

JOICO
the **joi** of healthy hair



**COLOR, CARE & STYLING
OPENERS**

CANADA 2023

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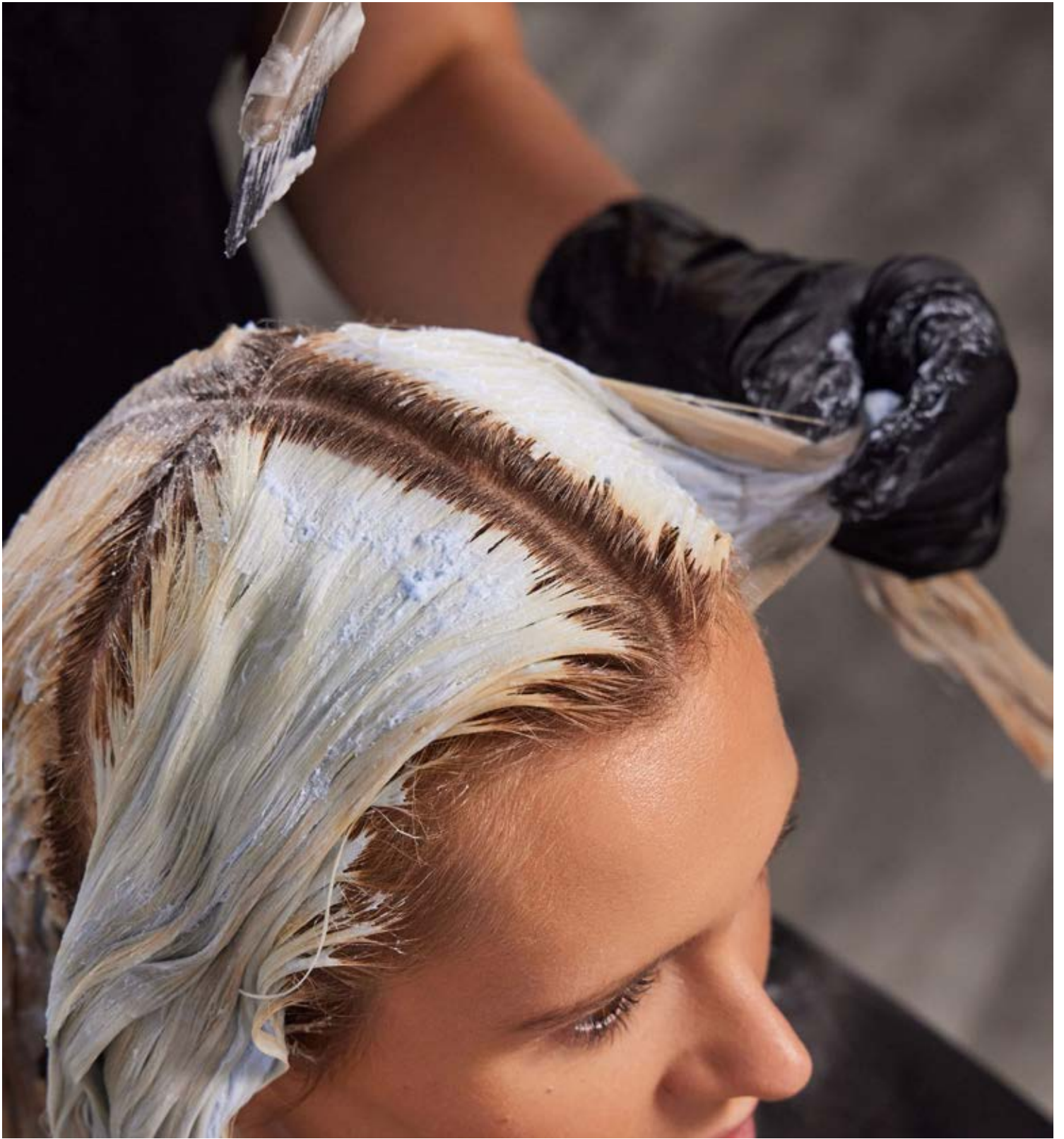
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COLOR SALON OPENERS

