

JOICO
the **joi** of healthy hair



**REDEFINING HEALTHY HAIR.
SINCE FOREVER.**

NEW!
**SCALP
VITALITY™**

**UNLOCK THE
POWER OF
YOUR SCALP
MICROBIOME**



BEFORE

The Secret to Scalp Health?

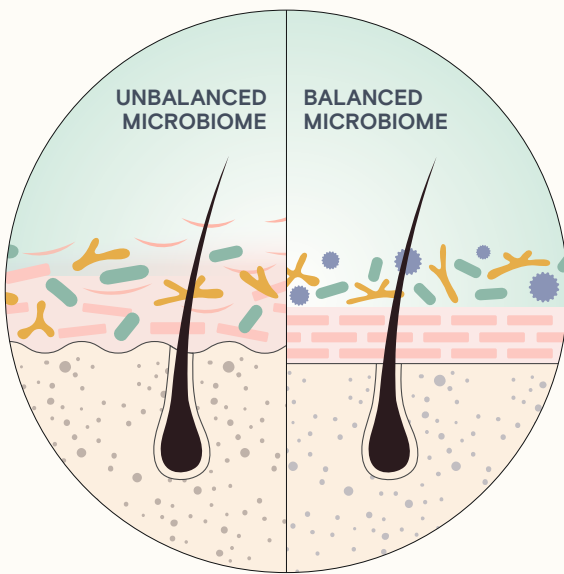
A BALANCED MICROBIOME

The natural protective barrier that shields the scalp from environmental aggressors like pollutants and irritants.

A disrupted barrier can result in unfavorable scalp conditions such as dryness, flaking, oiliness, itching, and irritation, all of which can impact hair growth.

Maintaining a balanced microbiome is essential for overall scalp and hair wellness.

SUPPORTS A HEALTHY & BALANCED SCALP



BEFORE



WITH ONE USE

Discover **SCALP VITALITY**. Inspired by the latest in skincare, this **barrier care routine** features clinically tested formulas designed to preserve the delicate balance of the scalp barrier, ensuring optimal scalp and hair health.

Here's Why You'll Love It...

- Hydrates and nourishes roots to rebalance dry scalp*
- Leaves scalp feeling clean, replenished & soothed
- Reduces scalp itchiness and leaves scalp feeling calm*

* When using Scalp Vitality Replenishing Essence



Let's Look Inside

Stinging Nettle: A wild plant known as a good source of vitamins, widely used in skincare and scalp care products.

Vegan SmartRelease® Technology: Made with pea and vegetable proteins that mimic the protein found naturally in hair.

GET
**SCALP
VITALITY™**
CERTIFIED!



SCALP VITALITY™

Now Let's Use It

CLEANSE



Scalp Vitality™
Refreshing Shampoo

Use daily for gentle cleansing.



OR



Scalp Vitality™
Exfoliating Foaming Scrub

Use for a deep cleanse to
remove excess oil, sebum,
product buildup & loose flakes.



+

NOURISH



Scalp Vitality™
Replenishing Essence

Apply daily after cleansing,
overnight, on the go, or as
needed to rebalance and refresh.



SCALP VITALITY™

SCALP VITALITY™ REFRESHING SHAMPOO

Looking for a kind-to-scalp shampoo that leaves your scalp feeling replenished and calm?

This cleanser gently—yet thoroughly—cleanses hair and scalp with a rich lather and a cool, refreshing sensation.

Here's Why You'll Love It...

- Leaves scalp feeling clean, refreshed & calm
- Hair feels thick and full



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

Directions: Massage into wet hair and scalp. Rinse well. Follow with your favorite Joico conditioner or masque on mid-lengths and ends.



FAQs

Q: Is this shampoo suitable for oily or dry scalp?

A: This shampoo can be used on any scalp type. It is designed to gently cleanse and maintain a balanced, healthy scalp.

Q: How often should I use this shampoo to see benefits?

A: This refreshing shampoo can be used daily or as needed to keep your scalp balanced and healthy.

