



Tel: 434-5766 / 228-1377

Price List 2018-2019



Violet Restoration KPAK Duo Light Luma
shine Luster Lock Vibrant Color SUDS JOI.
Color Red Scarlet Joico Healthy Hair Vibra

K-PAK[®] REVITALUXE™

**BIO-ADVANCED
RESTORATIVE TREATMENT**
to revitalize, nourish & repair



Description	Size	Order#			
<p>K-PAK REVITALUXE</p> <p>A luxurious restorative treatment that corrects years of damage while protecting against future damage.</p> <p>Keratin Peptide Complex delivers over 2x more resistance to breakage while protecting against color fade by 94%.</p> <p>Your hair will become dramatically stronger, softer, shinier and more moisturized with each application.</p>	480 ml	J141094			
	150 ml	J141284			
	50 ml	J14153			



Description	Size	Order#			
<p>K-PAK Chelating Shampoo for clarifying, chelating & conditioning</p> <ul style="list-style-type: none"> An intense clarifying treatment that cleanses the hair and removes mineral deposits and styling product buildup. This creamy formula leaves the hair moisturized, smooth and radiant, providing an excellent overall feel and slip for wet-combing after the chelating process 	Liter	J125056			
<p>K-PAK Intense Hydrator treatment for dry, damaged hair</p> <ul style="list-style-type: none"> Replenishes moisture and lipids to overly dry, damaged hair, rendering it manageable, soft, shiny and hydrated. Seals the cuticle and improves elasticity 	50ml 250ml 500ml Liter	J13664 J126514 J14821 J124225			
<p>K-PAK Deep Penetrating Reconstructor to repair damage</p> <ul style="list-style-type: none"> Joico's original intensive protein reconstructor for dry and damaged hair rebuilds and improves the structure of hair. Adheres quickly and effectively to ensure maximum protection and reconstruction from the cuticle to the cortex. 	50ml 150ml 250ml Litre	J13185 J112114 J139934 J112105			
<p>K-PAK Home Hair Repair Kit (Savings Offer)</p> <ul style="list-style-type: none"> One (1) each of K-PAK Shampoo 100ml, K-PAK Conditioner 100ml, K-PAK Deep Penetrating Reconstructor 100ml and K-PAK Intense Hydrator 100ml in a Joico branded box 	1 box	J14814			

<p>K-PAK In-Home Hair Repair Regimen Sachet Kit</p> <ul style="list-style-type: none"> One (1) each of K-PAK Shampoo 7ml, K-PAK Conditioner 7ml, K-PAK Deep Penetrating Reconstructor 7ml and K-PAK Intense Hydrator 7ml all on a card explaining the benefits of the K-PAK At-Home Hair Repair Regimen and how to use instructions 	1 Pack	J13435			
<p>K-PAK Cuticle Sealer</p> <ul style="list-style-type: none"> Seals the cuticle and improves elasticity 	Liter	J125045			
<p>K-PAK Liquid Reconstructor <i>for fine, damaged hair</i></p> <ul style="list-style-type: none"> This intense leave-in reconstructive liquid protein spray offers fine hair strength, shine and support without added weight Fine, lifeless hair has restored vitality, strength and elasticity Clinical results show benefits equal original Deep-Penetrating Reconstructor 	300 ml	J126506			
<p>K-PAK Protect & Shine Serum <i>damage repair</i></p> <ul style="list-style-type: none"> This shine serum, featuring K-PAK's Keratin Silicone Complex, protects, polishes and seals the cuticle while helping to prevent split ends and frizziness Hair is left glossy, healthy and weightless Nourishes and moisturizes hair as well as protects against further damage 	1.7 oz	J112305			
<p>K-PAK Professional H.K.P <i>liquid protein chemical perfector</i></p> <ul style="list-style-type: none"> H.K.P. is a pure liquid form of hair keratin protein that improves chemical services as a porosity equalizer when used with color, or to improve hair's strength and integrity when perming or straightening When used with color services, color lasts longer, looks more vibrant and is even from scalp to ends When used with perming or straightening, H.K.P. strengthens hair and results in improved texture patterns that last longer with less damage occurring during the processing stage 	12.0 oz	J126234			



Blonde Life.

We love blondes. We're fanatical about them. And we go especially gaga over those who proudly and unabashedly *choose* to lighten up. For that very reason, we've created Blonde Life, a luminous line of care and lightening products created specifically for hair that's been bleached, double-processed, or lifted to new heights: gorgeous, shiny, healthy *intentionally* blonde.

Our Brightening Shampoo, Conditioner, Masque, and Powder Lightener—created with cutting-edge Arginine and an exotic blend Monoi and Tamanu oils—banish the challenges of brassiness, off-tones, fading, and damage that blondes face on a daily basis. Trust us, with Blonde Life, you really *will* have more fun.

Description	Size	Order#			Order Qty
JOICO Blonde Life Brightening Shampoo	300ml	J15631			
JOICO Blonde Life Brightening Shampoo	LITER	J15633			
JOICO Blonde Life Brightening Conditioner	250ml	J15632			
JOICO Blonde Life Brightening Conditioner	LITER	J15634			
JOICO Blonde Life Brightening Masque	150ml	J15638			
JOICO Blonde Life Brightening Veil	150ml	J15639			



Description	Size	Order#			Order Qty
<p>Body Luxe Thickening Shampoo <i>designed for fine limp hair</i></p> <ul style="list-style-type: none"> This luxuriously rich shampoo thickens with Oat Protein Complex while gently cleansing hair Hair looks and feels thicker and fuller and is more responsive to styling 	300 ml Litre	J126454 J126565			
<p>Body Luxe Thickening Conditioner <i>designed for fine limp hair</i></p> <ul style="list-style-type: none"> This luxuriously rich conditioner thickens with Oat Protein Complex while protecting the hair with Quadramine Complex Hair looks and feels thicker and fuller and is more responsive to styling 	300 ml Litre	J126464 J126715			
<p>Body Luxe Volumizing Elixir <i>designed for thickening</i></p> <ul style="list-style-type: none"> This sumptuous styling elixir dramatically transforms fine, limp strands into luxuriously thick hair with noticeably increased body and volume 	6.8 oz	J126474			
<p>Body Luxe Root Lift Volumizing Foam</p> <ul style="list-style-type: none"> This volume boosting spray with a directional-delivery system is applied at the roots to provide extra lift, volume, body and bounce that lasts throughout the day Creates substantial lift and support at the roots 	300 ml	J110705			



Healthy, strong, replenished and perfected CURLS.

A mix of our exclusive Triple Oil Complex (Avocado oil, Babassu oil & Cemelina oil) to add moisture and our patent pending Bio-Advanced Peptide Complex™ for strength & repair.

