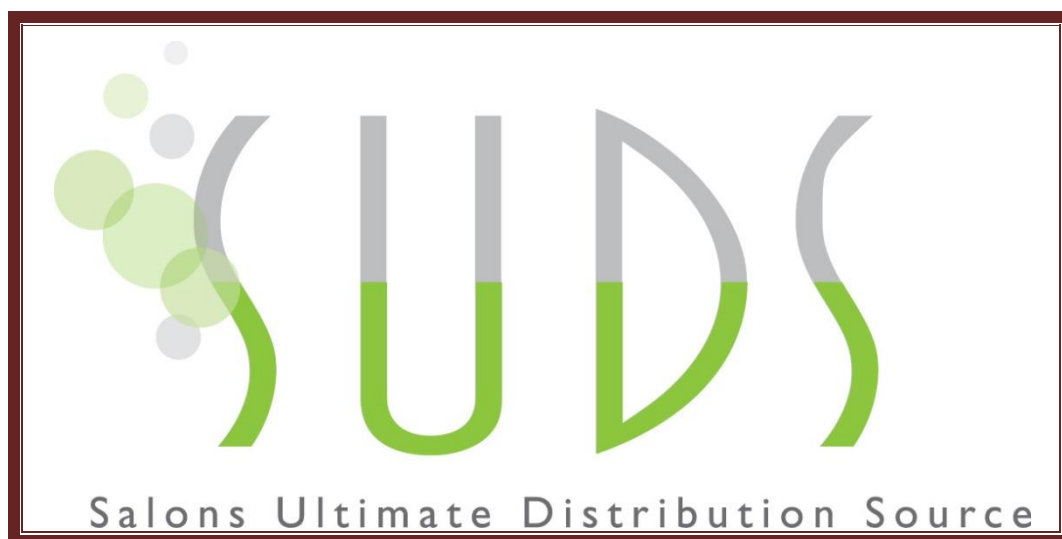




Tel: 624-7837 / 434-5766

2019-2020

Revised October 2019



K-PAK[®] REVITALUXE[™]

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



Description

K-PAK REVITALUXE

A luxurious restorative treatment that corrects years of damage while protecting against future damage.

Keratin Peptide Complex delivers over 2x more resistance to breakage while protecting against color fade by 94%.

Your hair will become dramatically stronger, softer, shinier and more moisturized with each application.

Size

Order#

480 ml	J141094
150 ml	J141284
50 ml	J141534



Description	Size	Order#			
K-PAK Chelating Shampoo <i>for clarifying, chelating & conditioning</i> 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			
K-PAK Intense Hydrator <i>treatment for dry, damaged hair</i> - 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	J136644 J126514 J14821 J124225			
K-PAK Deep Penetrating Reconstructor <i>to repair damage</i> - 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			
K-PAK Home Hair Repair Kit (Savings Offer) 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			

K-PAK In-Home Hair Repair Regimen Sachet Kit 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			
K-PAK Cuticle Sealer Seals the cuticle and improves elasticity	Liter	J125045			
K-PAK Liquid Reconstructor <i>for fine, damaged hair</i> - This leave-in reconstructive liquid protein spray offers fine hair strength, shine and support without added weight - Clinical results show benefits equal original Deep-Penetrating Reconstructor	300 ml	J126526			
K-PAK Protect & Shine Serum <i>damage repair</i> - 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	1.7 oz	J112305			
K-PAK Professional H.K.P <i>liquid protein chemical perfector</i> - H.K.P. is a pure liquid form of hair keratin protein that improves chemical services as a porosity equalizer when used with color - 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 during processing	12.0 oz	J126234			
K-PAK Shampoo <i>to repair damage</i>	300ml Litre	J112195 J112145			
K-PAK Conditioner <i>to repair damage</i>	300ml Litre	J111825 J111775			



Blonde Life.

Banish the challenges of brassiness, off-tones, fading, and damage that blondes face on a daily basis.

