



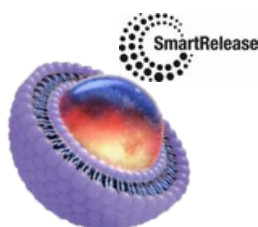
JOICO 50
the **joi** of healthy hair

PRODUCT CATALOGUE 2025

Our Story:

JOICO Has Unique Equity as the Healthy Hair Brand, Rooted In Technology

- JOICO was founded in 1975 by Steve Stefano, a Los Angeles hairstylist who pioneered repairing hair from the inside with the use of human hair keratin.
- Even today, over 40 years, Joico remains focused against its historic roots of healthy hair, serving professional hairstylists and their clients with technological advances in hair repair and damage prevention.



JOICO repairs hair damage with **smart repair technology**—patented systems that replace the exact Keratin proteins lost in damaged hair.

Smart repair technologies act like personal hair mapping systems targeting only your damaged areas with the exact hair Keratin proteins that have been lost,
returning hair to its natural state.



JOICO, the healthy hair company that strives to bring the joi of healthy hair through all its products, is now officially even more joi-ful.

JOICO is now certified by People for the Ethical Treatment of Animals (PETA) as “Animal Test-Free” & “PETA Approved.”

This means that JOICO has been verified as not conducting, paying for, or allowing any tests on animals, whether for its products’ ingredients or formulations, or finished products, anywhere in the world.



Our Eco-commitment

JOICO is proud to be an EPA Green Power Partner.

Around the world, we are focused on sustainability, including resource efficiency and contributing to climate protection.

We know that sustainability initiatives are driven by consumer demand for green products, and a desire to create sustainable value for our business and planet.

Our Mission:

To be the **#1 global professional brand** that delivers on the promise of healthy hair:

- Shine,
- Strength,
- Repair,
- Damage prevention

resulting in a sense of



JOI,
confidence
beauty

Our Belief:

There's nothing in the world like the beauty of healthy hair. Its vitality, color and shine light up a room and lift the spirit. Joico has a name for this remarkable energy.

We call it
"Joi".

Joi is at the heart of everything we do.

The joi of healthy hair

is our promise and our commitment.



K-PAK



CLARIFYING SHAMPOO

Cleanses deeply. Removes mineral deposit, product build-up and debris.

*only non color safe JOICO shampoo.

• 300ml

• J2574271



RECONSTRUCTING SHAMPOO

Cleanses and reconstructs.

• 300ml

• J2574269



RECONSTRUCTING CONDITIONER

Conditions, detangles and reconstructs.

• 250ml

• J2574887



RECONSTRUCTOR

Can stop hair from breaking by restoring it's original strength.

Prevents color fading by rebuilding internally . Increases elasticity, shine, condition and style-ability.

• 150ml

• J2574891



HYDRATOR

Instantly hydrates, softens and smoothens, removes frizz. Seals cuticle and improves elasticity, body and shine.

• 250ml

• J2574894



LIQUID RECONSTRUCTOR

Provides ultra-light reconstruction.

• 300ml

• J2574889

K-PAK COLOR THERAPY



COLOR-PROTECTING SHAMPOO

Cleanses and intensively preserves color through B-layer replenishment.

- 300ml
- J2571123



COLOR-PROTECTING CONDITIONER

Conditions, detangles and intensively preserves color through B-layer replenishment.

- 250ml
- J2571813



LUSTER LOCK

Protects against color fadeage, increase color longevity on damaged, color-treated hair.

- Winner of Stylist Choice Awards 2017
- 150ml
- J2571126



LUSTER LOCK MULTI-PERFECTOR SPRAY

Locks in more than 89% of color vibrancy after 10 shampoos. Strengthens each strand individually. Detangles and provides tension-free wet combing on any hair length. Protects hair against UV rays and heat styling. Reduces the appearance of split ends and frizz and adds ultimate softness & shine.

