

NEW! SCALP VITALITY™

GET **SCALP**
VITALITY™
CERTIFIED!



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.



REFRESHING SHAMPOO
10.1 OZ.
\$13.39

OR



EXFOLIATING FOAMING SCRUB
6 OZ.
\$13.39

+



REPLENISHING ESSENCE
3.38 OZ.
\$14.94

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 Protective 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



"Defy damage. At all times."

—KATE HUDSON,
Global Celebrity Spokesperson



JOICO 50
the joi of healthy hair

**REDEFINING HEALTHY HAIR.
SINCE FOREVER.**

50% OFF

**BLONDE LIFE
VIOLET SHAMPOO**

\$6.70

Salon Value \$13.39



RICH GENTLE
LATHER

HELPS MAINTAIN
HEALTHY LOOKING
BLONDE HAIR



\$11.50 Each

BLONDE LIFE TREATMENTS

Salon Value \$14.42 - \$14.94 Each

**BUY 3, GET 1 FREE
COLOR INTENSITY SHADES**

\$8.76 Each



**SAVE UP TO 31%
SHAMPOO & CONDITIONER
RETAIL DUOS**

\$18.50 Each

Salon Value \$24.72-\$26.78 Each



2 FOR \$13

K-PAK WAVES

WAS \$7.36 Each



ENTER TO WIN A CAR!



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 6/1/25 (12:00am PT) through 6/31/25 (11:59pm PT). Visit <http://joico.com/pro-giveaways/> to complete the entry form. **Prize:** choice of a 2025 Volvo XC40 base model (ARV: \$40,650) **OR** \$25,000 cash prize. 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.

Distributor Delivery Schedule: Est. June 2025. Offers run from July 1, 2025 to July 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 J70797

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