Description	Size	Order#			
JOICO Blonde Life Brightening Shampoo	300ml	J15631			
JOICO Blonde Life Brightening Conditioner	250ml	J156322			
JOICO Blonde Life Brightening Masque	150ml	J156382			
JOICO Blonde Life Brightening Veil	150ml	J15639			
JOICO Blonde Life Brightening Oil	100ml	J159661			
JOICO Blonde Life Violet					
JOICO Blonde Life Violet Smoothing Foam	200ml	J15988			
Blonde Life Violet Shampoo	300ml	J16236			
Blonde Life Violet Shampoo	LITER	J16238			
Blonde Life Violet Conditioner	250ml	J16237			
Blonde Life Violet Conditioner	LITER	J16239			

JOICO Body Luxe					
Body Luxe Thickening Shampoo	300 ml Litre	J126454 J126565			
Body Luxe Thickening Conditioner	300 ml Litre	J126464 J126715			
Body Luxe Volumizing Elixir	6.8 oz	J126474			
Body Luxe Root Lift Volumizing Foam	300 ml	J110705			
JOICO Daily Care					
DAILY CARE TREATMENT SHAMPOO for healthy scalp	300 ml	J110134			



Defy Damage.

This damage-defying breakthrough helps protect and strengthen hair bonds for a healthy-hair transformation you can instantly see and feel.

Description	Size	Order#			
DEFY DAMAGE Protective Shampoo	300 ml	J15992			
DEFY DAMAGE Protective Shampoo	Liter	J15989			
DEFY DAMAGE Protective Shampoo	50 ml	J15990			
DEFY DAMAGE Protective Conditioner	250 ml	J15982			
DEFY DAMAGE Protective Conditioner	Liter	J15981			
DEFY DAMAGE Protective Conditioner	50 ml	J15983			
DEFY DAMAGE Protective Masque	150 ml	J15984			
DEFY DAMAGE Protective Masque	50 ml	J15986			
DEFY DAMAGE Protective Shield	100 ml	J16007			
DEFY DAMAGE Protective Shield	50 ml	J16008			
DEFY DAMAGE QUAD FOIL (shp/cond/masque/lit)	10 ml	J16038			
DEFY DAMAGE PRO SERIES					
ProSeries Salon Back Bar Kit - ProSeries 1 (358ml) - ProSeries 2 (500ml) - 12 Quad Foil Sachets (shp/cond/masque/lit)	-	J16161			
ProSeries Salon Trial Kit - ProSeries 1 (57ml) - ProSeries 2 (50ml)	-	J16163			
ProSeries 1 bond-protecting color optimizer spray	160 ml	J16005			
ProSeries 2 bond-strengthening color treatment	150 ml	J16068			

CURL



Our triple-powered Curl Repair Technology repairs, replenishes and perfects textured locks around-the-clock, guaranteeing worry-free curls that only get healthier, stronger and more beautiful with each and every use.

Description	Size	Order#			
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



Smooth Cure's ingenious sulfate-free formulas deliver up to 72 hours of dramatically soft, smooth, manageable hair thanks to our formaldehyde-free Kerashield Complex™ of Keratin, Brazil Nut Oil and Tucuma Butter.

Description	Size	Order#			
Smooth Cure Sulfate Free Shampoo	300 ml	J141014			
Smooth Cure Sulfate Free Conditioner	300 ml Litre	J141034 J141045			
Smooth Cure Thermal Styling Protectant	150 ml	J141064			



Description	Size	Order#			
Moisture Recovery Shampoo	300 ml	J126535			
	Litre	J126746			
	Gallon	J131835			
Moisture Recovery Conditioner	300 ml	J126546			
	Litre	J126756			
	Gallon	J131846			
Moisture Recovery Treatment Balm	50ml	J136414			
	250 ml	J126764			
	500 ml	J135564			
	Litre	J13272			
Moisture Recovery Leave In Moisturizer	300ml	J137944			
Moisture Recovery Travel Kit Travel sizes of shampoo, conditioner and treatment balm		J14728			



NEW! JOIFULL.

For Plush, long-lasting volume and fullness.

