

LIVE THE BLONDE LIFE®

Lightening & Brightening System



We love blondes. We're fanatical about them. And we go especially gaga over those who proudly and unabashedly choose to lighten up. For that very reason, we've created BLONDE LIFE: a lightening and brightening system just for blondes... and those who want to be lifted to new heights without sacrificing hair's shine or condition. With strand-strengthening Arginine and an exotic, nutrient-rich blend of Tamanu and Monoi oils—Blonde Life banishes the challenges of brassiness, off-tones, fading, and damage that blondes face on a daily basis.

- Proven to keep blondes bright and on-tone for up to 8 weeks*
- 9 out of 10 stylists agree, after one use, blondes are:
 - **BRIGHTER**
 - **SOFTER**
 - **SHINIER**
 - **MORE HYDRATED**

*When using Blonde Life Brightening Shampoo and Conditioner/Masque, which preserve over 80% of haircolor after 18 washes.

JOICO

BLONDE LIFE COLOR



LIGHTENING POWDER

On-/Off-Scalp

- Up to 9+ levels of fast-acting lift
- Joico's quickest way to brighten & lighten hair!
- Healthy-looking results without additives
- Blondes that look healthier & feel nourished
- Strengthens hair, reducing breakage by over 54%* in just one treatment

*Against combing breakage on damaged hair when used with Joico Blonde Life Brightening Masque vs. a non-conditioning bleach.



NEW

CRÈME LIGHTENER

On-/Off-Scalp

- Up to 9+ levels of lift in a flash
- Reduce breakage by 77% in one treatment*
- Strengthens hair to be 4X more resistant to breakage*
- On/Off-scalp application
- Blonde hair becomes lustrous and healthy-looking
- Designed for balayage, freehand and ombré techniques—with or without foils
- Easy rinsing

* Against combing breakage on damaged hair, when used with Joico Blonde Life® Brightening Masque.



HYPER HIGH LIFT PERMANENT CRÈME COLOR

- Maximum-lift-plus deposit* **without** bleach
- The ultimate timesaver, delivering **up to 5 levels of lift** to natural hair with one-step lightening and toning
- Champagne shade features an ash background and Pearl shade features an ash-violet background to counteract unwanted warmth while lifting
- Clear Booster can be used as a stand alone shade or mixed with Champagne or Pearl to increase lift and customize deposit
- Seals in intense hydration, softness, and nourishing conditioners until your next color service**
- Restores Arginine that haircolor services deplete during processing
- ARGIPLEX, our healthy-hair conditioning technology, is doubled down to build bonds that help lock in unparalleled color longevity, vibrancy, and shine. ArgiPlex reduces breakage by 60% in a single treatment***
- Damaged, color-treated, and bleached strands are instantly rejuvenated

*Champagne and Pearl shades only vs. other Joico high-lift shades

**Patent US20050015895

***Combing breakage on damaged hair vs. non-conditioning shampoo

BLONDE LIFE CARE



BRIGHTENING SHAMPOO

to nourish & illuminate

- Luscious sulfate-free lather gently lifts away dirt and oil
- Banishes brass
- Restores hair's optimal pH level



BRIGHTENING CONDITIONER

for illuminating hydration & softness

- Deeply nourishing, whisper-light formula instantly revives blonde hair without weighing things down
- Polishes each strand to a high gleam
- Leaves blonde manes tangle-free and amazingly soft



BRIGHTENING MASQUE

to intensely hydrate, detox & illuminate

- Instantly hydrates, softens, and amps up pale strands by neutralizing nasty trace minerals that lead to dullness and yellowing
- Delivers on-tone, crystal-clear perfection



BRIGHTENING VEIL

UV & thermal defense multi-tasker

- Protects blonde hair's brilliance from the damage of thermal stylers, chemicals, UV exposure, humidity, and dryness
- Instantly safeguards strands while boosting shine and doubling hair's strength
- Leaves hair super-manageable, comb-able, and frizz-free
- Rich, exotic oils restore blonde hair's golden glow to its glistening best



BRILLIANT TONE VIOLET SMOOTHING FOAM

for cool blondes

- Instantly tones blonde hair, banishing brassiness in a single application
- Maintains the beautiful brightness of cool, blonde hair
- Smooths and polishes each strand, lending a frizz-free finish that shows off blonde like never before



BRILLIANT GLOW BRIGHTENING OIL

for instant shine & softness

- 2X more shine* for extraordinary illumination
- Won't stain even the palest shades of blonde
- Makes hair 7X stronger**
- Smoothing ingredients fight frizz
- Hair feels instantly silky and soft to the touch
- Provides 87% less combing breakage on clean, damaged hair
- Can be used on damp or dry hair

*vs. untreated damaged hair

**Against combing breakage on clean, damaged hair.



JOICO

the **joi** of healthy hair

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