

JOICO
the **joi** of healthy hair

Joi
ESSENTIALS
**CARE &
STYLING**





JOI STARTS HERE

There's nothing in the world like the beauty of healthy hair. Its vitality, color, and shine light up a room and lift the spirit. At Joico, we have a name for this remarkable energy—we call it **joi**.

Joi is at the heart of everything we do. From our game-changing haircare and stylers to our colorist-adored haircolor systems, every Joico product is formulated to make strong, gorgeous, healthy-looking hair a joi-ful reality for all.

Why? Because the **joi of healthy hair** is more than a tagline—it's a promise.

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K-PAK®



K-PAK TO THE RESCUE

Think your mane is a lost cause? Meet damaged hair's hero.

Powered by Joico's SmartRelease® liposome technology—which swoops in to repair, strengthen, and protect hair precisely where it needs it—our iconic K-PAK collection helps visibly repair existing damage and fights future breakage at the same time. With just one use, distressed tresses are rescued and restored to their shining, healthy-looking glory.

HERE'S WHY YOU'LL LOVE IT...

- Visibly repairs years of damage*
- Strengthens hair, making it 2x more resistant to breakage in just one use**
- Boosts shine
- Improves elasticity & manageability

WHAT'S INSIDE:

- SmartRelease® Technology
- Keratin
- Guajava Fruit Extract
- Evening Primrose Oil

*When used with K-PAK Shampoo and Reconstructor

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



K-PAK RECONSTRUCTING SHAMPOO

10.1 oz / 300 ml, 33.8 oz / 1 L

- Gently cleanses damaged hair
- Rich lather



K-PAK RECONSTRUCTING CONDITIONER

8.5 oz / 250 ml, 33.8 oz / 1 L

- Doubles hair's resistance to breakage*
- Boosts shine
- Improves elasticity & manageability
- Smooths, detangles, and eliminates static in hair



K-PAK RECONSTRUCTOR

5.1 oz / 150 ml, 8.5 oz / 250 ml, 33.8 oz / 1 L

- Rebuilds and fortifies damaged hair
- 64% less breakage*
- Healthier-looking hair condition in one use
- Improves hair elasticity



K-PAK HYDRATOR

8.5 oz / 250 ml, 33.8 oz / 1 L

- Replenishes lost moisture in just one use
- 2x softer hair**
- Boosts shine
- Seals the cuticle
- Improves hair manageability and elasticity



K-PAK CLARIFYING SHAMPOO

10.1 oz / 300 ml, 33.8 oz / 1 L

- Removes mineral deposits, chlorine, and styling product buildup
- Protects hair against pollutants*



K-PAK CUTICLE SEALER

33.8 oz / 1 L

- Smooths and tightens the cuticle, helping to lock in curl and color service results
- Helps reduce hair swelling caused by chemical services
- Deactivates ammonia and peroxide while eliminating perm odors

K-PAK® COLOR THERAPY



LOCK IN VIBRANCY. LET GO OF DAMAGE.

Need next-level color protection and the power of K-PAK reconstruction?

In one powerful punch, our K-PAK Color Therapy collection—formulated with African Manketti and Argan Oils—helps lock in stunning color vibrancy while also repairing and strengthening damaged hair.

HERE'S WHY YOU'LL LOVE IT...

- Maintains over 82% of haircolor for up to 8 weeks*
- Repairs & strengthens damaged hair**
- Instantly 9x stronger hair†
- Twice the shine††

WHAT'S INSIDE:

- SmartRelease® Technology
- Keratin and Arginine
- Exotic African Manketti and Argan Oils

*When using K-PAK Color Therapy Shampoo and K-PAK Color Therapy Luster Lock Multi-Perfector
**Against combing breakage on damaged hair vs. a non-conditioning shampoo

†Against combing breakage on damaged hair vs. a non-conditioning shampoo, when using Luster Lock Treatment
††vs. untreated hair, when using Luster Lock Glossing Oil

K-PAK® COLOR THERAPY



K-PAK COLOR THERAPY COLOR-PROTECTING SHAMPOO

1.7 oz / 50 ml, 10.1 oz / 300 ml, 33.8 oz / 1 L

- Gently cleanses color-treated hair
- Improves elasticity and shine
- Helps restore and protect hair*



K-PAK COLOR THERAPY COLOR-PROTECTING CONDITIONER

1.7 oz / 50 ml, 8.5 oz / 250 ml, 33.8 oz / 1 L

- Helps restore and protect hair for vibrant, long-lasting haircolor**
- Doubles hair's resistance to breakage*
- Boosts shine
- Helps hydrate hair and improves elasticity & manageability



K-PAK COLOR THERAPY LUSTER LOCK® INSTANT SHINE & REPAIR TREATMENT

1.7 oz / 50 ml, 5.1 oz / 150 ml, 8.5 oz / 250 ml, 16.9 oz / 500 ml

- Boosts color vibrancy
- 9x stronger hair†
- 89% less breakage†
- Healthier-looking hair in just one use



K-PAK COLOR THERAPY LUSTER LOCK MULTI-PERFECTOR DAILY SHINE & PROTECT SPRAY

1.7 oz / 50 ml, 6.7 oz / 200 ml

- Locks in over 82% of color vibrancy for up to 8 weeks††
- 2x stronger hair†
- Protects from heat styling
- Instant detangling
- Controls frizz and boosts shine
- UVA/UVB protection for haircolor

*Against combing breakage on damaged hair when using K-PAK Color Therapy Shampoo & Conditioner vs. a non-conditioning shampoo
**Maintains over 82% of haircolor after 18 washes

†Against combing breakage on damaged hair vs. a non-conditioning shampoo
††Using K-PAK Color Therapy Shampoo, after 18 washes

K-PAK COLOR THERAPY LUSTER LOCK® GLOSSING OIL



2.13 oz / 63 ml

- Doubles your color vibrancy*
- Preserves over 85% of haircolor**
- 150% more shine*
- 2x stronger hair†
- Protects hair against pollutants††
- Instant softness and smoothness

CHOOSE YOUR K-PAK® TREATMENT



K-PAK COLOR THERAPY LUSTER LOCK® TREATMENT



K-PAK HYDRATOR



K-PAK RECONSTRUCTOR

DAMAGE TYPE

Dull, frizzy, damaged hair that lacks color vibrancy

Moderately to severely dehydrated, damaged, parched hair

Severely damaged hair with visible signs of breakage

BENEFITS

Enhances color vibrancy and helps repair damage. Instantly restores softness, smoothness, and shine to color-treated hair.