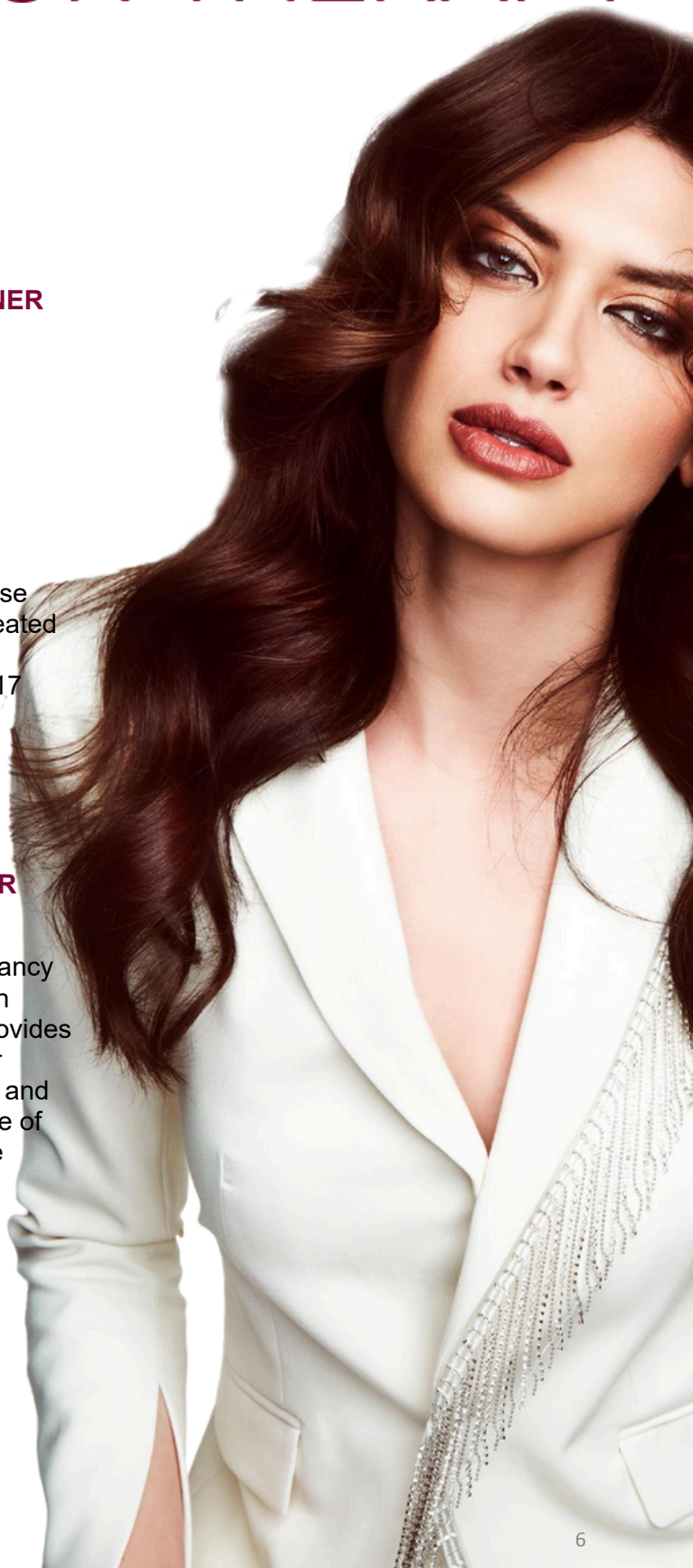
- 200ml
- J2571121



LUSTER LOCK GLOSSING OIL

Instant softness & smoothness, guaranteeing 150% more shine. Just gloss and go, gorgeous!

- 63ml
- J2571547



DEFY DAMAGE



PROTECTIVE SHAMPOO

A rich luxurious lather, loaded with damage-preventing ingredients, gently and swiftly sloughs away dirt, impurities and build-up without roughing up the cuticle or stripping vibrant color.

- Free from SLS/SLES (sodium lauryl/sodium laureth) sulphates.
- 300ml
- J2453719



PROTECTIVE CONDITIONER

Replenish moisture and builds resilience without weighing hair down. Helps prevent daily damage and boost vital moisture.

- 250ml
- J2453711



PROTECTIVE SHIELD

Protects hair against heat styling, UV exposure and environmental pollution. Makes hair 4x more resistant to breakage during heat styling and protects against color fadeage.

