

Now with
SmartRelease™
Technology!

JOICO
the **joi** of healthy hair

COLOR INFUSE RED

Rev up your red and keep it that way with our color-depositing Color Infuse® Red Shampoo and Conditioner—**NEW and improved** for longer-lasting results; Joico's SmartRelease™ liposome delivery system that actively releases Rosehip Oil, Arginine, and Keratin for continuous strength and protection; plus Green Tea Extract, UV absorbers, and antioxidants to help fight off fade.



STAY RADIANTLY RED

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

Designed to bump up the intensity, shine, and lasting power of the richest gingers.

- Instantly reignites your red
- Long-lasting results through 12 washes
- Boosts shine and smoothness
- Over 2X stronger hair*
- Controls static
- Paraben-free

COLOR INFUSE RED Shampoo

Red may be the color that turns heads faster than any other; but, unfortunately, it's also the color that fades the fastest, too. So, we thought it was only fair to give our favorite redheads their very own shampoo. Color Infuse Red Shampoo gently removes impurities, while infusing hair with rich color.

- Gently cleanses hair
- Revives vibrancy of red hair
- Boosts shine and controls static
- Paraben-free

Directions: Apply to wet hair. Lather. Leave in 1-3 minutes. Rinse. Use 2-3 times a week, alternating with your daily shampoo. Follow with Color Infuse Red Conditioner for best results.

*Against combing breakage on damaged hair vs. a non-conditioning shampoo; when using Color Infuse Red Shampoo and Conditioner

COLOR INFUSE RED

COLOR INFUSE RED Conditioner

We say don't stop at red-enhancing shampoo— instead, go the distance and add this nourishing, ruby cocktail to your regimen. It brings out the deep, rich tones of luscious red locks, then moisturizes, protects, and defends those strands with all its might.

- Nourishes and protects hair
- Revives vibrancy of red hair
- Instantly detangles
- Paraben-free

Directions: Apply to hair washed with Color Infuse Red Shampoo. Leave on for 1-3 minutes. Rinse.



Let's Look Inside...

Boosting the richness of red hair with ingredients that help protect and defend radiant color.

Red Pigments—directly attach to the hair and instantly boost red tones.

Green Tea Extract And UV Absorbers—help fight fading and tonal change to keep color looking great.

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.

FAQ

Q: What products work well with Color Infuse Red?

A: K-PAK Color Therapy Luster Lock Instant Shine & Repair Treatment for 5 minutes on damp hair followed by spraying K-PAK Luster Lock Spray throughout damp mid-lengths and ends.