Instantly hydrates dry and damaged hair, leaving it soft, shiny, and more manageable.

Our most powerful reconstructor for severely damaged hair prone to breakage. Rebuilds and fortifies damaged hair.

KEY BENEFITS

- Boosts color vibrancy
- 9x stronger hair*
- 89% less breakage*
- Healthier-looking hair in just one use

- Instantly replenishes lost moisture to dry, damaged hair
- 2x softer hair**
- Boosts shine
- Seals the cuticle
- Improves hair manageability and elasticity

- Rebuilds and fortifies damaged hair
- 64% less breakage*
- Instantly healthy-looking hair
- Improves hair elasticity

HOW TO USE

Apply to clean, damp hair. Leave in 2-5 minutes, then rinse. Style as usual.

As a pre-shampoo treatment: apply to dry hair, leave in 2-5 minutes, then shampoo as usual.

Apply to damp hair and leave in 5 minutes. Rinse thoroughly.

Apply to damp hair. Leave in at least 5 minutes. Rinse.

DEFY DAMAGE®



OUR NEXT GENERATION OF BOND BUILDING. SEE IT. FEEL IT. BELIEVE IT.

Worried about thermal, chemical, and environmental damage?

Our bond-building Defy Damage system has you covered. With daily care designed to help boost hair's resistance to breakage and color fade, Joico puts powerful protection right into your hands.

HERE'S WHY YOU'LL LOVE IT...

- Strengthens & rebuilds bonds
- 80% less breakage*
- 5x stronger hair*
- Maintains over 90% of color vibrancy**

WHAT'S INSIDE:

- SmartRelease® Technology
- Protective Lipid
- Moringa Seed Oil
- Arginine

*Against combing breakage on damaged hair during heat styling, when using Defy Damage Shampoo and Masque vs. a non-conditioning shampoo

**After 10 shampoos, when using Defy Damage Shampoo and Masque



DEFY DAMAGE PROTECTIVE SHAMPOO

1.7 oz / 50 ml, 10.1 oz / 300 ml, 33.8 oz / 1 L

- Free of SLS/SLES Sulfates*
- Decadently rich lather for a luxurious cleansing experience
- Gently washes away dirt and debris without roughing up the hair cuticle
- Leaves hair soft, shiny, and healthy-looking



DEFY DAMAGE DETOX SHAMPOO

10.1 oz / 300 ml, 33.8 oz / 1 L

- Removes hard water residue, trace minerals, product buildup, copper, and salts
- Helps remove green tones in hair due to chlorine
- Builds bonds and leaves hair feeling soft to the touch
- Color-safe
- Free of SLS/SLES Sulfates*



DEFY DAMAGE PROTECTIVE CONDITIONER

1.7 oz / 50 ml, 8.5 oz / 250 ml, 33.8 oz / 1 L

- Protects from daily damage
- Boosts vital moisture
- Instantly detangles
- Leaves hair soft, shiny, and healthy-looking



DEFY DAMAGE KBOND20® POWER MASQUE

1.7 oz / 50 ml, 5.1 oz / 150 ml, 16.9 oz / 500 ml

- 5x stronger** hair in one use
- Builds & protects bonds
- Rich hydration
- Instantly detangles
- Normalizes pH
- Color-safe



DEFY DAMAGE PROTECTIVE MASQUE

1.7 oz / 50 ml, 5.1 oz / 150 ml

- Helps to rebuild broken hair bonds
- Deeply replenishes hair without weighing it down
- See results after the very first use
- Leaves hair soft, shiny and healthy-looking

DEFY DAMAGE IN A FLASH™ 7-SECOND BOND BUILDER



6.76 fl oz / 200 ml

- Hair is up to 20x more resistant to breakage**
- Creates bonds and strengthens the hair structure
- Leaves hair silky smooth without weighing it down
- Safe for color-treated hair
- Silicone-free

DEFY DAMAGE PROTECTIVE SHIELD



3.38 oz / 100 ml

- Instant, daily protection from damaging heat, UV exposure, and pollution*
- Makes hair 4x more resistant to breakage during heat styling**
- Protects against color fade
- Leaves hair soft, shiny, and healthy-looking

DEFY DAMAGE INVINCIBLE FRIZZ-FIGHTING BOND PROTECTOR



5.5 oz / 180 ml

- 24-hour frizz protection
- Instant softness & shine
- Bond protection
- Thermal protection up to 450°F
- Guards against pollution*

DEFY DAMAGE SLEEPOVER™ OVERNIGHT NOURISHING TREATMENT



3.38 oz / 100 ml

- Nourishes hair and strengthens bonds while you sleep†
- Reduces the appearance of split ends
- Instantly softens & smooths hair
- Boosts shine
- Protects against pollution*

*Laboratory tested using pollution particles

**Against combing breakage on clean, damaged hair

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

CHOOSE YOUR DEFY DAMAGE® TREATMENT



**IN A FLASH™
7-SECOND BOND BUILDER**



**KBOND20®
POWER MASQUE**



**PROTECTIVE
MASQUE**

DAMAGE TYPE

FOR **LIGHT TO MEDIUM** DAMAGE/BROKEN BONDS

Hair in need of quick bond strengthening and protection.