Joifull Volumizing Shampoo	300ml	J16175			
Joifull Volumizing Shampoo	LITER	J16177			
Joifull Volumizing Conditioner	250ml	J16179			
Joifull Volumizing Conditioner	LITER	J16181			
Joifull Volumizing Styler	100ml	J16182			



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#			
JOICO Moisture Co-Wash	250ml	J15501			
JOICO Curl Co-Wash	250ml	J15503			



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#			
K-PAK Color Therapy Shampoo 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 - 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 - 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 Use on any hair type, texture or color. Contains natural Sunflower, Jojoba, and African Manketti oils.	214 ml	J15116			
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. Perfect choice for all color-treated hair.	140 ml 250 ml 500 ml 50 ml	J15563 J15860 J15583 J15564			
LUSTER LOCK PERFECTOR SPRAY Luster Lock Spray fuses the hydrating benefits of exotic oils with a unique, damage-control formula — safeguarding gorgeous hair color for healthy, strong, shiny hair.	200 ml 50ml	J15887 J15888			



Description

Size

Order#

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. **[Only sold in Pairs]**

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. **[Only sold in Pairs]**

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#			
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.					
Color Endure Shampoo <i>designed for long lasting color</i> - 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			
Color Endure Conditioner <i>designed for long lasting color</i> This color-preserving conditioner protects the vibrancy of color-treated hair with Joico's exclusive Multi-Spectrum Defense Complex	300 ml Litre Gallon	J15022 J150241 J128814			
Color Endure Violet Shampoo <i>designed for blonde and gray hair</i> Color-depositing shampoo helps maintain and brighten cool blonde and gray tones by neutralizing oxidation that can turn hair brassy or yellow.	Litre	J152641			
Color Endure Violet Conditioner	Litre	J150271			



JOICO Individual 50 ml Travel Sizes

Description	Size	Order#			
Curl Cleansing Shampoo, 50ml	50 ml	J15124			
Curl Nourished Conditioner, 50ml	50 ml	J15130			
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 Treatment Masque, 50ml	50 ml	J14226			
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	J145111			
Power Whip Whipped Foam, 50ml	50 ml	J14538			
Heat Set blow dry cream 50ml	50 ml	J15118			
Joimist Firm Finishing Spray, 50ml	50 ml	J13618			
NEW! Instant Refresh Dry Shampoo 50ml	50 ml	J14875			
Blonde Life Brightening Shampoo	50ml	J15628			
Blonde Life Brightening Conditioner	50ml	J15630			
Blonde Life Brightening Veil	50ml	J15640			
Hair Shake Volumizing Texturizer	50 ml	J15787			
Luster Lock Perfector Spray	50 ml	J15888			



CLEARANCE - STRUCTURE Styling products

Huge Savings!

Description	Size	Order#			
<u>CARE TRIO</u> 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.	300 ml 300 ml 150 ml	J14316 J14317 J14377			
STRUCTURE ADAPT 100ML Adds pliable definition with a medium hold and matte finish.	100 ml	J14194			
TWIST STYLING GUM Gives the freedom of flexibility through moveable texture, pliable hold and soft shine.	100 ml	J14197			
TRANSFORM SPRAY CLAY A lightweight spray which works to mould and define hair to achieve versatile styles and a long lasting hold.	150 ml	J14564			
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!	14 g	J14478			
FORCE FIRM HOLD FINISHING SPRAY 55% VOC Helps retain shape, adds volume and texture, and controls flyaways. For all hair types, lengths and textures.	300 ml	J14591			



JOICO STYLE AND FINISH PRODUCTS

Description	Size	Order#		
JOICO MATTE GRIP 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.	60ml	J14528		
JOICO INSTANT REFRESH DRY SHAMPOO 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.	200ml 50ml	J145141 J14875		
JOICO HUMIDITY BLOCKER FINISHING SPRAY 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.	150 ml	J145881		
JOICO POWER WHIP WHIPPED FOAM A concentrated styling foam that creates incredible volume that lasts even in high humidity. Plum Kernel Oil nourishes hair with incredible moisture without adding weight locking your style in place for up to 72 hours.	300ml	J145131		
	250ml	J145091		

