

**JOICO**  
the joi of healthy hair

# DRY HAIR REVIVAL

UNLOCK ULTIMATE HYDRATION

Turn your salon into a hydration haven! This handy backbar guide delivers a side-by-side comparison of Joico's Moisture Recovery and HydraSplash collections, so you can customize client treatments for every dry-hair type – from thick and coarse to fine and fragile.

## MOISTURERECOVERY

Ideal for thick, coarse, and/or dry hair



### MOISTURIZING SHAMPOO

Deeply hydrates with Hydramine Sea Complex (Sea Kelp, Brown Algae, Seawater Nutrients). Restores moisture balance and softness.



### MOISTURIZING CONDITIONER

Rich formula that detangles and replenishes moisture. Ideal for coarse, frizzy hair.



### TREATMENT BALM

Intensely hydrates with Jojoba Oil and Shea Butter. Transforms thick, dry hair in a single application.



### MOISTURE RECOVERY RECHARGE

24-hour hydration with Olive Ester, Sea Kelp, and Smart Release Technology. Hair looks replenished, shiny and healthy.

## HYDRASPLASH

Ideal for fine-to-medium dry hair



### HYDRATING SHAMPOO

Lightweight cleanse with Coconut Water and Sea Kelp. Provides 24-hour hydration without weighing hair down.



### HYDRATING CONDITIONER

Light-as-air moisture with exceptional slip. Perfect for fine hair needing hydration without heaviness.



### HYDRATING GELÉE MASQUE

Gel-based masque delivers a surge of hydration, leaving fine hair soft and frizz-free in just 5 minutes.



### REPLENISHING LEAVE-IN

Lightweight formula with Coconut Water and Sea Kelp. Offers 24-hour hydration and protection for fine hair.

## SPECIAL SINK-SIDE SERVICE: THE REVIVAL RITUAL

### PERSONALIZED CLEANSE

Choose the appropriate shampoo based on hair type. Apply and gently massage the scalp for 2 minutes to stimulate circulation and relaxation.



### DEEP CONDITIONING MASQUE

Apply the selected treatment masque. Wrap hair in a warm towel and let it process for 5 minutes. Enhance the experience with a soothing neck and/or hand massage during processing time.



### LEAVE-IN PROTECTION

After rinsing, apply the corresponding leave-in product to damp hair. Comb through to ensure even distribution.



### RINSE, BLOW-DRY & STYLE

Rinse, towel dry. Proceed with blow-drying and styling as desired, leaving the hair revitalized and hydrated.



STEP 1



STEP 2



STEP 3



STEP 4



By offering this tailored hydration service, you not only address your clients' specific hair needs, but also provide a luxurious and memorable The Dry Hair Revival...offering clients the ultimate in hair hydration!