FOR **MEDIUM TO HEAVY** DAMAGE/BROKEN BONDS

Weakened and damaged bonds in need of serious rebuilding.

FOR **LIGHT TO MEDIUM** DAMAGE/BROKEN BONDS

Hair in need of bond strengthening and protection.

FEATURES

Unique bond builder transforms from a liquid into a crème when it comes into contact with water.

Powered by Defy Damage bond-building + K-PAK Keratin Technology.

Less breakage, more protection from heat styling. Hair has instant softness and shine.

KEY BENEFITS

- 20x more resistant to breakage*
- Boosts shine and delivers easy detangling
- Creates bonds and strengthens the hair structure
- Leaves hair silky smooth

- 5x stronger** hair in one use
- Builds & protects bonds
- Rich hydration
- Instantly detangles

- 80% less breakage†
- Deeply replenishes hair without weighing it down
- Leaves hair soft, shiny, and healthy-looking
- Helps to rebuild broken hair bonds

*Against combing breakage on damaged hair vs. untreated hair
**Against combing breakage on damaged hair during heat styling

†Against combing breakage on damaged hair during heat styling, when using Defy Damage Shampoo and Masque vs. a non-conditioning shampoo

COLORFUL

Up to
8 weeks
of color
vibrancy*



IT'S A **COLORFUL** LIFE—MAKE IT LAST!

Dye-ing to preserve that fierce, fabulous, vibrant color long after your salon visit?

Commit for the long haul with Joico Colorful. Formulated with nourishing Camellia Oil and Pomegranate Fruit Extract, our anti-fade collection helps provide shine, strength, and protection from color-fading elements. It's a brilliant and beautiful trio that keeps you true-to-hue.

HERE'S WHY YOU'LL LOVE IT...

- Color vibrancy lasts up to 8 weeks*
- Free of SLS/SLES sulfates**
- Increases shine, manageability, and strength†

WHAT'S INSIDE:

- SmartRelease® Technology
- Camellia Oil
- Pomegranate Fruit Extract

*Tested with permanent and semi-permanent haircolor, when washing hair 2-3 times a week using Colorful Shampoo

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

†Against combing breakage on damaged hair, when using Colorful Shampoo and Conditioner



COLORFUL ANTI-FADE SHAMPOO

10.1 oz / 300 ml, 33.8 oz / 1 L

- Free of SLS/SLES sulfates*
- Gently cleanses color-treated hair
- Fortifies hair for 3x greater resistance to breakage**



COLORFUL ANTI-FADE CONDITIONER

8.5 oz / 250 ml, 33.8 oz / 1 L

- Instantly detangles and nourishes color-treated hair
- Protects hair and reduces breakage by over 70%†

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

**When using Colorful Shampoo and Conditioner against combing breakage on damaged hair vs. a non-conditioning shampoo

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

COLOR BALANCE®



FIERCE FADE FIGHTERS

Battling brass?

Staying true to your hue is easier than ever with Joico's Color Balance® collection. Formulated with supercharged pigments, these targeted shampoos and conditioners instantly neutralize those unwelcome brassy orange and yellow tones that often surface in lightened brunette and blonde hair.

WHAT'S INSIDE:

- Supercharged Pigments
- SmartRelease® Technology
- Green Tea Extract + UV Absorbers

COLOR BALANCE BLUE

For Brunettes

Kick brass to the curb and keep brunette hair free of unwanted orange tones with Joico's Color Balance® Blue collection.

HERE'S WHY YOU'LL LOVE IT...

- Neutralizes unwanted orange and brassy tones in brunette hair with just one use
- Long-lasting results through 12 washes
- Boosts shine and smoothness
- Over 2x stronger hair*
- Controls static
- Paraben-free



COLOR BALANCE PURPLE

For Blondes

Keep your blonde hair cool with Joico's Color Balance® Purple collection, designed to instantly neutralize unwanted yellow and warm tones.

HERE'S WHY YOU'LL LOVE IT...

- Neutralizes unwanted yellow and warm tones in blonde hair with just one use
- Long-lasting results through 12 washes
- Boosts shine and smoothness
- Over 2x stronger hair**
- Controls static
- Paraben-free



*Against combing breakage on damaged hair vs. a non-conditioning shampoo, when using Color Balance Blue Shampoo and Conditioner together

**Against combing breakage on damaged hair vs. a non-conditioning shampoo, when using Color Balance Purple Shampoo and Conditioner together



COLOR BALANCE BLUE SHAMPOO

10.1 oz / 300 ml

- Gently cleanses
- Neutralizes unwanted orange and brassy tones in brunette hair
- Boosts shine and controls static



COLOR BALANCE BLUE CONDITIONER

8.5 oz / 250 ml

- Nourishes and protects hair
- Neutralizes unwanted orange and brassy tones in brunette hair
- Instantly detangles hair



COLOR BALANCE PURPLE SHAMPOO

10.1 oz / 300 ml, 33.8 oz / 1 L

- Gently cleanses hair
- Neutralizes unwanted yellow and warm tones in blonde hair
- Boosts shine and controls static



COLOR BALANCE PURPLE CONDITIONER

8.5 oz / 250 ml, 33.8 oz / 1 L

- Nourishes and protects hair
- Neutralizes unwanted yellow and warm tones in blonde hair
- Instantly detangles hair

BLONDE LIFE®

BRIGHTENING SYSTEM



LIVE THE **BLONDE** LIFE

We love blondes.

And we're the biggest fans of those who proudly choose to lighten up. For that very reason, we created Blonde Life: a glistening collection of at-home products that help enhance, protect, and bump up the brilliance and strength of hair that's been bleached, double-processed, or lifted to new heights. Brilliantly formulated with Arginine and an exotic blend of Tamanu and Monoi Oils, Blonde Life tackles the off-tones and damage—so blondes *really* can have more fun.

