

# 1-STEP TONING + CONDITIONING

## NEW! BLONDELIFE® Demi Gloss Toners

### LEVEL 12

For the highest-level, fragile blondes

#### Model Formula

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

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



12N  
Nude



12V  
Lavender  
Haze



12T  
Starlight



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

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

### GOLD

For sun-kissed, golden blondes

#### Model Formula

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

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



9G  
Gold Coast



10G  
Bondi Beach



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

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



**BUY 4, GET 1 FREE**  
**NEW! LEVEL 12 & GOLD DEMI GLOSS TONERS**  
**PLUS FREE SWATCH INSERT\***  
**\$7.21 EACH**



**FREE**

\*While supplies last.

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

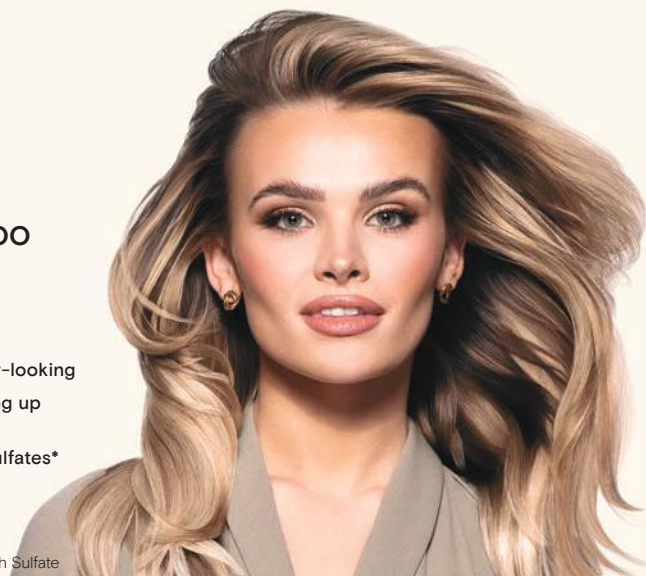


**SAVE 50%**  
**DEFY DAMAGE SHAMPOO**

**\$6.70**  
Salon Value \$13.39

- Leaves hair soft, shiny & healthy-looking
- Gently cleanses without roughing up the hair cuticle
- Rich lather, free of SLS/SLES Sulfates\*

\*SLS/SLES Sulfates = Sodium Lauryl Sulfate/Sodium Laureth Sulfate



**CELEBRATE & SAVE!**



**LIMITED TIME ONLY!**  
**DEFY DAMAGE KBOND20 POWER MASQUE 8.5 OZ. BONUS SIZE**  
**\$21.50**



**SAVE 27%**  
**DEFY DAMAGE DETOX SHAMPOO 10.1 OZ. & IN A FLASH 6.76 OZ. DUO**  
**\$21.95**  
Salon Value \$29.87

Builds Bonds in 7 Seconds!



**SAVE 35%**  
**JOICO FAN FAVES K-PAK REPAIR TRIO**  
**\$29.95**  
Salon Value \$46.10

Visibly Repairs Years of Damage\*

\*When used with K-PAK Shampoo and Reconstructor



**NO PURCHASE NECESSARY.** Void where prohibited and outside US. Open only to licensed professionals who are legal residents of the 50 U.S. (+ DC) and 18 yrs+ (19 yrs+ in AL/NE, 21 yrs+ in MS) at entry. Runs April 1, 2025 (12:00am PT) through May 31, 2025 (11:59 PM PT). To enter, go to <http://joico.com/pro-giveaways/> and complete the entry form. Prize package includes XX winners \$XX cash (ARV: \$XX). XX prizes available. Odds of winning depend on number of entries received. For complete rules, prize info, and restrictions, visit <https://joico.com/rules>. Sponsor: Henkel Corporation acting through its Joico division.



Enter for your chance at [joico.com/pro-giveaways/](http://joico.com/pro-giveaways/)

**REDEFINING HEALTHY HAIR. SINCE FOREVER.**

**SAVE UP TO 27%**  
**\$10.00 EACH**

**ALL JOICO STYLERS**  
Salon Value \$11.07-\$13.65 Each



**20% OFF**

**ALL VERO K-PAK LIGHTENERS\***  
**\$14.10 - \$31.67 Each**  
Salon Value \$18.80-\$42.23 Each



Up to 8 Levels of Fast-Acting Lift

\*Choose from VeroLight 1 lb., VeroLight 2 lb. and Vero K-PAK Creme Lightener 10.5 oz.

**SAVE 50%**

**INNER JOI RETAIL CARE**  
**\$7.47-\$8.50 Each**  
Salon Value \$14.94-\$17.00 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.

**\$10.00 EACH**

Salon Value \$XX.XX Each

**COLOR BALANCE SHAMPOO & CONDITIONER RETAIL SIZES**



**SAVE 25%**

**MOISTURE & REPAIR TREATMENTS\*\*\***  
**\$10.43-\$18.93 Each**  
Salon Value \$13.91-\$25.24 Each



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



**2 FOR \$16**

Salon Value \$9.22 Each

**ISO OPTION WAVES**



Distributor Delivery Schedule: Est. March 2025. Offers run from April 1, 2025 to April 30, 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 JOICOCOM J70769