

JOICO
the **joi** of healthy hair

DEFYDAMAGE®

BOND RENEWAL™

STRENGTHENING
LEAVE-IN SERUM

16X STRONGER HAIR*

REDUCES THE APPEARANCE OF SPLIT ENDS**

ADDS INTENSIVE SHINE & HYDRATION

*against combing breakage on damaged hair vs. untreated hair. **with each use

Your long-hair season *starts now!*

Introducing **Bond Renewal™**—a multitasking gel-serum bonding treatment featuring our **NEW** BondIQ™ technology. Bond Renewal builds inner strength, boosts outer shine, and leaves hair looking healthy right down to the ends.





Let's Look Inside

Featuring

BondIQ™ TECHNOLOGY

Proactive Repair: Helps to repair early signs of damage.

Long-Term Results: Delivers lasting results for stronger** hair with every use.

Keratin Protection: Keratin gives hair strength. When you lose it, hair becomes weak and damaged. BondIQ prevents natural keratin from being lost,** helping to preserve your hair's integrity and health.

Who Is This For?

- Anyone trying to grow their hair to new lengths.
- Those looking to strengthen their hair.
- Anyone struggling with split ends between salon visits.

Now Let's Use It

Defy Damage Bond Renewal can be used on damp or dry hair.
For all-over strengthening** and hydration, apply 2-3 pumps to damp hair from mid-lengths to ends. Style as usual.
For a quick split-end fix,* apply 1-2 pumps to the ends of dry hair. Comb or brush through.
PRO TIP: Apply Defy Damage Protective Shield before using Bond Renewal to help protect hair from heat and environmental damage.

FAQs

Q: Is Bond Renewal a leave-in treatment?
A: Yes. Apply a few pumps to damp or dry hair and style as usual.

Q: What is the pH of Bond Renewal?
A: The pH for Bond Renewal is 4.5-6.0.

Q: Is Bond Renewal color-safe?
A: Yes.

Q: What other products should I use with Bond Renewal?
A: Use it with Defy Damage Protective Shampoo, KBOND20 Power Masque, and Protective Shield for complete bond protection.

Q: How does Bond Renewal compare to Defy Damage Protective Shield?
A: Protective Shield focuses on protecting hair from all sources of damage, including UV exposure. Bond Renewal strengthens hair and bonds while reducing the appearance of split ends,* supporting root-to-tip repair.

Q: Does Bond Renewal provide heat protection?
A: Defy Damage Protective Shield can be used before Bond Renewal to protect hair from heat damage, UV exposure, and pollution.

Q: Is Bond Renewal an oil, cream, or serum?
A: Bond Renewal is a clear gel-serum that feels lightweight on hair.

Q: What hair types work best with Bond Renewal?
A: Bond Renewal is ideal for most hair types and textures, including fine, medium, and thick hair, as well as straight, wavy, curly, and coily hair.

* with each use
** vs. untreated damaged hair

Find the *right* leave-in treatment for you

NEW!



Repair & Strengthen



Protect from all sources of damage



Nourish & Shine

NEW! Bond Renewal

A multitasking bonding treatment that builds inner strength, boosts outer shine, and leaves hair looking healthy.

Protective Shield

Shields hair from the daily ravages of thermal styling, UV exposure, and pollution. Protects against color fade.*

Sleepover

Overnight nourishing treatment—a no-rinse, rise-and-shine solution for softer, shinier hair by morning.

*due to UV exposure

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