

# JOICO

the **joi** of healthy hair

## BLONDELIFE®

### SALON TECHNICAL GUIDE



JOICO  
**BLONDELIFE**  
DEMI GLOSS  
GLOSS DEMI-PERMANENT  
BRILLO DEMI-PERMANENTE

**9V** (8.2)  
Blonde Ambition  
Ambition Blonde  
Rubia Ambición

BUILD BONDS FOR  
STRONG BLONDES  
CRÉEZ DES LIAISONS POUR  
DES BLONDS RÉISTANTS

1:1  
2.8 oz U.S. / 80 ml e

JOICO  
**BLONDELIFE**  
BALAYAGE LIGHTENER  
For freehand techniques  
ÉCLAIRCISSANT POUR BALAYAGE  
Pour les techniques à main levée  
ACLARANTE PARA BALAYAGE  
Para técnicas manuales

up to  
hasta  
**7+**  
levels of  
fast-acting lift  
niveau  
d'éclaircissement  
rapide  
niveles de  
aclaramiento rápido

BUILD BONDS FOR  
STRONG BLONDES  
CRÉEZ DES LIAISONS POUR  
DES BLONDS RÉISTANTS

Net Wt. 8 oz U.S. / 227 g e

CAUTION / ATTENTION: KEEP OUT OF REACH OF CHILDREN. READ SAFETY INSTRUCTIONS. Contains mild to medium strength peroxide. Avoid contact with eyes. Rinse thoroughly with water. Avoid contact with skin. Do not use on hair that has been treated with permanent or semi-permanent color.

JOICO  
**BLONDELIFE**  
COCONUT OIL DEVELOPER  
LOTION DÉVELOPPANTE À  
L'HUILE DE NOIX DE COCO  
REVELADOR CON ACEITE DE COCO

**20** VOLUME  
(6%)

With Coconut Oil  
Avec de l'huile de noix de coco  
Con aceite de coco

32 fl oz U.S. / 946 mL e

SAME FORMULA, NOW IN RECYCLED PAPERBOARD!  
MÊME FORMULE, MAINTENANT DANS DU CARTON RECYCLÉ!

JOICO  
**BLONDELIFE**  
LIGHTENING POWDER  
On-Off-Scalp  
POUDRE ÉCLAIRCISSANTE  
Sur/ Hors du cuir chevelu  
POLVO DECOLORANTE  
En el cuero cabelludo o fuera de este

up to  
hasta  
**9+**  
levels of  
fast-acting lift  
niveau  
d'éclaircissement  
rapide  
niveles de  
aclaramiento rápido

BUILD BONDS FOR  
STRONG BLONDES  
CRÉEZ DES LIAISONS POUR  
DES BLONDS RÉISTANTS

Net Wt. 16 oz U.S. / 454 g e

CAUTION / ATTENTION: KEEP OUT OF REACH OF CHILDREN. READ SAFETY INSTRUCTIONS. Contains mild to medium strength peroxide. Avoid contact with eyes. Rinse thoroughly with water. Avoid contact with skin. Do not use on hair that has been treated with permanent or semi-permanent color.

SAME FORMULA, BIGGER SIZE!  
MÊME FORMULE, PLUS GROS FORMAT!

JOICO  
**BLONDELIFE**  
CRÈME LIGHTENER  
On-Off-Scalp  
CRÈME ÉCLAIRCISSANTE  
Sur/ Hors du cuir chevelu  
ACLARANTE EN CRÈME  
En el cuero cabelludo o fuera de este

up to  
hasta  
**9+**  
levels of  
fast-acting lift  
niveau  
d'éclaircissement  
rapide  
niveles de  
aclaramiento rápido

BUILD BONDS FOR  
STRONG BLONDES  
CRÉEZ DES LIAISONS POUR  
DES BLONDS RÉISTANTS

Net Wt. 10.5 oz U.S. / 300 g e

CAUTION / ATTENTION: KEEP OUT OF REACH OF CHILDREN. READ SAFETY INSTRUCTIONS. Contains mild to medium strength peroxide. Avoid contact with eyes. Rinse thoroughly with water. Avoid contact with skin. Do not use on hair that has been treated with permanent or semi-permanent color.

