

# LEVEL UP YOUR LIGHTENING GAME



**BLONDE LIFE®**  
Crème Lightener



**BLONDE LIFE®**  
Lightening Powder



**BLONDE LIFE®**  
Balayage Lightener



**BLONDE LIFE®**  
**SILVERLIGHT™**  
Lightening Powder

Ideal for freehand, ombré, highlights, and on-scalp lightening on double-processed blondes

Up to **9+ levels** of fast-acting lift

Easy-to-apply, easy-to-rinse crème formula

On- and off-scalp use

- Strengthens hair, reducing breakage by over 54%\* in just one treatment
- No additives necessary— all the conditioning and protection hair needs is built into the formula

Ideal for highlights, on-scalp lightening, extreme lift, and quick lift

Up to **9+ levels** of fast-acting lift

Cool, blue powder formula

On- and off-scalp use

Ideal for balayage and freehand painting

Up to **7+ levels** of fast-acting lift

White powder formula with a hint of blue

Off-scalp use only

- Soft clay texture stays put when lifting
- Stays moist and does not transfer while processing

Ideal for cool/silver blonde tones

Up to **9+ levels** of fast-acting lift

Silver/light gray powder formula

On- and off-scalp use

- Charcoal-infused formula helps counteract brassiness while processing
- Does not transfer when rinsing
- Protects hair and reduces styling breakage by over 54%\*

Mix with Blonde Life Coconut Oil Developers for optimal results.

\*Against combing breakage on damaged hair when used with Joico Blonde Life Brightening Masque vs. a non-conditioning bleach