

NEW
Featuring
SmartRelease™ Technology!

JOICO
the **joi** of healthy hair

DEFY DAMAGE SLEEPOVER

Rise and shine with Defy Damage Sleepover, our bedtime bond-strengthener that **nourishes hair while you sleep**. With a brilliant formula that fortifies bonds through the night, this no-rinse treatment delivers **softer, shinier, visibly healthier-looking hair after use by morning**.



WAKE UP TO DREAM HAIR

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

Think beauty-packed slumber party for your hair. A zero-effort, sleep-in treatment that works on damp or dry strands to give you gorgeously radiant hair by breakfast.

- Nourishes hair and strengthens bonds while you sleep*
- Reduces the appearance of split ends
- Instantly softens & smooths hair
- Boosts shine
- Protects against pollution**

Let's Look Inside...

Sleep it off—damage, that is! Powered by ingredients that help restore tired, overworked hair while you catch your Z's, our hard-working formula pulls an all-nighter to deliver a healthy-looking hair transformation you'll definitely want to wake up for.

Protective Lipid—the exact kind found in healthy hair, acts as the first line of defense to help protect hair against damage.

Moringa Seed Oil—helps provide shine and softness with antioxidants, Vitamins A and E, Zinc, and Silica—ingredients that are fundamental to creating healthy, strong, damage-resistant hair.

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.

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.

Now Let's Use It...

Just a few pumps before bed—no need to rinse—just wake up and glow. It's that easy!

Directions: Apply evenly to dry or towel-dried hair at bedtime. Avoid root area. Leave in overnight—no rinsing necessary.

Use 2-3x a week or as needed.

*Against combing breakage on damaged hair vs. a non-conditioning shampoo
**Laboratory tested using pollution particles

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DEFY DAMAGE INVINCIBLE

Introducing Defy Damage Invincible Frizz-Fighting Bond Protector, a multi-tasking conditioning spray that nourishes hair with an invisible cloak of protection against humidity, thermal damage, and pollution. Delivering a hint of holding power and a soft, silky glow, this fine mist is the last stop on your journey to frizz-free hair.



BE INVINCIBLE! STAND STRONG & CONQUER FRIZZ

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

This lightweight, frizz-fighting guardian mists quickly onto dry hair, but keeps its guard for a full 24 hours.

- 24-hour frizz protection
- Instant softness & shine
- Bond protection
- Thermal protection up to 450F°
- Guards against pollution*

Let's Look Inside...

Vanillin—an extract from the vanilla bean, acts as a barrier for hair to help keep frizz at bay.

Moringa Seed Oil—helps provide shine and softness with antioxidants, Vitamins A and E, Zinc, and Silica—ingredients that are fundamental to creating healthy, strong, damage-resistant hair.

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.

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Now Let's Use It...










A Quick and easy way to protect hair from humidity-induced frizz and thermal damage while adding a boost of shine and softness, any time you need it.

Directions: Shake can well. Spray onto dry hair to protect against humidity and fight frizz.

Pro-tip: Also fab in between washes to revive/refresh next-day styles.

*Laboratory tested using pollution particles

Leave-in Protective Treatment Guide

	 <p>Defy Damage Protective Shield</p>	 <p>Defy Damage Sleepover</p>	 <p>Defy Damage Invincible</p>
When to use	Daytime Use   UV PROTECTION HEAT PROTECTION	Nighttime Use  OVERNIGHT	Anytime Use    FRIZZ PROTECTION UV PROTECTION HEAT PROTECTION
What is it?	<ul style="list-style-type: none"> • Leave-in Treatment • Lotion • Dry/wet Application 	<ul style="list-style-type: none"> • No-rinse overnight treatment • Emulsion/elixir • Dry/wet application 	<ul style="list-style-type: none"> • Leave-in treatment spray • Fine mist • Dry only application
What it does	<ul style="list-style-type: none"> • UV protection to help prevent color-fade • Thermal protection up to 450° • 4X more resistant to breakage during heat styling* • Pollution protection** 	<ul style="list-style-type: none"> • Overnight defense/ bond strengthener • Reduces the appearance of split ends • Instantly softens & smoothes • Increases shine • Frizz reduction 	<ul style="list-style-type: none"> • 24-hour frizz protection • Instant softness & shine • Bond protecting • Thermal protection up to 450° • Guards against pollution**
What's Inside?	<p>Moringa Seed Oil helps provide hydration, shine, and softness, with antioxidants, Vitamins A and E, Zinc, and Silica—ingredients that are fundamental to creating healthy, strong, damage-resistant hair.</p> <p>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.</p>		

*Against combing breakage on clean damaged hair

**Lab tested using pollution particles

FAQ

Q: Is there any benefits to combining Defy Damage products like Protective Shield with Invincible?

A: Absolutely! Use Defy Damage Protective Shield on damp hair to style your hair and finish your final look with Defy Damage Invincible Anti-Frizz Bond Protector Spray for frizz control and humidity protection.

Q: Can I use Defy Damage Invincible Anti-Frizz Bond Protector with other hairsprays?

A: Yes. If you want to add a strong hold to your style you may use any of your favorite Joico hairsprays after using Defy Damage Invincible Anti-Frizz Protector.

Q: Will Sleepover stain my bedding?

A: No, it absorbs beautifully and quickly into the hair and will leave no residue.