Description	Size	Order#			Order Qty
CURL CLEANSING SHAMPOO	300ML	J15123			
CURL CLEANSING SHAMPOO	LITER	J151251			
CURL NOURISHED CONDITIONER	300ML	J15129			
CURL NOURISHED CONDITIONER	LITER	J151311			
CURL SHAMPOO AND CONDITIONER DUO	500ML	J15386			
CURL CRÈME WASH CO+WASH	300ML	J15126			
CURL PERFECTED CORRECTING MILK SPRAY	150ML	J15132			
CURL PERFECTED CORRECTING MILK SPRAY	50ML	J15133			
CURL REFRESHED REANIMATING MIST	150ML	J15139			
CURL REFRESHED REANIMATING MIST	50ML	J15227			
CURL DEFINING CONTOURING FOAM-WAX	150ML	J15138			
CURL CONTROLLING ELASTIC CURL STYLER	100ML	J15135			

SMOOTH CURE

Long-lasting, frizz-free smoothness
without a chemical process? Yes!



Description	Size	Order#			Order Qty
<p>Smooth Cure Leave-In Rescue Treatment</p> <p>Mimics the result of a keratin treatment for up to 72 hours by bonding keratin to hair's surface creating a smooth shield that provides humidity protection and helps fight curl reversion.</p>	100 ml	J141054			
<p>Smooth Cure Thermal Styling Protectant</p> <p>Protects hair from texture and curl reversion, humidity, and thermal damage up to 450 degrees Fahrenheit.</p>	150 ml	J141064			



Description	Size	Order#			Order Qty
<p>Moisture Recovery Shampoo <i>designed for dry hair</i></p> <ul style="list-style-type: none"> This hair-quenching shampoo provides gentle cleansing while restoring hair's moisture level Moisture Recovery's exclusive Hydramine Sea Complex repairs and reconstructs, restores vital fluids and provides intense moisturization 	300 ml Litre Gallon	J126535 J126746 J131835			
<p>Moisture Recovery Conditioner <i>designed for dry hair</i></p> <ul style="list-style-type: none"> This technologically advanced marine-based conditioner contains Hydramine Sea Complex, Quadramine Complex and jojoba oil to provide the ultimate in moisture replenishment for dry hair Dry hair is revitalized and emerges hydrated, smooth and manageable with increased elasticity 	300 ml Litre Gallon	J126546 J126756 J131846			
<p>Moisture Recovery Treatment Balm</p> <ul style="list-style-type: none"> This intensive moisture treatment contains Hydramine Sea Complex as well as murumuru, olive and shea butters to aid in the recovery of hair's natural elasticity while soothing the cuticle and promoting softness and shine Thick, coarse, dry and frizzy hair emerges revitalized, moisturized and smoothed with increased elasticity. 	50ml 250 ml 500 ml Litre	J13641 J126764 J135564 J13272			
<p>Moisture Recovery Leave In Moisturizer <i>designed for thick/coarse dry hair</i></p> <ul style="list-style-type: none"> Leave in spray for intense all day moisture 	300ml	J137944			
<p>Moisture Recovery Travel Kit</p> <ul style="list-style-type: none"> Travel sizes of shampoo, conditioner and treatment balm 		J13846			



NEW! Joico's Co+Wash Line is a revolutionary twist on traditional shampoo that carefully preserves hair's natural oils to create healthy, shiny, frizz-free, luxurious locks.

Description	Size	Order#			Order Qty
JOICO Moisture Co-Wash	250ml	J15501			
JOICO Curl Co-Wash	250ml	J15503			
K-PAK Color Co-Wash	250ml	J155021			



Color Butter

This super-nourishing treatment deposits bold pops of vibrant color on pre-lightened hair — perfect for when you want to bump up your blonde (Butters refresh for up to 10 shampoos!). They also melt beautifully into that delicious shade you paid dearly for at the salon, extending the life and intensity of your color service. Color Butters reduce breakage by 44% and instantly give you the strongest, glossiest, healthiest, most vibrant strands around. You'll melt when you try them.

JOICO COLOR BUTTER BLUE	177ml	J15625			
JOICO COLOR BUTTER PURPLE	177ml	J15623			
JOICO COLOR BUTTER PINK	177ml	J15622			
JOICO COLOR BUTTER GREEN	177ml	J15810			
JOICO COLOR BUTTER RED	177ml	J15624			
JOICO COLOR BUTTER RED SAMPLE SIZE	20ml	J15686			
JOICO COLOR BUTTER TITANIUM	177ml	J15811			



Description	Size	Order#			Order Qty
K-PAK Color Therapy Shampoo <ul style="list-style-type: none"> This color-preserving, reconstructing shampoo gently cleanses hair while improving its elasticity and shine and preventing color loss. 	300 ml Litre Gallon	J136775 J136716 J137725			
K-PAK Color Therapy Conditioner <ul style="list-style-type: none"> Hair is nourished and hydrated, leaving it instantly smoother, shinier and more vibrant. With continued use, hair's strength, elasticity and resiliency are restored. 	300 ml Litre Gallon	J136766 J136726 J137716			
K-PAK Color Therapy Restorative Styling Oil <ul style="list-style-type: none"> Seals and nourishes to protect against color fading Offers K-pak reconstruction and UV Protection Cuts drying and styling time in half 	21.5 ml 100 ml	J136674 J136754			
K-PAK Color Therapy Dry Oil Spray <ul style="list-style-type: none"> Use on any hair type, texture (even the frizz-prone), or color-it's also color-safe on delicate blonde shades. Contains natural oils (Sunflower, Jojoba, and African Manketti). 	214 ml	J15116			
New! Luster Lock Instant Shine and Repair Treatment Provides deep repair, illuminating shine, and the kind of super slip that gives your brush serious glide power. With a single use, prepare yourself for #lustworthylocks. Perfect choice for all color-treated hair —from blondes to brunettes, lowlights to highlights.	140 ml 500 ml 50 ml	J15563 J15583 J15564			



Description	Size	Order#			Order Qty
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COLOR INFUSE

Protect your color investment with Color Infuse, our forward-thinking collection of luxurious shampoos and conditioners; designed specifically to bump up the intensity and shine of radiant reds, burnished browns, awesome auburns, and the richest gingers.

Joico Color Infuse RED Shampoo	300ml	J15095			
Joico Color Infuse RED Conditioner	300ml	J15096			

COLOR BALANCE

Color Balance Blue keeps lightened or highlighted naturally dark brunettes from turning that dreaded shade of "orange" and Color Balance Purple keeps unwanted brassy and yellow tones from invading blonde and gray hair.

