

JOICO
the **joi** of healthy hair

DEFYDAMAGE[®]

**DETOX
SHAMPOO**



**REMOVES
MINERAL &
PRODUCT
BUILDUP**

**REMOVES
CHLORINE &
GREEN TONES**

**HAIR FEELS
SOFT &
HYDRATED**

**Remove buildup
& *build bonds***

Wash away hard water residue, trace minerals, product buildup, and copper with this deep-cleansing shampoo that won't leave hair feeling dry.

Formulated with a bio-based chelator and activated charcoal, **Defy Damage Detox Shampoo®** builds bonds and transforms dull, lackluster locks into hair that feels *clean* and *soft*.

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

- Removes hard water residue, trace minerals, product buildup, copper, metals & salts
- Helps remove chlorine & green tones
- Builds bonds + leaves hair feeling soft to the touch



Now Let's Use It

In the salon:

Use Defy Damage Detox Shampoo with KBOND20® Power Masque to safeguard your color and lightening services. The formulas work in synergy to protect and build bonds, fostering healthy-looking hair while ensuring optimal color protection.

Before color and lightening services, cleanse hair with Defy Damage Detox Shampoo to remove copper, hard water buildup, trace minerals, and more.

After rinsing or shampooing haircolor or bleach from hair (using Defy Damage Protective Shampoo), apply KBOND20 Power Masque to build bonds and protect your color service.

At home:

A regular routine that includes Defy Damage Detox Shampoo and KBOND20 Power Masque can keep your hair free of buildup while strengthening* it.

Use Defy Damage Detox Shampoo weekly or whenever deep cleansing is needed to keep hair free of product and hard water buildup that can leave it feeling rough and looking dull.

Follow with KBOND20 Power Masque or Protective Conditioner to keep hair healthy-looking and strong.*

FAQs

Q: The Defy Damage Detox Shampoo has a silver color to it. Will it affect my blonde tone?

A: The activated charcoal in Defy Damage Detox Shampoo gives the product a silver glow; however, it does not alter hair tone.

Q: Can I use Defy Damage Detox Shampoo daily?

A: The recommended use is once a week or whenever you have excessive product buildup on hair. We also recommend using Defy Damage Detox Shampoo before going to the salon for your next lightening or color service.

Q: How does metal build up in hair?

A: Trace minerals and metals are found in household water that we use to wash our hair, and during the washing process, they can be left behind on your hair.

Q: Should I use Defy Damage Detox Shampoo after swimming to remove chlorine from hair?

A: Yes, Defy Damage Detox Shampoo can remove chlorine from hair and eliminate the green tone caused by chlorine exposure.

Q: Can I use Defy Damage Detox Shampoo prior to chemical services?

A: Yes, you can use Defy Damage Detox Shampoo before chemical services. It effectively removes hard water buildup, metals (including copper), minerals, and salts.

Q: Is Defy Damage Detox Shampoo color-safe?

A: Yes.



*Against combing breakage on damaged hair during heat styling