HERE'S WHY YOU'LL LOVE IT...

- Keeps blondes brilliant and on-tone for up to 8 weeks*
- Nourishes and strengthens lightened blonde hair

WHAT'S INSIDE:

- Tamanu and Monoi Oils
- Arginine
- SmartRelease® Technology

*When using Blonde Life Brightening Shampoo and Conditioner/Masque, which preserve over 80% of haircolor after 18 washes



BLONDE LIFE BRIGHTENING SHAMPOO

10.1 oz / 300 ml, 33.8 oz / 1 L

- Gently cleanses with rich lather
- Free of SLS/SLES Sulfates*
- Added softness and smoothness
- Helps keep blondes bright



BLONDE LIFE BRIGHTENING CONDITIONER

8.5 oz / 250 ml, 33.8 oz / 1 L

- Deeply nourishes bleached, double-processed, or high-lifted blonde hair without weight
- Instantly detangles
- Keeps hair polished and bright



BLONDE LIFE BRIGHTENING MASQUE

5.1 oz / 150 ml

- Instantly hydrates bleached, double-processed, or high-lifted blonde hair
- Adds softness and shine
- Keeps hair polished and bright
- Neutralizes chlorine and removes trace minerals to detox hair



BLONDE LIFE BRIGHTENING OIL

3.4 oz / 100 ml

- Makes blonde hair appear bright
- Shine is magnified for extraordinary illumination**
- Won't stain even the palest shades of blonde
- Provides 87% less combing breakage on clean, damaged hair

BLONDE LIFE ROSÉ CHAMPAGNE COLOR ENHANCING MASQUE

5.1 oz / 150 ml



- Enhances luscious rose and peach tones
- Color enhancement lasts up to 3 washes¹
- Reduces breakage by 60% in a single use²
- Hair feels hydrated after first use
- Hair feels nourished and conditioned
- Helps detangle beautifully
- 96% naturally-derived formula³

BLONDE LIFE SILVER COLOR ENHANCING MASQUE

5.1 oz / 150 ml



- Neutralizes brassy undertones for icy, silver-blond results
- Reduces breakage by 60% in a single use²
- Hair feels hydrated after first use
- Hair feels nourished and conditioned
- Helps detangle beautifully
- 96% naturally-derived formula³

BLONDE LIFE BLONDE STRONG™ DETANGLER FOR FRAGILE BLONDE HAIR

6.7 oz / 200 ml



- Detangles and leaves fragile strands feeling hydrated
- Helps prevent and mend split ends⁴
- Strengthens hair, making it resistant to breakage⁵
- Keeps blonde hair feeling soft and looking bright
- 72 hours of frizz-fighting humidity protection⁶
- Protects from damaging UV and heat up to 450°F (232°C)⁷

¹When using Blonde Life Shampoo

²Against combing breakage on damaged hair, when used with Blonde Life Shampoo vs. untreated damaged hair

³According to Global ISO 16128 Standard, 96% naturally derived means that plant and mineral- derived materials and water, all of which undergo limited processing, make up at least 96% of the formula

⁴Until next use

⁵Against combing breakage on damaged hair vs. untreated hair

⁶vs. untreated hair, 85% relative humidity conditions

⁷When using thermal styling tools

BLONDE LIFE® VIOLET



KEEP YOUR COOL

Looking brassy?

Our brass-neutralizing Blonde Life Violet Shampoo and Conditioner instantly freeze out unwanted yellow tones, helping restore icy beauty and brilliance to cool blonde hair.

HERE'S WHY YOU'LL LOVE IT...

- Instantly cools brassy tones and brightens cool blonde hair
- Helps maintain healthy-looking hair with brilliant shine
- Nourishes and protects fragile blonde hair

WHAT'S INSIDE:

- SmartRelease® Technology
- Monoi Oil
- Tamanu Oil
- Arginine
- Light Violet Hue

BLONDE LIFE® VIOLET



BLONDE LIFE VIOLET SHAMPOO

10.1 oz / 300 ml, 33.8 oz / 1 L

- Rich lather gently cleanses hair
- Instantly cools brassy tones and brightens cool blonde hair
- Helps maintain healthy-looking hair and brilliant shine
- Free of SLS/SLES Sulfates*



BLONDE LIFE VIOLET CONDITIONER

8.5 oz / 250 ml, 33.8 oz / 1 L

- Instantly cools brassy tones and brightens cool blonde hair
- Help maintain healthy-looking hair and brilliant shine
- Nourishes and protects fragile blonde hair
- Provides incredible slip and detangling

BLONDE LIFE VIOLET COLOR ENHANCING MASQUE

5.1 oz / 150 ml



- Neutralizes yellow undertones for cool, pearl-blond results
- Reduces breakage by 60% in a single use**
- Hair feels hydrated after first use
- Hair feels nourished and conditioned
- Helps detangle beautifully
- 96% naturally-derived formula†

*SLS/SLES Sulfates = Sodium Lauryl Sulfate and Sodium Laureth Sulfate
**Against combing breakage on damaged hair, when used with Blonde Life Shampoo vs. untreated damaged hair

†According to Global ISO 16128 Standard, 96% naturally derived means that plant and mineral- derived materials and water, all of which undergo limited processing, make up at least 96% of the formula
According to Global ISO 16128 Standard, 96% naturally derived means that plant and mineral-derived materials and water, all of which undergo limited processing, make up at least 96% of the formula

