

**JOICO**  
the joi of healthy hair



**NEW!**

# DEFYDAMAGE® DETOX SHAMPOO

# SAY GOODBYE TO BUILDUP AND HELLO TO HEALTHY HAIR



Wash away hard water residue, trace minerals, product buildup, and copper with this deep-cleansing shampoo that won't leave hair feeling dry. **Formulated with a bio-based chelator and Activated Charcoal, DEFY DAMAGE Detox Shampoo** builds bonds and transforms dull, lackluster locks into hair that feels clean and soft.

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

With a single, transformational cleanse, this clarifying formula dives deep to leave hair and scalp feeling clean while being gentle on color, without leaving hair feeling stripped or dry.

- Removes hard water residue, trace minerals, product buildup, copper, and salts
- Helps remove green tones in hair due to chlorine
- Builds bonds and leaves hair feeling soft to the touch
- Color-safe and Vegan
- Free of SLS/SLES Sulfates\*
- Paraben-free and Mineral Oil-free



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

# DEFYDAMAGE®

## Let's Look Inside

**Bio-based Chelator**—helps remove stubborn buildup, metals, and hard water deposits.

**Activated Charcoal**—a porous, absorbent material made from coconut husks.

**Moringa Seed Oil**—contains Vitamins A and E, as well as Silica.

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

## Now Let's Use It

### IN THE SALON:

Use **Defy Damage Detox Shampoo** with **KBOND20® Power Masque** to safeguard your color and lightening services. The formulas work in synergy to protect and build bonds, fostering healthy-looking hair and ensuring optimal color protection.

Before color and lightening services, cleanse hair with **Defy Damage Detox Shampoo** to remove copper, hard water buildup, trace minerals, and more.

After rinsing or shampooing haircolor or bleach from hair (using **Defy Damage Protective Shampoo**), apply **KBOND20 Power Masque** to build bonds and protect your color service.

### AT HOME:

A regular routine that includes **Defy Damage Detox Shampoo** with **KBOND20 Power Masque** can keep your hair free of buildup while strengthening\* it.

Use **Defy Damage Detox Shampoo** weekly or whenever deep cleansing is needed to keep hair free of product and hard water buildup that can leave it feeling rough and looking dull.

Follow with **KBOND20 Power Masque** or **Protective Conditioner** to keep hair healthy-looking and strong.\*

\*Against combing breakage on damaged hair during heat styling



## FAQs

**Q: The Defy Damage Detox Shampoo has a silver color to it. Will it affect my blonde tone?**

**A:** The Activated Charcoal in Defy Damage Detox Shampoo gives the product a silver glow. However, the Activated Charcoal does not alter hair tone.

**Q: Can I use Defy Damage Detox Shampoo daily?**

**A:** The recommended use is once a week or whenever you have excessive product buildup on hair. We also recommend using Defy Damage Detox Shampoo before going to the salon for your next lightening or color service.

**Q: How does metal build up in hair?**

**A:** Trace minerals and metals are found in household water that we use to wash our hair, and during the washing process, they can be left behind on your hair.

**Q: Should I use Defy Damage Detox Shampoo after swimming to remove chlorine from hair?**

**A:** Yes, Defy Damage Detox Shampoo can remove chlorine from hair and eliminate the green tone caused by chlorine exposure.

**Q: Can I use Defy Damage Detox Shampoo prior to chemical services?**

**A:** Yes, you can use Defy Damage Detox Shampoo before chemical services. It effectively removes hard water buildup, metals (including copper), minerals, and salts.

**Q: Is Defy Damage Detox Shampoo color-safe?**

**A:** Yes.