

NEW
LOOK

JOICO
the **joi** of healthy hair

HAIR SHAKE®

The minute you shake it, you'll know this liquid-to-powder texturizer is getting ready to deliver satiny, drama-filled, voluminous hair. Spray it, layer it, play with it for buildable texture in seconds.



JOICO.COM     

©2021 Henkel Corporation, Culver City, CA 90230 USA 800.44.JOICO
Printed in U.S.A. HAIR Olivia Smalley PHOTO Hama Sanders J69848

LIQUID-TO-POWDER TEXTURIZING FINISHER

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

Our unique flash-dry, pollution-shield formula delivers luscious texture, grip, lift, and thickness...without weighing down a single strand.

- Instant lift, fullness, and texture
- Quick-dry with a satiny powder finish
- Creates a great foundation for any updo style
- Stainless-steel ball technology ensures an ideal balance of powder and liquid
- Protects against pollution*
- Paraben-free



Let's Look Inside...

An ideal mix of powder and liquid teams up to form a unique texturizing styler with grip and protection in a fine-mist spray.

Bentonite Clay: is used for oil absorption and for effectively adding texture and grip to all hair types.

Moringa Seed Oil: a rich source of antioxidants, Vitamins A and E, Zinc, and Silica (all fundamental to creating healthy, strong, damage-resistant hair) helps to boost shine and softness.

Now Let's Use It...

Directions: Spray on dry hair for targeted or all-over volume and texture.

*Laboratory tested using pollution particles

NEW
LOOK

JOICO
the **joi** of healthy hair

BODY SHAKE

Get the body you've always wanted with the plush, airy, bombshell volume of **Body Shake**—the buildable spray that's never stiff or sticky. Delivering a bouncy, plush finish, and the freedom to touch and retouch, you'll have fullness, fluidity, and pollution protection* in one unique finisher.



TEXTURIZING FINISHER for fine to medium hair

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

It's "abundantly" clear: Our innovative styling product gives the look and feel of full, naturally thick hair without the feel of a hairspray or texturizing product.

- Instant lift, plush volume, and texture
- Dries quickly and lasts all day
- Ideal for fine to medium hair
- Creates a great foundation for any updo
- Stainless-steel ball technology ensures an ideal balance of powder and liquid
- Thermal protection up to 450 °F (232 °C)
- Humidity protection
- UVA/UVB protection
- Protects against pollution*
- Paraben-free



Let's Look Inside...

Developed with unique polymers, Body Shake offers a luxe, malleable fullness that's clear, voluminous, and natural-looking.

Rice Starch: boasts a whisper-fine texture that allows this natural polymer to build "wow" volume, body, and fullness.

High-Performance Copolymer: creates a crystal-clear, flexible finish and lightweight, natural hold—designed to stand up to humidity in any weather.

Now Let's Use It...

Directions: Shake well. Spray into dry, finished hair for lasting results.

JOICO.COM     

©2021 Henkel Corporation, Culver City, CA 90230 USA 800.44.JOICO
Printed in U.S.A. HAIR Olivia Smalley PHOTO Hama Sanders J69848

*Laboratory tested using pollution particles

NEW
LOOK

JOICO
the **joi** of healthy hair

BEACH SHAKE

Meet the seaside styling spray that delivers glam, beachy texture, satiny hydration, and protective separation in a single transformative spray. That's what you get with touchable **Beach Shake**.



JOICO.COM     

©2021 Henkel Corporation, Culver City, CA 90230 USA 800.44.JOICO
Printed in U.S.A. HAIR Olivia Smalley PHOTO Hama Sanders J69848

TEXTURIZING FINISHER

for medium to thick hair

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

Create perfectly “imperfect” separation and coastal cool with a silky plush formula that you can play with, touch, and retouch to your heart's content.

- Creates totally touchable hair with an undone look
- Quick-dry with a satin finish
- Ideal for medium-to-thick hair
- Stainless-steel ball technology ensures an ideal balance of wax and liquid
- Thermal protection up to 450 °F (232 °C)
- Protects against pollution*
- Paraben-free



Let's Look Inside...

An ideal balance of beeswax and exotic oils allows you hydrate and carve out a beachy texture without that typical frizzy finish.

Beeswax: is a busy ingredient, sealing in moisture with a non-greasy texture that creates sexy separation while keeping frizz at bay.

Coconut Oil: A go-to moisturizing staple in Polynesian cultures, provides a natural way to add and lock in shine and nourishment for healthy, hydrated hair.

Sunflower Seed Oil: is stocked with vital nutrients and essential fatty acids that herald shiny, supple, manageable strands.

Now Let's Use It...

Directions: Shake well. Spray into dry, finished hair for lasting results.

*Laboratory tested using pollution particles