CHOOSE YOUR OIL TREATMENT

	TYPE OF CLIENT	KEY JOI FACTOR	JOI INGREDIENTS	USAGE RECOMMENDATION
 <p>K-PAK® Color Therapy Luster Lock® Glossing Oil</p>	Color-treated damaged hair	<ul style="list-style-type: none"> • Doubles your color vibrancy* • Preserves over 85% of haircolor** • 150% more shine* and 2x stronger hair† 	Clear oil, formulated with African Manketti and Argan Oils, can be used on damp and dry hair.	<p>Fine hair: 1-2 pumps</p> <p>Medium hair: 2-3 pumps</p> <p>Thick hair: 4 or more pumps</p>
 <p>Blonde Life® Brilliant Glow Brightening Oil</p>	Blonde hair	<ul style="list-style-type: none"> • Exotic oils hydrate hair with nourishing moisture • Won't stain even the palest shades of blonde • Shine is magnified for instant illumination 	Clear oil, formulated with Tamanu and Monoi Oils, can be used on damp and dry hair.	<p>Fine hair: 1 pump</p> <p>Medium hair: 1-2 pumps</p> <p>Thick hair: 3 or more pumps</p>

*vs. untreated hair
**After 18 washes

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

MOISTURE RECOVERY™

FOR THICK/COARSE HAIR



DIVE INTO DEEP MOISTURE

Feeling extra thirsty? Dive into Moisture Recovery.

Formulated with nourishing Jojoba Oil, this collection delivers the deep replenishment thick and coarse hair requires to look and feel beautifully quenched all day.

HERE'S WHY YOU'LL LOVE IT...

- 24-hour moisture replenishment*
- Doubles softness**
- 3x less prone to breakage†
- Hair looks instantly replenished, shiny, and healthy

WHAT'S INSIDE:

- SmartRelease® Technology
- Sea Kelp
- Jojoba Oil

*When using Moisture Recovery Shampoo and Treatment Balm

**When using Moisture Recovery Shampoo and Conditioner vs. untreated, damaged hair

†When using Moisture Recovery Shampoo and Treatment Balm against combing breakage on damaged hair vs. a non-conditioning shampoo



MOISTURE RECOVERY MOISTURIZING SHAMPOO

1.7 oz / 50 ml, 10.1 oz / 300 ml, 33.8 oz / 1 L

- Gently cleanses hair without stripping vital moisture
- Helps replenish lost moisture



MOISTURE RECOVERY MOISTURIZING CONDITIONER

1.7 oz / 50 ml, 8.5 oz / 250 ml, 33.8 oz / 1 L

- Easily detangles dry hair
- Deeply nourishes thick/coarse, dry hair
- Adds softness and smoothness



MOISTURE RECOVERY TREATMENT BALM

8.5 oz / 250 ml, 16.9 oz / 500 ml

- Replenishes lost moisture and deeply hydrates thick/coarse, dry hair
- 3x less prone to breakage*
- Reduces frizz
- Adds softness and shine



MOISTURE RECOVERY 24HR MOISTURE RECHARGE

leave-in for thick/coarse, dry hair

1.7 oz / 50 ml, 6.7 oz / 200 ml

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

HYDRA SPLASH®

FOR FINE TO MEDIUM HAIR



HYDRATION THAT WON'T WEIGH YOU DOWN

When fine-to-medium hair gets thirsty,

quench those delicate strands with HydraSplash—our collection designed to provide 24-hour hydration* to thoroughly replenish moisture, shine, and softness without weighing hair down. Fine, dry, brittle hair is replenished and transformed with a light-as-air feel.

HERE'S WHY YOU'LL LOVE IT...

- 24-hour hydration*
- Hair looks replenished, shiny, and healthy after just one use
- Won't weigh hair down

WHAT'S INSIDE:

- SmartRelease® Technology
- Sea Kelp
- Coconut Water



HYDRASPLASH HYDRATING SHAMPOO

10.1 oz / 300 ml, 33.8 oz / 1 L

- Luxurious lather thoroughly cleanses hair without stripping natural moisture
- Leaves hair feeling soft and hydrated



HYDRASPLASH HYDRATING CONDITIONER

8.5 oz / 250 ml, 33.8 oz / 1 L

- Leaves hair feeling soft and moisturized
- Won't weigh fine hair down



HYDRASPLASH REPLENISHING LEAVE-IN

3.38 oz / 100 ml

- Adds moisture, smoothness, and shine
- Reduces frizz
- Won't weigh fine strands down

JOIFULL



HAIR GOALS—FULLFILLED!

Big, bouncy, and brimming with body;

it's the dream that's now a reality for fine, thin hair. With our powerfully transformative JoiFull trio, full, lush, manageable strands come to life, minus the crunchy, sticky residue typical of most volumizing products.

HERE'S WHY YOU'LL LOVE IT...

- Fuller, thicker, airy volume*
- 24-hour style retention*
- Provides long-lasting humidity protection*
- No residue to leave hair looking or feeling stiff and crunchy
- Instantly adds shine

WHAT'S INSIDE:

- Rice Protein
- Bamboo Extract
- Lotus Flower
- SmartRelease® Technology



JOIFULL VOLUMIZING SHAMPOO

10.1 oz / 300 ml, 33.8 oz / 1 L

- Rich lather gently yet thoroughly cleanses hair
- Adds instant, lightweight body



JOIFULL VOLUMIZING CONDITIONER

8.5 oz / 250 ml, 33.8 oz / 1 L

- Helps strengthen and nourish hair
- Leaves strands tangle-free



JOIFULL VOLUMIZING STYLER

3.4 oz / 100 ml

- Easily add lasting lift and body without leaving hair stiff and crunchy
- Long-lasting humidity protection
- Protects from thermal damage up to 450°F (232°C)

YOUTHLOCK™



BEAUTIFUL HAIR IS AGELESS

Missing the joi of youthful-looking hair?

Love your hair at any age with Joico YouthLock: our truly transformative collection that recaptures youthful bounce, shine, and manageability, while locking in strong, lustrous hair. Formulated with collagen, this fab foursome is like a breath of fresh (h)air for mature, tired tresses!

HERE'S WHY YOU'LL LOVE IT...