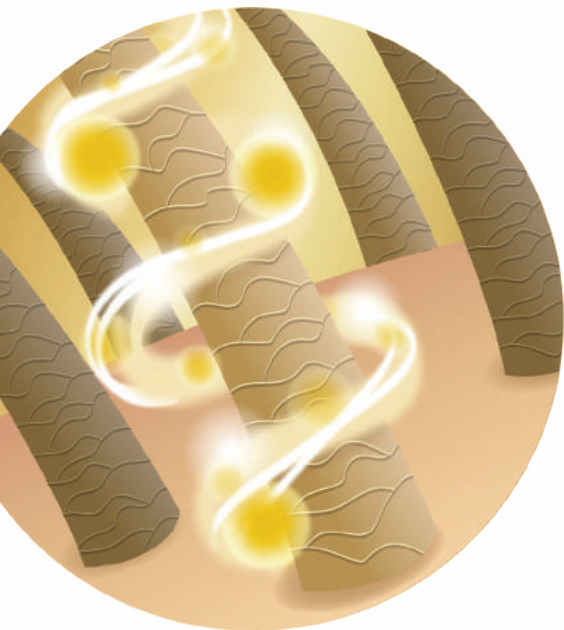
JOICO  
**BLONDELIFE**  
QUICK TONE LIQUI-CRÈME TONER  
NUANCEUR LIQUI-CRÈME RAPIDE  
MATIZADOR EN CREMA LÍQUIDA

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QUICK TONE LIQUI-CRÈME TONER  
NUANCEUR LIQUI-CRÈME RAPIDE  
MATIZADOR EN CREMA LÍQUIDA



# BUILD BONDS FOR **STRONG BLONDES**

See blonde hair in a whole new light with **BLONDELIFE**, Joico's system of lighteners and toners created just for blondes... and those who want to be lifted to new heights without sacrificing shine or condition. With powerhouse formulas featuring **bond-building Arginine** and a **signature Tamanu-Monoï oil blend**, Blonde Life helps banish the challenges of brassiness, off-tones, fading, and damage\* that blonde hair faces on a daily basis.



## Let's Look Inside

Going blonde (or blonder) doesn't have to mean giving up healthy-looking hair. With Blonde Life's innovative formulas—developed with bond-building Arginine, Tamanu Oil, and Monoï Oil—hairstylists can confidently and quickly lift hair with strong, shiny-looking results.

To give blonde hair the VIP treatment it deserves and demands, **all** Blonde Life products contain a signature blend of Tamanu and Monoï oils and their essential fatty acids.

**Bond-Building Arginine:** You can find this signature ingredient in all Blonde Life Lighteners and Toners, including Blonde Life Lightening Powder, Crème Lightener, Balayage Lightener, Demi Gloss, and Quick Tone Liqui-Crème Toner.

**Coconut Oil:** Our new Blonde Life Developers are formulated with Coconut Oil to help hair look smooth and feel soft and hydrated.

\*Against combing breakage on damaged hair, when used with Blonde Life Brightening Masque vs. a non-conditioning bleach



# BLONDELIFE® LIGHTENING POWDER

THE SAME HIGH-LIFT FORMULA BLONDES KNOW AND LOVE—NOW SUSTAINABLY PACKAGED IN 100% RECYCLED FIBER PAPERBOARD.

If blonde is great, BLONDER is better. Especially when you're lightening up strands with a high-lift formula that kicks you **up to 9+ levels** in record time.\* With our powerful formula, you'll build bonds for strong blondes, minimize damaging\*\* applications, and bypass the hassle of additives—all while leaving hair visibly healthy. Used on the scalp or off, Blonde Life Lightening Powder gets you beautifully blonde in a flash.



## Here's Why You'll Love It

The days of investing hours to hit your blonde goals are over! Blonde Life Lightening Powder sidesteps those multiple trips to the chair, additives, and even breakage,\* to deliver up to 9+ levels of transformative lift and brilliant shine in 60 minutes or less. (What's not to love?)

- Delivers up to 9+ levels of fast-acting lift!
- Builds bonds for strong blondes
- Our fastest\* way to lighten & brighten hair!
- Strengthens hair, reducing breakage by over 54%\*\* in just one treatment
- A powerhouse formula including Tamanu and Monoi oils

## Ideal When

- You want to lift hair to new heights without sacrificing its shine or condition
- Your client wants to find out if blondes really do have more fun
- You want to take hair from dark to light with a single lightening service
- You want to create a healthy-looking blonde that feels nourished
- You want to go blonde and build bonds in one lightening service

## Now Let's Use It

**OFF-SCALP:** Mix to the desired consistency (1:1 or 1:2), 1 scoop of Blonde Life Lightening Powder with 1 or 2 oz of 10 Volume (3%), 20 Volume (6%), 30 Volume (9%), or 40 Volume (12%) Joico developer of your choice.