Joico Color Balance BLUE Shampoo 300ml	300ml	J15186			
Joico Color Balance BLUE Conditioner 300ml	300ml	J15187			
Joico Color Balance PURPLE Shampoo 300ml	300ml	J15184			
Joico Color Balance PURPLE Shampoo Litre	Litre	J15653			
Joico Color Balance PURPLE Conditioner 300ml	300ml	J15185			
Joico Color Balance PURPLE Conditioner Litre	Litre	J15654			

JOICO TINT SHOT

A few strategic passes of Tint Shot, our master-in-disguise root concealer that keeps grow-out under lock and key. With a flash-dry formula that's humidity resistant and four custom-blended shades, this little can of brilliance not only blends the bad stuff in seconds, but actually fills in thinning areas to create the illusion of thicker, fuller hair.

JOICO Tint Shot Root Concealer Dark Brown	73ml	J15161			
JOICO Tint Shot Root Concealer Black	73ml	J15183			
JOICO Tint Shot Root Concealer Blonde	73ml	J15190			
JOICO Tint Shot Root Concealer Light Brown	73ml	J15191			



Description	Size	Order#			Order Qty
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Discover full coverage color insurance.

Sulfate-free Color Endure keeps color true to hue with our triple-threat Multi-spectrum Defense Complex,™ a mega complex of fade-defying Green Tea, antioxidants and UV protectors that fight both the physical and environmental factors that can cause fading and tonal change.

<p>Color Endure Shampoo <i>designed for long lasting color</i></p> <ul style="list-style-type: none"> This color-maintenance shampoo gently cleanses while protecting the vibrancy and longevity of color treated hair without disturbing color molecules Hair color lasts longer; hair is softer, more manageable and stronger 	300 ml Litre Gallon	J152511 J152601 J128804			
<p>Color Endure Conditioner <i>designed for long lasting color</i></p> <ul style="list-style-type: none"> This color-preserving conditioner protects the vibrancy of color-treated hair with Joico's exclusive Multi-Spectrum Defense Complex 	300 ml Litre Gallon	J15022 J15024 J128814			
<p>Color Endure Treatment Masque</p> <ul style="list-style-type: none"> Locks in colour and protects hair from tonal changes 	250 ml	J138754			
<p>Color Endure Violet Shampoo <i>designed for blonde and gray hair</i></p> <ul style="list-style-type: none"> Color-depositing shampoo helps maintain and brighten cool blonde and gray tones by neutralizing oxidation that can turn hair brassy or yellow. 	Litre	J152641			



JOICO Individual 50 ml Travel Sizes

Description	Size	Order#			Qty
Curl Cleansing Shampoo, 50ml	50 ml	J15124			
Curl Nourished Conditioner, 50ml	50 ml	J15130			
K-PAK Shampoo, 50ml	50 ml	J128655			
K-PAK Daily Conditioner, 50ml	50 ml	J128665			
K-PAK Color Therapy Shampoo, 50ml	50 ml	J136655			
K-PAK Color Therapy Conditioner, 50ml	50 ml	J136665			
K-PAK Color Therapy Dry Oil Spray, 50 ml	50 ml	J15225			
Color Endure Shampoo, 50ml	50 ml	J128704			
Color Endure Conditioner, 50ml	50 ml	J128714			
Color Endure Treatment Masque, 50ml	50 ml	J14226			
Color Endure Violet Shampoo, 50ml	50 ml	J138624			
Moisture Recovery Shampoo, 50ml	50 ml	J128725			
Moisture Recovery Conditioner, 50ml	50 ml	J128736			
Smooth Cure Shampoo, 50ml	50 ml	J142024			
Smooth Cure Conditioner, 50ml	50 ml	J142034			
Body Luxe Volumizing Shampoo, 50ml	50 ml	J14546			
Body Luxe Volumizing Conditioner, 50ml	50 ml	J14547			
Power Spray Fast Dry Finishing Spray, 50ml	50 ml	J145101			
Power Whip Whipped Foam, 50ml	50 ml	J14538			
Power Gel Sculpting Gel, 50ml	50 ml	J14508			
Joimist Firm Finishing Spray, 50ml	50 ml	J13618			



STRUCTURE Hair Styling products

Description	Size	Order#			Order Qty
<p>CARE TRIO CLEANSE (SHAMPOO) CONDITION (CONDITIONER) RENOVATE (DEEP CONDITIONER / TREATMENT) These three gently cleanse, smooth detangle and repair, providing a clean, strong, balanced canvas before you start a new styling adventure.</p>	300 ml 300 ml 150 ml	J14316 J14317 J14377			
<p>ADAPT TEXTURE PASTE Adds pliable definition with a medium hold and matte finish.</p>	100 ml	J14193			
<p>PASTE FLEXIBLE ADHESIVE Defines and creates texture with a firm but flexible hold and a completely matte finish.</p>	75 ml	J141992			
<p>TWIST STYLING GUM Gives the freedom of flexibility through moveable texture, pliable hold and soft shine.</p>	100 ml	J14197			
<p>TRANSFORM SPRAY CLAY A lightweight spray which works to mould and define hair to achieve versatile styles and a long lasting hold.</p>	150 ml	J14564			
<p>DUST MATTE HAIR POWDER This 'magic dust' delivers whopping volume and texture in every speck. People with textured hair will love it, those with fine hair will even adore it!</p>	14 g	J14478			
<p>FORCE FIRM HOLD FINISHING SPRAY 55% VOC Helps retain shape, adds volume and texture, and controls flyaways. For all hair types, lengths and textures.</p>	300 ml	J14591			
<p>CONFORM HARD CLAY Great for giving fine hair body and hold.</p>	100 ml	J14527			



JOICO STYLE AND FINISH PRODUCTS

Description	Size	Order#		
<p>JOICO MATTE GRIP</p> <p>A medium hold matte cream for any texture of hair. This workable, pliable and clean feeling cream thickens your fine-to-medium hair and offers malleable control to thick hair, creating three-day long style.</p>	60ml	J14528		
<p>JOICO STYLE REFORM MATTE CLAY</p> <p>Texture, definition, separation. Medium, pliable hold. Protects and maintains style with vitamins, catalysts and sea kelp. Lemon fragrance.</p>	150ml	J14585		
<p>JOICO INSTANT REFRESH DRY SHAMPOO</p> <p>Seawater adds thick, tousled texture and body to hair. Adds light to medium hold with a matte finish. Algae Extract adds and retains moisture in hair. Ideal for all hair types and lengths.</p>	200ml	J145141		
<p>JOICO HUMIDITY BLOCKER FINISHING SPRAY</p> <p>A groundbreaking fusion of essential lipids, UVA/UVB filters and antioxidants to protect hair by shielding against ozonic and free radical damage. Delivers maximum, long-lasting flexibility to any style.</p>	150 ml	J145881		

