

CLEANSE



Scalp Vitality Refreshing Shampoo

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

Use daily for gentle cleansing.

OR



Scalp Vitality Exfoliating Foaming Scrub

- Rinses clean, leaving scalp feeling healthy and soothed
- Helps gently massage scalp and cleanse hair

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

+

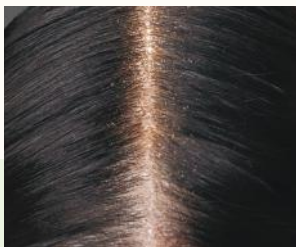
NOURISH



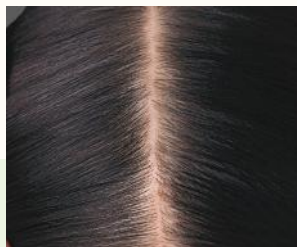
Scalp Vitality Replenishing Essence

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

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



BEFORE



WITH ONE USE



Want to find your perfect conditioner or treatment pairing?



Ask your stylist!

JOICO.COM

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JOICO 50
the joi of healthy hair

SCALP VITALITY™ SALON SERVICES



REDEFINING HEALTHY HAIR.
SINCE FOREVER.

1

EXPRESS SERVICE

- Quick and efficient service designed for busy stylists and clients.
- Minimal time commitment, maximum impact.
- Focus on essential steps for scalp vitality.



2

MASSAGE SERVICE

- Comprehensive treatment addressing scalp health and vitality.
- Stimulating and soothing massage techniques with Refreshing Shampoo.
- Tailored to meet the needs of the average salon client.



3

EXTENDED SERVICE

- In-depth consultation including scalp analysis.
- Utilize Joico Service Menu and step-by-steps.
- Advanced massage techniques and additional relaxation elements for a luxurious spa salon experience.