**ON-SCALP:** Mix (1:2) 1 scoop of Blonde Life Lightening Powder with 2 oz of 10 Volume (3%) or 20 Volume (6%) Joico developer of your choice. **DO NOT USE** 30 Volume (9%) or 40 Volume (12%) developers for ON-SCALP mixtures.

**TIMING:** Process for up to 60 minutes (or until the desired lift is achieved) without heat.

**POST-COLOR SERVICE:** Rinse hair thoroughly. Shampoo with Blonde Life Brightening Shampoo. Rinse well. Apply Blonde Life Brightening Masque and leave it in for 5 minutes. Rinse thoroughly and towel-dry hair. Style as usual with your favorite Joico products.

**DEFY DAMAGE SERVICE:** For damage protection, use Joico Defy Damage ProSeries 1 before your color service and Joico Defy Damage ProSeries 2 as a post-color service treatment.

\*vs. other Joico lighteners

\*\*Against combing breakage on damaged hair, when used with Blonde Life Brightening Masque vs. a non-conditioning bleach

# BLONDELIFE<sup>®</sup> CRÈME LIGHTENER

Start the clock, and watch as Blonde Life Crème Lightener rockets your clients to bombshell status in no time flat. Joico's fastest<sup>†</sup> crème lightener lifts hair **up to 9+ levels**, builds bonds for strong blondes, and delivers beautiful, brilliant blonde hair that will blow you (and everyone else) away.



## Here's Why You'll Love It

Blonde Life Crème Lightener is proof that you can go bombshell blonde *and* have healthy-looking hair. Our powerful Crème Lightener strengthens strands with a hydrated feel, reducing breakage by 77%\* after just one application.

- Delivers up to 9+ levels of fast-acting lift!
- Builds bonds for strong blondes
- Reduces breakage by 77% in one application\*
- Designed for on-/off- scalp application & easy rinsing
- Strengthens hair, making it 4x more resistant to breakage\*

\*Against combing breakage on damaged hair, when used with Blonde Life Brightening Masque

## Ideal When

- You want up to 9+ levels of lift with less fear of damage\*
- You want to go blonde quickly while maintaining healthy-looking hair
- You want the freedom to create off-the-scalp, freehand balayage and ombré looks
- You want a formula that stays moist, allowing you to safely lift hair with a flexible viscosity
- You want blonde hair that is shiny and lustrous
- You want to help protect\* strands for double-processed blondes
- You want a versatile formula for unlimited color techniques, including sombré and babylights

\*Against combing breakage on damaged hair, when used with Blonde Life Brightening Masque

## Now Let's Use It

**ON-SCALP APPLICATION:** Mix to the desired consistency (1:1 or 1:2) with 10 Volume (3%) or 20 Volume (6%) Joico developer of your choice. **DO NOT USE 30 Volume (9%) or 40 Volume (12%) developers for ON-SCALP mixtures.**

**OFF-SCALP APPLICATION:** Mix to the desired consistency (1:1 or 1:2) with 10 (3%), 20 (6%), 30 (9%), or 40 (12%) Volume Joico developer of your choice.

**TIMING:** Process for up to 60 minutes or until the desired result is achieved. No heat – room temperature only.

**POST-COLOR SERVICE:** Rinse hair thoroughly. Shampoo with Blonde Life Brightening Shampoo. Rinse well. Apply Blonde Life Brightening Masque and leave it in for 5 minutes. Rinse thoroughly and towel-dry hair. Style as usual with your favorite Joico products.

**DEFY DAMAGE SERVICE:** For damage protection, use Joico Defy Damage ProSeries 1 before your color service and Joico Defy Damage ProSeries 2 as a post-color service treatment.

# BLONDELIFE® BALAYAGE LIGHTENER

## POWERED BY BLONDE LIFE LIGHTENING POWDER TECHNOLOGY

No more having to choose between lift and creative freedom. We've teamed the power of Blonde Life Lightening Powder with the precision of kaolin clay in our Blonde Life Balayage Lightener that lifts hair **up to 7+ levels** in a single application. With a soft clay texture that stays put throughout painting and processing, Balayage Lightener makes balayage and freehand techniques a breeze.



