

JOICO
the **joi** of healthy hair



HOLD HERO™
HIGH HOLD + SHINE BOOSTING
FINISHING SPRAY

7
DAYS
OF HOLD*

50%
MORE
SHINE**

WIND
RESISTANT
UP TO
25 MPH

Ultra hold +
mega shine**

*vs. untreated hair exposed to high humidity **vs. untreated damaged hair

At long last! Meet Joico's superhero hairspray that locks in your look for 7 days* while boosting shine!

With our maximum hold and a touchable finish, **Hold Hero™** is *hair* to stay.

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

- 7 days of hold*
- 50% more shine**
- No tacky, stiff feel



Let's Look Inside

Formulated with Moringa Seed Oil and a High-Hold Polymer, Hold Hero™ finishing spray provides long-lasting hold* and amplified shine,** while protecting from humidity* and heat damage.

Now Let's Use It

Shake well. Spray 8-10 inches (20-24 cm) from dry hair for hold and shine.

FAQs

Q: How does this hairspray hold your style for 7 days?

A: Hold Hero™ is formulated with a high-performing polymer that delivers our maximum Level-12 hold—proven in lab testing to lock in your style for 7 days.*

Q: Does this hairspray leave hair stiff?

A: No. Hold Hero provides a touchable finish without a tacky or stiff feel.

Q: Is hair brushable after using this hairspray?

A: Yes. It offers flexible hold, keeping hair brushable after application.

Q: Does this hairspray leave flakes?

A: No. Hold Hero leaves no product residue or visible flakes on hair.

Q: Does it have heat protection?

A: Yes. It provides thermal protection up to 450°F.

*vs. untreated hair exposed to high humidity

**vs. untreated damaged hair

† Laboratory tested using pollution particles

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HOLD HERO™

HIGH HOLD + SHINE BOOSTING
FINISHING SPRAY



Net Wt./Poids Net 9 oz / 255 g

Get the *hold* story

 <p>HOLD HERO™ High Hold + Shine Boosting Finishing Spray</p> <p>12 HOLD LEVEL 7-day hold*</p> <ul style="list-style-type: none"> • Hold & shine • Wind-resistant • No tacky, stiff feel • Humidity protection • Heat protection 	 <p>FLIP TURN® Volumizing Finishing Spray</p> <p>10+ HOLD LEVEL 3-day hold</p> <ul style="list-style-type: none"> • Lifts and holds for full-blown style • Humidity protection* • UV protection 	 <p>JOIMIST® FIRM Protective Finishing Spray</p> <p>9 HOLD LEVEL All-day hold</p> <ul style="list-style-type: none"> • Provides strong hold • Helps control flyaways & frizz • Humidity protection* • Heat protection 	 <p>POWER SPRAY® Fast-Dry Finishing Spray</p> <p>8+ HOLD LEVEL Up to 3-day hold</p> <ul style="list-style-type: none"> • Provides firm hold • No flaky residue • Humidity protection* • Heat protection 	 <p>JOIMIST® MEDIUM Protective Finishing Spray</p> <p>6 HOLD LEVEL All-day hold</p> <ul style="list-style-type: none"> • Natural-looking finish • Helps control flyaways & frizz • Humidity protection* • Heat protection
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*vs. untreated hair exposed to high humidity