- Brings back hair's youthful body and bounce
- Reduces hair fall by 60%*
- Boosts hair's healthy shine
- Restores softness and manageability
- Protects hair and reduces breakage caused by blow-drying*
- Free of SLS/SLES Sulfates**
- Color-safe

WHAT'S INSIDE:

- Collagen
- Buriti Fruit Oil
- SmartRelease® Technology

*Due to breakage caused by styling on damaged hair vs. a non-conditioning shampoo

**SLS/SLES Sulfates = sodium lauryl sulfate/sodium laureth sulfate



YOUTHLOCK SHAMPOO

10.1 oz / 300 ml, 33.8 oz / 1 L

YouthLock Shampoo provides a prime opportunity to gently cleanse tired tresses, bringing back the joy of lush, lively, lustrous-looking hair.

- Free of SLS/SLES Sulfates*
- Gently cleanses hair
- Reduces hair fall by 60%**
- Boosts shine



YOUTHLOCK CONDITIONER

8.5 oz / 250 ml, 33.8 oz / 1 L

The future of beauty? YouthLock Conditioner, the solution for mature hair that's dry, brittle, and falling short these days. Delivering that telltale body, bounce, shine, and softness, this moisturizing caretaker reinvents hair with a lustrous new outlook.

- Hair feels hydrated
- Softens brittle hair
- Detangles hair
- Boosts shine
- Adds youthful body and bounce



YOUTHLOCK TREATMENT MASQUE

5.1 oz / 150 ml

YouthLock Treatment Masque helps give falling hair the brush-off, big-time shine, and lively bounce in a single nourishing application.

- Leaves hair feeling nourished
- Softens dry, brittle hair without weighing it down
- Boosts shine
- Reduces frizz
- Controls frizz and static
- Long-lasting results with protection against humidity
- Strengthens and protects hair



YOUTHLOCK BLOWOUT CRÈME

5.1 oz / 150 ml

When hair is already giving off signals of fatigue and frizz, the last thing you need is a direct hit from blow-drying that doubles down on damage. YouthLock Blowout Crème steps in front of the struggle, helping to safeguard strands with luxurious protection that reverses the effects of time on your tresses.

- Delivers youthful body and bounce
- Boosts hair's healthy glow
- Reduced hair fall[†]
- Protects from heat styling^{††}
- Controls frizz and static
- Long-lasting results with protection against humidity
- Strengthens and protects hair

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

**Due to breakage from brushing on damaged hair, when used with YouthLock Conditioner vs. a non-conditioning shampoo

[†]Due to breakage from brushing on damaged hair vs. a non-conditioning shampoo

^{††}Reduced breakage during blow-drying vs. untreated hair

SCALP VITALITY®



HEALTHY HAIR STARTS WITH A BALANCED SCALP

The secret to scalp health?

A balanced microbiome, the natural barrier that acts as your scalp's first line of defense. Inspired by skincare, this clinically tested barrier-care routine helps preserve that delicate balance, 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*
- Supports the scalp barrier*
- Clinically & dermatologist tested

WHAT'S INSIDE:

- Stinging Nettle
- Vegan SmartRelease® Technology



SCALP VITALITY REFRESHING SHAMPOO

10.1 oz / 300 ml

- Leaves scalp feeling clean, refreshed & calm
- Hair feels thick and full
- Color-safe
- Free of SLS/SLES Sulfates*



SCALP VITALITY EXFOLIATING FOAMING SCRUB

6 oz / 200 ml

- Removes excess oil, sebum, product buildup & loose flakes
- Lush foam helps gently massage scalp & cleanse hair
- Rinses clean, leaving scalp feeling healthy and soothed
- Color-safe
- Free of SLS/SLES Sulfates*



SCALP VITALITY REPLENISHING ESSENCE

3.38 oz / 100 ml

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

STYLE & FINISH



GUARDIANS OF THE GLAM

Elevate your style with innovative products

designed to protect hair from the daily effects of environmental exposure. Our Style and Finish collection lets you create the styles you love while helping to defend hair against damage-causing factors like UV rays, pollution, humidity, and heat. From smoothing to curl-defining, this versatile lineup offers tailored solutions for every hair type and styling need.

TEXTURIZING

BODY SHAKE TEXTURIZING FINISHER



HOLD LEVEL 3 (LIGHT HOLD)

7 oz / 250 ml

- Instant lift, plush volume, and texture
- Dries quickly and lasts all day
- Ideal for fine to medium hair
- Creates a great foundation for any updo
- Stainless-steel ball technology ensures an ideal balance of powder and liquid
- Thermal protection up to 450°F (232°C)
- Humidity protection
- UVA/UVB protection
- Protects against pollution*

WHAT'S INSIDE:

- Rice Starch

HAIR SHAKE® LIQUID-TO-POWDER TEXTURIZING FINISHER



HOLD LEVEL 4 (MEDIUM HOLD)

5.1 oz / 150 ml

- Instant lift, fullness, and texture
- Quick-dry with a satiny powder finish
- Creates a great foundation for any updo styling
- Stainless-steel ball technology ensures an ideal balance of powder and liquid
- Protects against pollution*

WHAT'S INSIDE:

- Rosehip Oil
- Maltitol
- Bentonite Clay
- Silica

VOLUMIZING

JOIWHIP® FIRM-HOLD DESIGN FOAM



HOLD LEVEL 7 (FIRM HOLD)

10.2 oz / 300 ml

- Creates lasting volume and body
- Boosts shine
- Fights frizz and flyaways
- Thermal protection up to 450°F (232°C)
- Protects against pollution*
- Paraben-free

POWER WHIP® WHIPPED FOAM



HOLD LEVEL 9 (STRONG HOLD)

1.7 oz / 50ml, 10.2 oz / 300 ml

- Creates long-lasting volume and body
- 72-hour humidity protection
- Boosts shine
- Fights frizz and flyaways
- Thermal protection up to 450°F (232°C)
- Protects against pollution*
- Paraben-free
- Silicone-free

