

DEFY DAMAGE®

FLASH FORWARD TO STRONGER* HAIR

NEW! IN A FLASH 7-SECOND BOND BUILDER

A quick journey to strong hair! With the innovative power of Defy Damage, **IN A FLASH** helps build bonds—delivering a dazzling, **7-second** transformation you can see and feel. Hurling hair towards healthy in a **unique liquid-to-crème formula**, this swift hair protector helps build bonds, making hair stronger* and less prone to breakage*.



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

When there's no time to spare for healthy-looking hair, In A Flash makes a dash to the finish line in one quickie, rinse-out treatment with visible results in seconds.

- Hair is up to 20x more resistant to breakage*
- Creates bonds and strengthens the hair structure
- Leaves hair silky smooth without weighing down
- Safe for color-treated hair
- Silicone-free
- PETA-certified, Global Animal-Free Testing

Let's Look Inside

This bond-building treatment wastes no time getting to the heart of healthy-looking hair. One post-shampoo application builds bonds, strengthens*, and protects hair from breakage*.

This damage-defying treatment includes our Enhanced Bonding Technology and Liquid Keratin.

Enhanced Bonding Technology builds bonds and strengthens hair fibers for healthy-looking results you can see and feel.

Liquid Keratin, an essential building block of healthy hair.



DEFY DAMAGE®

Now Let's Use It



Cleanse hair using Defy Damage Protective Shampoo.



Apply Defy Damage **In A Flash** directly to hair, from mid-length to ends, avoiding roots. Work into hair until liquid turns creamy. **Leave in for 7 seconds.**



Rinse!



FAQs

Q: How is Defy Damage In A Flash 7-Second Bond Builder unique?

A: Defy Damage In A Flash is a low-water formula, making it highly concentrated. When it comes into contact with water, it undergoes an exothermic reaction that causes the treatment to transform into a creamy lotion.

Attention! Defy Damage In A Flash contains a unique formula that may solidify when exposed to low temperatures. This solidification is completely reversible at room temperature and will not impact product performance. Protect from cold and direct sunlight.

Q: How often should I use In A Flash?

A: Defy Damage In A Flash can be used once or twice a week or whenever your hair needs an extra boost of resilience and shine.

Q: How do I use it?

A: Cleanse hair with Defy Damage Protective Shampoo. Rinse. Apply In A Flash by squeezing it directly onto the hair, from mid-length to ends. Massage into hair until it feels creamy. Wait 7 seconds. Rinse.

Q: Is this animal test-free?

A: In A Flash is PETA-certified animal test-free, like all Joico products.

Q: Does In A Flash contain alcohol? Won't it dry out my hair?

A: The alcohol simply acts as a carrier for the conditioning agents in the formula, so there's no need to worry about drying out the hair.

Q: When will I see and feel results?

A: After one use.

Q: What is the pH of this treatment?

A: There is no pH due to the low water content of the formula.

Q: Should In A Flash be applied on the scalp?

A: It's best to avoid applying it on the scalp. Most hair treatments are recommended for mid-length to ends. Please refer to the illustration on the package for guidance.

Q: Should I skip using conditioner on the day I use In A Flash?

A: Yes, you can skip conditioner the day you use this treatment.

Q: Can I use this treatment after a haircolor service?

A: Yes, In A Flash is safe for colored hair.

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Defy Damage Treatments

 <p>NEW DEFY DAMAGE IN A FLASH</p>	 <p>DEFY DAMAGE KBOND20™ POWER MASQUE</p>	 <p>DEFY DAMAGE PROTECTIVE MASQUE</p>	
<p>DAMAGE TYPE</p>	<p>LIGHT TO MEDIUM DAMAGE/BROKEN BONDS Hair in need of quick bond strengthening and protection.</p>	<p>MEDIUM TO HEAVY DAMAGE/BROKEN BONDS Weakened and damaged bonds in need of serious rebuilding.</p>	<p>LIGHT TO MEDIUM DAMAGE/BROKEN BONDS Hair in need of bond strengthening and protection.</p>
<p>FEATURES</p>	<p>Unique bond builder transforms from a liquid into a crème when it comes into contact with water.</p>	<p>Powered by Defy Damage bond-building + K-PAK Keratin Technology.</p>	<p>Less breakage, more protection from heat styling. Hair has instant softness and shine.</p>
<p>KEY BENEFITS</p>	<ul style="list-style-type: none"> • 20x more resistant to breakage* • Helps to strengthen bonds for healthy-looking hair • Boosts shine and delivers easy detangling • Safe for color-treated hair • Low-water formula 	<ul style="list-style-type: none"> • 5x stronger* hair in one use • Builds and protects bonds • Rich hydration • Instantly detangles • Normalizes pH • Color-safe 	<ul style="list-style-type: none"> • 80% less breakage** • Helps to rebuild broken hair bonds • Deeply replenishes hair without weighing it down • Leaves hair soft, shiny, and healthy-looking • Color-safe

*Against combing breakage on damaged hair during heat styling

**Against combing breakage on damaged hair during heat styling, when using Defy Damage Shampoo and Masque vs. a non-conditioning shampoo