

JOICO  
the joi of healthy hair

# INNERJOI™

healthy hair comes naturally

Our **Inner Joi** collection features 100% vegan, naturally-derived\* formulas that deliver the transformative results and professional performance you love, all bottled in a sustainable package that gives back to communities in need.

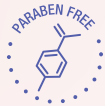


Experience the inner joi of clean\*\*, animal test-free haircare that does a world of good.



### Naturally Derived

Animal test-free, vegan formulas, all made with 86%-98% naturally-derived\* ingredients + pure Joico performance.



### Clean

All Inner Joi products are made without Silicones, Parabens, Gluten, SLS/SLES Sulfates†, Phthalates, and Mineral Oil.



### Sustainable

All Inner Joi retail- and liter-size shampoos and conditioners\*\*\* are bottled in 95% recovered & recycled Social Plastic® to support communities in need and help fight ocean plastic.

## FAQs

### Q: Are Inner Joi formulas color-safe?

A: Yes, all Inner Joi formulas are safe for color-treated hair.

### Q: Are Inner Joi formulas vegan?

A: All Inner Joi formulas are certified vegan by PETA (People for the Ethical Treatment of Animals).

### Q: Who is the Inner Joi client?

A: Anyone seeking naturally-derived\* hair products that deliver salon-level results.

### Q: Are Inner Joi formulas gluten-free?

A: Yes, Inner Joi formulas are free of gluten.

\* According to Global ISO 16128 Standard, 86%-98% naturally derived means that plant and mineral-derived materials and water, all of which undergo limited processing, make up at least 86%-98% of the formulas

\*\* To learn more about how Joico defines 'clean', visit [joico.com](http://joico.com) \*\*\* Excluding caps and 50ml sizes † SLS/SLES = Sodium Lauryl Sulfate/Sodium Laureth Sulfate

# HYDRATE

## Say hello to hydration for hair and scalp.

Our **Inner Joi Hydrate** formulas, made with Apple Extract, provide all-day hydration for a healthy hair appearance, while making your scalp feel fresh and replenished as well.

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

- All-day hydration
- Hair & scalp feel replenished and fresh
- Hair feels soft and looks shiny
- Won't weigh down hair



### Shampoo (86% naturally derived\*)

You know what they say: an apple a day keeps the (hair) doctor away. And with Hydrate Shampoo—formulated with upcycled Apple Extract—your hair and scalp will be clean, healthy-looking, and beautifully hydrated.

- Hair and scalp feel clean and refreshed
- Gentle cleansing & won't leave scalp feeling tight
- Free of SLS/SLES sulfates\*\*

**Directions:** Apply to wet hair. Lather. Rinse. Follow with Hydrate Conditioner.



### Conditioner (97% naturally derived\*)

Formulated with refreshing Apple Extract and naturally-derived\* ingredients, achieving nourished, soft-as-silk hair becomes easy as pie.

- Restores moisture to hair
- Nourishes and leaves hair feeling soft

**Directions:** Apply to clean, damp hair and leave in for 1 minute. Rinse.



### Detangler (97% naturally derived\*)

All-day hydration and easy detangling with naturally-derived\* ingredients—including upcycled Apple Extract.

- Hydrates hair with one use
- Detangles & nourishes hair
- Hair looks smooth & less frizzy

**Directions:** Apply to clean, damp hair. Style as desired.

## FAQs

### Q: Who is the Inner Joi Hydrate user?

A: Anyone who feels their hair is dry.

### Q: Does the Hydrate Detangler help reduce frizz?

A: Yes, it detangles hair and helps control frizz.

### Q: Does the Hydrate Detangler provide thermal protection?

A: No, this product does not provide thermal protection. We recommend using our Inner Joi Blowout Crème for thermal protection.

### Q: How long do the hydration benefits last?

A: The Inner Joi Hydrate collection provides all-day hydration.

\* According to Global ISO 16128 Standard, 86%+ naturally derived means that plant and mineral-derived materials and water, all of which undergo limited processing, make up at least 86% of the formulas

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



## Let's look inside...



**Apple Extract**—a natural humectant and widely considered superfood, is made using sustainable upcycling.

**Aloe**—rich in essential vitamins, amino and fatty acids, is known for its hydrating properties.

**Vegan Protein**—made from pea and vegetable sources, mimics the protein found naturally in hair.

**Olive Ester**—biodegradable and upcycled from the production of olive oil, helps support healthy-looking hair.

# STRENGTHEN

Show your over-processed, over-worked hair some love with this trio of strength-building care.