## Here's Why You'll Love It

Our Blonde Life Balayage Lightener is boosted with Blonde Life Lightening Powder to help you pull off balayage and hand-painted techniques with ease, speed, and fabulous, on-trend results.

- Delivers up to 7+ levels of fast-acting lift
- Builds bonds for strong blondes
- For fearless, foil-free lightening and painting techniques
- Soft clay texture stays put when lifting
- Stays moist and does not transfer while processing
- Formulated with bond-building Arginine + our signature Tamanu-Monoi oil blend for beautiful blonde hair

## Ideal When

- Creating beautifully blended, natural-looking highlights (think: sun-kissed but better)
- You want the freedom to apply freehand painting techniques
- Your client wants a low-maintenance, lived-in blonde look
- You want a clay lightener that doesn't sacrifice lift

## Now Let's Use It

### DO NOT USE ON SCALP | FOR OFF SCALP APPLICATION ONLY

**OFF-SCALP APPLICATION:** Mix to the desired consistency (1:1 or 1:2), 1 scoop of Balayage Lightener with 1 or 2 oz of 10 Volume (3%), 20 Volume (6%), 30 Volume (9%), or 40 Volume (12%) Joico developer of your choice.

**TIMING:** Process for up to 60 minutes or until the desired level is achieved. Do not use heat.

**POST-COLOR SERVICE:** Rinse hair thoroughly after processing. Shampoo with Blonde Life Brightening Shampoo. Rinse well. Apply Blonde Life Brightening Masque and leave it in for 5 minutes. Rinse thoroughly and towel-dry hair. Style as usual with your favorite Joico products.

**DEFY DAMAGE® SERVICE:** For additional damage protection, apply Joico Defy Damage ProSeries 1 before your color service and Joico Defy Damage ProSeries 2 as a post-color service treatment.

# BLONDELIFE® DEMI GLOSS

Luminous shine, bond-building, *and* endless toning possibilities? Meet Blonde Life Demi Gloss—the demi-permanent liquid toner that checks all the must-haves on your list! Use these seven intermixable liquid toners to boost shine, neutralize brassy blondes, and customize your Blonde Life masterpiece.



Violet Platinum



Blonde Ambition



Self-Made Blonde



Rooted



Glacial Goddess



Ice Queen



Liquid Diamonds

## Here's Why You'll Love It

Blonde Life Demi Gloss shades are the most versatile tool in the entire Blonde Life system—allowing you to tone and customize your results with seven stunning shades you can mix and match to your clients' needs.

- Builds bonds for strong blondes
- One formula tones, glazes & glosses
- Helps refresh dull, brassy blondes
- Leaves hair looking luminous & shiny
- Customizable results in one step
- Drip-free bottle application
- Ammonia-free formula
- Intermixable shades for customizable results
- Our powerhouse formula including Tamanu and Monoi oils

## Ideal When

- You want to craft luxe-looking, made-for-me shades
- You want to tone pre-lightened hair
- You want to refresh, glaze, or gloss blonde hair
- You want to cancel out brassy undertones or unwanted warmth, to deliver a gorgeous, natural-looking blonde tone
- Your client wants to refresh dull, brassy blonde hair back to its original-looking brilliance and tone

## Now Let's Use It

**MIXING INSTRUCTIONS:** Mix 1:1 with 5 Volume Joico developer of your choice. Best applied with a color applicator bottle. When mixing in a bottle, add developer first, then color and shake well.

**TIMING:** Process for up to 20 minutes or until the desired tone is achieved, at room temperature.

**POST-COLOR SERVICE:** Rinse thoroughly. Shampoo with Blonde Life Brightening Shampoo. Rinse well. Apply Blonde Life Brightening Masque and leave it in for 5 minutes. Rinse thoroughly and towel-dry hair. Style as usual with your favorite Joico products.

**DEFY DAMAGE SERVICE:** For damage protection, use Joico Defy Damage ProSeries 1 before your color service and Joico Defy Damage ProSeries 2 as a post-color service treatment.



# BLONDELIFE® QUICK TONE LIQUI-CRÈME TONER

**5 minutes or less!** That's all it takes to get fast and fabulous blonde hair with Quick Tone Liqui-Crème Toners—a swift, powerful way to make your mark on pre-lightened looks. This Blonde Life collection of Sand, Silver, Violet and Clear lets you trend-set gorgeous blonde creations, fast! Go for solo shades or intermix; this gleam team makes brass a thing of the past.



