



# 1-STEP TONING + CONDITIONING

## NEW! BLONDELIFE® Demi Gloss Toners

### GOLD

For sun-kissed, golden blondes

#### Model Formulas

**Lightener:** Blonde Life Lightening Powder  
+ 20 Vol. Developer

**Toner:** Blonde Life Demi Gloss Toner 10G  
+ 5 Vol. Developer



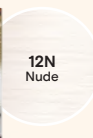
### LEVEL 12

For the highest-level, fragile blondes

#### Model Formulas

**Lightener:** Blonde Life Crème Lightener  
+ 20 Vol. Developer

**Toner:** Blonde Life Demi Gloss Toner 12V  
+ 5 Vol. Developer



“The G toners are like a **sunshine treatment** for lackluster blondes!”

**Olivia Thompson**  
Joico Brand Storyteller & Blonding Specialist



“Level 12s offer just the right amount of tone to **correct or enhance** the lightest blondes.”

**Jeannetta Walker-Rodgers**  
Joico Global Technical Director



BUILD BONDS FOR  
STRONG BLONDES

**BUY 4, GET 1 FREE**  
**GOLD & LEVEL 12 DEMI GLOSS TONERS**  
**PLUS FREE SWATCH INSERT\***

\*WHILE SUPPLIES LAST.



**FREE**

**NOTE: This area is reserved for SLC/STRDA info and page numbers**



**JOICO** 50  
the joi of healthy hair

**REDEFINING HEALTHY HAIR.  
SINCE FOREVER.**



**CELEBRATE  
50 YEARS  
WITH 50% OFF**

**HYDRASPLASH  
SHAMPOO**

**\$X.XX EACH**

Salon Value \$XX.XX Each

\*When using HydraSplash Shampoo and Gelée Masque

24Hr  
Hydration\*  
That Won't  
Weigh Hair  
Down



**SAVE 32%  
JOICO  
FAN FAVES**

**K-PAK ULTIMATE  
HAIR REPAIR KIT**

**\$XX.XX EACH**

Salon Value \$XX.XX Each

\*When used with K-PAK Shampoo and Reconstructor

Visibly  
Repairs  
Years of  
Damage\*



**LIMITED  
TIME ONLY!**

**DEFY DAMAGE  
KBOND20 POWER MASQUE  
8.5 OZ. BONUS SIZE**

**\$X.XX EACH**



**SAVE 24%  
DEFY DAMAGE  
DETOX  
SHAMPOO &  
IN A FLASH DUO**

**\$XX.XX EACH**

Salon Value \$XX.XX Each

Builds  
Bonds in  
7 Seconds!

**SAVE 25%**

**MOISTURE & REPAIR TREATMENTS\***

**\$XX.XX - \$XX.XX EACH**

Salon Value \$ XX.XX - \$XX.XX Each

\*Choose from Moisture Recovery, HydraSplash, K-PAK, K-PAK Color Therapy & YouthLock treatments.



**JOICO** 50  
the joi of healthy hair

**BOGO 50% OFF**

**ALL JOICOLOR PERMANENT SHADES\***

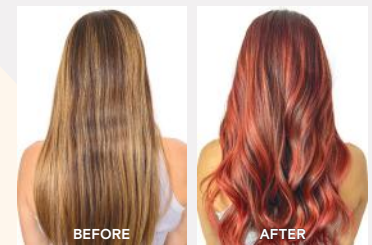
**\$X.XX EACH**

Salon Value \$XX.XX Each

\*Choose from LumiShine, LumiShine YouthLock, LumiShine LUMI10, Vero K-PAK & Vero K-PAK Age Defy permanent crème shades.



**MARCH SWEEPS COPY**



**Copper Hibiscus Spritz**

**Base:** LumiShine Permanent Crème Color 6RRV + 6N + 20 Vol. Developer

**Mids-Ends:** LumiShine Demi Liquid Color 8RR + 9V + 5 Vol. Developer



**RICARDO SANTIAGO**  
Artistic Director of Education

**\$10 EACH**

**ALL JOICO STYLERS**

Salon Value \$XX.XX - \$XX.XX Each

**SAVE UP  
TO XX%**



**SAVE 50%**

**ALL INNER JOI**

**\$X.XX - \$XX.XX EACH**

Salon Value \$XX.XX - \$XX.XX Each

\*According to Global ISO 16128 Standard, 86%-98% naturally derived means that plant and mineral-derived materials and water, all of which undergo limited processing, make up at least 86%-98% of the formulas



**2 FOR \$16**

**ISO OPTION WAVES**

Salon Value \$X.XX Each

Distributor Delivery Schedule: Est. February 2025. Offers run from March 1, 2025 to March 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 J70742

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