COLOR SALON OPENER

JOICOLOR COMPLETE

PURCHASE

- (160) shades of any LumiShine Color (salon's choice)
- (110) shades of any Vero K-PAK Color (salon's choice)
- (6) shades of any Blonde Life Quick tone/Demi Permanent Gloss (salon's choice)



RECEIVE FREE

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> (1) LumiShine 40 Volume Developer, 950 mL (1) LumiShine 30 Volume Developer, 950 mL (2) LumiShine 20 Volume Developer, 950 mL (1) LumiShine 10 Volume Developer, 950 mL (1) LumiShine 5 Volume Developer, 950 mL (1) Vero K-PAK 40 Volume Veroxide, 950 mL (1) Vero K-PAK 20 Volume Veroxide, 950 mL (1) Vero K-PAK 30 Volume Veroxide, 950 mL (1) Vero K-PAK 10 Volume Veroxide, 950 mL (1) Veroglaze No Lift Developer, 950 mL (2) Vero K-PAK Chrome Activator, 950 mL (1) Verolight Dust Free Lightening Powder, 1 lb (1) Vero K-PAK Stainless Color Stain Remover, 188 mL (1) Vero K-PAK Crème Lightener, 300 g (1) Blonde Life Lightening Powder, 1 lb | <ul style="list-style-type: none"> (1) Blonde Life Crème Lightener, 10.5 oz (1) 5 Volume Blonde Life Coconut Oil Developer, 950 mL (1) 20 Volume Blonde Life Coconut Oil Developer, 950 mL (1) Defy Damage Pro Series 1, 358 mL (1) Defy Damage Pro Series 2, 500 mL (1) Defy Damage Protective Shampoo, 1 L (1) Defy Damage Protective Conditioner, 1 L (1) K-PAK Color Therapy Shampoo, 1 L (1) K-PAK Color Therapy Conditioner, 1 L (1) K-PAK Color Therapy Luster Lock Instant Shine and Repair Treatment, 500 mL (1) K-PAK Professional H.K.P., 350 mL (1) K-PAK Clarifying Shampoo, 1L (1) K-PAK Cuticle Sealer, 1L (1) K-PAK Deep-Penetrating Reconstructor, 1 L (1) K-PAK Hydrator, 1 L | <ul style="list-style-type: none"> (10) Pump, 1 L (1) LumiShine Swatch Book (1) Vero K-PAK Swatch Book (1) Blonde Life Swatch Panel Book (10) Color Intensity Semi Permanent, 118 mL (salon's choice) (1) Color Intensity Swatch Ring (4) Color Intensity Eraser, 43 g (1) Joico Trolley (1) Joico Tech Apron (1) Joico Client Cape (3) Joico Modular Mixing Bowl (3) Joico Wide Brush (3) Joico Narrow Brush (2) Joico Angled Paint Brush (2) Joico Paint Board (1) Salon Support Kit |
|---|--|--|

SALON PRICE: STARTING FROM \$2,087.40

SALON VALUE: UP TO \$4,199.63

UP TO 43% SAVINGS

2023 EFE MAGAZINE VZN AWARDS
COLOUR LINE OF THE YEAR:
JOICO LUMISHINE



Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.

