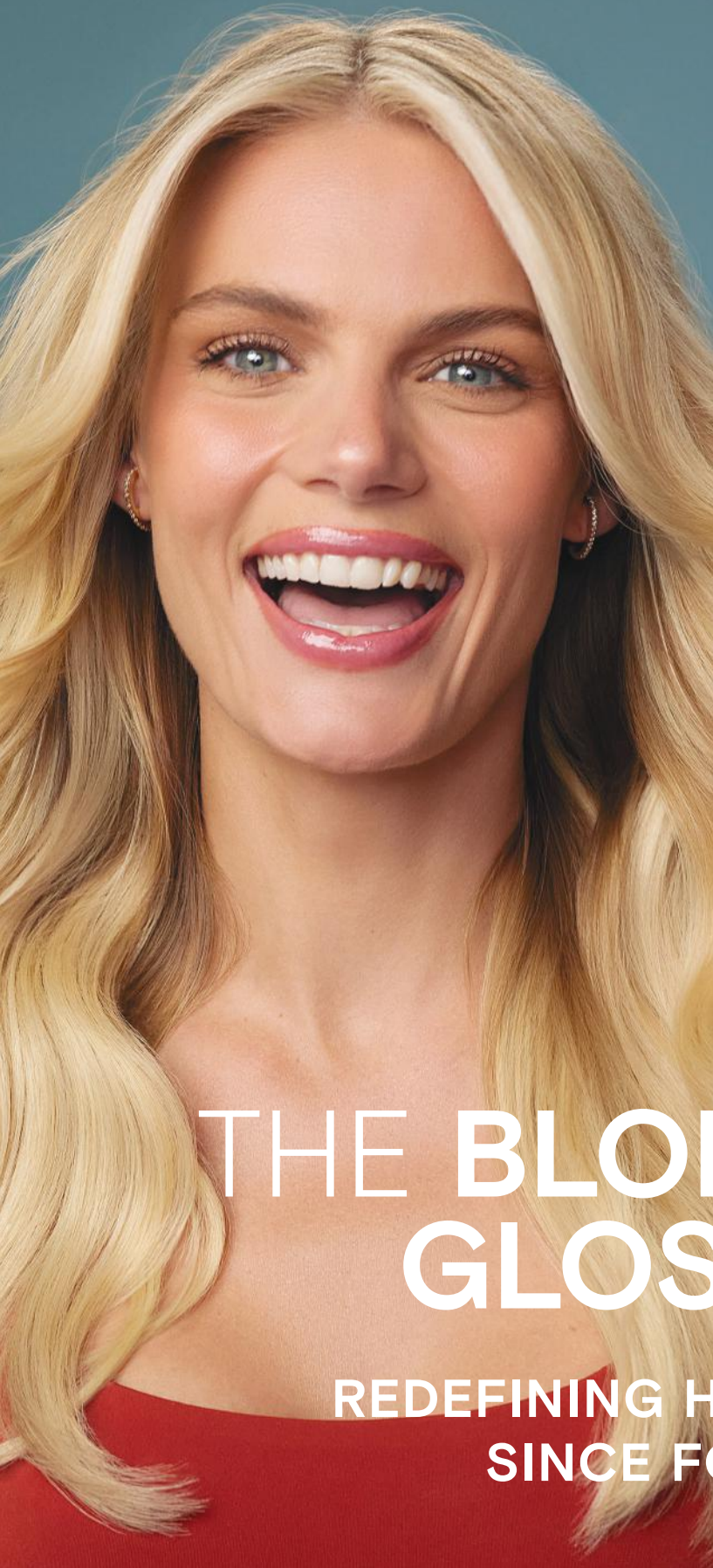


JOICO
the **joi** of healthy hair



THE BLONDE LIFE[®]
GLOSSARY

REDEFINING HEALTHY HAIR.
SINCE FOREVER.

BLONDELIFE®

ALL-IN-ONE BLONDING SYSTEM

CRAFTED SPECIFICALLY FOR BLONDES AND THOSE WHO WANT TO BE LIFTED TO NEW HEIGHTS WITHOUT SACRIFICING HAIR'S SHINE OR CONDITION.



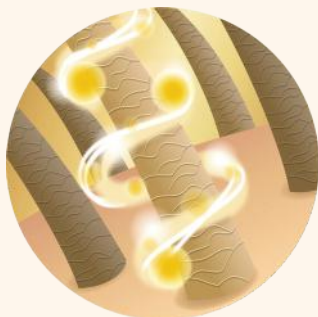
“ No matter the starting level or hair texture, I trust **Blonde Life** to help me achieve **maximum lift** while keeping my clients' hair **healthy-looking** and **strong**. ”

Larisa Love

Global Brand Ambassador
& Artistic Director

See blonde hair in a whole new light with **Blonde Life by Joico**.