- 100ml
- J2453721



PROTECTIVE MASQUE

Rebuilds broken bonds and deeply replenish hair without weighing it down.

- 150ml
- J2453713



SLEEP OVER

Overnight Nourishing Treatment provides deep nourishment while you sleep and protects hair from daily damage and pollution.

- 100ml
- J2640021

DEFYDAMAGE



IN A FLASH

A quick journey to strong hair! With the innovative power of Defy Damage, IN A FLASH helps build bonds, delivering a dazzling, 7-second transformation you can see and feel. Hurtling hair towards healthy in a unique liquid-to-crème formula, this swift hair protector helps build bonds, making hair stronger and less prone to breakage.

- 200ml
- J2939535



KBOND20

What do you get when you combine a legacy of JOICO's super-charged hair repair and the power of damage control in a single, extraordinary product? Meet KBOND20, power masque from Defy Damage...JOICO's brand-new, bond-building treatment that doubles down on technology for 5X stronger hair.

- 150ml
- J2939869



DETOX SHAMPOO

JOICO Defy Damage Detox Shampoo is a clarifying formula that dives deep leaving hair and scalp feeling clean while being gentle on color, without leaving hair feeling stripped or dry.

- 300ml
- J2938339

MOISTURERECOVERY



MOISTURE SHAMPOO

Cleanses and hydrates intensively.

- 300ml
- J2564532



MOISTURE CONDITIONER

Conditions, detangles and hydrates intensively.

- 300ml
- J2564535



TREATMENT BALM

Hydrates intensively by restoring the natural hydro-lipidic layer. Soothes, smoothens and recovers natural humidity.

- 250ml
- J2564537

HYDRASPLASH



HYDRATING SHAMPOO

Thoroughly cleanses hair without stripping natural moisture and leaves hair feeling soft and hydrated.

- 300ml
- J2561256



HYDRATING CONDITIONER

A unique lightweight conditioner that delivers just the right amount of hydration to dry, fine – medium hair. Detangles even super fine hair.

- 250ml
- J2561385



HYDRATING GELÉE MASQUE

Infuses fine – medium hair with a shower of lightweight – but powerful – hydration while reducing frizz without weighing hair down.