COLOR SALON OPENER LUMISHINE COMPLETE

PURCHASE

(135) shades of any LumiShine color (salon's choice)



RECEIVE FREE

- | | | |
|---|--|-------------------------------|
| (1) LumiShine 40 Volume Developer, 950 mL | (1) K-PAK Color Therapy Shampoo, 1 L | (1) Joico Modular Mixing Bowl |
| (1) LumiShine 30 Volume Developer, 950 mL | (1) K-PAK Color Therapy Luster Lock Instant Shine and Repair Treatment, 500 mL | (1) Joico Wide Brush |
| (1) LumiShine 20 Volume Developer, 950 mL | (1) K-PAK Professional H.K.P., 350 mL | (1) Joico Narrow Brush |
| (1) LumiShine 10 Volume Developer, 950 mL | (4) Pump, 1 L | (1) Joico Angled Paint Brush |
| (1) LumiShine 5 Volume Developer, 950 mL | (1) LumiShine Swatch Book | (1) Joico Paint Board |
| (1) Blonde Life Lightening Powder, 1 lb | (1) Joico Tech Apron | (1) Salon Support Kit |
| (1) Defy Damage Pro Series 1, 358 mL | (1) Joico Client Cape | |
| (1) Defy Damage Pro Series 2, 500 mL | | |
| (1) Defy Damage Protective Shampoo, 1 L | | |

SALON PRICE: STARTING FROM \$1,019.25

SALON VALUE: UP TO \$1,809.62

UP TO 34% SAVINGS

2023 EFE MAGAZINE VZN AWARDS
COLOUR LINE OF THE YEAR:
JOICO LUMISHINE



COLOR SALON OPENER LUMISHINE ESSENTIALS

PURCHASE

(65) shades of any LumiShine color (salon's choice)



RECEIVE FREE

- (1) LumiShine 40 Volume Developer, 950 mL
- (1) LumiShine 30 Volume Developer, 950 mL
- (1) LumiShine 20 Volume Developer, 950 mL
- (1) LumiShine 10 Volume Developer, 950 mL
- (1) LumiShine 5 Volume Developer, 950 mL
- (1) LumiShine Swatch Book
- (1) Salon Support Kit

SALON PRICE: STARTING FROM \$490.75

SALON VALUE: UP TO \$815.50

UP TO 29% SAVINGS

2023 EFE MAGAZINE VZN AWARDS
COLOUR LINE OF THE YEAR:
JOICO LUMISHINE



Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.

JOICO
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COLOR SALON OPENER
LUMISHINE
LUMI 10 EXPRESS

PURCHASE

(24) shades of any LUMI10 color (salon's choice)



RECEIVE FREE

- | | |
|--|-------------------------------|
| (1) LUMI10 Accelerator Crème Developer, 950 mL | (1) Joico Client Cape |
| (1) LUMI10 Swatch Insert | (1) Joico Modular Mixing Bowl |
| (1) Joico Tech Apron | (1) Joico Wide Brush |
| | (1) Joico Narrow Brush |

SALON PRICE: \$226.80

SALON VALUE: \$313.45

28% SAVINGS

2023 EFE MAGAZINE VZN AWARDS
COLOUR LINE OF THE YEAR:
JOICO LUMISHINE



Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.

COLOR SALON OPENER VERO K-PAK COMPLETE

PURCHASE

(135) shades of any Vero K-PAK Color (salon's choice)



RECEIVE FREE

- | | | |
|---|--|-------------------------------|
| (1) Vero K-PAK 40 Volume Veroxide, 950 mL | (1) K-PAK Color Therapy Shampoo, 1 L | (1) Joico Modular Mixing Bowl |
| (1) Vero K-PAK 30 Volume Veroxide, 950 mL | (1) K-PAK Color Therapy Conditioner, 1 L | (1) Joico Wide Brush |
| (1) Vero K-PAK 20 Volume Veroxide, 950 mL | (1) K-PAK Color Therapy Luster Lock Instant Shine and Repair Treatment, 500 mL | (1) Joico Narrow Brush |
| (1) Vero K-PAK 10 Volume Veroxide, 950 mL | (1) K-PAK Professional H.K.P., 300 mL | (1) Joico Angled Paint Brush |
| (1) Veroglaze No Lift Developer, 950 mL | (4) Pump, 1 L | (1) Joico Paint Board |
| (1) Vero K-PAK Chrome Activator, 950 mL | (1) Vero K-PAK Swatch Book | (1) Salon Support Kit |
| (1) Defy Damage Pro Series 1, 358 mL | (1) Joico Tech Apron | |
| (1) Defy Damage Pro Series 2, 500 mL | (1) Joico Client Cape | |
| (1) Defy Damage Protective Shampoo, 1 L | | |

SALON PRICE: STARTING FROM \$1,019.25

SALON VALUE: UP TO \$1,818.31

UP TO 35% SAVINGS

Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.

