

JOICO
the **joi** of healthy hair

K-PAK[®]
COLOR
THERAPY[™]

LOCK IN
Vibrancy
LET GO OF DAMAGE



Need next-level color protection *and* the power of K-PAK reconstruction?

Formulated with African Manketti and Argan oils and Joico's SmartRelease[™] liposome technology, our K-PAK Color Therapy collection helps lock in stunningly beautiful color vibrancy and knock out hair damage in one powerful punch.

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

Salon-crafted color is an investment worth protecting. That's why Joico fuses serious shade protection with K-PAK reconstruction to help extend the life of your color *and* restore healthy-looking hair.

- Maintains over 82% of haircolor for up to 8 weeks*
- Repairs & strengthens damaged hair**
- Instantly 9X stronger hair †
- Twice the shine ††

Let's Look Inside...

A dream team of ingredients takes on fading and damage at the same time to help with stunning color retention and an instant hair transformation that will amaze.

African Manketti Oil: A rich source of Vitamin E, nature's well-known environmental protection against fading.

Keratin: A protective protein found naturally in hair, actively seeks out damage and helps repair hair by replacing lost proteins. The result? Stronger, healthier-looking locks.

Argan Oil: A powerhouse of Vitamin E, antioxidants, and essential fatty acids that help deeply hydrate and nourish hair.

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.



Color-Protecting Shampoo

This color-preserving shampoo washes away dirt and debris while being gentle to color-treated hair. With its luscious lather formulated with antioxidant-rich African Manketti and Argan oils, you'll actually help extend the life of your shade's vibrancy* and fight future damage every time you wash.**

- Gently cleanses color-treated hair
- Improves elasticity & shine
- Helps restore and protect hair***

Directions: Lather, rinse, and repeat if desired. Follow with K-PAK Color Therapy Conditioner.

* Maintains over 82% of haircolor after 18 washes

** When used with K-PAK Color Therapy Conditioner; against combing breakage on damaged hair vs. a non-conditioning shampoo



Color-Protecting Conditioner

Choosing a shampoo that won't zap the zing out of your new shade is obvious—but you'd also be wise to follow up with this color-locking conditioner. Our extra-conditioning formula, with African Manketti and Argan oils, helps shield your hue's vibrancy, while hydrating overtime to strengthen hair and reduce breakage.

- Helps restore and protect hair for vibrant, long-lasting haircolor*
- Doubles hair resistance to breakage**
- Boosts shine
- Helps hydrate hair and improves elasticity & manageability

Directions: Apply a small amount to clean, damp hair. Leave on 1-2 minutes. Rinse.

* Maintains over 82% of haircolor after 18 washes

** Against combing breakage on damaged hair vs. a non-conditioning shampoo; when used with K-PAK Color Therapy Shampoo & Conditioner

* When using K-PAK Color Therapy Shampoo and K-PAK Color Therapy Luster Lock Multi-Perfector

** Against combing breakage on damaged hair vs. a non-conditioning shampoo

† Against combing breakage on damaged hair vs. a non-conditioning shampoo; when using Luster Lock Treatment

†† vs. untreated hair; when using Luster Lock Glossing Oil

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Luster Lock Instant Shine & Repair Treatment

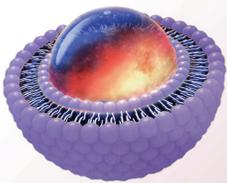
Get ready for a chorus of oohs and ahhs, and literally everyone you know wanting to touch your hair. With just one treatment, this deep-repairing wonder unlocks out-of-this-world color vibrancy, mirror-like shine, and strands that not only look healthier but are 9X stronger*. It's no wonder it's known as the "secret to lust-worthy locks."

- Boosts color vibrancy
- 9X stronger hair*
- 89% less breakage*
- Instantly healthier-looking hair

Directions: Apply to clean, damp hair. Leave on 2-5 minutes, then rinse. Style as usual. As a pre-shampoo treatment: Apply to dry hair, leave on 2-5 minutes, then shampoo as usual.

* Against combing breakage on damaged hair vs. a non-conditioning shampoo

How does SmartRelease Technology work?



- SmartRelease Liposomes are deposited onto hair strands during product use.
- Over time, each SmartRelease Liposome bursts open to release Keratin, Arginine, and Rosehip Oil.

- Keratin and Arginine penetrate the hair to help repair damaged sites and strengthen hair. Rosehip Oil helps add softness and shine to the cuticle layer.
- Over 52% less breakage*
- Teams up with hero ingredients to offer enhanced benefits
- Continuous release to the hair
- Proprietary blend of Keratin, Arginine & Rosehip Oil

* Against combing breakage on damaged hair vs. a non-conditioning shampoo



Luster Lock Multi-Perfector Daily Shine & Protect Spray

Save the day with our "wonder spray for healthy-looking hair every day"! This silky leave-in treatment leaves behind an invisible-yet-powerful shield of protection against styling stress, thermal damage, and UV exposure that can fade your haircolor. The other great leave-behind? Soft, smooth-as-silk hair that SHINES like nobody's business!

- Locks in over 82% of color vibrancy for up to 8 weeks*
- 2X stronger hair**
- Protects from heat styling
- Instant detangling
- Controls frizz and boosts shine
- UVA/UVB protection for haircolor

Directions: Shake well. Apply to clean, damp hair. Come through, blow-dry, and style as usual.

* Using K-PAK Color Therapy Shampoo after 18 washes

** Against combing breakage on damaged hair vs. a non-conditioning shampoo

NEW Luster Lock Glossing Oil

At a loss for gloss? Meet your hair's daily *lust-have* for gorgeous color vibrancy and swoon-worthy shine! With a brilliant formula that's "just light" for fine strands, yet nourishing enough for thicker tresses, this go-to oil blend delivers instant wow-factor *plus* powerful protection to ensure your shade glows the distance.



- Doubles your color vibrancy*
- Preserves over 85% of haircolor**
- 150% more shine*
- 2X stronger hair †
- Protects hair against pollutants ‡
- Instant softness and smoothness

Directions: Apply 1-2 pumps to dry or damp hair. Style as usual.

* vs. untreated hair

** After 18 washes

† Against combing breakage on damaged hair vs. a non-conditioning shampoo

‡ Laboratory tested using pollution particles