<p>JOICO FLEX CONTROL PLIABLE PASTE</p> <p>A technologically superior combination of lightweight polyurethane resins to deliver maximum, long-lasting flexibility to any style</p>	100ml	J14586		
<p>JOICO SUPER SHINE GLOSSING POLISH</p> <p>Provides excellent support, control and shine for styling without flaking. UV protectants condition and protect against daily environmental stress. Maximum styling control, body and shine to support hard-to-hold hair.</p>	100ml	J14587		
<p>JOICO POWER WHIP WHIPPED FOAM</p> <p>A concentrated, whipped styling foam that creates maximum density and incredible volume that lasts even in high humidity.</p> <p>Plum Kernel Oil nourishes hair with incredible moisture without adding weight.</p> <p>This creamy, luxurious feeling foam will lock your style in place for up to 72 hours.</p>	300ml	J145131		
<p>JOICO POWER GEL SCULPTING GEL</p> <p>An ultra-firm holding yet flexible, alcohol-free gel that locks style in place for 24 hours.</p> <p>Color-safe formula shields from thermal damage up to 450°F. Opal Powder imparts an iridescent shine.</p> <p>Your style can be recharged even after 72 hours.</p>	250ml	J145091		
<p>JOICO POWER SPRAY FAST-DRY FINISHING SPRAY 55%</p> <p>A fast-drying, ultra-fine mist aerosol hairspray with firm to ultra-firm hold.</p> <p>Opal Powder creates tremendous shine, and special silicones contribute to a smaller particle size for a non-sticky fixative. hair is 5.5 times more thermally protected to 450°F. Color-safe.</p>	300ml	J145111		



<p>IRONCLAD THERMAL PROTECTANT SPRAY Ironclad: a product that protects hair from thermal damage while ensuring a beautiful end result: hair that is shiny, smooth and static-free.</p>	233ml	J149611		
<p>FLIP TURN VOLUMIZING FINISHING SPRAY Level 10 holding power locks in volume and shine for a full 72 hours. Even the finest, skimpiest locks will transform before your very eyes.</p>	300ml	J14962		
<p>HAIR SHAKE FINISHING TEXTURIZER SPRAY Amps up hair with the most touchable, velvety-soft, mega-volume finish. Perfect for strands that need a texture boost.</p>	150ml	J15217		
<p>HEAT SET BLOW DRY PERFECTING CREME This all-in-one, Level 3-hold crème reduces your drying time, detangles and defrizzes the friskiest of strands; offers heat protection up to 450 degrees.</p>	150ml	J14981		
<p>GOLD DUST SHIMMER FINISHING SPRAY We think everyone could use a little sparkle in their life: The light-reflecting particles in our dazzling new shimmer spray, add an alluring glow to any hairstyle, along with light hold and a lusciously fresh scent.</p>	50ml	J15049		
<p>JOILOTION A versatile, alcohol-free sculpting and setting lotion that provides light to medium hold. Great for blow-drying, setting, sculpting and creating wet looks Leaves hair full of body and lustrous shine.</p>	10.1 oz	J130975		
<p>JOISHAPE A medium-hold, flexible and humidity resistant aerosol hairspray that adds incredible shine and won't flake. This spray can also be used in conjunction with thermal styling tools, such as curling irons, flat irons or hot rollers, for additional volume and memory</p>	10.9 oz	J114534		

Healthy, shiny,
frizz-free curls



Description	Size	Order#			Order Qty
<p>JOICO® K-Pak® Waves Reconstructive Thio-Free Wave N/R</p> <p>JOICO® K-Pak® Reconstructive Thio-Free Waves is the perfect waving system to gently wave even the most fragile hair types while maintaining the integrity of the hair. The Quadramine Complex™ protection during processing maintains optimum condition and safeguards against over-processing.</p> <p>JOICO® K-Pak® Reconstructive Thio-Free Wave: for normal/resistant, fine/limp, grey/white hair, all non-color treated hair types. End result: soft, natural texture for style support</p>	1 box	J112722			
<p>JOICO® K-Pak® Reconstructive Acid Waves</p> <p>JOICO® K-Pak® Reconstructive Acid Waves technology provides beautiful natural looking curls with body and condition that last the life of the perm. The gentle low-ammonia formula maximizes the health and condition of the hair.</p> <p>JOICO® K-Pak® Reconstructive Acid Wave: for normal/resistant, tinted and highlighted hair (up to 40% highlights), fine/delicate hair. End result: soft wave/curl pattern</p>	1 box	J114162			



JOICO VERO K-PAK COLOR

The *only* salon-exclusive permanent hair color in the world that reconstructs while coloring. It provides the ultimate in vibrant, long-lasting color results.

VERO K-PAK COLOR			
NATURAL SERIES			
J129462	VERO K-PAK COLOR 9N LIGHT BLONDE	74 ML	
J129472	VERO K-PAK COLOR 8N MEDIUM BLONDE	74 ML	
J129482	VERO K-PAK COLOR 7N DARK BLONDE	74 ML	
J129492	VERO K-PAK COLOR 6N LIGHT BROWN	74 ML	
J129502	VERO K-PAK COLOR 5N MEDIUM BROWN	74 ML	
J129512	VERO K-PAK COLOR 4N DARK BROWN	74 ML	
J129522	VERO K-PAK COLOR 3N EBONY BROWN	74 ML	
J129532	VERO K-PAK COLOR 1N BLACK	74 ML	
ASH SERIES			
J129642	VERO K-PAK COLOR 10A VERY LIGHT ASH BLONDE	74 ML	
J129652	VERO K-PAK COLOR 9A LIGHT ASH BLONDE	74 ML	
J129662	VERO K-PAK COLOR 8A MEDIUM ASH BLONDE	74 ML	
J129672	VERO K-PAK COLOR 7A DARK ASH BLONDE	74 ML	
J129682	VERO K-PAK COLOR 6A LIGHT ASH BROWN	74 ML	
J129692	VERO K-PAK COLOR 5A MEDIUM ASH BROWN	74 ML	
J129702	VERO K-PAK COLOR 4A DARK ASH BROWN	74 ML	
NEW! VIOLET SERIES			
J15523	NEW VKC Permanent Crème Color 4V DARK VIOLET BROWN	74 ML	
J15524	NEW VKC Permanent Crème Color 5V MEDIUM VIOLET BROWN	74 ML	
J15522	NEW VKC Permanent Crème Color 6V LIGHT VIOLET BROWN	74 ML	
J15525	NEW VKC Permanent Crème Color 7V DARK VIOLET BLONDE	74 ML	
J15526	NEW VKC Permanent Crème Color 8V MEDIUM VIOLET BLONDE	74 ML	