## Here's Why You'll Love It

Instant toning in 5 minutes or less, with dazzling shades that let you artistically fine-tune every possible Blonde Life look. In Silver, Sand, Violet, and the almighty Clear, Quick Tone Liqui-Crème Toners are cool, customizable, and fabulously FAST.

- Time-saving formula delivers instant toning in 5 minutes or less
- Sand, Silver, and Violet can be intermixed to customize toning and correct any RPC issue
- Clear can be mixed with Sand, Silver, or Violet to customize deposit and slow down processing time
- Joico's quickest and most powerful toner
- Our unique "Liqui-Crème" formula is the ideal viscosity for quick bottle application while also facilitating fast, even deposit of tone in the hair
- Formulated with bond-building Arginine
- Infused with Blonde Life's unique oil blend
- Ammonia-free formulas leave hair in better condition – even on damaged, color-treated, or bleached hair
- Long-lasting results

## Ideal When

- You want quick, foolproof, beautiful blonde results on highlighted or blonde hair
- You want to counteract RPC to deliver a gorgeous natural blonde tone
- You want to achieve beautiful, on-trend "fashion" tones on pre-lightened hair
- You want to protect and maintain hair health and avoid damage
- You want shiny-looking, conditioned blonde hair

## Now Let's Use It

**MIXING INSTRUCTIONS:** Mix 1:1 with 5 Volume Joico developer of your choice.

**APPLICATION:** Best applied with a color applicator bottle. When mixing in a bottle, add developer first, then color, and shake well. Apply to damp, towel-dried, or completely dried pre-lightened (bleached) hair or previously colored hair in need of a toning refresh.

**TIMING:** Process for up to 5 minutes on pre-lightened hair or until the desired shade is achieved. Do not use heat.

**POST-COLOR SERVICE:** Rinse thoroughly. Shampoo with Blonde Life Brightening Shampoo. Rinse well. Apply Blonde Life Brightening Masque and leave it in for 5 minutes. Rinse thoroughly and towel-dry hair. Style as usual with your favorite Joico products.

**DEFY DAMAGE SERVICE:** For damage protection, use Joico Defy Damage ProSeries 1 before your color service and Joico Defy Damage ProSeries 2 as a post-color service treatment.

# BLONDELIFE® COCONUT OIL DEVELOPER

Mix some Coconut Oil into the blonding process with Blonde Life Coconut Oil Developer, formulated to work in harmony with all Blonde Life lighteners and toners to help leave hair feeling soft and hydrated.

Available in 5 Volume (1.5%), 20 Volume (6%), and 40 Volume (12%).



## Here's Why You'll Love It

Our creamy, coconut oil-enriched Blonde Life developers—in 5, 20, and 40 Volume—work in tandem with our Blonde Life lighteners and toners to add the little extra care hair needs when being lifted to new heights.

- Formulated with Coconut Oil to help hair feel hydrated
- Helps hair look smooth and feel soft
- Easy-to-mix, creamy, spreadable consistency
- Our powerhouse formula including Tamanu and Monoi oils

## Ideal When

- You want to add a splash of Coconut Oil to your color service
- You want a “do-more” developer



# FAQs

## BLONDE LIFE® LIGHTENING POWDER

### Q: Did the Blonde Life Lightening Powder formula change?

**A:** No! While we did update the packaging, we did not touch the formula. Therefore, you will still get the same levels of lift, speed, and performance you expect from Blonde Life Lightening Powder.

### Q: Why did you change the packaging?

**A:** In our ongoing commitment to sustainability, we moved from a foil pouch to a can made of 100% recycled fiber, of which 90% comes from post-consumer sources. Additionally, this canister does not include the plastic poly-bag that tubs typically contain, further reducing waste. Finally, our measuring scoops are 100% recyclable.

## BLONDE LIFE CRÈME LIGHTENER

### Q: What changed about Blonde Life Crème Lightener?

**A:** We increased the size of our crème lightener, from 8.5 oz to 10.5 oz, to give you a better value. What we didn't change is the formula—you will still get the same levels of lift, speed, and performance you expect from Blonde Life Crème Lightener.