COLOR SALON OPENER

VERO K-PAK ESSENTIALS

PURCHASE

(80) shades of any Vero K-PAK color (salon's choice)



RECEIVE FREE

- | | | |
|---|---|------------------------------|
| (1) Vero K-PAK 40 Volume Veroxide, 950 mL | (1) Vero K-PAK Chrome Activator, 950 mL | (1) Joico Angled Paint Brush |
| (1) Vero K-PAK 30 Volume Veroxide, 950 mL | (1) Vero K-PAK Swatch Book | (1) Joico Paint Board |
| (1) Vero K-PAK 20 Volume Veroxide, 950 mL | (1) Joico Modular Mixing Bowl | (1) Salon Support Kit |
| (1) Vero K-PAK 10 Volume Veroxide, 950 mL | (1) Joico Wide Brush | |
| (1) Veroglaze No Lift Developer, 950 mL | (1) Joico Narrow Brush | |

SALON PRICE: STARTING FROM \$588.99

SALON VALUE: UP TO \$971.97

UP TO 29% SAVINGS

Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.

COLOR SALON OPENER **BLONDE LIFE**

PURCHASE

- (6) Blonde Life Quick Tones, 75 mL
- (6) Blonde Life Demi-Permanent Liquid, 60 mL
- (1) Blonde Life Crème Lightener, 10.5 oz
- (1) Blonde Life Lightening Powder, 1 lb
- (1) Blonde Life Balayage Lightener, 10.5 oz



RECEIVE FREE

- (1) 5 Volume Blonde Life Coconut Oil Developer, 950 mL
- (1) 20 Volume Blonde Life Coconut Oil Developer, 950 mL
- (1) 40 Volume Blonde Life Coconut Oil Developer, 950 mL
- (1) Blonde Life Swatch Panel Book
- (1) Joico Wide Tint Brush
- (1) Joico Mixing Bowl

SALON PRICE: \$193.65

SALON VALUE: \$308.40

37% SAVINGS

Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.

COLOR SALON OPENER COLOR INTENSITY COMPLETE

PURCHASE

(32) Color Intensity Semi-Permanent Color (salon's choice)



RECEIVE FREE

- (1) Blonde Life Lightening Powder, 1 lb
- (1) 20 Volume Blonde Life Coconut Oil Developer, 950 mL
- (4) Color Intensity Eraser, 43 g
- (1) Color Intensity Swatch Ring
- (1) Salon Support Kit
- (1) **FREE** Color Intensity Storage Unit
(While supplies last)

SALON PRICE: \$305.05

SALON VALUE: \$377.67

19% SAVINGS

Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.



CARE & STYLING OPENERS

CARE & STYLING OPENER

DEFY DAMAGE

PURCHASE

- (4) Defy Damage Protective Shampoo, 300 mL
- (4) Defy Damage Protective Conditioner, 250 mL
- (4) Defy Damage Protective Masque, 150 mL
- (4) Defy Damage Shield, 100 mL
- (3) Defy Damage Sleepover, 100 mL
- (4) Defy Damage Invincible, 180 mL



RECEIVE FREE

- (1) Defy Damage Pro Series 1, 350 mL
- (1) Defy Damage Pro Series 2, 500 mL
- (1) Defy Damage Shampoo, 1 L
- (1) Defy Damage Conditioner, 1 L
- (1) Defy Damage Shield, 100 mL
- (1) Defy Damage Invincible, 180mL
- (2) Pumps
- (1) Joico Cape
- (1) Pre-packed Marketing Materials (includes fact sheet, tent card & mirror clings)