GOLDEN SERIES			
J129592	VERO K-PAK COLOR 9G LIGHT GOLDEN BLONDE	74 ML	
J129602	VERO K-PAK COLOR 8G MEDIUM GOLDEN BLONDE	74 ML	
J129612	VERO K-PAK COLOR 7G DARK GOLDEN BLONDE	74 ML	
J129622	VERO K-PAK COLOR 6G LIGHT GOLDEN BROWN	74 ML	
J129632	VERO K-PAK COLOR 5G MEDIUM GOLDEN BROWN	74 ML	
WARM RED SERIES			
J129712	VERO K-PAK COLOR 9RG LIGHT RED GOLD	74 ML	
J129722	VERO K-PAK COLOR 8RG MEDIUM RED GOLD	74 ML	
J129732	VERO K-PAK COLOR 7RC BRIGHT RED COPPER	74 ML	
J129742	VERO K-PAK COLOR 6RC RED COPPER	74 ML	
COOL RED SERIES			
J129752	VERO K-PAK COLOR 6RR RUBY RED	74 ML	
J129762	VERO K-PAK COLOR 5RR RED GARNET	74 ML	
J129772	VERO K-PAK COLOR 5RM RED MAHOGANY	74 ML	
J129792	VERO K-PAK COLOR 4RV RED CLARET	74 ML	
J129782	VERO K-PAK COLOR 4VR VIOLET RED	74 ML	
FASHION SERIES			
J129812	VERO K-PAK COLOR 7FOR COPPER FLAME	74 ML	
J129822	VERO K-PAK COLOR 6FR CRIMSON RED	74 ML	
J129842	VERO K-PAK COLOR 4FV WILD ORCHID	74 ML	
XTRA RED SERIES			
J139542	VERO K-PAK COLOR XTRA RED 5XR	74 ML	
J139522	VERO K-PAK COLOR XTRA RED 7XR	74 ML	
BEIGE SERIES			
J129542	VERO K-PAK COLOR 9B LIGHT BEIGE BLONDE	74 ML	
J129552	VERO K-PAK COLOR 8B MEDIUM BEIGE BLONDE	74 ML	
J129562	VERO K-PAK COLOR 7B DARK BEIGE BLONDE	74 ML	
J129572	VERO K-PAK COLOR 6B LIGHT BEIGE BROWN	74 ML	
J129582	VERO K-PAK COLOR 5B MEDIUM BEIGE BROWN	74 ML	



HIGH LIFT SERIES			
J129872	VERO K-PAK COLOR HLN HIGH LIFT NATURAL BLONDE	74 ML	
J129882	VERO K-PAK COLOR HLA HIGH LIFT ASH BLONDE	74 ML	
J129852	VERO K-PAK COLOR HLG HIGH LIFT GOLDEN BLONDE	74 ML	
J129862	VERO K-PAK COLOR HLB HIGH LIFT BEIGE BLONDE	74 ML	
ULTRA HIGH LIFT SERIES			
J14320	Vero K-PAK Color Ultra High Lift Natural	74 ML	
J14319	Vero K-PAK Color Ultra High Lift Platinum	74 ML	
J14321	Vero K-PAK Color Ultra High Lift Ash	74 ML	
J14378	Vero K-PAK Color Ultra High Lift Matte Ash	74 ML	
TONERS			
J130522	VERO K-PAK COLOR TSB SILVER BLONDE	74 ML	
J130532	VERO K-PAK COLOR TBB BEIGE BLONDE	74 ML	
J130502	VERO K-PAK COLOR TPB PEARL BLONDE	74 ML	
NEW! SULTRY BLONDES			
J15178	VKC SULTRY BLONDE Permanent Crème Shade -10B	74 ML	
J15179	VKC SULTRY BLONDE Permanent Crème Shade -10G	74 ML	
J15180	VKC SULTRY BLONDE Permanent Crème Shade-10N	74 ML	
NEW! SULTRY BLONDES DEMI PERMANENT			
J15176	VERO K-PAK TONING GLOSS NATURAL SILVER	59 ML	
J15175	VERO K-PAK TONING GLOSS NATURAL VIOLET	59 ML	
J15173	VERO K-PAK TONING GLOSS NATURAL BEIGE	59 ML	
J15174	VERO K-PAK TONING GLOSS NATURAL GOLD	59 ML	
NEW! DUO LIGHT CRÈME LIGHTENER			
J15071	VKC DUOLIGHT CARAMEL CRÈME	251 ML	
J15072	VKC DUOLIGHT BUTTERSCOTCH CRÈME	251 ML	
J15559	VKC DUOLIGHT COPPER CRÈME	251 ML	



VERO K-PAK COLOR INTENSITY - SEMI PERMANENT

J132341	COLOR INTENSITY BY VERO K-PAK - CLEAR	118 ML	
J139361	COLOR INTENSITY BY VERO K-PAK - RED	118 ML	
J139371	COLOR INTENSITY BY VERO K-PAK - ORANGE	118 ML	
J139381	COLOR INTENSITY BY VERO K-PAK - YELLOW	118 ML	
J139391	COLOR INTENSITY BY VERO K-PAK - INDIGO	118 ML	
J139401	COLOR INTENSITY BY VERO K-PAK - PINK	118 ML	
J147311	COLOR INTENSITY BY VERO K-PAK- COBALT	118 ML	
J147301	COLOR INTENSITY BY VERO K-PAK- PEACOCK	118 ML	
J149451	COLOR INTENSITY BY VERO K-PAK - TITANIUM	118 ML	
J149441	COLOR INTENSITY BY VERO K-PAK - LIGHT PURPLE	118 ML	
J149431	COLOR INTENSITY BY VERO K-PAK -ORCHID	118 ML	
J149591	COLOR INTENSITY BY VERO K-PAK -MAGENTA	118 ML	
J151041	COLOR INTENSITY BY VERO K-PAK- RUBY RED	118 ML	
J151021	COLOR INTENSITY BY VERO K-PAK- AMETHYST VIOLET	118 ML	
J151031	COLOR INTENSITY BY VERO K-PAK- SAPPHIRE BLUE	118 ML	
J152101	COLOR INTENSITY BY VERO K-PAK- SOFT PINK	118 ML	
J152091	COLOR INTENSITY BY VERO K-PAK-HOT PINK	118 ML	
J154481	COLOR INTENSITY BY VERO K-PAK MERMAID BLUE	118 ML	
J154491	COLOR INTENSITY BY VERO K-PAK FIERY CORAL	118 ML	
J154501	COLOR INTENSITY BY VERO K-PAK BLACK PEARL	118 ML	
J15549	COLOR INTENSITY BY VERO K-PAK LILAC	118 ML	
J15550	COLOR INTENSITY BY VERO K-PAK ROSE	118 ML	
J15551	COLOR INTENSITY BY VERO K-PAK SKY	118 ML	
J15552	COLOR INTENSITY BY VERO K-PAK PEACH	118 ML	
J15553	COLOR INTENSITY BY VERO K-PAK MINT	118 ML	
J15645	COLOR INTENSITY BY VERO K-PAK BRONZE	118 ML	