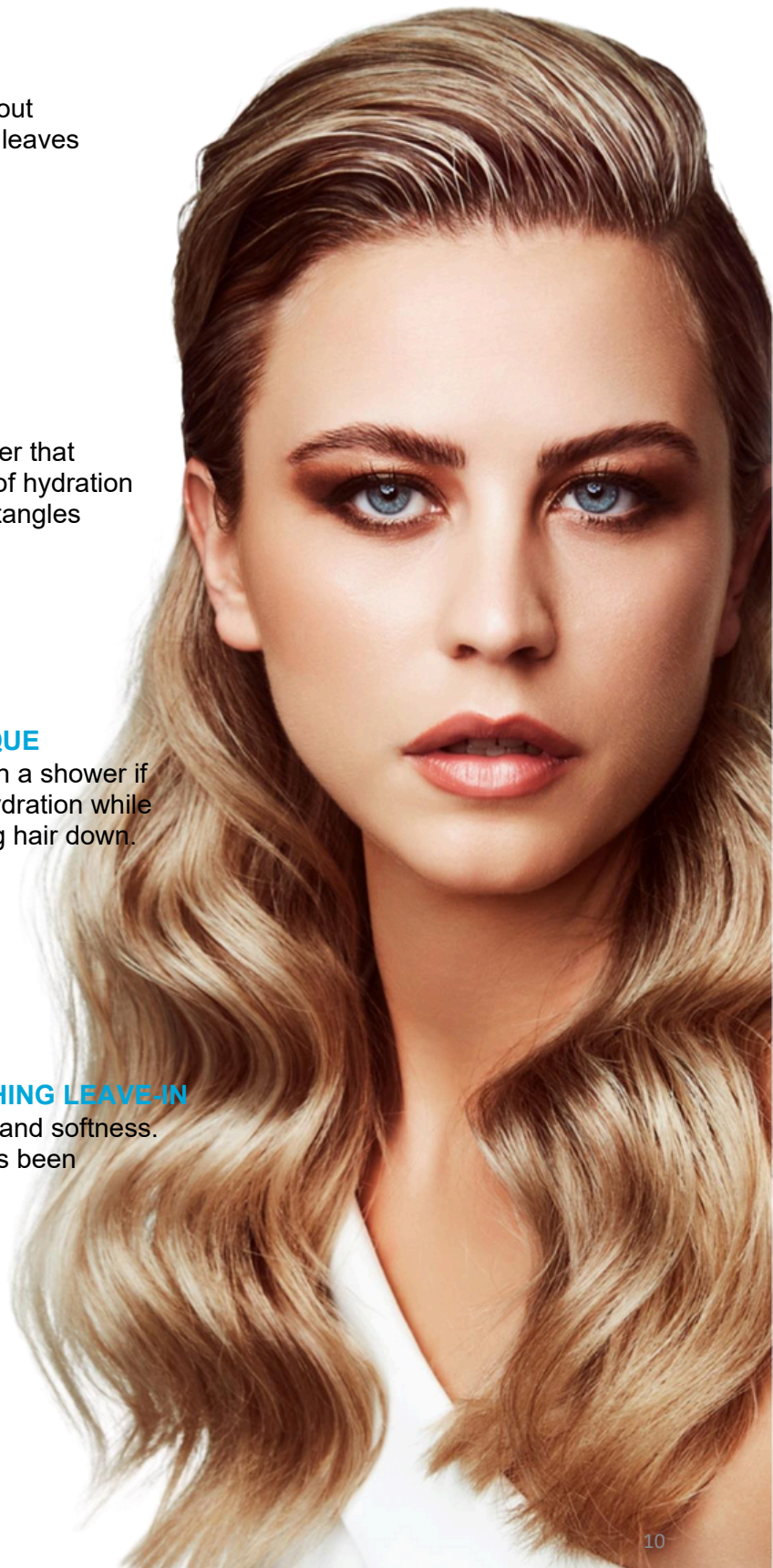
- 150ml
- J2561388



HYDRASPLASH REPLENISHING LEAVE-IN

Frizz fighting hydration, shine and softness. Keeps on working long after its been applied.

- 100ml
- J2561389



JOIFULL



VOLUMIZING SHAMPOO

This richly lathering cleanser that gently removes oil and dirt known to weigh down fine hair. Leaves strands clean with sheen – uniquely nourished and ready for extraordinary body with natural feel. • 300ml

- J2497293



VOLUMIZING CONDITIONER

Help strengthen and nourish fine hair, this formula with powerful detangling ingredients designed to create full, airy, touchable body without weighing hair down.

- 250ml
- J2493548



VOLUMIZING STYLER

Easily adds lasting lift and body without leaving hair stiff and crunchy. You'll experience the unique glide and slip of a airy crème, plus the molding and shaping power of a gelée. Protects from thermal damage for up to 212 C

- (450 °F)
- 100ml
 - J2493549

BLONDELIFE



BRIGHTENING SHAMPOO

Sulphate-free shampoo that gently cleanses blonde hair and replenishes vital nutrients – resulting in brilliant healthy blondes.

- 300ml
- J2549753



BRIGHTENING CONDITONER

With the lightness of a lotion and the power of a serum, this ultra - nourishing conditioner revives blonde locks.

- 250ml
- J2497296



BRIGHTENING MASQUE

Prevents blonde locks from dulling and yellowing.

- 150ml
- J2497297



BRILLIANT GLOW OIL

2x More shine making hair appear brighter than ever. Makes hair 7x stronger while smoothing down frizz. Provides 87% less combing breakage on clean hair.

- 100ml
- J2497295



BLONDE STRONG DETANGLER

This multitasking protector helps detangle those fragile strands while keeping them resilient and shielded from UV rays and heat-styling tools.

- 200ml
- J2904213

BLONDELIFE



BLONDE LIFE COLOR DEPOSIT MASQUE ROSE GOLD

Blonde Life Color Enhancing Masques – help refresh your unique blonde tones by neutralizing unwanted warmth or enhancing luscious rose or peach hues. Feel the luxurious transformation and watch your 'do stay true for up to three washes.

