

JOICO50
the joi of healthy hair



REDEFINING HEALTHY HAIR.
SINCE FOREVER.

NEW!

DREAM BLOWOUT GLASS™

**72HR FRIZZ
FIGHTER**



BEFORE

SMOOTH HAIR FOR 3 DAYS*

DREAM BLOWOUT GLASS 72HR FRIZZ FIGHTER

Get the one-two punch of frizz control and glass-like shine with **NEW Dream Blowout Glass** styler.

Our powerhouse formula with heat-activated technology **seals frizz-prone strands**, locking in **smooth** styles for **3 days***—even in humid weather.

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

- 72-hour humidity + frizz control*
- Glass-like shine
- Protects against heat damage up to 400°F (204°C)



*vs. untreated hair; 85% relative humidity conditions



*vs. untreated hair; 85% relative humidity conditions

**vs. untreated hair

† Against combing breakage on damaged hair vs. a non-conditioning shampoo

Let's Look Inside

Heat-Activated Technology: Activated by heat and tension from a brush, our formula forms a shield around the cuticle, creating a powerful barrier against humidity and frizz.

Sea Kelp: Formula with Sea Kelp helps seal strands, leaving hair smooth-looking with a glassy shine.

SmartRelease® Technology: Our one-of-a-kind liposome delivery system packs a punch—continuously releasing Rosehip Oil, Arginine, and vegan Keratin to help repair, strengthen, and protect hair from the cumulative effects of daily styling.

Now Let's Use It

Directions: Spray liberally onto clean, damp hair and comb through. Blow-dry with tension to activate.

Do not apply other styling products until hair is completely dry.

PRO TIP: Use Humidity Blocker+ to finish and set your blowout.

ALL THE WAYS TO DREAM



DETANGLE

REDUCE
BREAKAGE†

PROTECT
FROM HEAT
UP TO
400°F

SEAL IN
MOISTURE

SMOOTHER
HAIR**

BOOST
SHINE

72HR
FRIZZ +
HUMIDITY
CONTROL*

DREAM BLOWOUT GLASS™

FAQs

Q: Can I layer Dream Blowout Glass™ with Dream Blowout?

A: Dream Blowout Glass is designed to be used on its own. Using it with Dream Blowout may reduce style retention.

Q: What is the difference between Dream Blowout and Dream Blowout Glass?

A: Dream Blowout Glass is designed to create a smoother, sleeker, and shinier-looking finish, while Dream Blowout reduces drying time and delivers a bouncy finish.

Q: Do I apply Dream Blowout Glass on damp or dry hair?

A: Dream Blowout Glass is designed to be applied to damp hair.

Q: What hair types can use Dream Blowout Glass?

A: It's ideal for frizz-prone, dry, and/or curly hair types.

Q: Do I need to rinse out Dream Blowout Glass?

A: No, it's a leave-in product.

Q: Can I air-dry with Dream Blowout Glass?

A: Yes, but the formula is heat-activated and works best with tension and heat.

Q: Do I have to blow-dry/straighten my hair to use the product?

A: Dream Blowout Glass is activated by heat and tension to smooth hair. It also provides thermal protection up to 400°F (204°C).

Q: Can it be layered with other styling products?

A: Dream Blowout Glass is designed to be used on its own. Avoid applying additional styling products until hair is fully dry and the blowout is complete.

Q: What products can I pair with Dream Blowout Glass?

A: Pair it with Humidity Blocker+ to finish and set your blowout.

Q: Can I use a straightening iron for added smoothness?

A: Yes, Dream Blowout Glass is safe for use with thermal styling tools up to 400°F (204°C).

Q: How long does the blowout last?

A: Dream Blowout Glass provides a humidity-resistant blowout that lasts up to three days.*

Q: Will Dream Blowout Glass help detangle my hair?

A: Yes, it helps detangle hair.**

Q: Does this product have humidity protection?

A: Yes, Dream Blowout Glass provides 72 hours of humidity protection in 85% humidity.*

Q: What is the fragrance of Dream Blowout Glass?

A: A light floral scent with notes of hyacinth and musk.

Q: What is the pH of Dream Blowout Glass?

A: The pH is 4-5.

*vs. untreated hair; 85% relative humidity conditions

**vs. untreated damaged hair