JOICO POWER GEL SCULPTING GEL An ultra-firm holding yet flexible, alcohol-free gel that locks style in place for 24 hours. Color-safe formula shields from thermal damage up to 450°F.				
JOICO POWER SPRAY FAST-DRY FINISHING SPRAY A fast-drying, ultra-fine mist aerosol hairspray with firm to ultra-firm hold. 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.	300ml	J145111		
JOICO BODY SHAKE Create beautiful body with this lightweight texturising spray from Joico. Spritz Body Spray over limp, lifeless hair to bring bounce and fullness back to any style.	200ml	J15815		
JOICO BEACH SHAKE Get textured, beachy waves without any of the drying salts or sticky sugars. Joico Beach Shake is a hybrid styling spray which provides dry texture with a satin finish for beautiful volume and separation.	200ml	J15816		
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.	150ml	J15217		

				
IRONCLAD THERMAL PROTECTANT SPRAY Ironclad: protects hair from thermal damage while ensuring a beautiful end result: hair that is shiny, smooth and static-free.		233ml	J149611	
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.		300ml	J14962	
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; heat protection up to 450 degrees.		150ml	J14981	
GOLD DUST SHIMMER FINISHING SPRAY Reflecting particles in our dazzling new shimmer spray, add an alluring glow to any hairstyle, along with light hold and a lusciously fresh scent.		50ml	J15049	
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.		10.1 oz	J130975	
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		10.9 oz	J114534	
TEXTURE BOOST DRY SPRAY WAX This ultra-fine finishing formula mists on malleable, movable texture with every hit of the nozzle.		125 ml	J145891	

Healthy, shiny,
frizz-free curls



Description	Size	Order#			
JOICO® K-Pak® Waves Reconstructive Thio-Free Wave N/R 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. 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	1 box	J112722			
JOICO® K-Pak® Reconstructive Acid Waves 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. 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	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	
	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		
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	
	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	
J15948	COLOR INTENSITY BY VERO K-PAK BLUSH	118 ML	
J15950	COLOR INTENSITY BY VERO K-PAK ROSE GOLD	118 ML	
J15951	COLOR INTENSITY BY VERO K-PAK SILVER ICE	118 ML	
J15949	COLOR INTENSITY BY VERO K-PAK VIOLET PEARL	118 ML	
J16131	COLOR INTENSITY BY VERO K-PAK -LIMELIGHT	118 ML	
J16134	COLOR INTENSITY BY VERO K-PAK -AQUA FLOW	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	

BLONDE LIFE HYPER HIGH LIFTS

Permanent Crème Color with one-step lightening and toning, plus a built-in hair defense system that strengthens strands from the inside out, the blonde result will always look beautiful and healthy.

J15857	Blonde Life Hyper High Lift Champagne	74 ML	
J15858	Blonde Life Hyper High Lift Pearl	74 ML	
J15859	Blonde Life Hyper High Lift Clear Booster	74 ML	
New! BLONDE LIFE QUICK TONERS			
J16124	Blonde Life Quick Tone Sand	74 ML	
J16125	Blonde Life Quick Tone Silver	74 ML	
J16126	Blonde Life Quick Tone Violet	74 ML	
J16136	Blonde Life Quick Tone Clear	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	
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+ LIGHT 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 NATURAL 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	32 Oz	
J13055	VERO K-PAK VEROXIDE 10 VOLUME (3%)	32 Oz	
J13056	VERO K-PAK VEROXIDE 20 VOLUME (6%)	32 Oz	
J13058	VERO K-PAK VEROXIDE 30 VOLUME (9%)	32 Oz	
J13060	VERO K-PAK VEROXIDE 40 VOLUME (12%)	32 Oz	
J13063	VERO K-PAK Chrome Activator	32 Oz	
	VERO K-PAK COLOR LIGHTENERS		
J139121	VEROLIGHT DUST-FREE LIGHTENING POWDER	450 G	
J139131	VEROLIGHT DUST-FREE LIGHTENING POWDER	900 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	
J16058	New size! JOICO BLONDE LIFE POWDER LIGHTENER	907G	
J16107	NEW! JOICO BLONDE LIFE CRÈME LIGHTENER	240G	



