

JOICO

5 STYLES TO ELEVATE YOUR *Holiday* SERVICE MENU

Holiday Playbook

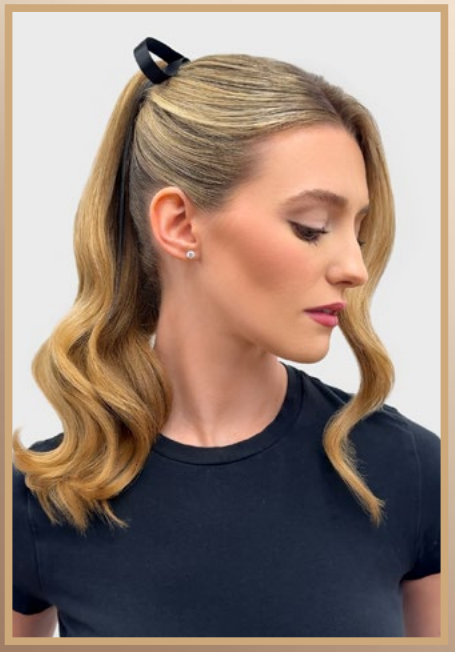
SERVICE MENU



CHIC HOLIDAY
HALF-UP, HALF DOWN



OLD HOLLYWOOD UPDO



LUXE POWER PONY



HALF-UP FESTIVE
FRENCH TWIST



DOUBLE TWISTED
SLEEK BUN

Chic Holiday

HALF-UP, HALF DOWN

An elevated and modern take on the classic half-up, half down hairstyle





Hair by

Richard Mannah

Joico Sr. Global Artistic Director



Richard's Pro Tip:

Apply hairspray to a bristle toothbrush to smooth flyaways. This gives you greater control and a polished finish without making the hair stiff.



WATCH THE TUTORIAL

Old Hollywood Updo

A glamorous and high-shine upstyle for your long-haired clients



Hair by

Aurelien Bru

Joico Brand Content Creator





Aurelien's Pro Tip:

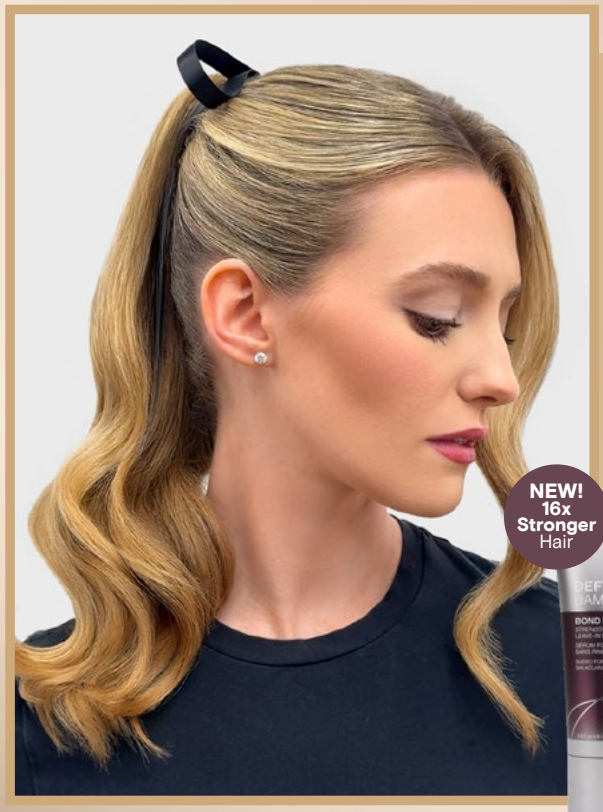
Never underestimate preparation. Taking the time to prepare the hair is what determines the final quality of your updo.

WATCH THE TUTORIAL

Luxe Power Pony

An elegant and on-trend ponytail

Holiday PLAYBOOK



Hair by

Cassie Carey

Joico Brand Content Creator



Level 12 hold!

NEW! 16x Stronger Hair



Cassie's Pro Tip:

Have your client tilt their head back when sculpting the pony. This ensures the nape area stays tight.



WATCH THE TUTORIAL

Half-Up Festive

FRENCH TWIST

A modern and timeless spin on a classically elegant style



Hair by

Cassie Carey

Joico Brand Content Creator





Cassie's Pro Tip:

Secure the twist with an elastic first so the French pin can be more of an accessory without worrying about the security of the twist.



WATCH THE TUTORIAL

DOUBLE TWISTED

Sleek Bun

An on-trend yet elevated slicked back style

Holiday PLAYBOOK



Hair by

Richard Mannah

Joico Sr. Global Artistic Director





Richard's Pro Tip:

Clip each side section back in place before joining them into the ponytail with an elastic. This technique ensures a clean and secure finish.



WATCH THE TUTORIAL