



JOICOLOR
RESTOCK

SAVINGS! BLONDE LIFE
LIGHTENING POWDER

INTRODUCING
CLUB H

CLUB H

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Earn points with every Joico purchase.
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JoiCOLOR RESTOCK

WITH FREE JOICO
BRANDED CAPE &
STATION MIRROR

PURCHASE:
(24) JoiColor shades –
LumiShine, Vero K-Pak,
Blonde Life (salon's choice)

RECEIVE FREE:
(1) Joico Cape
(1) Joico Station Mirror



FREE GOODS VALUE OF \$45.98

SALON PRICE: Starting at \$181.20
SALON VALUE: Up to \$289.58

OPEN STOCK

15% SAVINGS ON BLONDE LIFE LIGHTENING POWDER

AVAILABLE MARCH ONLY



PURCHASE:
(1) Blonde Life
Lightening Powder, 1 LB
RECEIVE 15% SAVINGS

SALON PRICE: \$28.86
SALON VALUE: \$33.95

OPEN STOCK



PURCHASE:
(1) Blonde Life
Lightening Powder, 2 LB
RECEIVE 15% SAVINGS

SALON PRICE: \$51.81
SALON VALUE: \$60.95

OPEN STOCK

EXPLORE A RAINBOW OF BOLD EXPRESSION

PURCHASE:
Any (2) Color Intensity®
Semi-Permanent Shades
RECEIVE 10% SAVINGS

SALON PRICE: \$17.19
SALON VALUE: \$19.10

OPEN STOCK



PROTECT & PERFECT, 3 + 1 UP TO 32% SAVINGS

PURCHASE:

Any 3 of the following:

- Dream Blowout Thermal Protection Crème, 200 mL
- K-PAK Color Therapy Luster Lock Multi-Perfector Spray, 200 mL

RECEIVE 1 FREE:

- Dream Blowout Thermal Protection Crème, 200 mL
- K-PAK Color Therapy Luster Lock Multi-Perfector Spray, 200 mL

SALON PRICE: \$37.78 - \$52.18
SALON VALUE: \$50.38 - \$69.58

OPEN STOCK



(2) FOR \$26 FOAMS BIG HAIR ENERGY

**PURCHASE 2 FOAMS
FOR \$26:**

- JoiWhip Firm-Hold Designing Foam, 300 mL

Or

- PowerWhip Whipped Foam, 300 mL

SALON PRICE: \$26.00
SALON VALUE: \$31.19
SUGGESTED RETAIL: \$43.00

OPEN STOCK





DEFY DAMAGE RESTOCK WITH FREE BACKBAR
28% SAVINGS



PURCHASE ANY 12 OF THE FOLLOWING:

- Defy Damage Protective Shampoo, 300 mL
- Defy Damage Protective Conditioner, 250 mL
- Defy Damage Protective Masque, 150 mL
- Defy Damage Protective Shield, 100 mL
- Defy Damage Sleepover Overnight Treatment, 100 mL
- Defy Damage Invincible Frizz-Fighting Bond Protector, 180 mL

RECEIVE FREE:

- Defy Damage Protective Shampoo, 1 L
- Defy Damage Protective Conditioner, 1 L

SALON PRICE: Starting at \$194.33
SALON VALUE: Up to \$287.92

OPEN STOCK



JOICO EDUCATION 2024

NOSTALGIC REVIVAL
BY ARMINEH DAMANPAK,
JOICO ARTISTIC EDUCATOR

@hairbyarmineh



Embrace the nostalgia of the 90's with a modern twist that redefines style.

My inspiration is rooted in the iconic fashion and super models of that era. Think vintage vibes infused with a modern edge. It's a unique mix that celebrates the best of both worlds, offering a chance to relive the past in a fresh, exciting way.

The **Expensive Bronde** color technique is my signature application method that I use on friend and influencer *Allana @allanaramaa*. This is a quick and easy way to create face framing highlights with a very lived in overall effect. Paired with a long-textured haircut that highlights the face framing perfectly.

The **5 Point Copper** technique is a multi-dimensional color technique that adds tone and depth to the trending French bob haircut.

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