A comprehensive system of lighteners, toners, and care products designed to help you achieve every blonde ambition with **strong, shiny, and healthy-looking** results.



BUILD BONDS FOR **STRONG BLONDES**

With powerhouse formulas featuring **bond-building Arginine** and a **signature Tamanu-Monoï Oil blend**, Blonde Life **targets the daily challenges blonde hair faces**—including brassiness, off-tones, fading, and breakage*—both **in the salon and at home**.

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



JOICO
BLONDELIFE
 QUICK TONE LIQUI-CRÈME TONER
 NUANCEUR LIQUI-CRÈME RAPIDE
 MATIZADOR EN CREMA LÍQUIDA

BUILD BONDS FOR STRONG BLONDES
 CRÉEZ DES LIAISONS POUR DES BLONDS RÉSISTANTS

5 minutes or less / minutes ou moins / minutos o menos

1:1 2.5 fl oz U.S. / 75 ml

JOICO
BLONDELIFE
SILVERLIGHT

LIGHTENING POWDER
 Primes hair to create cool blondes

POUDRE ÉCLAIRCISANTE
 Apprête les cheveux pour créer des blonds à tonalité froide

POLVO DECOLORANTE
 Prepara el cabello para crear rubios fríos

BUILD BONDS FOR STRONG BLONDES
 CRÉEZ DES LIAISONS POUR DES BLONDS RÉSISTANTS

9+ up to / jusqu'à / hasta levels of fast-acting lift / niveaux d'éclaircissement rapide / niveles de aclaración rápida

Net Wt./Poids Net 16 oz U.S. / 454 g e

CAUTION | ATTENTION POISON KEEP OUT OF REACH OF CHILDREN. READ SAFETY DIRECTIONS | GARDER HORS DE LA PORTÉE DES ENFANTS. LIRE LES CONSIGNES DE SÉCURITÉ | CONTAINS 0.30 g/g POTASSIUM PERSULFATE AND 0.226 g/g AMMONIUM PERSULFATE. CONTIENE 0.30 g/g DE PERSULFATE DE POTASSIUM ET 0.226 g/g DE PERSULFATE D'AMMONIUM.



JOICO
BLONDELIFE
LIGHTENING POWDER
 On-/Off-Scalp

POUDRE ÉCLAIRCISANTE
 Sur/Hors du cuir chevelu

POLVO DECOLORANTE
 En el cuero cabelludo o fuera de este

BUILD BONDS FOR STRONG BLONDES
 CRÉEZ DES LIAISONS POUR DES BLONDS RÉSISTANTS

9+ up to / jusqu'à / hasta levels of fast-acting lift / niveaux d'éclaircissement rapide / niveles de aclaración rápida

Net Wt. 16 oz U.S. / 454 g e

CAUTION | ATTENTION POISON KEEP OUT OF REACH OF CHILDREN. READ SAFETY DIRECTIONS | GARDER HORS DE LA PORTÉE DES ENFANTS. LIRE LES CONSIGNES DE SÉCURITÉ | CONTAINS 0.30 g/g POTASSIUM PERSULFATE AND 0.226 g/g AMMONIUM PERSULFATE.

JOICO
BLONDELIFE
CRÈME LIGHTENER
 On-/Off-Scalp

CRÈME ÉCLAIRCISANTE
 Sur/Hors du cuir chevelu

ACLARANTE EN CREMA
 En el cuero cabelludo o fuera de este

9+ up to / jusqu'à / hasta levels of fast-acting lift / niveaux d'éclaircissement rapide



PROCESSING TIMES & MIXING RATIOS



LIGHTENING POWDER	SILVERLIGHT® LIGHTENING POWDER	BALAYAGE LIGHTENER	CRÈME LIGHTENER	DEMI GLOSS TONER	QUICK TONE LIQUI-CRÈME TONER
For fast-acting lift	For fast-acting lift with a charcoal-infused formula that helps counteract brassiness while processing	For fast-acting lift on balayage & hand-painted techniques	For fast-acting lift with a hydrated feel	Ammonia-free formula tones, glazes & glosses	Time-saving, ammonia-free & delivers progressive color results
ON-SCALP	ON-SCALP		ON-SCALP		
OFF-SCALP	OFF-SCALP	OFF-SCALP	OFF-SCALP		



