



### REDEFINING HEALTHY HAIR. SINCE FOREVER.

As we celebrate 50 years of redefining healthy hair, we raise a toast to **YOU**. We see you. We're your biggest fans. **Here's to the next 50 years in your brilliant hands.** 



# WIN ALL ACCESS TO LARISA LOVE!\*

ENTER FOR YOUR CHANCE AT JOICO.COM/PRO-GIVEAWAYS/

### SAVE UP TO 27% JOICO FAN FAVES



Salon Value \$34.75 - \$38.50 Each





**CELEBRATE** 

**WITH 50% OFF** 

K-PAK RECONSTRUCTING

**50 YEARS** 

**SAVE 50%** 

\$5.75 EACH Salon Value \$11.50 Each

SHAMPOO

ANIMAL TEST-FREE

ICONIC COLOR REPAIR KIT

### REBUILD BONDS FOR 80%<sup>+</sup> LESS BREAKAGE

SAVE 25% DEFY DAMAGE TREATMENTS + PRO SERIES

\$10.50 - \$33.75 EACH Salon Value \$14.00 - \$45.00 Each

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

SAVE UP TO XX% JOICO SHAMPOO + CONDITIONER LITER DUOS \$32.95 - \$34.95 EACH Salon Value \$43.00 - \$44.50 Each UDICC JOICS UDICC

\*NO PURCHASE NECESSARY. Open only to licensed professionals that are legal residents of 50 US/DC, age 18+ (19+ in AL and NE, 21+ in MS). Void outside 50 US/DC and where prohibited. Ends 2/28/2025. For full Official Rules visit: www.joico.com/rules



SalonCentric Stores will **MATCH** any competitor's advertised/printed price.

All products are not available in all areas. While supplies last. Prices may vary by market and SalonCentric franchise locations. Exclusions and restrictions apply.





Salon Value \$35.30 Each

# WINTER COLOR VIBES





## LARISA LOVE,

Global Brand Ambassador & Artistic Director

BEFORE

### **#WINTERGLOW FORMULA**

#### "GOING GOLD AND WARM BRIGHTENS EVERYTHING UP!"

Lightener: Blonde Life Lightening Powder + 10 Vol. Developer moving up to 30 Vol.

Balayage: Blonde Life Balayage Lightener + 10 Vol. Developer moving up to 30 Vol.

Shadow Root: LumiShine Demi Liquid Color 8V + 8N + 5 Vol. Developer

Mids-Ends Gloss: LumiShine Demi Liquid Color 10N + 10PV + 5 Vol. Developer

Post Treatment: Defy Damage KBOND20 Power Masque

### #DARKCHOCOLATEBRUNETTE FORMULA

#DA

"THE TECHNIQUE IS SUPER QUICK AND CUSTOMIZABLE FOR ALL CLIENTS."

Formula 1: LumiShine Permanent Crème Color 3M + 20 Vol. Developer

Formula 2: Blonde Life Lightening Powder + 30-40 Vol. Developer

Formula 3: LumiShine Demi Liquid Color 6NB + 5 Vol. Developer



EXCLUSIVE CREATE GORGEOUS WAVES ON EVERY HAIR TYPE ISO OPTION WAVES 1, 2, 3 & EXO SAVE 25% \$XX.XX EACH Salon Value \$XXXX Each

Distributor Delivery Schedule: Est. October 2023. Offers run from January 1, 2025 to January 31, 2025. Offers available while supplies last. Prices listed are suggested salon pricing. Prices subject to change. Please contact your local director/sales consultant for current pricing, availability, and promotional run dates. Pricing, distribution, merchandising, and shelving are at the sole discretion of the retailer. Void where prohibited. Valid in U.S. only. All rights reserved. @2025 Henkel Corporation, Culver City, CA 90230 USA JOICO.COM J70714



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