J15647	COLOR INTENSITY BY VERO K-PAK MOONSTONE	118 ML	
J15644	COLOR INTENSITY BY VERO K-PAK PEWTER	118 ML	
J15646	COLOR INTENSITY BY VERO K-PAK MAUVE QUARTZ	118 ML	
J15648	COLOR INTENSITY BY VERO K-PAK VIOLET	118 ML	
J15729	COLOR INTENSITY BY VERO K-PAK KELLY GREEN	118 ML	
J15731	COLOR INTENSITY BY VERO K-PAK TRUE BLUE	118 ML	
COLOR INTENSITY PRODUCTS			
J41878	COLOR INTENSITY ERASER	44ml	
VERO K-PAK INTENSIFIERS - PERMANENT COLORS			
J130013	VERO K-PAK COLOR INB ROYAL BLUE INTENSIFIER	74 ML	
J130512	VERO K-PAK COLOR INS SILVER INTENSIFIER	74 ML	
J129963	VERO K-PAK COLOR ING GOLD INTENSIFIER	74 ML	
J129972	VERO K-PAK COLOR INC COPPER INTENSIFIER	74 ML	
J129992	VERO K-PAK COLOR INRR EXTRA RED INTENSIFIER	74 ML	
J130652	VERO K-PAK COLOR INRV RED VIOLET INTENSIFIER	74 ML	
J129952	VERO K-PAK COLOR INV VIOLET INTENSIFIER	74 ML	
J129942	VERO K-PAK COLOR CCV VIOLET CORRECTOR	74 ML	



JOICO VERO K-PAK COLOR AGE DEFY

Want to age graylessly? Bring back the glorious look and feel of youth with Vero K-PAK Age Defy, our first haircolor proven to reverse the four key signs of maturing hair. The Age Defy permanent creme palette offers the largest selection of gray coverage shades on the market, plus three anti-aging must-haves in each tube of color.

NGC+ Series		
J14082	VERO K-PAK COLOR AGE DEFY 4NGC+ Dark Natural Golden Copper Brown	
J14081	VERO K-PAK COLOR AGE DEFY 6NGC+ Light Natural Golden Copper Brown	
J14080	VERO K-PAK COLOR AGE DEFY 8NGC+ Medium Natural Golden Copper Blonde	
BCR+ Series		
J14084	VERO K-PAK COLOR AGE DEFY 4BRC+ Dark Brown Red Copper	
J14083	VERO K-PAK COLOR AGE DEFY 5BCR+ Medium Brown Copper Red	
NA+ Series		
J14068	VERO K-PAK COLOR AGE DEFY 2NA+ Very Dark Natural Ash Brown	
J14063	VERO K-PAK COLOR AGE DEFY 4NA+ Dark Natural Ash Brown	
J15061	VERO K-PAK COLOR AGE DEFY 6NA+LIGHT NATURAL ASH BROWN	
J15062	VERO K-PAK COLOR AGE DEFY 7NA+DARK NATURAL ASH BLONDE	
NN+ Series		
J14069	VERO K-PAK COLOR AGE DEFY 4NN+ Dark Natural Natural Brown	
J14062	VERO K-PAK COLOR AGE DEFY 5NN+ Medium Natural Natural Brown	
J14066	VERO K-PAK COLOR AGE DEFY 6NN+ Light Natural Natural Brown	
J14065	VERO K-PAK COLOR AGE DEFY 7NN+ Dark Natural Natural Blonde	
J14067	VERO K-PAK COLOR AGE DEFY 8NN+ Medium Natural Natural Blonde	
J14075	VERO K-PAK COLOR AGE DEFY 9NN+ Light Natural Natural Blonde	
J14074	VERO K-PAK COLOR AGE DEFY 10NN+ Very Light Natural Natural Blonde	

NG+ SERIES		
J133132	VERO K-PAK COLOR AGE DEFY 9 NG+ LIGHT NATURAL BLONDE	
J133142	VERO K-PAK COLOR AGE DEFY 8 NG+ MEDIUM NATURAL BLONDE	
J133152	VERO K-PAK COLOR AGE DEFY 7 NG+ DARK NATURAL BLONDE	
J133162	VERO K-PAK COLOR AGE DEFY 6 NG+ LIGHT NATURAL BROWN	
J133172	VERO K-PAK COLOR AGE DEFY 5 NG+ MEDIUM NATURAL BROWN	
J133182	VERO K-PAK COLOR AGE DEFY 4 NG+ DARK NATURAL BROWN	
GC+ and CG+ SERIES		
J133192	VERO K-PAK COLOR AGE DEFY 9 GC+ LIGHT GOLDEN COPPER BLONDE	
J133202	VERO K-PAK COLOR AGE DEFY 8 GC+ MEDIUM GOLDEN COPPER BLONDE	
J133212	VERO K-PAK COLOR AGE DEFY 7 CG+ DARK COPPER GOLDEN BLONDE	
J133222	VERO K-PAK COLOR AGE DEFY 6 CG+ LIGHT COPPER GOLDEN BROWN	
NR+ and NRV + SERIES		
J133232	VERO K-PAK COLOR AGE DEFY 6 NR+ LIGHT NATURAL RED BROWN	
J133242	VERO K-PAK COLOR AGE DEFY 5 NR+ MEDIUM NATURAL RED BROWN	
J133252	VERO K-PAK COLOR AGE DEFY 5 NRM+ MEDIUM NATURAL RED MAHOGANY BROWN	
J133262	VERO K-PAK COLOR AGE DEFY 4 NRV+ DARK NATURAL RED VIOLET BROWN	
J133272	VERO K-PAK COLOR AGE DEFY 3 NVR+ NATURAL VIOLET RED EBONY BROWN	
BALANCING ADDITIVES		
J136202	VERO K-PAK COLOR AGE DEFY BALANCING ADDITIVES CLEAR	
J136212	VERO K-PAK COLOR AGE DEFY BALANCING ADDITIVES GRAY CONTROLLER	
J136221	VERO K-PAK COLOR AGE DEFY BALANCING ADDITIVES RED CONTROLLER	
MB + SERIES		
J15070	VERO K-PAK COLOR AGE DEFY 9MB+ LIGHT MOCHA BLONDE	
J15069	VERO K-PAK COLOR AGE DEFY 8MB+MEDIUM MOCHA BLONDE	
J15068	VERO K-PAK COLOR AGE DEFY 6MB+ LIGHTT MOCHA BROWN	
J15067	VERO K-PAK COLOR AGE DEFY 5MB+MEDIUM MOCHA BROWN	
GB+BG SERIES		
J15066	VERO K-PAK COLOR AGE DEFY 10GB+VERY LIGHT GOLD BLONDE	
J15065	VERO K-PAK COLOR AGE DEFY 9GB+LIGHT GOLD BLONDE	
J15064	VERO K-PAK COLOR AGE DEFY 6BG+ LIGHT BROWN GOLD	
J15063	VERO K-PAK COLOR AGE DEFY 5BG+MEDIUM BROWN GOLD	
NPA+ Series		
J15671	VERO K-PAK COLOR AGE DEFY 4NPA+ DARK NATURAL PLATINUM ASH BROWN	
J15672	VERO K-PAK COLOR AGE DEFY 7NPA+ MEDIUM NATRUAL PLATINUM ASH BROWN	
J15673	VERO K-PAK COLOR AGE DEFY 5NPA+ LIGHT NATURAL PLATINUM ASH BROWN	
J15674	VERO K-PAK COLOR AGE DEFY 6NPA+ DARK NATURAL PLATINUM ASH BLONDE	