BLOWOUT/THERMAL STYLING



DREAM BLOWOUT GLASS™ 72HR FRIZZ FIGHTER

2 oz / 60 ml, 6.7 oz / 200 ml, 16.9 oz / 500 ml (Coming 2026)

- Smooth hair for 3 days**
- 72-hour frizz + humidity control**
- Glass-like shine
- Protects against heat damage up to 400°F (204°C)



DREAM BLOWOUT™ THERMAL PROTECTION CRÈME

6.7 oz / 200 ml

- Provides heat protection up to 450°F (232°C)
- Reduces breakage by over 75%*
- Controls frizz and static
- Up to 50% faster drying time
- Long-lasting results with protection against humidity



HEAT HERO® GLOSSING THERMAL PROTECTOR

HOLD LEVEL 3 (LIGHT HOLD)

5.1 oz / 180 ml

- Thermal protection up to 450°F (232°C)
- Heat-activated split-end mender
- Boosts shine
- Protects against pollution†
- Paraben-free



HUMIDITY BLOCKER+® PROTECTIVE FINISHING SPRAY

HOLD LEVEL 3 (LIGHT HOLD)

5.5 oz / 180 ml

- 24-hour humidity protection
- Instant frizz reduction
- Eliminates static
- Boost shine
- Thermal protection up to 450°F (232°C)
- Protects against pollution†
- Paraben-free

*Against combing breakage on damaged hair vs. a non-conditioning shampoo
**vs. untreated hair; 85% relative humidity conditions

†Laboratory tested using pollution particles

HAIRSPRAYS/FINISHING



JOIMIST® MEDIUM PROTECTIVE FINISHING SPRAY

HOLD LEVEL 6 (MEDIUM HOLD)

9 oz / 300 ml

- All-day holding power
- Helps control flyaways & frizz
- Thermal protection
- Protects against humidity
- Protects against pollution*
- Paraben-free



JOIMIST® FIRM PROTECTIVE FINISHING SPRAY

HOLD LEVEL 9 (STRONG HOLD)

9 oz / 300 ml

- All-day holding power
- Helps control flyaways & frizz
- Thermal protection
- Protects against humidity
- Protects against pollution*
- Paraben-free



POWER SPRAY® FAST-DRY FINISHING SPRAY

HOLD LEVEL 8+ (STRONG HOLD)

1.5 oz / 50 ml, 9 oz / 300 ml

- Ultra-firm holding power
- Humidity protection and hold up to 72 hours
- No flakes
- UVA/UVB protection
- Protects against pollution*
- Paraben-free

HAIRSPRAYS/FINISHING



FLIP TURN® VOLUMIZING FINISHING SPRAY

HOLD LEVEL 10+ (STRONG HOLD)

9 oz / 300 ml

- Ultra-firm hold and volumizing power
- Humidity protection and hold up to 72 hours
- No flakes
- Protects against pollution*
- Paraben-free



NEW!

HOLD HERO™ HIGH HOLD + SHINE BOOSTING FINISHING SPRAY

HOLD LEVEL 12 (ULTRA HOLD)

1.5 oz / 50 ml, 9 oz / 300 ml

- 7 days of hold**
- 50% more shine†
- Wind resistant up to 25 MPH
- Protects against pollution*
- Paraben-free

*Laboratory tested using pollution particles

**vs. untreated hair in high humidity conditions

†vs. untreated damaged hair

JOIGEL® FIRM STYLING GEL



HOLD LEVEL 8 (STRONG HOLD)

8.5 oz / 250 ml

- Helps add structure and hold
- Locks in hydration
- Boosts shine
- Long-lasting humidity protection
- Thermal protection up to 450°F (232°C)
- Protects against pollution*

WEEKEND HAIR® DRY SHAMPOO



5.5 oz / 155 g

- Instantly absorbs excess oil at the roots
- Hair feels refreshed and clean
- With every touch, our encapsulated fragrance keeps hair smelling fresh and clean all day
- Haircolor lasts 2x longer**
- Leaves hair feeling velvety soft
- Adds light volume and texture

*Laboratory tested using pollution particles

**When using Weekend Hair Dry Shampoo every other wash vs. a daily shampoo and conditioner

CURLS LIKE US® SMOOTH & BOUNCE CURL HYDRATING FOAM



6.7 fl oz / 200 ml

- Leaves hair feeling hydrated and looking bouncy
- Reduces frizz and locks out humidity for 72 hours*
- Provides lightweight hold
- Enhances curl pattern
- Formulated with Algae Oil, Moringa Seed Oil & Vegan Protein
- Formulated without silicones

CURLS LIKE US HYDRATE & DEFINE CURL CRÈME STYLER



6.7 fl oz / 200 ml

- Leaves curls feeling hydrated and looking healthy
- Strengthens hair and reduces breakage by 88.77%**
- Shields from thermal damage up to 450°F (232°C)
- Provides lightweight, flexible hold—no stiffness, no tackiness, no weigh-down
- Formulated with Algae Oil, Moringa Seed Oil & Vegan Protein
- Formulated without silicones

CURLS LIKE US DEFINE & SEAL CURL DEFINING GELÉE



8.5 fl oz / 250 ml

- Reduces frizz and locks out humidity for 72 hours*
- Seals in moisture
- Buildable medium hold won't weigh down curls
- Improves definition of your curls
- Heat protection up to 450°F (232°C)
- Formulated with Algae Oil, Moringa Seed Oil & Vegan Protein
- Formulated without silicones