Our **Inner Joi Strengthen** formulas, made with Coconut and Abyssinian oils, help repair damaged hair\* while fortifying strands to reduce future breakage.

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

- Strengthens hair & reduces breakage\*
- Helps repair damaged hair\*
- Leaves hair feeling soft with bouncy movement
- Boosts shine



### Shampoo (90% naturally derived\*\*)

This strengthening cleanser creates a rich-yet-gentle lather that envelops tired strands with positive reinforcement.

- Rich lather
- Gentle cleansing
- Free of SLS/SLES sulfates\*\*\*

**Directions:** Apply to wet hair. Lather. Rinse. Follow with Strengthen Conditioner or Masque.



### Conditioner (96% naturally derived\*\*)

Strengthen Conditioner pulls off a major turnaround for damaged strands...building hair that looks—and feels—resilient, healthy, smooth, and shiny in a single strength-training session.

- Helps repair damaged hair\*
- Nourishes hair and leaves it looking healthy
- Detangles, reduces frizz, and boosts shine

**Directions:** Apply to clean, damp hair and leave in for 1 minute. Rinse.



### Masque (95% naturally derived\*\*)

This fortifying masque gently nourishes each strand with the strength, bounce, and polish fatigued hair really needs.

- Helps strengthen hair & reduce breakage\*
- Replenishes lost moisture & leaves hair feeling soft
- Renews hair's healthy appearance

**Directions:** Apply to clean, damp hair and leave in for 2-5 minutes. Rinse.

## Let's look inside...



**Coconut Oil**—a known superfood used for centuries in both skincare and haircare.

**Abyssinian Oil**—rich in antioxidants and vitamins, is environmentally friendly due to its low water needs.

**Vegan Protein**—made from pea and vegetable sources, mimics the protein found naturally in hair.

**Olive Ester**—biodegradable and upcycled from the production of olive oil, helps support healthy-looking hair.

## FAQs

### Q: Who is the Inner Joi Strengthen user?

A: Anyone whose hair is damaged or lacks strength.

### Q: How often should I use the Strengthen Masque?

A: You can use it 1-2 times a week or as needed. Apply to damp hair, leave on for 5 minutes, then rinse thoroughly.

**PRO TIP:** Hydrate Detangler and Preserve Protective Milk are ideal leave-in treatments for Strengthen users.

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

\*\* According to Global ISO 16128 Standard, 90%+ naturally derived means that plant and mineral-derived materials and water, all of which undergo limited processing, make up at least 90% of the formulas

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

# PRESERVE

Hold on to your hue with naturally-derived\* color care.

Inner Joi Preserve formulas, which include Raspberry Seed Oil and Beetroot Extract, have been developed specifically for fade-fighting. Give your hair just the care and color protection it needs to stay salon-vibrant longer.

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

- Leaves color looking fresh & vibrant
- Maintains 83% of haircolor\*\*



### Shampoo (90% naturally derived\*)

This naturally-derived\* cleanser harvests the power of superfood ingredients—Beetroot Extract and Raspberry Seed Oil—to long-haul your hue with clean, caring goodness.

- Preserves the life of your haircolor
- Gentle cleansing
- Free of SLS/SLES sulfates\*\*\*

**Directions:** Apply to wet hair. Lather. Rinse. Follow with Preserve Conditioner.



### Conditioner (96% naturally derived\*)

Both nourishing and fade-fighting, this conditioner beautifully protects vibrancy, shine, and hair health.

- Leaves haircolor looking shiny & vibrant
- Nourishes hair and leaves it feeling soft

**Directions:** Apply to clean, damp hair and leave in for 1 minute. Rinse.



### Protective Milk (97% naturally derived\*)

Our protective answer for color-treated hair. Formulated with naturally-derived\* ingredients—like Beetroot Extract and Raspberry Seed Oil—this wellness wonder detangles hair and helps preserve haircolor.

