

Now with  
SmartRelease™  
Technology!

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

**COLOR  
BALANCE**



# **BRASS** ATTACK

Staying true to your hue has never been easier, thanks to Joico's Color Balance collection, formulated with pigments that instantly neutralize undesirable warm tones. Featuring SmartRelease Technology: our one-of-a-kind liposome delivery system that continuously releases Rosehip Oil, Arginine, and Keratin to help strengthen hair; along with antioxidants and UV absorbers to help protect hair.

## COLOR BALANCE PURPLE

Keep your blonde hair cool with Joico's Color Balance Purple collection, designed to instantly neutralize unwanted yellow and warm tones.

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

Immediate cooling results, plus round-the-clock healthy hair protection.

- Instantly neutralizes unwanted yellow and warm tones in blonde hair
- Long-lasting results through 12 washes
- Boosts shine and smoothness
- Over 2X stronger hair\*
- Controls static
- Paraben-free

## COLOR BALANCE PURPLE Shampoo

Don't lose your cool with Color Balance Purple Shampoo. Its gentle lather instantly gets to work on undesirable yellow tones, leaving hair cool, healthy-looking, and protected.

- Gently cleanses hair
- Neutralizes unwanted yellow and warm tones in blonde hair
- Boosts shine and controls static
- Paraben-free

**Directions:** Apply to wet hair. Lather. Leave in 1-3 minutes. Rinse. Use 2-3 times a week, alternating with your daily shampoo. Follow with Color Balance Purple Conditioner for best results.

## COLOR BALANCE PURPLE Conditioner

Preserve blonde hair's vibrancy in the most majestic way with our royal-purple conditioner, which counteracts unwanted yellow and warm tones while delivering a burst of moisture. This nourishing final step seals the deal—leaving blonde hair cool as can be and ready for styling.

- Nourishes and protects hair
- Neutralizes unwanted yellow and warm tones in blonde hair
- Instantly detangles hair

**Directions:** Apply to hair washed with Color Balance Purple shampoo. Leave in for 1-3 minutes. Rinse. Use 2-3 times a week.

\*Against combing breakage on damaged hair vs. a non-conditioning shampoo; when using Color Balance Purple Shampoo and Conditioner together

## COLOR BALANCE BLUE

Kick brass to the curb and keep brunette hair free of unwanted orange tones with Color Balance Blue.

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

The ideal balance of color toning and strengthening ingredients to protect hair with mega shine.

- Instantly neutralizes unwanted orange and brassy tones in brunette hair
- Long-lasting results through 12 washes
- Boosts shine and smoothness
- Over 2X stronger hair\*
- Controls static
- Paraben-free

## COLOR BALANCE BLUE Shampoo

Our true-blue formula that color-corrects highlighted or lightened brunettes, instantly cooling those overly warm, orange tones.

- Gently cleanses
- Neutralizes unwanted orange and brassy tones in brunette hair
- Boosts shine and controls static
- Paraben-free

**Directions:** Apply to wet hair. Lather. Leave in 1-3 minutes. Rinse. Use 2-3 times a week, alternating with your daily shampoo. Follow with Color Balance Blue Conditioner for best results.

## COLOR BALANCE BLUE Conditioner

Say so long to brunette hair with a brassy cast. Our color-correcting conditioner nourishes strands while instantly neutralizing those unwanted warm, orange-y tones.

- Nourishes and protects hair
- Neutralizes unwanted orange and brassy tones in brunette hair
- Instantly detangles hair
- Paraben-free

**Directions:** Apply to hair washed with Color Balance Blue shampoo. Leave in for 1-3 minutes. Rinse. Use 2-3 times a week.

\*Against combing breakage on damaged hair vs. a non-conditioning shampoo; when using Color Balance Blue Shampoo and Conditioner together

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## COLOR BALANCE



## Let's Look Inside...

Enjoy the balancing act of ingredients that instantly neutralize yellow and orange tones in hair, while strengthening, protecting, and increasing shine.

**Violet Pigments**—directly attach to the hair and instantly neutralize unwanted yellow tones.

**Blue Pigments**—directly attach to the hair and instantly neutralize unwanted orange tones and brassiness.

**Green Tea Extract And UV Absorbers**—help fight fading and tonal change to keep color looking great.

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

## FAQ

**Q:** When should I use Color Balance Purple or Color Balance Blue?

**A:** **Color Balance Purple** keeps unwanted yellow tones from invading blonde and gray hair, while **Color Balance Blue** keeps lightened or highlighted naturally dark brunettes from turning that dreaded shade of “orange”.

**Q:** What is the difference between Color Balance Purple and Blonde Life Violet?

**A:** Color Balance Purple is a sulfated formula containing UV absorbers, green tea extract, and antioxidants. Blonde Life Violet is free from SLS/SLES sulfates, plus contains an exotic blend of Tamanu and Monoi oils.

**Q:** What products work well with Color Balance Purple?

**A:** Blonde Life Brilliant Tone Violet Smoothing Foam and Blonde Life Brilliant Glow Brightening Oil make an ideal treatment/styling cocktail to boost toning and increase shine.

**Q:** What products work well with Color Balance Blue?

**A:** A 5-minute treatment with K-PAK Color Therapy Luster Lock Treatment, followed by 1-2 pumps of Blonde Life Brilliant Glow Brightening Oil, will add intense shine and hydration to brunette hair.