BASE BREAKER			
J14110	VERO K-PAK BASE BREAKER	60ML	
J14691	VERO KPAK COLOR BASE BREAKER COOL	60ML	
VERO K-PAK COLOR PRODUCTS			
J12503	VERO STAINLESS COLOR REMOVER	118 ML	
J130542	VERO K-PAK COLOR LB LIGHTENING BOOSTER	74 ML	
VERO K-PAK COLOR DEVELOPERS			
J13062	VERO K-PAK VEROGLAZE	950 ML	
J13055	VERO K-PAK VEROXIDE 10 VOLUME (3%)	950 ML	
J13056	VERO K-PAK VEROXIDE 20 VOLUME (6%)	950 ML	
J13058	VERO K-PAK VEROXIDE 30 VOLUME (9%)	950 ML	
J13060	VERO K-PAK VEROXIDE 40 VOLUME (12%)	950 ML	
J13063	VERO K-PAK Chrome Activator	32 Oz	
VERO K-PAK COLOR LIGHTENERS			
J139121	VEROLIGHT DUST-FREE LIGHTENING POWDER	450 G	
J135912	VERO K-PAK CRÈME LIGHTENER	300 ML	
J15650	JOICO FREEPLAY CLAY LIGHTNER	450G	
J15649	JOICO FREEPLAY CLAY LIGHTNER	30ml	
J15620	JOICO BLONDE LIFE POWDER LIGHTENER	450 G	
J15723	JOICO BLONDE LIFE POWDER LIGHTENER	30ml	



NEW Joico LumiShine transforms hair from the inside out with ArgiPlex Technology, delivering astonishing shine, color longevity, and overall healthier hair—guaranteed!

- **Hair with up to twice the shine**
- **100% replenished and restrengthened hair**
- **Nourishing protection that seals in moisture, softness and shine for up to 30 full shampoos**

JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL SERIES

J15272	10N (10.0) - Natural Lightest Blonde	74 ML	
J15273	9N (9.0) - Natural Light Blonde	74 ML	
J15274	8N (8.0) - Natural Blonde	74 ML	
J15275	7N (7.0) - Natural Medium Blonde	74 ML	
J15276	6N (6.0) - Natural Dark Blonde	74 ML	
J15277	5N (5.0) - Natural Light Brown	74 ML	
J15278	4N (4.0) - Natural Medium Brown	74 ML	
J15279	3N (3.0) - Natural Dark Brown	74 ML	
J15280	1N (1.0) - Natural Black	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL ASH SERIES

J15265	9NA (9.01) - Natural Ash Light Blonde	74 ML	
J15266	8NA (8.01) - Natural Ash Blonde	74 ML	
J15267	7NA (7.01) - Natural Ash Medium Blonde	74 ML	
J15268	6NA (6.01) - Natural Ash Dark Blonde	74 ML	
J15269	5NA (5.01) - Natural Ash Light Brown	74 ML	
J15270	4NA (4.01) - Natural Ash Medium Brown	74 ML	
J15271	3NA (3.01) - Natural Ash Dark Brown	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL BEIGE SERIES

J15292	10NWB (10.07) - Natural Warm Beige Lightest Blonde	74 ML	
J15293	9NWB (9.07) - Natural Warm Beige Light Blonde	74 ML	
J15294	8NWB (8.07) - Natural Warm Beige Blonde	74 ML	
J15295	7NWB (7.07) - Natural Warm Beige Medium Blonde	74 ML	
J15296	6NWB (6.07) - Natural Warm Beige Dark Blonde	74 ML	
J15297	5NWB (5.07) - Natural Warm Beige Light Brown	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL GOLD SERIES

J15281	10NG (10.03) - Natural Golden Lightest Blonde	74 ML	
J15282	9NG (9.03) - Natural Golden Light Blonde	74 ML	
J15283	8NG (8.03) - Natural Golden Blonde	74 ML	
J15284	7NG (7.03) - Natural Golden Medium Blonde	74 ML	
J15285	6NG (6.03) - Natural Golden Dark Blonde	74 ML	
J15286	4NG (4.03) - Natural Golden Medium Brown	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: RED SERIES

J15287	6RR (6.66) - Red Red Dark Blonde	74 ML	
J15288	5RR (5.66) - Red Red Light Brown	74 ML	
J15289	3RR (3.66) - Red Red Dark Brown	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL RED VIOLET SERIES

J15290	6NRv (6.05) - Natural Red Violet Dark Blonde	74 ML	
J15291	5NRv (5.05) - Natural Red Violet Light Brown	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL COPPER SERIES

J15298	9NC (9.04) - Natural Copper Light Blonde	74 ML	
J15299	8NC (8.04) - Natural Copper Blonde	74 ML	
J15300	7NC (7.04) - Natural Copper Medium Blonde	74 ML	
J15301	6NC (6.04) - Natural Copper Dark Blonde	74 ML	
J15302	5NC (5.04) - Natural Copper Light Brown	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: COPPER SERIES

