

JOICO50
the **joi** of healthy hair



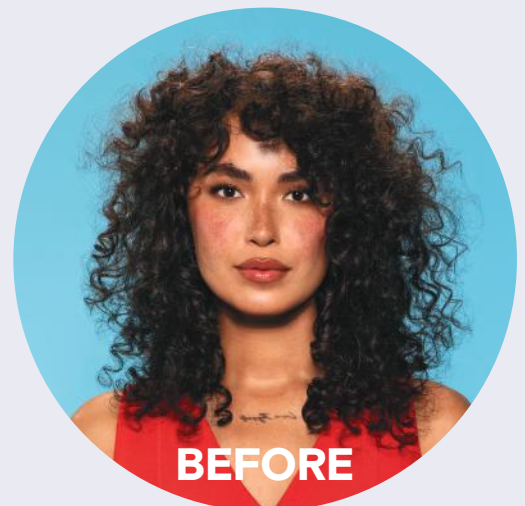
REDEFINING HEALTHY HAIR.
SINCE FOREVER.

**MOISTURE
RECOVERY™**

NEW!

**24HR
MOISTURE
RECHARGE**

leave-in for thick/coarse, dry hair



BEFORE

GIVE THIRSTY HAIR THE MOISTURE IT CRAVES

MOISTURE RECOVERY™ 24HR MOISTURE RECHARGE

When thick, coarse, dehydrated hair needs an extra boost, **24Hr Moisture Recharge** dives deep to deliver **all-day moisture**. This leave-in **instantly detangles** and nourishes hair—leaving parched strands feeling **soft, smooth, silky, and protected from frizz**. Layer it into your Moisture Recovery routine for a recharge of moisture.

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

- Instant, all-day moisture
- Leaves hair 88% smoother* and 46% softer**
- Reduces detangling time



*vs. untreated hair



† with each use



**vs. untreated damaged hair ‡ vs. untreated hair, high humidity conditions

Let's Look Inside

Olive Ester: Our formula with Olive Ester, a silicone alternative, helps provide all-day hydration for a soft, supple look and feel.

Sea Kelp: Our formula with Sea Kelp replenishes lost moisture, leaving hair looking and feeling healthy.

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: Apply evenly through clean, damp hair, avoiding root area. Style as desired. Use it as a companion to your favorite Moisture Recovery products; or try it solo for a fast, moisturizing fix.

ALL THE WAYS TO RECHARGE

REPLENISHES
LOST
MOISTURE

PRIMES HAIR
FOR BLOW-
DRYING

LEAVES
HAIR
SOFTER
**

LOCKS OUT
HUMIDITY‡

DETANGLES

HELPS
REDUCE
APPEARANCE
OF SPLIT
ENDS†

PROTECTS
FROM HEAT
UP TO 450°F



MOISTURE RECOVERY™

FAQs

Q: Can you use 24Hr Moisture Recharge on wet and dry hair?

A: Yes, this leave-in product can be used on wet or dry hair.

Q: Does 24Hr Moisture Recharge offer thermal protection?

A: Yes, it protects hair from heat up to 450°F/232°C.

Q: What other benefits does 24Hr Moisture Recharge offer?

A: It helps to reduce the appearance of split ends,* improves hair strength,* and increases hair's resistance to breakage* with every application.

Q: Can I detangle my hair with 24Hr Moisture Recharge?

A: Yes, and it will also reduce detangling time.

Q: Do I need to rinse out 24Hr Moisture Recharge?

A: No, it is a leave-in treatment.

Q: Can I use Moisture Recovery Treatment Balm and 24Hr Moisture Recharge on the same day?

A: 24Hr Moisture Recharge is an ideal companion to your favorite Moisture Recovery products.

Q: Can I use 24Hr Moisture Recharge on color- or chemically treated hair?

A: This product is color-safe and developed for hair that feels dry.

Q: Does the formula contain silicones?

A: 24Hr Moisture Recharge is formulated without silicones. Olive Ester is used as a natural alternative to silicone.

Q: Is 24Hr Moisture Recharge free from any other ingredients?

A: It is formulated without gluten, phthalates, formaldehydes, formaldehyde-releasing agents, mineral oil, parabens, and SLS/SLES sulfates.†

Q: What is the pH of 24Hr Moisture Recharge?

A: The pH is 3.5-4.8.

Q: What is the difference between 24Hr Moisture Recharge and HydraSplash Replenishing Leave-In?

A: 24Hr Moisture Recharge is ideal for thick, coarse, or curly hair that is extremely dry or dehydrated. HydraSplash Replenishing Leave-In is ideal for fine to medium, dry hair.

Q: What other Joico products can I pair with 24Hr Moisture Recharge?

A: Humidity Blocker+ is a great option for finishing. Curls Like Us™ stylers are also a great option for styling curly hair after use.



* with each use

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

† Sodium Lauryl Sulfate/Sodium Laureth Sulfate