



JOICO 50
the *joi* of healthy hair

**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.**

**ANIMAL
TEST-FREE**
PETA



**WIN ALL ACCESS TO
LARISA LOVE!***

ENTER FOR YOUR CHANCE AT
[JOICO.COM/PRO-GIVEAWAYS/](https://www.joico.com/pro-giveaways/)



**CELEBRATE
50 YEARS
WITH 50% OFF**

SAVE 50%
**K-PAK RECONSTRUCTING
SHAMPOO**
\$5.75 EACH
Salon Value \$11.50 Each

SAVE UP TO 27%
JOICO FAN FAVES



\$26.95 - \$29.95 EACH
Salon Value \$34.75 - \$38.50 Each



ICONIC COLOR REPAIR KIT



**REBUILD BONDS
FOR 80%* 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



*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.

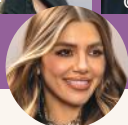
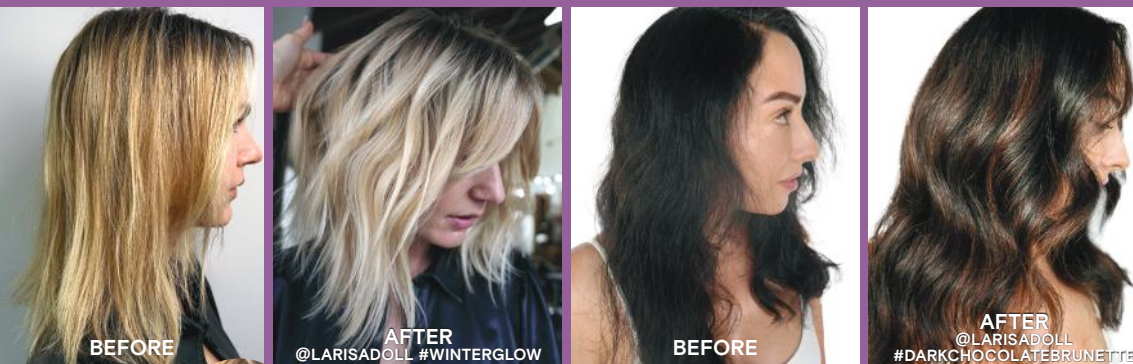
All products are not available in all areas. While supplies last. Prices may vary by market and SalonCentric franchise locations. Exclusions and restrictions apply.

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**EXCLUSIVE
JANUARY ONLY!**
BUY 4, GET 1 FREE
**LUMISHINE®
DEMI-PERMANENT
LIQUID SHADES**
SAVE 20%
\$28.24 EACH
Salon Value \$35.30 Each

WINTER COLOR VIBES



LARISA LOVE,
Global Brand Ambassador & Artistic Director

#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

**“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 \$XX.XX Each



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