• 150ml

• J2818311



BLONDE LIFE COLOR DEPOSIT MASQUE SILVER

Blonde Life Color Enhancing Masques – help refresh your unique blonde tones by neutralizing unwanted warmth or enhancing luscious rose or peach hues. Feel the luxurious transformation and watch your 'do stay true for up to three washes.

• 150ml

• J2818310



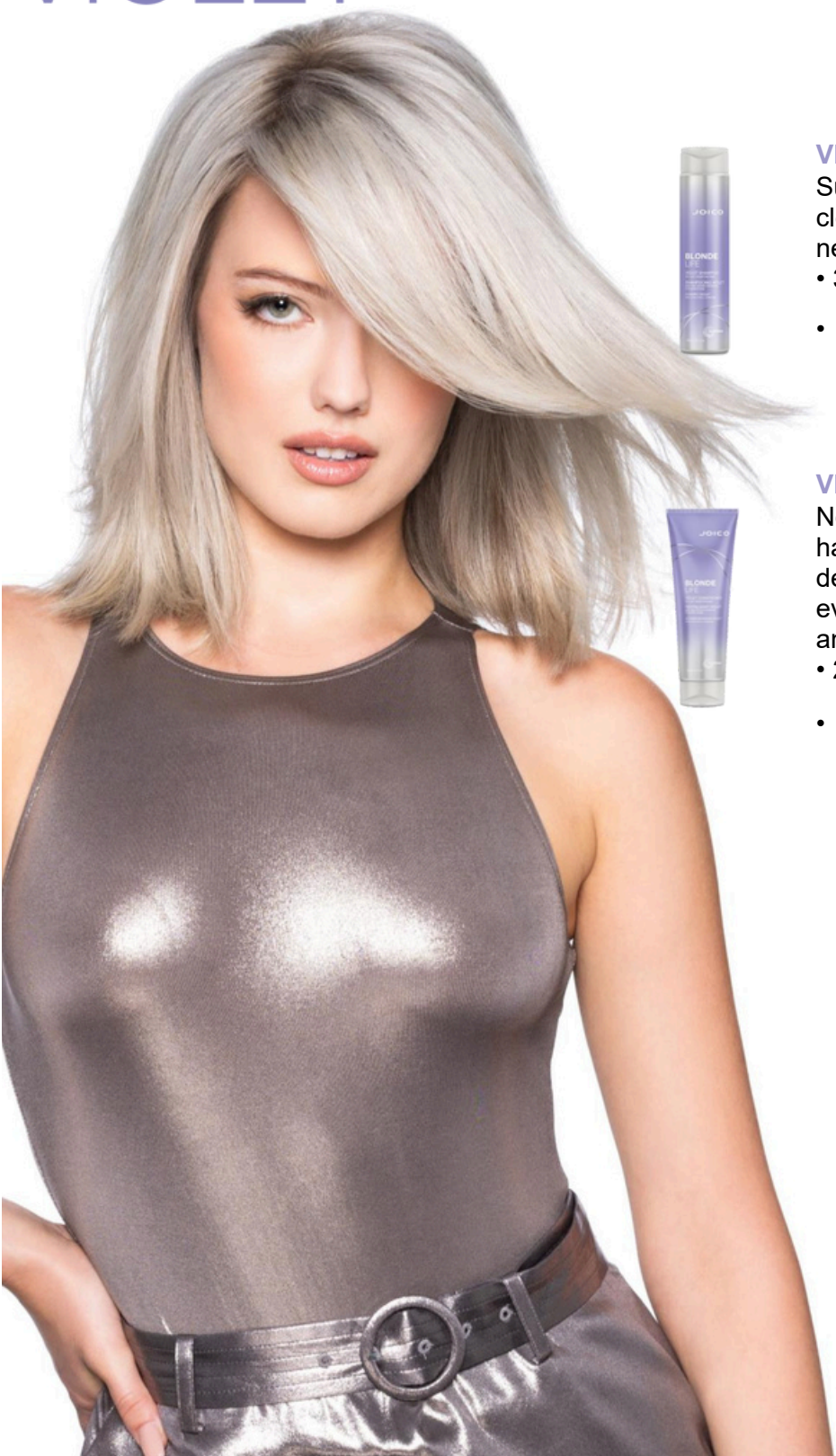
BLONDE LIFE COLOR DEPOSIT MASQUE VIOLET

Blonde Life Color Enhancing Masques – help refresh your unique blonde tones by neutralizing unwanted warmth or enhancing luscious rose or peach hues. Feel the luxurious transformation and watch your 'do stay true for up to three washes.