- Detangles & nourishes hair
- Protects from thermal damage up to 450°F (232°C)

**Directions:** Apply to clean, damp hair and comb through. Style as desired.

## FAQs

### Q: Who is the Inner Joi Preserve user?

A: Inner Joi Preserve is for those who want to keep their haircolor looking salon-fresh for as long as possible.

### Q: Is the Preserve Protective Milk for use on wet hair only?

A: You can apply it on clean, damp hair. If you apply it on dry hair, use less product than you would typically use on damp hair.

### Q: Does the Preserve Protective Milk provide heat protection?

A: It helps protect from thermal damage up to 450°F (232°C).

### Q: Does the Inner Joi Preserve collection help extend the life of your haircolor?

A: Yes, it helps maintain 83% of haircolor.\*\*

### Q: Which hair treatment should I use with the Inner Joi Preserve and Hydrate regimens?

A: Our Inner Joi Strengthen Masque is an excellent addition to any Inner Joi regimen.



## Let's look inside...



**Beetroot Extract**—a natural, multifunctional ingredient, has been linked to protection against haircolor fade.

**Raspberry Seed Oil**—a natural source of linoleic acid, phytosterols, omega-3 and -6 fatty acids, and Vitamin E.

**Vegan Protein**—made from pea and vegetable sources, mimics the protein found naturally in hair.

**Olive Ester**—biodegradable and upcycled from the production of olive oil, helps support healthy-looking hair.

According to Global ISO 16128 Standard, 90%+ naturally derived means that plant and mineral-derived materials and water, all of which undergo limited processing, make up at least 90% of the formulas

\*\* After 10 washes, when using Shampoo, Conditioner, and Protective Milk

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

# STYLE

## Styling you can feel good about.

Our **Inner Joi Style** formulas provide all the styling you want without the harsh ingredients you don't. From blowouts to beach waves, this duo provides the ideal foundation for a beautifully finished look.

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

- Creates natural-looking styles
- Doesn't leave hair feeling sticky



### Blowout Crème (96% naturally derived\*)

You choose: air-dry or blow-dry. Either way, you're protected. Want to blow-dry? Your hair will be protected from thermal damage up to 450°F (232°C), and you'll enjoy 72-hour frizz and humidity protection for soft, shiny strands that will blow you away.

- Use with heat or allow to air-dry
- Reduces frizz caused by humidity for 72 hours\*\*
- Protects from thermal damage up to 450°F (232°C)
- Hair feels soft and looks shiny

**Directions:** Apply to clean, damp hair. Air-dry or blow-dry hair.



### Sea Salt Spray (98% naturally derived\*)

Inner Joi's Sea Salt Spray makes a splash by bringing that lived-in look, light texture, and volume together with a formula that's 98% naturally derived\*.

- Beachy, lived-in look
- Provides light texture & volume
- Light hold & grit

**Directions:** Shake well. Apply to damp or dry hair. Style as desired.

## FAQs

### Q: How much Blowout Crème should I apply?

A: It depends on how much hair you have. We recommend starting with a small amount and increasing as needed.

### Q: Do I have to blow-dry my hair after applying Blowout Crème?

A: The choice is yours. Blowout Crème provides thermal protection if you blow-dry your hair, but you can also air-dry hair after application.

### Q: Does Blowout Crème help control frizz?

A: Yes, it helps reduce frizz caused by humidity for 72 hours.\*\*

### Q: Can Sea Salt Spray be used on dry hair?

A: Yes, it delivers texture and light volume for a gorgeous, beachy look.

### Q: Does Sea Salt Spray provide hold?

A: Yes, it adds light hold and grit.

\* According to Global ISO 16128 Standard, 96%+ naturally derived means that plant and mineral-derived materials and water, all of which undergo limited processing, make up at least 96% of the formulas

\*\* vs. untreated hair, 85% RH conditions



## Let's look inside...



**Magnesium Salt (Sea Salt Spray)**—commonly known as Epsom Salt, provides light texture and fullness to hair.

**Avocado Oil (Blowout Crème)**—is widely used to help hydrate hair and enhance shine.

**Vegan Protein**—made from pea and vegetable sources, mimics the protein found naturally in hair.

**Olive Ester**—biodegradable and upcycled from the production of olive oil, helps support healthy-looking hair.