Q: Do you have a recommendation for a conditioner or hair masque?

A: You may follow with any of your favorite Joico® conditioners or treatments.

Q: Is this a cooling shampoo?

A: Yes, you will feel a cooling and refreshing sensation as you lather.

SCALP VITALITY™

SCALP VITALITY™ EXFOLIATING FOAMING SCRUB

Like skincare that does double-duty, this dual-action exfoliant turns into a luscious foam to gently exfoliate your scalp while leaving hair beautifully clean and feeling fresh.

Here's Why You'll Love It...

- Removes excess oil, sebum, product buildup & loose flakes
- Lush foam helps gently massage scalp & cleanse hair
- Rinses clean, leaving scalp feeling healthy and soothed



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

Directions: Apply on scalp and add water to lather. Massage scalp and spread through hair lengths. Rinse thoroughly. Follow with your favorite Joico conditioner or masque on mid-lengths and ends.



FAQs

Q: When should I use the Exfoliating Foaming Scrub instead of the Refreshing Shampoo?

A: Use the Exfoliating Foaming Scrub for a deep cleanse to remove excess oil, sebum, or product buildup whenever needed.

Q: Can I use the Refreshing Shampoo and Exfoliating Foaming Scrub together?

A: You may “double-cleanse” by using the shampoo followed by the scrub, but only if you need an extra deep cleanse.

Q: How frequently should I use this scrub?

A: You may use this as needed, whenever your scalp needs a deep cleanse.

Q: What are the brown particles in the scrub?

A: They are natural apricot seed powders that gently help exfoliate the scalp and rinse clean.

Q: Which conditioner or masque is recommended for use following the Exfoliating Foaming Scrub?

A: Feel free to use any Joico® conditioner or hair masque based on your hair's specific needs.

Q: Is this product cooling? What makes it feel cool?

A: Yes. The scrub contains menthol, which provides a cooling sensation while massaging and lathering.

Q: Can I use the Exfoliating Foaming Scrub immediately following a color service?

A: It is not advisable to exfoliate your scalp immediately following haircolor services.

[PROS ONLY]

Q: Can I “double-cleanse” my client's scalp using both the Refreshing Shampoo and Scalp Exfoliating Foaming Scrub?

A: You may opt for a “double-cleanse” process (using the Refreshing Shampoo followed by the Exfoliating Foaming Scrub) only if your client exhibits significant buildup or excess oil that requires a deep level of cleansing.

SCALP VITALITY™

SCALP VITALITY™ REPLENISHING ESSENCE

Itching for a solution to that dry, tight scalp?

Our replenishing scalp essence delivers that divinely soothing “ahh” sensation you crave. This microbiome-friendly formula goes right to the roots to hydrate and nourish the scalp; leaving your scalp feeling calm, replenished, and blissfully comfortable.

Here's Why You'll Love It...

- Hydrates, nourishes & rebalances dry scalp
- Reduces itchiness & leaves scalp feeling calm
- Preserves the scalp's microbiome balance to improve scalp barrier integrity



Directions: Apply directly onto scalp and massage. You may use when hair is damp or dry.



When To Use It

- **After cleansing the scalp** to rebalance or maintain scalp moisture
- **Daily** to reduce scalp itchiness
- **Overnight** to wake up with a refreshed, calm scalp
- **On the go** for anytime scalp refreshment

FAQs

Q: Can I apply the Replenishing Essence to both the scalp and hair?

A: This product is to be applied only at the scalp area.

Q: What does “microbiome-friendly” mean?

A: The Replenishing Essence is formulated to maintain the balance of scalp's microbiome without disruption, helping to preserve the scalp's natural protective barrier.

Q: How much should I spray in one use?

A: We recommend applying 8-10 sprays or as needed to cover the entire scalp.

[PROS ONLY]

Q: Can I use Replenishing Essence before or after chemical services?

A: This essence is not designed to reduce scalp irritation during or after chemical services. It is not recommended to use this before or after chemical services.