• 150ml

• J2818283

BLONDELIFE VIOLET



VIOLET SHAMPOO

Sulphate-free shampoo that gently cleanses with a rich lather while neutralizing brassy tones.

• 300ml

• J2549764



VIOLET CONDITIONER

Nourishes and protects fragile blonde hair, provides incredible slip for easy detangling and gives blonde hair everything it needs – shine, hydration and toning.

• 250ml

• J2551628

COLORFUL



ANTI-FADE SHAMPOO

A gentle cleanser that takes out what you DON'T want and leaves behind everything you DO! With Colorful Anti-Fade Shampoo, daily dirt is gently washed away; while it preserves the long-term vibrancy and intensity of gorgeous hair color—nourishing strands so hair looks healthier and shinier

- 300ml
- J2631704



ANTI-FADE CONDITIONER

This brilliantly hydrating, daily conditioner does a delicate balancing act on color-treated hair – infusing strands with softness and shine, while providing hair with true and steady protection against the big fade.

- 250ml
- J2631707



GLOW BEYOND SERUM

Imagine an instant, noticeable, stunning hit of vibrancy — the kind of punch that boosts the brilliance of hair color. That's what you get with this Anti-Fade Serum that puts the spotlight on radiance, while helping to protect hair against harsh, color-fading UV rays. Formulated with rich Camellia Oil and Pomegranate Fruit Extract, this instant treatment highlights and helps prolong the freshness of fabulous hair color.

- 63ml
- J2631708



YOUTHLOCK



YOUTHLOCK SHAMPOO

Collagen-enriched cleanser that goes full tilt for truly revitalized hair.

- 300ml
- J2694210



YOUTHLOCK CONDITIONER

Collagen-enriched solution for mature hair that's dry, brittle and lifeless. • 250ml • J2694235



YOUTHLOCK TREATMENT MASK

Collagen-enriched nourishing treatment that transforms unruly strands into a manageable halo of shine.

- 150ml
- J2694227



YOUTHLOCK BLOWOUT CREME

Collagen-enriched heat-busting shield that protects mature hair from breakage, hair fall, humidity and frizz.

- 177ml
- J2729167

SCALP VITALITY

NEW



SCALP VITALITY REFRESHING SHAMPOO

Gently cleanses while invigorating the scalp, leaving hair feeling fresh, balanced, and revitalized

• 300ml

• J2988073



SCALP VITALITY EXFOLIATING FOAMING SCRUB

Deeply purifies and gently removes buildup, leaving the scalp refreshed, balanced, and healthy.

• 177ML

• J2988075



SCALP VITALITY REPLENISHING ESSENCE

Nourishes and hydrates the scalp, restoring comfort, balance, and long-lasting freshness.

• 100ml

• J2988074

STYLE&FINISH



JOIMIST FIRM Protective Finishing spray

JoiMist Firm locks in Level 9 style and locks out the elements that can ruin your style for a stay-put finish that can stand up to humidity and pollution*.

- 350ml
- J2620785



FLIP TURN Volumizing Finishing spray

Shine-boosting Flip Turn is the spray that never flakes out on you. Work all the angles with ease –the innovative nozzle does the job for you.

- 325ml
- J2548915



POWER SPRAY Fast-dry finishing spray

It's a one-and-done application, as Power Spray's protection and hold keep your style going long after you put it in its place. • 345ml

- J2548914



HUMIDITY BLOCKER+ Protective Finishing spray

It's an all-in-one frizz fighter, amped-up with a bit of hold, shine, and protection against pollution*—all while also reducing static!

- 180ml
- J2691106



JOI WHIP Firm hold Designing foam

Think of JoiWhip as the mousse with a mission: to boldly boost body and shine in one airy "poof" of protection.

