

JOICO
the **joi** of healthy hair

JOIFULL



HAIR GOALS—FULLfilled!

for plush, lasting volume, fullness & lift

NEW JOIFULL

Big, bouncy, and brimming with body; it's the dream that's now a reality for fine, thin hair. With this powerfully transformative trio—**JoiFull Volumizing Shampoo, Conditioner, and Styler**—long-lasting, full, lush, manageable strands come to life, minus the crunchy, sticky residue typical of most volumizing products. JoiFull creates the kind of natural-looking, touchable volume that builds confidence as well as fullness.

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

It's full-on thick, bouncy hair with the ease of three completely cohesive steps: Cleanse to build the foundation for fullness; Condition for healthy volume and protection; then power up big-time with one game-changing styler.

- Fuller, thicker, bouncier hair
- 24-hour style retention*
- Provides long-lasting humidity protection*
- Instantly adds shine

JoiFull Volumizing Shampoo

We're setting the scene for plush, long-lasting fullness with this richly lathering cleanser that gently whisks away oil and dirt known to weigh down fine hair. Leaves strands clean with a sheen—uniquely nourished and ready for extraordinary body with a natural feel.

- Rich lather gently yet thoroughly cleanses hair
- Adds instant, lightweight body

JoiFull Volumizing Conditioner

Everything fine hair could want from a conditioner: a formula with powerful detangling ingredients designed to create full, airy, touchable body without weighing hair down. This daily-use conditioner nourishes fine strands with a barely-there touch, delivering easy-to-comb glide power and a unique, lightweight feel.

- Helps strengthen and nourish hair
- Leaves strands tangle-free

JoiFull Volumizing Styler

Dreaming of bigger and better hair? Here's the hero that swoops in with body, bounce, and brilliant fullness, while saving you from the sticky, crunchy residue of typical volumizers. You'll experience the unique glide and slip of an airy crème, plus the molding and shaping power of a gelée...all in one game-changing hybrid. Instantly transforms fine strands into full, luxurious, natural-looking hair.

- Easily add lasting lift and body without leaving hair stiff and crunchy
- Long-lasting humidity protection
- Protects from thermal damage for up to 450°F

Let's Look Inside...

The ingredients in JoiFull elevate hair, delivering an explosion of fullness along with healthy-looking, strong, shiny hair and long-lasting results.

Rice Protein, rich in amino acids, helps to strengthen and thicken hair while providing a fuller feel and visible lift to fine, limp hair.

Bamboo Extract, fibrous and rich in silica, helps to build volume while promoting thicker, stronger, shinier strands.

Lotus Flower, a prized exotic bloom full of strength-building protein, magnesium, and potassium, helps improve elasticity and gives hair a healthy appearance.

SmartRelease Technology packs our triple-powered, healthy-hair ingredients inside an invisible liposome. This unique delivery system offers continuous release to the hair, protecting it against the recurring damage caused by daily styling and wear.



*When using JoiFull Volumizing Shampoo, Conditioner, and Styler as a system

Now Let's Use It...

JoiFull Volumizing Shampoo

DIRECTIONS:

Apply to wet hair. Lather. Rinse well.

JoiFull Volumizing Conditioner

DIRECTIONS:

Apply a small amount to clean, damp hair. Leave in just 1-2 minutes and rinse. Avoid applying to root area if hair is very fine.

JoiFull Volumizing Styler

DIRECTIONS:

Apply 1-2 pumps into hands. Work evenly throughout hair and blow-dry to activate fullness and lift with staying power.

FAQ

Q: What is the hold level for the JoiFull Volumizing Styler?

A: JoiFull Volumizing Styler provides medium hold.

Q: How much JoiFull Volumizing Styler should I apply?

A: A little goes a long way, so start with the recommended 1-2 pumps and go from there.

PRO TIP: If your hair is long or you have medium texture, apply styler on the top section of your hair last so you can set it for maximum volume.

Q: Can I let my hair air-dry after applying JoiFull Volumizing Styler?

A: We don't recommend this. Our state-of-the-art styler features a heat-activated technology. For best results, blow-dry using a round brush to create volume and lift.

Q: Will the JoiFull Volumizing Styler make my hair stiff?

A: No. This Volumizing Styler is the ideal way to create full, lush, bouncy hair for everyday style. **PRO TIP:** Want to turn up the volume even more? Use Volumizing Styler as a foundation during your blowout, then add Joico's Body Shake Texturizing Finisher to dry hair for an even more JoiFull finish.

Q: How long can I expect the fullness to last?

A: Style will last up to 24 hours.

Q: How else can I use the JoiFull collection in my salon?

A: Use for glamorous red carpet blowouts or special occasion updos.



Layer JoiFull with these Joico stylers for endless possibilities.

JoiFull + Joico Weekend Hair Dry Shampoo

Result: Airy fullness and style.

HOW-TO:

Shampoo and condition with JoiFull. Apply JoiFull Volumizing Styler (1-2 pumps) into hands. Work evenly throughout hair and blow-dry with a round brush to activate fullness and lift. For clients who wash their hair 1-2 times a week, use Joico Weekend Hair for added light volume and oil absorption.



JoiFull + Joico Body Shake Texturizing Finisher

Result: Extended fullness and style with a clean feel.

HOW-TO:

Shampoo and condition with JoiFull. Apply JoiFull Volumizing Styler (1-2 pumps) into hands. Work evenly throughout hair and blow-dry with a round brush to activate fullness and lift. For added plush body and volume, spray Joico Body Shake to dry hair for added drama and lift.



JoiFull + Joico Flip Turn Volumizing Finishing Spray

Result: Maximum fullness and style.

HOW-TO:

Shampoo and condition with JoiFull. Apply JoiFull Volumizing Styler (1-2 pumps) into hands. Work evenly throughout hair and blow-dry with a round brush to activate fullness and lift. For added daily hold, finish hair with Joico Flip Turn to lock in style.

