

NEW

POWDER SPRAY

JOICO
the **joi** of healthy hair

RISEUP™

May we give you a lift? Joico's long-lasting **RiseUp Powder Spray** elevates limp hair in no time with just a few puffs! Delivering immediate volume at the roots and light texture throughout hair—plus protection against pollutants*—RiseUp takes quick-and-easy styling to all new heights.



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

Raise the stakes—and flat hair. Hair is instantly and beautifully volumized, full, and uplifted.

- Instant volume
- Easy, targeted, mess-free application
- Long-lasting, flexible hold
- Protects hair from pollutants*



Let's Look Inside...

The power of this powder styler lies in the targeted pump nozzle, designed to dispense a super-fine dose of lightweight volumizing action throughout the hair.

Silica Silylate: provides grip and density, allowing hair to be infused with instant lift and lightweight volume.

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: Apply directly at the roots and/or throughout hair for instant volume and light texture. Do not inhale. Avoid contact with eyes. Keep out of reach of children.

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Printed in U.S.A. HAIR Jill Buck PHOTO Hama Sanders J69848

*Laboratory tested using pollution particles

NEW
LOOK

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FIRM HOLD DESIGN FOAM

JOIWHIP®

This va-va-voom mousse builds extraordinary, crunch-free volume in any masterpiece you can dream up; while instantly infusing hair with sumptuous volume, hold, and protection from the elements without drying out a single strand.



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

Think of JoiWhip as the mousse with a mission: to boldly boost body and shine in one airy "poof" of protection.

- Creates lasting volume and body
- Boosts shine
- Fights frizz and flyaways
- Thermal protection up to 450 °F (232 °C)
- Protects against pollution*
- Paraben-free
- Silicone-free



Let's Look Inside...

Foam stylers are notorious for parching delicate strands. But our creamy whipped formula includes body-building ingredients that nourish and protect.

Volumizing Polymer: a creamy foam that gives you the holding power you need for full, lush, voluminous hair, while forming a protective shield that helps keep hair from being damaged.

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: Shake well. Hold can upside down and dispense into hand. Distribute evenly through damp hair. Style.

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NEW
LOOK

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WHIPPED FOAM

POWER WHIP®

When you're looking for rich, luxurious volume, shine, and hold, serve yourself a dollop of this creamy styling foam. This nourishing formula offers big-time body, plus protection from the elements, for a full 72 hours.



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

Even the feistiest, frizz-producing humidity doesn't stand a chance against the frizz-fighting power of our velvety volumizer.

- Creates long-lasting volume and body
- 72-hour humidity protection
- Boosts shine
- Fights frizz and flyaways
- Thermal protection up to 450 °F (232 °C)
- Protects against pollution*
- Paraben-free
- Silicone-free



Let's Look Inside...

Nourishing technology creates plush volume—the kind that delivers flexibility and movement, not crunchy, locked-into-place locks.

Flexible Copolymer: provides high-performance hold that's touchable and won't flake.

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...

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