- 300ml
- J2620773



JOI GEL FIRM Styling Gel

There's a whole lot more to JoiGelFirm than just holding power: Consider it your go-to, firm-holding styler that protects hair with a shot of glam.

- 250ml
- J2620779



HEAT HERO Glossing Thermal Protector

The instant you spray it on, this brilliant hair guardian springs into action, protecting each strand from the thermal assault of blow-dryers, flat irons, and other damaging heat-styling tools. Along with it? A healthy, glossy sheen that fortifies strands and locks out hair-dulling pollutants.

- 180ml
- J2858588



DREAM BLOWOUT Blow-dry Creme

Get the long-lasting blowout of your dreams – enviable hair that feels clean and nourished.

- 200ml
- J2561394

STYLE&FINISH



BODY SHAKE Texturizing Finisher

Volumizing and texturizing dry aerosol spray with a matt finish for fine to medium hair.

- 250ml
- J2548911



HAIR SHAKE Liquid-to-powder texturiser

Oil-free non sticky formula that thickens hair and boosts volume, absorbing oil and controlling humidity.

- 150ml
- J2620522



WEEKEND HAIR Dry Shampoo

Weekend Hair dry shampoo extends do's and helps preserve hair color and keep fade away. Containing oil-absorbing ingredients and volume boosters.

- 255ml
- J2493553



CURL Hydrating Foam

Curl Hydrating Foam is a lightweight, silicone-free styling foam that defines and hydrates curls while controlling frizz for up to 72 hours. It enhances bounce and softness, making it ideal for wavy to coily hair.

- 200ml
- J2943584



CURL Creme Styler

Curl Crème Styler is a lightweight, silicone-free cream that defines curls, tames frizz, adds moisture, and protects against heat—leaving curls soft and bouncy.

- 200ml
- J2942680



ZEROHEAT Air Drying Styling Creme

ZERO HEAT for fine/medium hair Without the heft of a heavy crème. Zero Heat delivers a natural-looking, no-blow-dry style while reducing frizz and boosting shine.

- 150ml
- J2561864



RISE UP Powder Spray

Raise the stakes –and flat hair. Hair is instantly and beautifully volumized, full, and uplifted.

- 9gr
- J2640037



CURL CONFIDENCE Defining Creme

A frizz-busting boost of shine, hydration, and movement that beautifully defines every curl so that your locks bounce with JOI.

- 177ml
- J2787975



CURL Defining Gelee

Curl Defining Gelée is a medium-hold gel that defines curls, controls frizz for 72 hours, and adds shine without flaking. It's lightweight, hydrating, and safe for all curl types.

- 250ml
- J2943583

K-PAK PROFESSIONAL



CLARIFYING SHAMPOO

Cleanses deeply. Removes mineral deposit, product build-up and debris.
*only non color safe JOICO shampoo.

- 1000ml
- J2574884



H.K.P

Improves result of all chemical services. Improves the hair's strength and integrity. Prevents breakage and over-processing on porous ends.

- 300ml
- J2574902



CUTICLE SEALER

Smoothens and tightens cuticle by reducing swelling. Neutralizes any ammonia residue and stops oxidation. Softens, detangles and increases elasticity. • 1000ml

- J2574901



RECONSTRUCTING SHAMPOO

Cleanses and reconstructs.

- 1000ml
- J2574270



RECONSTRUCTOR

Can stop hair from breaking by restoring it's original strength. Prevents color fading by rebuilding internally. Increases elasticity, shine, condition and style-ability.

- 1000ml
- J2574892



RECONSTRUCTING CONDITIONER

Conditions, detangles and reconstructs.

- 1000ml
- J2574888



HYDRATOR

Instantly hydrates, softens and smoothens, removes frizz. Seals cuticle and improves elasticity, body and shine. • 1000ml

- J2574896

K-PAK COLOR THERAPY PROFESSIONAL



COLOR PROTECTING SHAMPOO

Cleanses and intensively preserves color through B-layer replenishment.

- 1000ml
- J2571123



CONDITIONER

Conditions, detangles and intensively preserves color through B-layer replenishment.

