



REDEFINING HEALTHY HAIR.
SINCE FOREVER.



SAVE UP TO 30%
JOICO FAN FAVES
\$26.95 - \$29.95 EACH
Salon Value \$35.80 - \$39.67 Each



SAVE UP TO 26%
**JOICO SHAMPOO &
CONDITIONER LITER DUOS**
\$32.95 - \$34.95 EACH
Salon Value \$44.29 - \$45.84 Each

**REBUILD BONDS
FOR 80%* LESS
BREAKAGE**



SAVE 25%
DEFY DAMAGE TREATMENTS & PRO SERIES**
\$10.82 - \$34.76 EACH
Salon Value \$14.42 - \$46.35 Each

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

**Not including KBOND20 16.9 oz size

**CELEBRATE
50 YEARS
WITH 50% OFF**



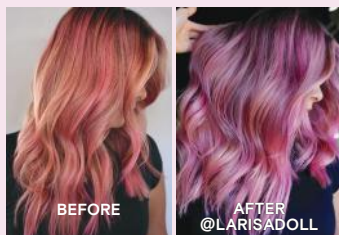
SAVE 50%
**INNER JOI HYDRATE
SHAMPOO**
\$7.47 EACH
Salon Value \$14.94 Each



*According to Global ISO 16128 Standard, 86%+ naturally derived means that plant and mineral-derived materials and water, all of which undergo limited processing, make up at least 86% of the formulas

TRENDING COLOR: FLOWERY PINK

"You can easily recreate this look by following the brick-layer method using Joico Color Intensity shades!"



LARISA LOVE
Global Brand Ambassador
& Artistic Director

FORMULAS

Lightener: Blonde Life® SilverLight™ Lightening Powder

Pre-Tone: LumiShine® Demi Liquid Color:

- Root Shadow: 8PV + 7NB + 7BV
- Mids-Ends: 10VG + 10V + 9PV

Over-Tone: Color Intensity Semi-Permanent Color:

- Dark Pink: equal parts Hot Pink + Soft Pink + Blush
- Light Pink: equal parts Rose + Blush



BUY 3, GET 1 FREE
**COLOR INTENSITY
SEMI-PERMANENT COLOR**
SAVE 25%
Salon Value \$8.76 Each

Distributor Delivery Schedule: Est. January 2025. Offers run from February 1, 2025 to February 28, 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 J70722