

JOICO
the joi of healthy hair



NEW!

BLONDELIFE®
BLONDE STRONG
DETANGLER FOR FRAGILE HAIR



BE BLONDE & FEARLESS

Feeling fragile? Be blonde and fearless with **NEW** Blonde Strong Detangler, ultra-lightened hair's new daily protector!

This multitasking protector helps detangle those fragile strands while keeping them resilient and shielded from UV rays and heat-styling tools.

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

Designed specifically for compromised blonde hair that's seen long-term lightening services, this power player tackles even those fragile strands you're afraid to run a brush through.

- Detangles and leaves fragile strands feeling hydrated
- Helps prevent and mend split ends*
- Strengthens hair, making it resistant to breakage**
- Keeps blonde hair feeling soft and looking bright
- 72 hours of frizz-fighting humidity protection †
- Protects from damaging UV and heat up to 450° F/ 232° C ††



* Until next use

** Against combing breakage on damaged hair vs. untreated hair
† vs. untreated hair, 85% relative humidity conditions

†† When using thermal styling tools

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Let's Look Inside

Blonde Strong Detangler swoops in to strengthen* and protect strands, making them feel nourished so you can be your best blonde.

OUR DETANGLER IS FORMULATED WITH:

Polycare® Split Therapy—naturally-derived**, protective polymers help to smooth porous hair, reduce breakage, and mend split ends***.

Monoï and Tamanu Oils—a rare, exotic blend of oils and Tahitian Gardenia Flower.

Vegan SmartRelease® Technology—made with pea and vegetable proteins, mimics the protein found naturally in hair.

Now Let's Use It

Apply to clean, damp hair, focusing on tangled areas. Comb through and style as desired.

FAQs

Q: How is this detangler different from K-PAK Color Therapy Luster Lock Multi-Perfector?

A: This sprayable lotion is designed for those who want to push the blonding limits and be their best blonde. It helps detangle compromised, fragile hair while helping to mend split ends*** and keep blonde hair healthy-looking and bright.

Q: Does this product offer thermal protection?

A: Yes, it provides thermal protection from styling tools up to 450°F (232°C).

Q: Can this product be used with Blonde Life Brightening Conditioner or Brightening Masque?

A: Yes, this product is designed to complement the other products in our Blonde Life collection.

Q: Can I use this product if I'm a natural blonde?

A: Yes, however, this product is designed for extreme blondes who have fragile, compromised hair and are concerned about breakage due to lightening and brushing.

FOR PROS ONLY

Q: Can I use this product at the shampoo bowl to detangle hair after processing highlights?

A: Yes, you can use this to detangle hair at the bowl before your glossing service.

* Against combing breakage on damaged hair vs. untreated hair

** According to Global ISO 16128 Standard

*** Until next use