave in at least 5 minutes. Rinse. For a more hydrating slip, follow with K-PAK Hydrator Intense Treatment.

*Stylist's Choice Award Winner in 2001-2015, 2017
**Against combing breakage on damaged hair vs. a non-conditioning shampoo

Liquid Reconstructor

This stuff is pure, liquid GOLD! With a potent cocktail of amino acids and smart keratin technology that starts repairing and strengthening stressed strands on contact, this liquid reconstructor is everything you love about our award-winning* K-PAK Reconstructor turned into a lightweight formula that's just right for those with fine, fragile hair.

- Convenient leave-in, spray-on version of our award-winning K-PAK Reconstructor *
- 65% less breakage **
- Helps rebuild fine, damaged hair
- Lightweight formula

Directions: Apply to clean damp hair. Spray on hair, concentrating on ends or other highly damaged areas. Comb through and style as usual.

*Stylist's Choice Award winner in 2001-2015, 2017
**Against combing breakage on damage hair vs. a non-conditioning shampoo

Hydrator

Is your hair so parched, so thirsty, so starved for moisture that only a serious drink could quench its thirst? This intensely hydrating treatment turns on the waterworks to help even extra-dry, over-processed hair feel soft, smooth, and touchable again.

- Instantly replenishes lost moisture to dry, damaged hair
- 2X softer hair*
- Boosts shine
- Seals the cuticle
- Improves hair manageability and elasticity

Directions: Apply to damp hair and leave in for a full 5 minutes. Rinse thoroughly.

*Than untreated damaged hair

RevitaLuxe

The name says it all… This intensely revitalizing treatment instantly repairs years of hair damage to make hair look and feel luxuriously healthy and pampered: radiant, silky, vibrant, K-PAK strong from roots to ends.

- Instantly repairs years of damage
- Doubles resistance to breakage *
- Hydrates for soft, shiny, healthy-looking hair

Directions: Apply to damp hair. Leave in for a full 5 minutes. Rinse and style as usual.

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

Clarifying Shampoo

Need a hair-refresh? This deeply detoxifying shampoo clears the way for shiny, bouncy, healthy-looking hair by gently, yet effectively removing the dulling buildup and impurities that styling products, chlorine, hard water, and pollutants can leave behind.

- Detox hair from hard water, chlorine & minerals
- Protects hair against pollutants*

Directions: Apply to wet hair, lather and leave in 2-5 minutes. Rinse.

*Lab tested using pollution particles

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H.K.P.

Take your chemical service results to the next level with this potent, liquid form of K-PAK Keratin Protein. When used with color services, this powerful backbar treatment helps equalize porosity so your client's color lasts longer, looks more vibrant, and is beautifully even from scalp to ends. When used with perming and straightening services, it boosts the strength and elasticity of each strand for longer-lasting, improved texture patterns—with less damage occurring during the processing stage.*

- Equalizes porosity for even haircolor deposit
- Strengthens the integrity of hair for improved perming results

*Based on survey responses from a field test of 43 stylists

Directions: Use it with every color or perm service for stunning results that will do all the talking.

AS A PERM PRE-TREATMENT: Spray on hair prior to wave lotion and before neutralizing.

WITH COLOR SERVICES: Spray on hair before applying haircolor or before pulling color through on damaged/porous ends.

4-Step Hair Repair System

Meet stylists' backbar secret weapon to dramatically enhance their chemical service results. In only four steps, this backbar treatment reconstructs, rebuilds, and protects damaged hair for breathtakingly healthier-looking hair after every color or blonding service.
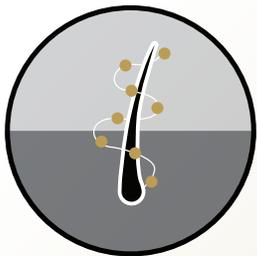
STEP 1 – CLARIFY

Shampoo hair with K-PAK Clarifying Shampoo. For enhanced clarifying action, leave in 2-5 minutes. Rinse.
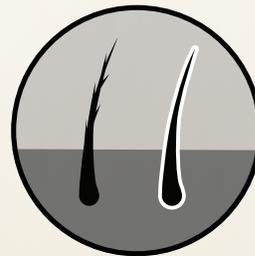
STEP 2 – ACIDIFY

Apply K-PAK Cuticle Sealer to hair. Leave in 5 minutes. Rinse.
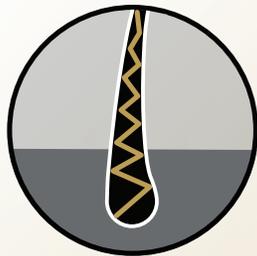
STEP 3 – RECONSTRUCT

Apply K-PAK Reconstructor to hair. Leave in 5 minutes. Rinse.

For maximum results on stressed, damaged hair, repeat Step 2 (Acidify) and Step 3 (Reconstruct) up to three times.

STEP 4 – HYDRATE

Apply K-PAK Hydrator to hair. Leave in 5 minutes. Rinse.

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