

**NEW LOOK**  
Now with  
SmartRelease™  
Technology!

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

# MOISTURE RECOVERY™

Feeling extra thirsty? Nothing quenches like **MOISTURE RECOVERY**. Packed with Jojoba Oil, this collection lavishes strands in 24 hours of intense, targeted moisture to transform **thick/coarse**, dry hair in one try. Softness and shine return. Breakage is reduced. Hair is replenished—inside and out.



\*When using Moisture Recovery Treatment Balm

\*\*When using Moisture Recovery Shampoo and Conditioner vs. untreated, damaged hair

\*\*\*When using Moisture Recovery Moisturizing Shampoo and Treatment Balm; against combing breakage on damaged hair vs. a non-conditioning shampoo

DIVE  
INTO DEEP  
MOISTURE



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

Moisture Recovery saturates extra thirsty, thick/coarse hair with intensive moisture and seals it in—so strands stay replenished and healthy-looking all day.

- 24-hour moisture replenishment\*
- Double the softness\*\*
- 3X less prone to breakage\*\*\*
- Hair looks instantly replenished, shiny, and healthy

## MOISTURE RECOVERY Moisturizing Shampoo

Desperately dehydrated? Your mane will literally drink up the softness that this luxurious, Jojoba Oil-infused shampoo pours into each and every thick and thirsty strand. In fact, with every revitalizing wash, it'll actually help restore elasticity and smoothness to coarse, brittle hair.

- Gently cleanses hair without stripping vital moisture
- Helps replenish lost moisture

**Directions:** Apply to wet hair. Lather. Rinse. Follow with Moisture Recovery Moisturizing Conditioner or Treatment Balm.

## MOISTURE RECOVERY Moisturizing Conditioner

Our lush conditioner rapidly replenishes what daily styling, the environment, and life strip away—instantly giving back a whole lot of softness, smoothness, and shine to tired, fried, frizzy, tangled tresses. With super-nourishing Jojoba Oil, this is a daily “moist-have” thick, thirsty hair will thank you for.

- Easily detangles dry hair
- Deeply nourishes thick/coarse, dry hair
- Adds softness, smoothness, and shine

**Directions:** Apply to clean, damp hair. Leave in 1 minute. Rinse.

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## MOISTURE RECOVERY™

### MOISTURE RECOVERY Treatment Balm

Thirsty for more? 3-5 minutes is all it takes for this mega-moisturizing marvel to deeply quench parched strands, increase strength, reduce breakage, calm frizz, and bump up softness and shine in a major way. With three superhero ingredients (Jojoba Oil, Shea Butter, and Sea Kelp) to rescue dry hair, you'll see no mane is too fried for this "thirst aid" treatment to revive.

- Replenishes lost moisture and deeply hydrates thick/coarse, dry hair
- 3X less prone to breakage\*
- Reduces frizz
- Adds softness and shine

**Directions:** Apply to clean, damp hair. Leave in 3-5 minutes. Rinse. Use it weekly to keep dryness and breakage at bay, or whenever hair needs a quick rescue.



### Let's Look Inside...

Powered by two of nature's most potent moisturizers, plus our own brilliant innovation, Moisture Recovery formulas provide long-lasting "hydration salvation"—essentially helping put an end to hair's dry spell.

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

**Jojoba Oil**—rich in essential fatty acids, including Omega-9—helps to add moisture and provide stunning shine.

**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:** When would I use Moisture Recovery as opposed to HydraSplash?
- A:** Moisture Recovery is for thick/coarse, dry hair that needs deep moisture replenishment, whereas HydraSplash is for fine-to-medium hair that needs lightweight hydration.
- Q:** Can I use Moisture Recovery Treatment Balm as an overnight treatment?
- A:** Yes! Apply to dry hair and use a shower cap to protect your pillow case. In the morning, just shampoo and condition as usual.

\*When using Moisture Recovery Shampoo and Treatment Balm; against combing breakage on damaged hair vs. a non-conditioning shampoo