- 1000ml
- J2571813



LUSTER LOCK

Protects against color fadeage, increase color longevity on damaged, color-treated hair.

- Winner of Stylist Choice Awards 2017
- 500ml
- J2571127

DEFY DAMAGE PROFESSIONAL

PRO SERIES 1 & 2

Bond protecting and color perfecting treatment. In two easy steps ProSeries helps protect and strengthen hair bonds – before, during and after every chemical service – helping to ensure healthiest looking hair imaginable.

- 80% less breakage Increased
- and or even lift Evens porosity
- for better color deposit
- J2453716 J2453714
-



PROTECTIVE SHAMPOO

A rich luxurious lather loaded with damage-preventing ingredients that gently and swiftly sloughs away dirt, impurities and build-up without roughing up the cuticle or stripping vibrant color.

- Free from SLS/SLES (sodium lauryl/ sodium laureth) sulphates.
- 1000ml
- J2453717

PROTECTIVE CONDITIONER

Replenish moisture and builds resilience without weighing hair down. Helps prevent daily damage and boost vital moisture.

- 1000ml
- J2453710



DETOX SHAMPOO

JOICO Defy Damage Detox Shampoo is a clarifying formula that dives deep leaving hair and scalp feeling clean while being gentle on color, without leaving hair feeling stripped or dry.

- 1000ml
- J2938338

MOISTURE RECOVERY PROFESSIONAL



MOISTURE SHAMPOO

Cleanses and hydrates intensively.

- 1000ml
- J2564533



MOISTURE CONDITIONER

Conditions, detangles and hydrates intensively.

- 1000ml
- J2564536



TREATMENT BALM

Hydrates intensively by restoring the natural hydro-lipidic layer. Soothes, smoothens and recovers natural humidity.

- 500ml
- J2564538

HYDRASPLASH PROFESSIONAL



HYDRATING SHAMPOO

Thoroughly cleanses hair without stripping natural moisture and leaves hair feeling soft and hydrated.

- 1000ml
- J2561384



HYDRATING CONDITIONER

A unique lightweight conditioner that delivers just the right amount of hydration to dry, fine – medium hair. Detangles even super fine hair.

- 1000ml
- J2561387

COLORFUL PROFESSIONAL



ANTI-FADE SHAMPOO

A gentle cleanser that takes out what you DON'T want and leaves behind everything you DO! With Colorful Anti-Fade Shampoo, daily dirt is gently washed away; while it preserves the long-term vibrancy and intensity of gorgeous hair color—nourishing strands so hair looks healthier and shinier

- 1000ml
- J2631705



ANTI-FADE CONDITIONER

This brilliantly hydrating, daily conditioner does a delicate balancing act on color-treated hair – infusing strands with softness and shine, while providing hair with true and steady protection against the big fade.

- 1000ml
- J2631706

JOIFULL PROFESSIONAL



VOLUMIZING SHAMPOO

This richly lathering cleanser that gently removes oil and dirt known to weigh down fine hair. Leaves strands clean with sheen – uniquely nourished and ready for extraordinary body with natural feel.

- 1000ml
- J2497294



VOLUMIZING CONDITIONER

Help strengthen and nourish fine hair, this formula with powerful detangling ingredients designed to create full, airy, touchable body without weighing hair down.

- 1000ml
- J2497292

BLONDE LIFE PROFESSIONAL



BRIGHTENING SHAMPOO

Sulphate-free shampoo that gently cleanses blonde hair and replenish vital nutrients – resulting in brilliant healthy blondes.

- 1000ml
- J2549754



BRIGHTENING CONDITONER

With the lightness of a lotion and the power of a serum, this ultra-nourishing conditioner revives blonde locks.

- 1000ml
- J2549774

BLONDE LIFE VIOLET PROFESSIONAL



BLONDE LIFE VIOLET SHAMPOO

Sulphate-free shampoo that gently cleanses with a rich later while neutralizing brassy tones.

- 1000ml
- J2549773



BLONDE LIFE VIOLET CONDITIONER

Nourishes and protects fragile blonde hair, provides incredible clip for easy detangling and gives blonde hair everything it needs – shine, hydration and toning.

- 1000ml
- J2550830



CONTACT US

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