J15303	7CC (7.44) - Copper Copper Medium Blonde	74 ML	
J15304	6CC (6.44) - Copper Copper Dark Blonde	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL VIOLET SERIES

J15305	10NV (10.02) - Natural Violet Lightest Blonde	74 ML	
J15306	9NV (9.02) - Natural Violet Light Blonde	74 ML	
J15307	7NV (7.02) - Natural Violet Medium Blonde	74 ML	
J15308	6NV (6.02) - Natural Violet Dark Blonde	74 ML	
J15309	5NV (5.02) - Natural Violet Light Brown	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: VIOLET SERIES

J15310	4VV (4.22) - Violet Violet Medium Brown	74 ML	
J15311	3VV (3.22) - Violet Violet Dark Brown	74 ML	
J15312	1VV (1.22) - Violet Violet Black	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: BLUE ASH SERIES

J15554	JOICO LUMISHINE PERM 5BA	74 ML	
J15555	JOICO LUMISHINE PERM 7BA	74 ML	
J15556	JOICO LUMISHINE PERM 6BA	74 ML	
J15557	JOICO LUMISHINE PERM 10BA	74 ML	
J15558	JOICO LUMISHINE PERM 9BA	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: INTENSIFIER SERIES

J15313	INB-Blue Intensifer	74 ML	
J15315	INCG-Copper-Gold Intensifier	74 ML	
J15314	INRR-Extra Red Intensifier	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: HIGHLIFT SERIES

J15316	XLA (XL.1) - High Lift Lightest Ash Blonde	74 ML	
J15317	XLN (XL.0) - High Lift Lightest Natural Blonde	74 ML	
J15318	XLB (XL.7) - High Lift Lightest Beige Blonde	74 ML	
J15319	XLAA (XL.11) - High Lift Lightest Ash Ash Blonde	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL RED GOLD SERIES

J15766	10NRG LumiShine Natural Red Gold	74 ML	
J15769	8NRG LumiShine Natural Red Gold	74 ML	
J15767	7NRG LumiShine Natural Red Gold	74 ML	
J15768	6NRG LumiShine Natural Red Gold	74 ML	
J15770	5NRG LumiShine Natural Red Gold	74 ML	

LUMISHINE DEMI-PERMANENT LIQUID COLOR

Introducing a gentle, ammonia-free color system of over 20 shades formulated for deposit only. Guaranteed predictable, consistent color results when mixed with LumiShine Crème Developer 5 Volume

JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: NATURAL SERIES

J15320	10N (10.0) - Natural Lightest Blonde	60 ML	
J15321	8N (8.0) - Natural Blonde	60 ML	
J15322	6N (6.0) - Natural Dark Blonde	60 ML	
J15323	5N (5.0) - Natural Light Brown	60 ML	
J15324	3N (3.0) - Natural Dark Brown	60 ML	

JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: NATURAL ASH SERIES

J15325	8NA (8.01) - Natural Ash Blonde	60 ML	
J15326	6NA (6.01) - Natural Ash Dark Blonde	60 ML	
J15695	5NA Natural Ash Light Brown	60 ML	
J15696	3NA Natural Ash Dark Brown	60 ML	

JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: NATURAL BEIGE SERIES

J15327	10NWB (10.07) - Natural Warm Beige Lightest Blonde	60 ML	
J15328	9NWB (9.07) - Natural Warm Beige Light Blonde	60 ML	
J15329	7NWB (7.07) - Natural Warm Beige Medium Blonde	60 ML	
J15330	6NWB (6.07) - Natural Warm Beige Dark Blonde	60 ML	
J15701	4NWB Natural Warm Beige Medium Brown	60 ML	

JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: NATURAL GOLD SERIES

J15333	10NG (10.03) - Natural Golden Lightest Blonde	60 ML	
J15334	8NG (8.03) - Natural Golden Blonde	60 ML	
J15335	6NG (6.03) - Natural Golden Dark Blonde	60 ML	
J15336	5NG (5.03) - Natural Golden Light Brown	60 ML	

JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: RED SERIES

J15331	6RR (6.66) - Red Red Dark Blonde	60 ML	
J15332	4RR (4.66) - Red Red Medium Brown	60 ML	

JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: NATURAL COPPER SERIES

J15687	10NC* Natural Copper Lightest Blonde	60 ML	
J15688	8NC* Natural Copper Blonde	60 ML	
J15337	7NC (7.04) - Natural Copper Medium Blonde	60 ML	
J15338	6NC (6.04) - Natural Copper Dark Blonde	60 ML	
J15689	4NC Natural Copper Medium Brown	60 ML	

JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: NATURAL VIOLET SERIES

J15339	9NV (9.02) - Natural Violet Light Blonde	60 ML	
J15699	6NV Natural Violet Dark Blonde	60 ML	
J15341	1NV (1.02) - Natural Violet Black	60 ML	

JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: VIOLET SERIES

J15697	9V* Violet Light Blonde	60 ML	
J15698	7V* Violet Medium Blonde	60 ML	

JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: VIOLET VIOLET SERIES

J15700	3VV* Violet Violet Dark Brown	60 ML	
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JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: CLEAR

J15342	Clear	60 ML	
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JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: SILVER BLUE

J15893	LumiShine Demi-perm liquid SILVER BLUE 10SB	60 ML	
J15895	LumiShine demi-perm liquid SILVER BLUE 9SB	60 ML	
J15896	LumiShine Demi-perm liquid SILVER BLUE 7SB	60 ML	
J15894	LumiShine demi-perm liquid SILVER BLUE 6SB	60 ML	
J15897	LumiShine demi-perm liquid SILVER BLUE 1BS	60 ML	
J15893	LumiShine Demi-perm liquid SILVER BLUE 10SB	60 ML	

JOICO LUMISHINE CRÈME DEVELOPERS

J15350	5 Volume Crème Developer	4 oz	
J15369	5 Volume Crème Developer	16 oz	
J15348	5 Volume Crème Developer	32 oz	
J15347	10 Volume Crème Developer	32 oz	
J15349	20 Volume Crème Developer	4 oz	
J15370	20 Volume Crème Developer	16 oz	
J15346	20 Volume Crème Developer	32 oz	
J15345	30 Volume Crème Developer	32 oz	
J15344	40 Volume Crème Developer	32 oz	

MISCELLANEOUS ITEMS

J62998	JOICO TUBE KEY		
J62661	JOICO OPEN/CLOSED SIGN		
J65812	JOICO CUTTING CAPE		
J65269	JOICO TIMER		
J12077	JOICO DEVELOPER MEASURING BEAKER		
J62997	JOICO MODULAR TINT MIXING BOWL		

