

NEW

# JOICO

the **joi** of healthy hair

## BLONDE LIFE<sup>®</sup> VIOLET

### SHAMPOO & CONDITIONER

Meet the ultra-violet duo that's here to help blondes keep their cool. **NEW** brass-neutralizing Blonde Life Violet Shampoo and Conditioner instantly freeze out unwanted yellow tones, helping restore icy beauty and brilliance to cool blonde hair.



## KEEP YOUR COOL



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

The pair work in tandem to rid cool-toned hair of unwanted yellow tones and restore nourishment to delicate blondes...

- Instantly cool brassy tones and brighten cool blonde hair
- Help maintain healthy-looking hair with brilliant shine
- Nourish and protect fragile blonde hair

### BLONDE LIFE Violet Shampoo

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

- Rich lather gently cleanses hair

### BLONDE LIFE Violet Conditioner

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

- Nourishes and protects fragile blonde hair
- Provides incredible slip and detangling

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



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

## BLONDE LIFE<sup>®</sup> VIOLET SHAMPOO & CONDITIONER



## Now Let's Use It...

**Blonde Life Violet Shampoo** works in a flash to cleanse and chase away dulling yellow tones for the most perfect cool blonde imaginable.

**Directions:** Apply to wet hair. Lather. Leave in 1-3 minutes. Rinse, and follow with Blonde Life Violet Conditioner. Use 2-3 times per week to maintain cool tones.

**Blonde Life Violet Conditioner** is lightweight enough for frequent use, but takes a heavy hand to those unwanted yellow tones.

**Directions:** Apply to clean, damp hair. Leave in 1-3 minutes. Rinse. Use 2-3 times per week.

## Let's Look Inside...

Natural, exotic oils pair with our most fortified, hair-healing ingredients and a light violet hue to provide shine and hydration for healthy-looking, brass-free blondes.

**Monoi Oil**, a rare, exotic blend of Coconut Oil and Tahitian Gardenia Flower, helps fight frizz and boost shine while also helping to protect hair from environmental damage.

**Tamanu Oil**, a rich, Southeast Asian UV-absorber packed with fortifying Omega-6 and -9, helps deeply hydrate hair, bump up shine, and banish brittle strands.

**Arginine**, a naturally occurring amino acid crucial to hair's strength. Products that include Arginine help protect hair and rebuild it from the inside out.

**Light Violet Hue**, the ultimate balancing act, cools brassy blondes in a single shot.

**SmartRelease Technology**, our one-of-a-kind liposome delivery system, packs a punch by continuously releasing Rosehip Oil, Arginine, and Keratin to help repair, strengthen, and protect hair from the cumulative effects of daily styling.

## FAQ

**Q:** Will Blonde Life Violet Shampoo and Conditioner help nourish my over-processed hair?

**A:** Yes! Blonde Life formulas keep blonde hair conditioned and restrengthened with a signature blend of nourishing Tamanu and Monoi oils plus Joico's breakthrough SmartRelease Technology.

**Q:** Can I use Blonde Life Violet to maintain naturally gray hair or hair that's been colored silver?

**A:** Yes, Blonde Life Violet Shampoo and Conditioner make a great home maintenance regimen for these clients.

**JOICO.COM**     