

find your joi

Joico x Kate♥

JOICO 50
the joi of healthy hair

SAVE 28% DEFY DAMAGE SUMMER HAIR HEROES

KIT INCLUDES

Defy Damage Shampoo, 10.1 oz
Defy Damage KBOND20
Power Masque, 5.1 oz
Defy Damage Shield, 3.38 oz
Defy Damage Invincible, 5.5 oz
FREE Straw Tote Bag (\$40 Value)

\$44.95

Salon Value \$62.32



FREE
Woven
Tote Bag

BOGO 50% OFF ALL LUMISHINE DEMIS

\$5.37-\$5.41 Each

Salon Value \$7.16-\$7.21 Each



SAVE UP TO 31% SHAMPOO & CONDITIONER RETAIL DUOS



\$18.50 Each

Salon Value \$24.72-\$26.78 Each



BUY 3, GET 1 FREE COLOR INTENSITY SHADES

\$8.76 Each

2 FOR \$13 K-PAK WAVES

WAS \$7.36 Each



HEALTHY HAIR STARTS WITH A BALANCED SCALP

SCALP VITALITY SERVICE MENU

1) CLEANSE



2) MASSAGE



3) NOURISH



Inspired by skincare. Clinically and dermatologist tested.
Designed to preserve the scalp barrier's delicate balance.



OR



+



Use daily for a clean, refreshed scalp.

Use weekly or as needed to remove oil, buildup, and flakes.

Use after cleansing, on the go, or as needed to hydrate and rebalance scalp.



SAVE 29%
SCALP VITALITY TRIO

#PP084033

INCLUDES

Scalp Refreshing Shampoo 10.1 oz.

Scalp Exfoliating Foaming Scrub 6 oz.

Scalp Replenishing Essence 3.8 oz.

FREE Scalp Stimulating Brush (\$14 Value)

\$33.95

Salon Value \$47.91

GET **SCALP VITALITY™** CERTIFIED!



BEAUTIFUL BLONDING FROM START TO FINISH



BOGO 50% OFF BLONDE LIFE LIGHTENERS & DEMI SHADES

\$5.41-\$34.76 Each

Salon Value \$7.21-\$46.35 Each

Get the Look: @hairbymtinss

Formula

Root to Mid Length: Blonde Life Lightening Powder + 20-Vol. Developer

Ends: Blonde Life Lightening Powder + 5-Vol. Developer

Tone: Blonde Life Quick Tone 1 part Silver + 1 part Violet
+ 6 parts Clear + 5 Vol. Developer

50% OFF BLONDE LIFE BRIGHTENING SHAMPOO

\$6.70

Salon Value \$13.39



"No matter the starting level or hair texture, I trust **Blonde Life** to help me achieve **maximum lift** while keeping my clients' hair **healthy-looking and strong.**"

—Larisa Love, Global Brand
Ambassador & Artistic Director



Keeps
Blonde Hair
Bright &
Shiny



\$11.50 Each BLONDE LIFE TREATMENTS

Salon Value \$14.42 - \$14.94 Each

DECODE the JOI: Unlock Dreamy Giveaways All Year



JOI-JETTING EDUCATION TRIP: BTC SHOW 2025 GIVEAWAY



NO PURCHASE NECESSARY. Void where prohibited and outside U.S. Open only to licensed haircare 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 (11:59pm PT). Visit <http://joico.com/pro-giveaways/> to complete the entry form. Prize: airfare/hotel/ticket to BTC Show 2025, Aug. 23-26, 2025 (ARV: \$2,500). 4 prizes available. Odds of winning depend on number of entries received. For complete rules, prizes, and restrictions, visit <https://joico.com/rules>. Sponsor: Henkel Corporation acting through its Joico division.

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NEW!
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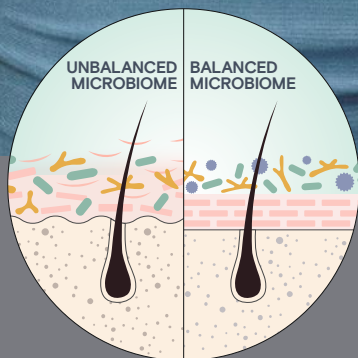
**UNLOCK THE
POWER OF
YOUR SCALP
MICROBIOME**



BEFORE



WITH ONE USE



“Optimal scalp and hair health starts with a balanced microbiome, and Scalp Vitality is your secret weapon.”

—Richard Mannah, Sr. Global Artistic Director



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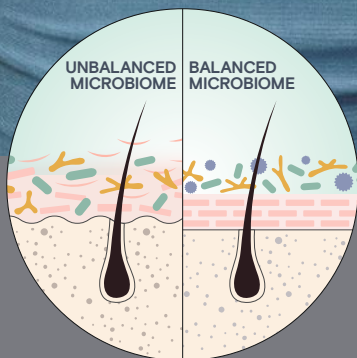
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