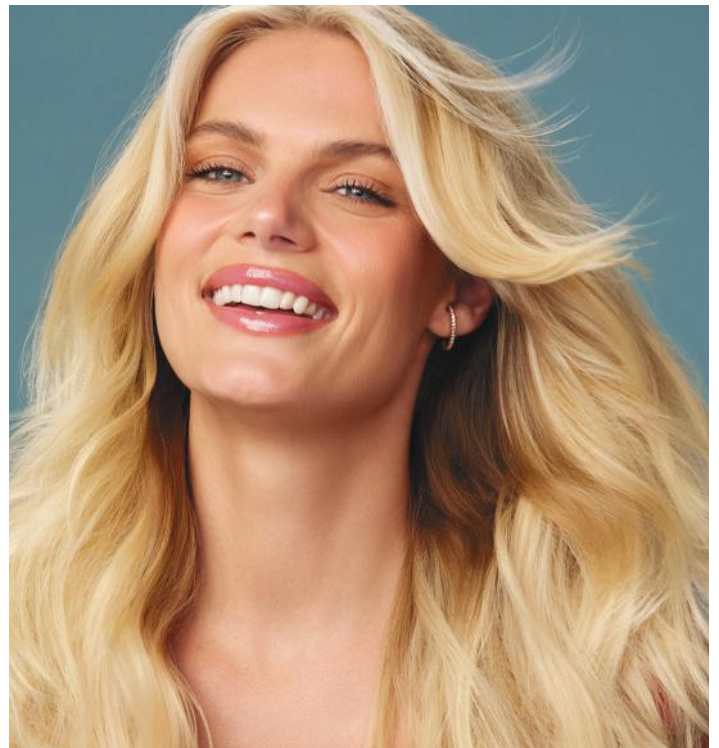
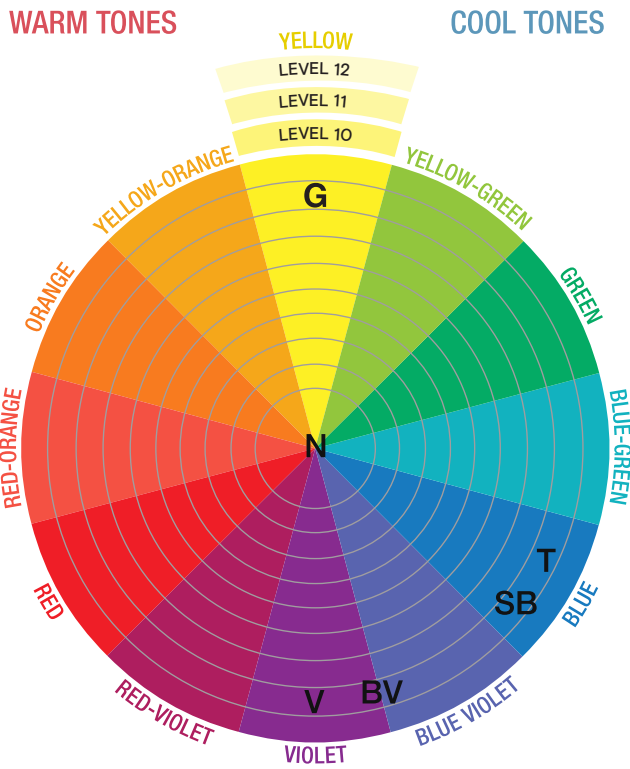
Laura Gibson, Global Haircolor Artistic Director

“SilverLight is perfect for delivering platinum or cool-tone blonde results to the darkest of hair.”

PRO TIP

LIFTING & TONING GUIDE

	1	2	3	4	5	6	7	8	9	10	11	12
NATURAL LEVEL	Black	Darkest Brown	Dark Brown	Medium Brown	Light Brown	Dark Blonde	Medium Blonde	Blonde	Light Blonde	Lightest Blonde	Extra Lightest Blonde	Palest Blonde
UNDERLYING PIGMENT	Blue	Blue/Violet	Violet	Red Violet	Red	Red/Orange	Orange	Yellow/Orange	Yellow	Light Yellow	Lightest Yellow	Palest Yellow
NEUTRALIZING TONE	Orange	Yellow/Orange	Yellow	Yellow/Green	Green	Blue/Green	Blue	Blue/Violet	Violet	Light Violet	Lightest Violet	Palest Violet



GET THE LOOK
 Lightener: Blonde Life Lightening Powder + 20 Vol. Developer
 Toner: Blonde Life Demi Gloss Toner 10G + 5 Vol. Developer



Olivia Thompson, Blonding Specialist

“The Gold Demi Gloss Toners are like a sunshine treatment for your lackluster blondes, adding a bright, glowing finish that works beautifully on all hair textures, including those gorgeous curls.”