SALON PRICE: \$390.37

SALON VALUE: \$635.80

39% SAVINGS

CARE & STYLING OPENER **BLONDE LIFE**

PURCHASE

- (4) Blonde Life Brightening Shampoo, 300 mL
- (4) Blonde Life Brightening Conditioner, 250 mL
- (4) Blonde Life Masque, 150 mL
- (4) Blonde Life Brilliant Glow Oil, 100 mL
- (4) Blonde Life Violet Shampoo, 300 mL
- (4) Blonde Life Violet Conditioner, 250 mL



RECEIVE FREE

- (1) Blonde Life Shampoo, 1 L
- (1) Blonde Life Conditioner, 1 L
- (1) Blonde Life Violet Shampoo, 1 L
- (1) Blonde Life Violet Conditioner, 1 L
- (4) Pumps
- (1) Joico Cape
- (1) Pre-packed Marketing Materials (includes fact sheet, tent card & mirror clings)

SALON PRICE: \$369.36

SALON VALUE: \$545.93

32% SAVINGS

Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.

CARE & STYLING OPENER K-PAK

PURCHASE

- (6) K-PAK Reconstructing Shampoo, 300 mL
- (6) K-PAK Reconstructing Conditioner, 250 mL
- (5) K-PAK Reconstructor, 150 mL
- (4) K-PAK Intense Hydrator, 250 mL
- (4) K-PAK Liquid Reconstructor, 300 mL
- (4) K-PAK Clarifying Shampoo, 300 mL



RECEIVE FREE

- | | | |
|--|---|---|
| (1) K-PAK Professional Clarifying Shampoo, 1 L | (1) K-PAK Professional Hydrator, 1 L | (6) Pumps |
| (1) K-PAK Professional Cuticle Sealer, 1 L | (1) K-PAK Reconstructing Shampoo, 1 L | (1) Back bar tray |
| (1) K-PAK Professional Reconstructor, 1 L | (1) K-PAK Reconstructing Conditioner, 1 L | (1) Pre-packed Marketing Materials (includes fact sheet, tent card & mirror clings) |
| | (1) K-PAK Professional H.K.P., 300 mL | |

SALON PRICE: \$404.14

SALON VALUE: \$668.16

40% SAVINGS

Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.

CARE & STYLING OPENER

K-PAK
COLOR THERAPY

PURCHASE

- (6) K-PAK Color Therapy Shampoo, 300 mL
- (6) K-PAK Color Therapy Conditioner, 250 mL
- (4) K-PAK Luster Lock Spray, 200 mL
- (4) K-PAK Color Therapy Luster Lock Instant Shine & Repair Treatment, 150 mL
- (3) K-PAK Color Therapy Luster Lock Glossing Oil, 63 mL



RECEIVE FREE

- (1) K-PAK Color Therapy Shampoo, 1 L
- (1) K-PAK Color Therapy Conditioner, 1 L
- (1) K-PAK Color Therapy Luster Lock Instant Shine & Repair Treatment, 500 mL
- (1) K-PAK Color Therapy Luster Lock Glossing Oil, 63 mL
- (2) Pumps
- (1) Joico Cape
- (1) Joico Apron
- (1) Pre-packed Marketing Materials (includes fact sheet, tent card & mirror clings)

SALON PRICE: \$347.77

SALON VALUE: \$499.01

30% SAVINGS

2022 SALON MAGAZINE READER'S CHOICE AWARD
BEST DEEP CONDITIONER: JOICO K-PAK COLOR THERAPY
INSTANT SHINE & REPAIR TREATMENT



CARE & STYLING OPENER

JOICO CORE BUY 4, GET 5TH FREE

PURCHASE

- (1) HydraSplash Opener
- (1) Moisture Recovery Opener
- (1) ColorFUL Opener
- (1) Color Balance & Color Infuse Opener

**FREE
JOIFULL
OPENER**
when purchased with
the Joico Core



**FREE JOICO RETAIL
EDUCATION CLASS, \$150 VALUE**

RECEIVE FREE

- (1) JoiFULL Opener

*all 4 openers have to be purchased at the same time

SALON PRICE: \$661.29

SALON VALUE: \$1,286.66

49% SAVINGS

Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.