*vs. untreated hair at high-humidity conditions

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

INGREDIENT GLOSSARY

Activated Charcoal	A porous, absorbent material made from coconut husks.
African Manketti Oil	A rich source of vitamin E, nature's well-known environmental protection against fading.
Amino Acids	The building blocks of protein. Amino acids combine to form peptides.
Argan Oil	A powerhouse of vitamin E, antioxidants, and essential fatty acids that help deeply hydrate and nourish hair
Arginine	A naturally occurring amino acid crucial to hair's strength. Products that include Arginine help protect hair and rebuild it from the inside out.
Bamboo Extract	Fibrous and rich in silica—Bamboo Extract helps to build volume while promoting thicker, stronger, shinier strands.
Beeswax	A busy ingredient, sealing in moisture with a lightweight, non-greasy texture that creates instant, sexy separation without an ounce of frizz.
Bentonite Clay	Helps prevent clumping and ensures an even mist of product. It also acts as a secondary absorber to help prevent oily roots.
Bio-based Chelator	Helps remove stubborn buildup, metals, and hard water deposits.
Buriti Fruit Oil	Helps add gloss, shine, and moisture to hair, helping to leave hair feeling moisturized.
Camellia Oil	Stocked with essential omega 9 fatty acids and antioxidants, Camellia Oil helps to seal in moisture and restore luminous shine to hair.
Coconut Oil	A go-to moisture staple in Polynesian cultures, offers a natural way to add— and lock in—shine and nourishment for healthy-looking, hydrated hair.
Coconut Water	Rich in vitamins A, C, and E, is a great source of electrolytes. This natural hydrator helps quench dry strands.
Collagen	Helps to restore strength and hydration to aging, fragile strands for healthy-looking hair.
Encapsulated Fragrance	A unique method of releasing fresh fragrance whenever you touch or brush your hair, leaving a renewed, clean scent all day long.
Enhanced Bonding Technology	Builds bonds and strengthens hair fibers for healthy-looking results you can see and feel.
Evening Primrose Oil	A rich source of essential fatty acid that helps nourish hair back to visible health.
Flexible Polymers	Multi-functional polymers help create flexible hold to define natural texture and provide long-lasting style retention without a sticky feel.
Green Tea Extract	Fights color fading and tonal change to keep haircolor looking great.

INGREDIENT GLOSSARY

Guajava Fruit Extract	Packed with antioxidants and lycopene, which are known to help protect hair against UV damage.
Joboba Oil	Rich in essential fatty acids, including omega-9, Jojoba Oil helps to add moisture and provide stunning shine.
Keratin	A protective protein found naturally in hair, actively seeks out damage and helps repair hair by replacing lost proteins. The result? Stronger, healthy-looking locks.
Kukui Nut Oil	An ultra-nourishing oil from the Kukui Nut that leaves hair gorgeously conditioned and amps up shine.
Liquid Keratin	An essential building block of healthy hair.
Lotus Flower	A prized exotic bloom full of strength-building protein, magnesium, and potassium— Lotus Flower helps improve elasticity and the healthy appearance of hair.
Maltitol	A sugar substitute, blocks humidity so that you can defy the weather and take control of your finished style.
Manketti Nut Oil	Packed with vitamin E, vitamin A, and linoleic acid, helps lock in moisture and provide strength, softness, and shine.
Monoï Oil	A rare, exotic blend of Coconut Oil and Tahitian Gardenia Flower, helps fight frizz and boost shine while protecting hair from environmental damage.
Moringa Seed Extract	A well-known antioxidant and free-radical scavenger, helps protect from dullness caused by pollution.
Moringa Seed Oil	A rich source of antioxidants, vitamins A and E, zinc, and silica—all fundamental to creating healthy, strong, damage-resistant hair—helps to boost shine and softness.
Polycare® Split Therapy	Naturally-derived*, protective polymers help to smooth porous hair, reduce breakage, and mend split ends**.
	<small>* According to Global ISO 16128 Standard ** Until next use</small>
Pomegranate Fruit Extract	Exceptionally rich in tannins and fade-fighting super antioxidants, Pomegranate Fruit Extract helps Joico Colorful products protect the longevity of haircolor.
Protective Lipid	The exact kind found in healthy hair, acts as the first line of defense. Results are visible with the very first application.
Quadramine® Complex	Our exclusive blend of low molecular weight and size proteins (MWS 150-2500) that adhere quickly to help reconstruct from cuticle to cortex.
Rice Protein	Rich in amino acids, helps to strengthen and thicken hair while providing a fuller feel and visible lift to fine, limp hair.

INGREDIENT GLOSSARY

Rice Starch	A fine, natural powder that absorbs excess oil at the root while adding light volume and softness, leaves hair feeling clean and refreshed.
Rosehip Oil	A powerhouse oil rich in essential healthy-hair vitamins, beta carotene, and antioxidants, helps replenish dry, damaged hair—making it soft and shiny without weighing it down.
Safflower Seed Oil	A rich source of vitamin E, antioxidants, and essential fatty acids that help protect, nourish, and hydrate hair.
Sea Kelp	Packed full of vitamins and minerals, this hydrator from the sea helps provide targeted moisture and vital nutrients for healthy-looking hair.
Shea Butter	A plant-based, emollient-rich butter that helps protect the lipidic layer of the hair and scalp.
Silica	Provides density and lift to hair, allowing limp hair to be infused with plush, long-lasting fullness and density.
Silica Silylate	Provides grip and density, allowing hair to be infused with instant lift and lightweight volume.
SmartRelease® Technology	Our one-of-a-kind liposome delivery system packs a punch—continuously releasing Rosehip Oil, Arginine, and Keratin to help repair, strengthen, and protect hair from the damaging effects of daily styling.
Sunflower Seed Oil	Stocked with vitamins, nutrients, and essential fatty acids that herald shiny, supple, manageable strands.
Tamanu Oil	A rich, Southeast Asian UV-absorber packed with fortifying omega-6 and -9, helps to deeply hydrate hair, bump up shine, and banish brittle strands.
Vegan Protein	Made from pea and vegetable sources, mimics the protein found naturally in hair.