

**NEW**

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

**ZEROHEAT**  
AIR DRY STYLING CRÈME

HOT  
STYLE.  
**ZERO**  
HEAT.



Love that effortless, air-dried look, but not the frizzy unruliness that comes with those blow-dry-free days? **NEW** Joico Zero Heat is the no-heat, no-hassle styler you need when you want to wear an air-dry style and still look polished. With two personalized formulas—for fine/medium or thick hair—that define and enhance your hair’s natural texture (while keeping frizz in check all day), it’s “no-blow” styling freedom for all.

**ZERO HEAT**

for fine/medium hair

Without the heft of a heavy crème, Zero Heat for Fine/Medium Hair delivers a natural-looking, no-blow-dry style while reducing frizz and boosting shine.

for thick hair

Take back your natural waves and curls with Zero Heat for Thick Hair. Without “crunch” or stiffness, this air-dry formula reins in the often uncontrollable volume and frizz of coarser strands.

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## ZEROHEAT

AIR DRY STYLING CRÈME

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

Style your hair in seconds—that's the beauty of this time-saving polishing crème that provides long-lasting, air-dried style while keeping frizz at bay.

- Minimizes frizz and enhances hair's natural texture
- Reduces natural drying time
- Provides 24-hour humidity control
- Boosts shine
- Leaves no sticky residue

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

Work a small amount through towel-dried hair. Scrunch and twist to enhance texture. Allow to air-dry.

### Let's Look Inside...

Unique ingredients work in tandem to enhance your natural texture and bring out the best in your hair.

**Flexible Polymers:** Multi-functional polymers help create flexible hold to define natural texture and provide long-lasting styling retention and definition without a sticky feel.

**Rosehip Oil:** Rich in antioxidants, vitamins & Omega acids; easily absorbed into the hair without feeling greasy; helping to hydrate hair and add shine.



### FAQ

- Q:** Which Joico product pairs best with Zero Heat?
- A:** Joico Body Shake is a great texturizing finisher for fine/medium hair, and Beach Shake works beautifully to add more texture and shine to thick hair. Apply either shake finisher to air-dried hair.
- Q:** Do I need to keep Zero Heat off the scalp?
- A:** Apply from mid-length to ends first, then work your way up towards the scalp area to tame any frizz around the hairline. Avoid applying Zero Heat to the root area if you are prone to an oily scalp.
- Q:** Can I cocktail Zero Heat with oils or serums?
- A:** We do not recommend cocktailing Zero Heat with oils or serums, as the combination could weigh down hair's natural texture.
- Q:** Can I combine the two formulas?
- A:** This is not recommended.



for fine/medium hair

for thick hair

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