CARE & STYLING OPENER

HYDRA SPLASH

PURCHASE

- (3) HydraSplash Shampoo, 300 mL
- (3) HydraSplash Conditioner, 250 mL
- (3) HydraSplash Hydrating Gelée Masque, 150 mL
- (3) HydraSplash Hydrating Replenishing Leave-In, 100 mL



RECEIVE FREE

- (1) HydraSplash Shampoo, 1 L
- (1) HydraSplash Conditioner, 1 L
- (1) HydraSplash Hydrating Gelée Masque, 150 mL
- (1) HydraSplash Hydrating Replenishing Leave-In, 100 mL
- (2) Pumps
- (1) Pre-packed Marketing Materials (includes product fact sheets & tent card)

*When using HydraSplash Shampoo, Conditioner, and Leave-in, or HydraSplash Shampoo and Gelée Masque

SALON PRICE: \$167.28

SALON VALUE: \$262.34

36% SAVINGS

Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.

CARE & STYLING OPENER

MOISTURE RECOVERY

PURCHASE

- (4) Moisture Recovery Shampoo, 300 mL
- (4) Moisture Recovery Conditioner, 250 mL
- (3) Moisture Recovery Treatment Balm, 250 mL



RECEIVE FREE

- (1) Moisture Recovery Shampoo, 1 L
- (1) Moisture Recovery Conditioner, 1 L
- (1) Moisture Recovery Balm, 500 mL
- (2) Pumps
- (1) Pre-packed Marketing Materials (includes product fact sheets & tent card)

*When using Joico Moisture Recovery Shampoo and Joico Moisture Recovery Treatment Balm

SALON PRICE: \$146.29

SALON VALUE: \$237.56

38% SAVINGS

2022 ELLE CANADA GRAND PRIX
BEST SHAMPOO AND CONDITIONER FOR NON COLOURED HAIR \$25 & OVER:
JOICO MOISTURE RECOVERY SHAMPOO + CONDITIONER



Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.

CARE & STYLING OPENER

COLORFUL

PURCHASE

- (4) Colorful Shampoo, 300 mL
- (4) Colorful Conditioner, 250 mL
- (4) Colorful Antifade Serum, 63 mL



RECEIVE FREE

- (1) Colorful Shampoo, 1 L
- (1) Colorful Conditioner, 1 L
- (2) Colorful Antifade Serum, 63 mL
- (2) Pumps
- (1) Pre-packed Marketing Materials (includes product fact sheets & tent card)

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

SALON PRICE: \$155.88

SALON VALUE: \$249.14

37% SAVINGS

Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.

CARE & STYLING OPENER

COLOR BALANCE

PURCHASE

- (3) Color Balance Blue Shampoo, 300 mL
- (3) Color Balance Blue Conditioner, 250 mL
- (3) Color Balance Purple Shampoo, 300 mL
- (3) Color Balance Purple Conditioner, 250 mL
- (2) Color Infuse Red Shampoo, 300 mL
- (2) Color Infuse Red Conditioner, 250 mL



RECEIVE FREE

- (1) Color Balance Purple Shampoo, 1 L
- (1) Color Balance Purple Conditioner, 1 L
- (1) Color Balance Blue Shampoo, 1 L
- (1) Color Balance Blue Conditioner, 1 L
- (4) Pumps
- (1) Pre-packed Marketing Materials (includes product fact sheets & tent card)

SALON PRICE: \$191.84

SALON VALUE: \$318.40

40% SAVINGS

Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.

