



LIGHTENERS

Don't know which Joico lightener is right for the job? Get to know our amazing formulas.

	BLONDE LIFE® Crème Lightener	BLONDE LIFE® Lightening Powder	BLONDE LIFE® Balayage Lightener	VERO K-PAK® Crème Lightener	VEROLIGHT® Lightening Powder
	<p>BUILD BONDS FOR STRONG BLONDES WITH BLONDE LIFE! This collection features your must-haves for lightning-fast, multi-process blonding services that lift hair up to 9+ levels! Formulated with bond-building Arginine and a signature oil blend to help protect hair against breakage and deliver healthy-looking results.</p>			<p>Formulated with Quadramine® Complex to help repair and protect hair as you lighten up to 8 levels.</p>	
					
Ideal for	balayage, freehand, ombré, highlights, and on-scalp lightening	highlights, on-scalp lightening, extreme lift, and quick lift	balayage and free-hand painting	highlights, on-scalp lightening, and balayage techniques	highlights, on-scalp lightening, and babylights
Lifting Power	up to 9+ levels	up to 9+ levels	up to 7+ levels	up to 8 levels	up to 8 levels
Base	white crème	cool, blue powder	white powder with a hint of blue	cool, blue crème	white powder
Timing	our fastest-lifting crème lightener* * vs. other Joico crème lighteners	our fastest-lifting powder lightener* * vs. other Joico powder lighteners	moderate to fast	fast	fast
On-/Off-Scalp	on- & off- scalp	on- & off- scalp	off scalp	on- & off- scalp	on- & off- scalp
Tech Savvy	Formulated with bond-building Arginine + our signature Tamanu & Monoi Oil blend for beautiful blonde hair.			Repairs and protects hair during lightening with Quadramine® Complex. Plus, ultra-nourishing Shea Butter helps maintain ideal lipid-balance for healthy-looking results.	Contains K-PAK Keratin and moisturizing Sorbitol crystals for protection and healthy-looking results.
The Joiful Difference	Strengthens hair, reducing breakage by over 54%* in just one treatment * Against combing breakage on damaged hair when used with Joico Blonde Life Brightening Masque vs. a non-conditioning bleach No additives necessary—all the conditioning and protection hair needs is loaded into the formula		For fearless, foil-free lightening and painting techniques • Soft clay texture stays put when lifting • Stays moist and does not transfer while processing	No dryness & dullness post lightening	Leaves hair in healthy-looking K-PAK® condition
You'll LOVE it if you like	Wella Blondor Soft Blonde Cream, Schwarzkopf BlondMe Paint-On Lightener, #MyDentity #BIG9 Crème Lightener	Schwarzkopf BlondMe, Redken Blond Idol FlashLift, L'Oréal Blonde Studio	Pravana Pure Light, Redken Free Hand, BlondMe Bond Enforcing Clay Lightener, Kenra Simply Blonde Clay Lightener, L'Oréal Blond Studio 7	Wella Blondor Soft Blonde Cream, Schwarzkopf BlondMe Paint-On Lightener	Wella Blondor Multi-Blonde Powder
FOR PROFESSIONAL USE ONLY.					
Mix with any Joico developer of your choice: Blonde Life Coconut Oil Developers, LumiShine Creme Developers or Vero-K-PAK Veroxide®.					