

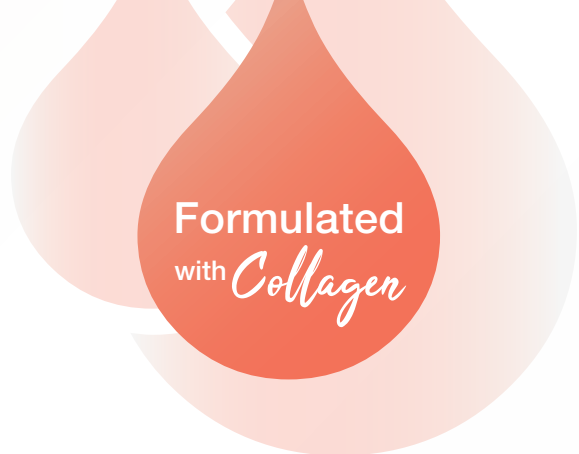
NEW

JOICO
the **joi** of healthy hair

YOUTHLOCK

*Beautiful Hair
is Ageless*

Love your hair at any age with **NEW** Joico **YOUTHLOCK**: our truly transformative collection that recaptures youthful bounce, shine, and manageability; while locking in strong, lustrous hair. Formulated with collagen, this fab foursome is a breath of fresh (h)air for mature, tired tresses!



Formulated
with *Collagen*

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

Hair that's lost its bounce and body? Dull, dry look? Strands that constantly fall from grace? With Joico's YouthLock formulated with Collagen, hair gets a second chance to take the stage and shine!

- Hair looks youthful with body and bounce
- Reduces hair fall*
- Boosts hair's healthy shine
- Softens brittle hair and improves manageability
- Free of SLS/SLES sulfates**
- No parabens added
- Color-safe

Let's Look Inside...

Bring back the joi of youthful-looking hair with Joico YouthLock. Our new generation of radiance-boosting formulas—formulated with collagen, buriti fruit oil, and SmartRelease® Technology—puts dry, brittle, unmanageable strands on the path to a glowing future.

FAQ

Q: Are the YouthLock care products safe for color-treated hair?

A: Yes.

Q: What is "hair fall"?

A: Hair fall is breakage that can occur when brushing or styling hair. Hair fall is associated with breakage due to weak or damaged hair.

Q: Can I use YouthLock care if I want to prevent the signs of aging hair?

A: Our YouthLock care collection is ideal for those who desire shiny, youthful-looking hair with reduced hair fall and less breakage.

Q: I love the benefits of a masque, but will YouthLock Treatment Masque weigh down my hair?

A: No, our YouthLock Treatment Masque is formulated to nourish and strengthen hair without weighing it down.



* Due to breakage from brushing on damaged hair vs. non-conditioning shampoo

** SLS/SLES sulfates = sodium lauryl sulfate/sodium laureth sulfate

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YOUTHLOCK Shampoo

YouthLock Shampoo provides a prime opportunity to gently cleanse tired tresses, bringing back the joi of lush, lively, lustrous-looking hair.

- Free of SLS/SLES Sulfates*
- Gently cleanses hair
- Reduced hair fall**
- Boosts shine

Directions: Apply to wet hair. Lather. Rinse. Follow with YouthLock Conditioner.

YOUTHLOCK Conditioner

The future of beauty? YouthLock Conditioner, the solution for mature hair that's dry, brittle, and falling short these days. Delivering that telltale body, bounce, shine, and softness, this moisturizing caretaker reinvents hair with a lustrous new outlook.

- Hair feels hydrated
- Softens brittle hair
- Detangles hair
- Boosts shine
- Adds youthful body and bounce

Directions: Apply to clean, damp hair. Leave in 1-2 minutes. Rinse.

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

**Due to breakage from brushing on damaged hair, when used with YouthLock Conditioner vs. a non-conditioning shampoo



YOUTHLOCK Treatment Masque

YouthLock Treatment Masque helps give falling hair the brush-off, big-time shine, and lively bounce in a single, nourishing application.

- Leaves hair feeling nourished
- Softens dry, brittle hair without weighing it down
- Boosts shine
- Reduces frizz
- Reduces hair fall***
- Hair's healthy appearance is dramatically improved

Directions: Apply to clean, damp hair. Leave in 2-5 minutes. Rinse.

YOUTHLOCK Blowout Crème

When hair is already giving off signals of fatigue and frizz, the last thing you need is a direct hit from blow-drying that doubles down on damage. YouthLock Blowout Crème steps in front of the struggle, to help safeguard strands with luxurious protection that reverses the effects of time on your tresses.

- Delivers youthful body and bounce
- Boosts hair's healthy glow
- Provides protection from breakage and hair fall during brushing and blow-dry styling
- Controls frizz and static
- Long-lasting results with protection against humidity
- Strengthens and protects hair

Directions: Apply evenly through clean, damp hair and blow-dry. Avoid root area.

***Due to breakage from brushing on damaged hair vs. a non-conditioning shampoo