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

J152871	6RR (6.66) - Red Red Dark Blonde	74 ML	
J152881	5RR (5.66) - Red Red Light Brown	74 ML	
J152891	3RR (3.66) - Red Red Dark Brown	74 ML	
J16139	8 RRV - Red Red Violet Blonde	74 ML	
J16141	6 RRV - Red Red Violet Dark Blonde	74 ML	
J16135	4 RRV - Red Red Violet Medium Brown	74 ML	
J16140	7 RRC - Red Red Copper Medium Blonde	74 ML	
J16138	6 RRC - Red Red Copper Dark Blonde	74 ML	
J16137	5 RRC - Red Red Copper Light 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	
JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL WARM SERIES			
J16011	LumiShine Permanent Creme Color – 4 Natural Warm	74 ML	
J16012	LumiShine Permanent Creme Color – 5 Natural Warm	74 ML	
J16013	LumiShine Permanent Creme Color – 6 Natural Warm	74 ML	
J16009	LumiShine Permanent Creme Color – 7 Natural Warm	74 ML	
J16010	LumiShine Permanent Creme Color – 9 Natural Warm	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

J16144	8 RR - Red Red Blonde	60 ML	
J153311	6RR - Red Red Dark Blonde	60 ML	
J153321	4RR - Red Red Medium Brown	60 ML	
J16143	6 CCR - Copper Copper Red Dark Brown	60 ML	
J16142	5 RRV - Red Red Violet Light 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

J153421	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	

JOICO LUMISHINE DEMI-PERMANENT DIMENSIONAL DEPOSIT CRÈME

With 25 luscious hues to choose from, creating dimensional color becomes a simple, foolproof, predictable art form. This versatile formula corrects, glazes, glosses, tones and blends gray.

JOICO LUMISHINE DEMI-PERMANENT DIMENSIONAL DEPOSIT CRÈME: SILVER BLUE SERIES

J15923	LumiShine Demi-Permanent Dimensional Deposit Crème – 10SB	60ml	
J15909	LumiShine Demi-Permanent Dimensional Deposit Crème – 8SB	60ml	
J15904	LumiShine Demi-Permanent Dimensional Deposit Crème – 6SB	60ml	
J15899	LumiShine Demi-Permanent Dimensional Deposit Crème - 1BS	60ml	

JOICO LUMISHINE DEMI-PERMANENT DIMENSIONAL DEPOSIT CRÈME: NATURAL SERIES

J15898	LumiShine Demi-Permanent Dimensional Deposit Crème - 10N	60ml	
J15910	LumiShine Demi-Permanent Dimensional Deposit Crème - 8N	60ml	
J15905	LumiShine Demi-Permanent Dimensional Deposit Crème - 6N	60ml	
J15900	LumiShine Demi-Permanent Dimensional Deposit Crème - 3N	60ml	

JOICO LUMISHINE DEMI-PERMANENT DIMENSIONAL DEPOSIT CRÈME: NATURAL GOLD SERIES

J15914	LumiShine Demi-Permanent Dimensional Deposit Crème - 9NG	60ml	
J15916	LumiShine Demi-Permanent Dimensional Deposit Crème - 6NG	60ml	
J15902	LumiShine Demi-Permanent Dimensional Deposit Crème - 3NG	60ml	

JOICO LUMISHINE DEMI-PERMANENT DIMENSIONAL DEPOSIT CRÈME: NATURAL RED GOLD SERIES

J15912	LumiShine Demi-Permanent Dimensional Deposit Crème - 8NRG	60ml	
J15907	LumiShine Demi-Permanent Dimensional Deposit Crème - 6NRG	60ml	
J15903	LumiShine Demi-Permanent Dimensional Deposit Crème - 5NRG	60ml	

JOICO LUMISHINE DEMI-PERMANENT DIMENSIONAL DEPOSIT CRÈME: NATURAL ASH SERIES

J15911	LumiShine Demi-Permanent Dimensional Deposit Crème - 8NA	60ml	
J15906	LumiShine Demi-Permanent Dimensional Deposit Crème - 6NA	60ml	
J15901	LumiShine Demi-Permanent Dimensional Deposit Crème - 3NA	60ml	