CARE & STYLING OPENER

JOIFULL

PURCHASE

- (4) JoiFULL Volumizing Shampoo, 300 mL
- (4) JoiFULL Volumizing Conditioner, 250 mL
- (3) JoiFULL Volumizing Styler, 100 mL



RECEIVE FREE

- (1) JoiFULL Shampoo, 1 L
- (1) JoiFULL Conditioner, 1 L
- (1) JoiFULL Volumizing Styler, 100 mL
- (2) Pumps
- (1) Pre-packed Marketing Materials (includes product fact sheets & tent card)

SALON PRICE: \$140.89

SALON VALUE: \$219.16

36% SAVINGS

Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.

CARE & STYLING OPENER **YOUTHLOCK**

PURCHASE

- (3) YouthLock Shampoo, 300 mL
- (3) YouthLock Conditioner, 250 mL
- (3) YouthLock Treatment Masque, 150 mL
- (3) YouthLock Anti-Frizz Blowout Creme, 177 mL



RECEIVE FREE

- (1) YouthLock Shampoo, 300 mL
- (1) YouthLock Conditioner, 250 mL
- (1) YouthLock Treatment Masque, 150 mL
- (1) YouthLock Anti-Frizz Blowout Creme, 177 mL
- (1) YouthLock Opener Marketing Materials

SALON PRICE: \$187.08

SALON VALUE: \$251.22

26% SAVINGS

Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.

CARE & STYLING OPENER

STYLING

PURCHASE

- | | | |
|--|-----------------------------|--|
| (3) Heat Hero Glossing Thermal Protector, 180 mL | (2) Flipturn, 300 mL | (2) Dream Blowout, 200 mL |
| (3) PowerSpray, 300 mL | (2) Joigel Medium, 250 mL | (2) Weekend Hair, 255 mL |
| (3) JoiMist Firm, 300 mL | (2) Joigel Firm, 250 mL | (2) Zero Heat Fine, 150 mL |
| (3) JoiMist Medium, 300 mL | (2) Joiwhip, 300 mL | (2) Zero Heat Thick, 150 mL |
| (2) Humidity Blocker Plus, 180 mL | (2) PowerWhip, 300 mL | (2) Hair Shake Liquid Texturizing Finisher, 150 mL |
| (2) RiseUp, 9 g | (2) Curl Confidence, 177 mL | (2) Body Shake Texturizing Finisher, 250 mL |
| | | (2) Beach Shake Texturizing Finisher, 250 mL |



RECEIVE FREE

- | | | |
|--|--|--|
| (1) Heat Hero Glossing Thermal Protector, 180 mL | (1) Joigel Firm, 250 mL | (1) Body Shake Texturizing Finisher, 250 mL |
| (1) PowerSpray, 300 mL | (1) Joiwhip, 300 mL | (1) Beach Shake Texturizing Finisher, 250 mL |
| (1) JoiMist Firm, 300 mL | (1) PowerWhip, 300 mL | (1) Moisture Recovery Shampoo, 1 L |
| (1) JoiMist Medium, 300 mL | (1) Dream Blowout, 200 mL | (1) Moisture Recovery Conditioner, 1 L |
| (1) Humidity Blocker Plus, 180 mL | (1) Weekend Hair, 255 mL | (2) Joico Station Foam Mirror |
| (1) RiseUp, 9 g | (1) Zero Heat Fine, 150 mL | (2) Joico Continuous Sprayer |
| (1) Flipturn, 300 mL | (1) Zero Heat Thick, 150 mL | (2) Joico Stylist Hip Kit |
| (1) Joigel Medium, 250 mL | (1) Hair Shake Liquid Texturizing Finisher, 150 mL | (1) Marketing Materials (includes product fact sheets & tent card) |

*Free goods are prepacked

SALON PRICE: \$560.61

SALON VALUE: \$950.97

41% SAVINGS

Effective Date: Jan. 1/2023. Limit (1) one salon opener per salon. Pricing and assortment subject to change.



joico

JOICO.CA    
@JoicoCanada

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