

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



# NEW WEEKEND HAIR Dry Shampoo

Take a welcome break from time-consuming wet-washes and blowouts without sacrificing an ounce of style. **Weekend Hair Dry Shampoo** not only extends your 'do for days but doubles the longevity of haircolor\* to keep the big fade away. With oil-absorbing ingredients and volume boosters that deliver a gorgeous just-washed fullness, this timesaving spray gives you fresh, clean, velvety-soft hair ANY day of the week.

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

Saving time is a big deal. Saving your haircolor even more so. Weekend Hair Dry Shampoo cuts down on those too-frequent cleansing/blow-drying/heat-styling routines that not only leave strands dry, dull, and damaged, but strip the vibrancy of beautifully rich haircolor.

- Instantly absorbs excess oil at the roots
- With every touch, encapsulated fragrance keeps hair smelling fresh and clean all day
- Haircolor lasts 2X longer\*
- Leaves hair feeling velvety soft
- Adds light volume and texture

## Let's Look Inside...

A duo of targeted, highly absorbent ingredients work in tandem on Day 2 (or 3!) hair to recreate the glory of a fresh blowout.

**Rice Starch** is a fine, natural powder that absorbs oil at the root, while adding light volume and softness, leaving the hair feeling clean and refreshed.

**Bentone Clay** helps prevent clumping and ensures an even mist of product. It also acts as a secondary absorber to help prevent oily roots.

**Encapsulated Fragrance** is a unique method of releasing fresh fragrance whenever you touch or brush your hair, leaving a renewed, clean scent all day long.

\*When using Joico Weekend Hair every other wash vs. a daily shampoo and conditioner

## WEEKEND HAIR

### Now Let's Use It...

Trade an hour-long full-shampoo-and-style session for a refreshing routine that literally lifts hair up in seconds.

**Directions:** Shake can well. Holding 8-10 inches (20-30 cm) away from scalp, spray lightly for even coverage. Use fingertips to massage through hair. Apply all over dry hair for added softness and volume.

### Perfect when:

- You want to skip a wash and extend your blowout
- You want to keep hair smelling fresh and clean all day
- You want to extend the life of your haircolor
- You want to add light volume

### FAQ

**Q:** Will Weekend Hair leave a powdery residue?

**A:** Not when used as directed. To avoid powdery residue, massage Weekend Hair into root area and through hair length so product gets absorbed by the excess oils.

**Q:** What's the difference between NEW Weekend Hair Dry Shampoo and Joico Instant Refresh?

**A:** Weekend Hair features greater oil-absorbing power plus a breakthrough encapsulated fragrance technology that's triggered by touch and movement to refresh hair.

**Q:** How long can I extend my blowout using Weekend Hair?

**A:** Up to 3 days. We recommend a thorough cleansing with your favorite Joico shampoo at least three times a week.

**Q:** Will it provide hold?

**A:** No, but it will add light, clean-feeling volume to hair.

**Q:** How does Weekend Hair keep hair smelling so fresh?

**A:** Weekend Hair features an encapsulated, touch-activated fragrance technology that continuously refreshes hair throughout the day. With every touch or movement, Touch-Release imparts its signature fresh scent containing notes of Black Currant, Jasmine Petals, and Creamy Sandalwood.