## BLONDE LIFE BALAYAGE LIGHTENER

### Q: How is Blonde Life Balayage Lightener different from Joico's discontinued Freeplay Lightener?

**A:** This formula features all the freehand painting benefits of our original Freeplay Lightener, plus it delivers up to 7+ levels of lift powered by Blonde Life Lightening Powder.

### Q: Does Blonde Life Balayage Lightener have clay in it?

**A:** Yes! This lightener is formulated with Kaolin Clay to help provide a soft texture that stays put when you paint and does not transfer during processing.

## BLONDE LIFE DEMI GLOSSES

### Q: What is the difference between Blonde Life Demi Gloss and LumiShine Demi-Permanent Liquid Color?

**A:** While both formulas feature bond-building Arginine, the Blonde Life Demi Gloss shades are formulated with a signature blend of Tamanu and Monoi oils and their essential fatty acids. These shades were also specifically developed to address the unique needs of post-lightened blonde hair: enhancing tone, neutralizing brassy orange/yellow undertones, boosting brilliance, and restoring condition.

## BLONDE LIFE COCONUT OIL DEVELOPERS

### Q: What is the benefit of using a Coconut Oil Developer?

**A:** We formulated our developers with Coconut Oil to help blonde hair look smooth and feel soft and hydrated.

# BLONDELIFE<sup>®</sup> CARE

The ideal post-blonding routine? Blonde Life<sup>®</sup> at-home care—our glistening collection designed specifically to protect, detoxify, and bump up the brilliance and strength of hair that's been bleached, double-processed, or lifted to new heights.



## BLONDELIFE BRIGHTENING SHAMPOO

With a luscious lather, free from SLS/SLES Sulfates,\* our extraordinary shampoo gently lifts away dirt and oil, restores hair's optimal pH level, banishes brass, and leaves strands clean, soft, and super comb-able. (How's that for fun?)

- Gently cleanses with rich lather
- Free of SLS/SLES Sulfates\*
- Added softness and smoothness
- Helps keep blondes bright

\*SLS/SLES Sulfates = Sodium Lauryl Sulfate and Sodium Laureth Sulfate



## BLONDELIFE BRIGHTENING CONDITIONER

This powerful yet lightweight formula instantly revives blonde hair without weighing things down, giving you the kind of champagne shine and detangling power that makes you feel bubbly all over.

- Nourishes bleached, double-processed, or high-lifted blonde hair without weight
- Instantly detangles
- Keeps hair polished and bright



## BLONDELIFE BRIGHTENING MASQUE

In just 5 minutes, our magician-of-a-treatment instantly hydrates, softens, and amps up your pale strands by neutralizing those nasty trace minerals that lead to dullness and yellowing. Nothing heavy, nothing greasy...just on-tone, crystal-clear perfection here.

- Instantly hydrates bleached, double-processed, or high-lifted blonde hair
- Adds softness and shine
- Keeps hair polished and bright
- Neutralizes chlorine and removes trace minerals to detox hair



## BLONDELIFE BRILLIANT GLOW BRIGHTENING OIL

Get ready for a blast of crystal-clear shine and softness—the kind of gorgeous illumination that puts a powerful spotlight on blondes. Just a single application of our brilliant oil instantly revs up the radiance of even the lightest hair, nourishing and protecting each delicate strand with a megawatt gleam.

- Makes blonde hair appear bright
- Shine is magnified for extraordinary illumination\*
- Won't stain even the palest shades of blonde
- Provides 87% less combing breakage on clean, damaged hair

\*vs. untreated hair



## BLONDELIFE VIOLET SHAMPOO

You'll never lose your cool with this brilliant, brass-neutralizing cleanser—free of SLS/SLES Sulfates\*—that instantly banishes undesirable yellow tones so cool blondes stay nice and icy.

- Instantly cools brassy tones and brightens cool blonde hair
- Help maintain healthy-looking hair and brilliant shine
- Rich lather gently cleanses hair

\*SLS/SLES Sulfates = Sodium Lauryl Sulfate and Sodium Laureth Sulfate



## BLONDELIFE VIOLET CONDITIONER

Nourish and neutralize in one brilliant application of our color-balancing formula that gives cool blonde hair everything it needs—shine, hydration, and protection—while sending brass packing.

- Instantly cools brassy tones and brightens cool blonde hair
- Help maintain healthy-looking hair and brilliant shine
- Nourishes and protects fragile blonde hair
- Provides incredible slip and detangling