

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.

