

NEW

**JOICO**  
the **joi** of healthy hair

# HYDRA SPLASH

## HYDRATION THAT WON'T WEIGH YOU DOWN



When **fine to medium** hair gets thirsty, quench those delicate strands with **HYDRASPLASH**—Joico's new hair care collection designed to provide 24-hour hydration to thoroughly replenish moisture, shine, and softness without weighing hair down. Fine, dry, brittle hair is replenished and transformed with a light-as-air feel.

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

- 24-hour hydration\*
- Hair looks replenished, shiny, and healthy after just one use
- Won't weigh hair down

## HYDRASPLASH Hydrating Shampoo

A luxurious lather washes residue away, but leaves behind all the good stuff...

- Thoroughly cleanses hair without stripping natural moisture
- Leaves hair feeling soft and hydrated

**Directions:** Apply to wet hair. Lather. Rinse well.

## HYDRASPLASH Hydrating Conditioner

A unique, lightweight conditioner that delivers just the right amount of hydration to dry, fine-medium hair.

- Detangles even super-fine strands
- Leaves hair feeling soft and moisturized
- Won't weigh fine hair down

**Directions:** Apply to clean, damp hair. Leave in for 1-2 minutes. Rinse.



\*When using HydraSplash Hydrating Shampoo, Conditioner, and Replenishing Leave-In, or HydraSplash Hydrating Shampoo and Gelée Masque

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## HYDRASPLASH Hydrating Gelée Masque

This game-changer infuses fine-to-medium, parched hair with a shower of lightweight—but powerful—hydration.

- Detangles even super-fine strands
- Reduces frizz
- Won't weigh fine hair down

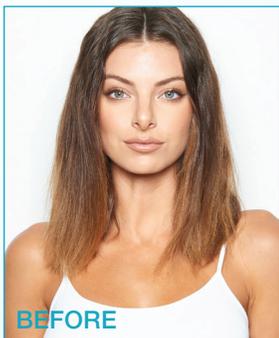
**Directions:** Apply to wet hair. Leave on for 5 minutes. Rinse well. Style as usual. For best results, be sure to apply a small amount of HydraSplash Replenishing Leave-In before blow-drying.

## HYDRASPLASH Replenishing Leave-In

Instant, visible results—frizz-fighting hydration, shine, and softness—keep on working long after you've applied this lightweight, leave-in hydrator to thirsty hair.

- Boosts softness and shine
- Reduces frizz
- Won't weigh fine strands down

**Directions:** Apply a small amount to clean, damp hair from mid-length to ends. Style as usual.



## Let's Look Inside...

**Coconut Water**—a natural hydrator rich in Vitamins A, C, and E, plus a great source of electrolytes—helps quench dry hair while leaving it feeling light, bouncy, and healthy.

**Sea Kelp**—packed full of vitamins and minerals—helps provide targeted moisture and vital nutrients for healthier-looking hair.

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

## FAQ

**Q:** What is the most suitable hair type for HydraSplash?

**A:** HydraSplash is recommended for fine-to-medium hair that is dry and lacks shine.

**Q:** What is the difference between the JoiFull and HydraSplash collections?

**A:** If your main concern is adding volume to fine limp hair, choose the JoiFull collection. If dry, brittle, dull hair is your main concern, HydraSplash is your hero!

**Q:** What products can I use with HydraSplash to maintain my hydration and softness while adding fullness?

**A:** Joico Body Shake is a great product to layer on dry hair after using the HydraSplash collection for light texture and volume.

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