JOICO LUMISHINE DEMI-PERMANENT DIMENSIONAL DEPOSIT CRÈME: NATURAL WARM BEIGE SERIES

J15915	LumiShine Demi-Permanent Dimensional Deposit Crème - 10NWB	60ml	
J15913	LumiShine Demi-Permanent Dimensional Deposit Crème - 8NWB	60ml	
J15908	LumiShine Demi-Permanent Dimensional Deposit Crème - 6NWB	60ml	

JOICO LUMISHINE DEMI-PERMANENT DIMENSIONAL DEPOSIT CRÈME: NATURAL WARM SERIES

J16021	LumiShine Demi-Permanent Creme Color – 4 Natural Warm	60ml	
J16020	LumiShine Demi-Permanent Creme Color – 5 Natural Warm	60ml	
J16019	LumiShine Demi-Permanent Creme Color – 6 Natural Warm	60ml	
J16018	LumiShine Demi-Permanent Creme Color – 7 Natural Warm	60ml	
J16017	LumiShine Demi-Permanent Creme Color – 9 Natural Warm	60ml	

NEW!!! JOICO LUMISHINE PERMANENT CRÈME: YOUTHLOCK

The Fountain of Youth in Every Tube. 100% Gray Coverage In 13 Radiant Shades

J16202	LumiShine Youth Lock Permanent Crème 4NN	60ml	
J16203	LumiShine Youth Lock Permanent Crème 5NN	60ml	
J16204	LumiShine Youth Lock Permanent Crème 2NN	60ml	
J16205	LumiShine Youth Lock Permanent Crème 6NN	60ml	
J16206	LumiShine Youth Lock Permanent Crème 7NN	60ml	
J16207	LumiShine Youth Lock Permanent Crème 8NN	60ml	
J16208	LumiShine Youth Lock Permanent Crème 9NN	60ml	
J16233	LumiShine Youth Lock Permanent Crème 10NN	60ml	
J16227	LumiShine Youth Lock Permanent Crème 9NNA	60ml	
J16228	LumiShine Youth Lock Permanent Crème 7NNA	60ml	
J16229	LumiShine Youth Lock Permanent Crème 6NNA	60ml	
J16230	LumiShine Youth Lock Permanent Crème 5NNA	60ml	
J16231	LumiShine Youth Lock Permanent Crème 3NNA	60ml	

JOICO LUMISHINE CRÈME DEVELOPERS

J15350	5 Volume Crème Developer	4 oz	
J15348	5 Volume Crème Developer	32 oz	
J15347	10 Volume Crème Developer	32 oz	
J15349	20 Volume Crème Developer	4 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		
J65891	JOICO OPEN/CLOSED SIGN		
J65812	JOICO CUTTING CAPE		
J65269	JOICO TIMER		
J12077	JOICO DEVELOPER MEASURING BEAKER		
J62997	JOICO MODULAR TINT MIXING BOWL		
J66303	JOICO VKC APPLICATOR BOTTLE		
J63836	JOICO VERO COLOR SWATCH BOOK LARGE		
J63525	JOICO VERO COLOR SWATCH BOOK WITH AGE DEFY		
J66734	JOICO BELLA PILAR MINT BRUSH		
J40046	JOICO VERO NARROW TINT BRUSH		
J40045	JOICO VERO WIDE TINT BRUSH		
J62142	JOICO BRANDED PLASTIC BAGS		

J66232	JOICO STYLIST CLIPS (Set of 6 clips)		
J41740	JOICO LumiShine Swatch Book		
J41818A	JOICO LITER PUMPS FOR NEW LITER BOTTLES WITH CAPS		
J41963	PUMPS FOR NEW COLOR BALANCE AND BLONDE LIFE LITERS		
J99995	JOICO GALLON PUMPS		
J41963	JOICO LITER PUMPS - clear		
J12743	JOICO LITER PUMPS - silver		
J12744	JOICO LITER PUMPS - gold		
J41931/32	JOICO ANGLED PAINT BRUSH AND BOARD SET		
J67673	JOICO COLOR SCALES		
J67739	JOICO Color Intensity Swatch Ring		