PRO TIP

TONING CHART



12
Palest
Blonde



12N/12.0
Nude



12V/12.2
Lavender Haze



12T/12.88
Starlight



CLEAR

10
Lightest
Blonde



10G/10.3
Bondi Beach



10N/10.0
Self-Made Blonde



10V/10.2
Violet Platinum



10BV/10.82
Moonstone



10SB/10.8
Glacial Goddess



10T/10.88
Lightning

9
Light
Blonde



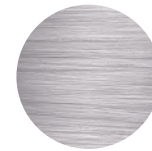
9G/9.3
Gold Coast



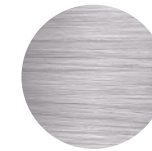
9V/9.2
Blonde Ambition



9BV/9.82
Pearl



9SB/9.8
Ice Queen



9T/9.88
Storm

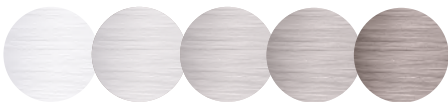
8
Blonde



8N/8.0
Rooted

QUICK TONE

SILVER



1 min | | | | | | | | | | | | | 5 mins

QUICK TONE

VIOLET



1 min | | | | | | | | | | | | | 5 mins

QUICK TONE

SAND



1 min | | | | | | | | | | | | | 5 mins



Jeannetta Walker-Rodgers, Global Technical Director

“Level 12s are perfect for those who want the lightest, brightest, shiniest blonde hair! They offer just the right amount of tone to correct or enhance your highest-level blondes without over-saturating your lift, and without the need to use Clear.”

PRO TIP

IN-SALON AND AT-HOME CARE

BRIGHTENING SHAMPOO



Gently lifts away dirt and oil while restoring hair's optimal pH level. Hair feels clean, soft, and smooth. Free of SLS/SLES¹ Sulfates.

BRIGHTENING CONDITIONER



Instantly detangles and nourishes blonde hair without weighing it down. Keeps blondes polished and bright.

BRIGHTENING MASQUE



Hydrates and softens strands, while neutralizing trace minerals that can dull and yellow blonde hair.

BRIGHTENING GLOW OIL



Delivers a blast of crystal-clear shine and softness, instantly revving up the radiance of even the lightest hair. Nourishes and protects delicate strands with a megawatt gleam.

VIOLET SHAMPOO



Instantly banishes undesirable yellow tones, keeping blonde hair cool and bright. Free of SLS/SLES¹ Sulfates.

VIOLET CONDITIONER



Nourishes hair and neutralizes unwanted yellow tones with every application, providing shine, hydration and protection to cool blonde hair.

COLOR ENHANCING MASQUES



Offers color enhancement that lasts up to 3 washes,² helping to maintain fresh-from-the-salon blonde tones. Hair feels nourished and conditioned.

BLONDE STRONG™ DETANGLER



Detangles and strengthens fragile blonde strands, helping to prevent and mend split ends.³ Enjoy 72 hours of humidity protection⁴ + heat protection up to 450°F.

DEFY DAMAGE DETOX SHAMPOO



Enhances your lightening service, cleansing away copper, hard water buildup, trace minerals, and other impurities for a cleaner lift. Free of SLS/SLES Sulfates¹.

DEFY DAMAGE KBOND20™ POWER MASQUE



Joico's most powerful bond builder to date. Builds and protects bonds, making hair 5x stronger⁵ with just one use.

¹Sodium Lauryl Sulfate/Sodium Laureth Sulfate ²When using Blonde Life Shampoo ³Until next use ⁴vs. untreated hair, 85% relative humidity conditions ⁵Against combing breakage on damaged hair during heat styling



Larisa Love, Global Brand Ambassador & Artistic Director

“Blonde Strong Detangler is perfect for any hair type, but it’s even better for previously lightened hair. It allows hair to slip through with ease, making hair stronger to resist breakage. It’s also extremely lightweight and easy to use, which makes it great for any client.”

PRO TIP

WANT TO LEARN MORE ABOUT THE JOICOLOR SYSTEM?

EDUCATION
ON DEMAND



VIRTUAL
CLASSROOM



LATEST
PRO-BLOG
POST



LATEST
EVENT

