

NEW

JOICO

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BLONDE LIFE[®] VIOLET

SHAMPOO & CONDITIONER

Meet the ultra-violet duo that's here to help blondes keep their cool. **NEW** brass-neutralizing Blonde Life Violet Shampoo and Conditioner instantly freeze out unwanted yellow tones, helping restore icy beauty and brilliance to cool blonde hair.



KEEP YOUR COOL

Here's Why You'll Love Them...

The pair work in tandem to rid cool-toned hair of unwanted yellow tones and restore nourishment to delicate blondes...

- Instantly cool brassy tones and brighten cool blonde hair
- Help maintain healthy-looking hair with brilliant shine
- Nourish and protect fragile blonde hair

BLONDE LIFE Violet Shampoo

You'll never lose your cool with Blonde Life Violet Shampoo—a brilliant, brass-neutralizing cleanser, free of SLS/SLES Sulfates,* that instantly banishes undesirable yellow tones, so cool blondes stay nice and icy.

- Rich lather gently cleanses hair

BLONDE LIFE Violet Conditioner

Nourish and neutralize in one brilliant application of Blonde Life Violet Conditioner, the color-balancing formula that gives cool blonde hair everything it needs—shine, hydration, and protection—while sending brass packing.

- Nourishes and protects fragile blonde hair
- Provides incredible slip and detangling

*SLS/SLES Sulfates = Sodium Lauryl Sulfate and Sodium Laureth Sulfate

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BLONDELIFE[®] VIOLET SHAMPOO & CONDITIONER



Now Let's Use It...

Blonde Life Violet Shampoo works in a flash to cleanse and chase away dulling yellow tones for the most perfect cool blonde imaginable.

Directions: Apply to wet hair. Lather. Leave in 1-3 minutes. Rinse, and follow with Blonde Life Violet Conditioner. Use 2-3 times per week to maintain cool tones.

Blonde Life Violet Conditioner is lightweight enough for frequent use, but takes a heavy hand to those unwanted yellow tones.

Directions: Apply to clean, damp hair. Leave in 1-3 minutes. Rinse. Use 2-3 times per week.

Let's Look Inside...

Natural, exotic oils pair with our most fortified, hair-healing ingredients and a light violet hue to provide shine and hydration for healthy-looking, brass-free blondes.

Monoï Oil, a rare, exotic blend of Coconut Oil and Tahitian Gardenia Flower, helps fight frizz and boost shine while also helping to protect hair from environmental damage.

Tamanu Oil, a rich, Southeast Asian UV-absorber packed with fortifying Omega-6 and -9, helps deeply hydrate hair, bump up shine, and banish brittle strands.

Arginine, a naturally occurring amino acid crucial to hair's strength. Products that include Arginine help protect hair and rebuild it from the inside out.

Light Violet Hue, the ultimate balancing act, cools brassy blondes in a single shot.

SmartRelease Technology, our one-of-a-kind liposome delivery system, packs a punch by continuously releasing Rosehip Oil, Arginine, and Keratin to help repair, strengthen, and protect hair from the cumulative effects of daily styling.

FAQ

Q: Will Blonde Life Violet Shampoo and Conditioner help nourish my over-processed hair?

A: Yes! Blonde Life formulas keep blonde hair conditioned and restrengthened with a signature blend of nourishing Tamanu and Monoï oils plus Joico's breakthrough SmartRelease Technology.

Q: Can I use Blonde Life Violet to maintain naturally gray hair or hair that's been colored silver?

A: Yes, Blonde Life Violet Shampoo and Conditioner make a great home maintenance regimen for these clients.

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