



Tel: 434-5766

Price List 2025-2026

All Salon Unit Prices are subject to change based on shipping/landing cost.

**** Subject to change, please check your invoices incase.**

SRP = Suggested Retail Price





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.	Liter 300ml	2762565 J130956			
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 2574894 J14821 2574896			
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 2747246 J139934 2747247			
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	1 Pack	J13435			
K-PAK Cuticle Sealer Seals the cuticle and improves elasticity	Liter	2574901			

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	2574889			
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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	2574902			
K-PAK Shampoo <i>to repair damage</i>	300ml Litre	J112196 2574270			
K-PAK Conditioner <i>to repair damage</i>	250ml Litre	J152582 2574888			
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%. Stronger, softer, shinier and more moisturized hair with each application.	480 ml 150 ml 50 ml	J141096 J141284 2574899			



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	2643578			

JOICO Blonde Life Brightening Conditioner	250ml	2643594			
JOICO Blonde Life Brightening Masque	150ml	2644384			
JOICO Blonde Life Brightening Veil	150ml	2644385			
JOICO Blonde Life Brightening Oil	100ml	2644386			
JOICO Blonde Life Violet					
JOICO Blonde Life Violet Smoothing Foam	200ml	J15988			
Blonde Life Violet Shampoo	300ml	2644391			
Blonde Life Violet Shampoo	LITER	J16238			
Blonde Life Violet Conditioner	250ml	2644388			
Blonde Life Violet Conditioner	LITER	J16239			

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	2643585			
DEFY DAMAGE Protective Shampoo	Liter	2643581			
DEFY DAMAGE Protective Shampoo	50 ml	2453718			
DEFY DAMAGE Protective Conditioner	250 ml	2453711			
DEFY DAMAGE Protective Conditioner	Liter	2453710			
DEFY DAMAGE Protective Conditioner	50 ml	2453712			
DEFY DAMAGE Detox Shampoo	300ml	2938339			
DEFY DAMAGE Detox Shampoo	Liter	2938338			

DEFY DAMAGE Protective Masque	150 ml	2453713			
DEFY DAMAGE Protective Masque	50 ml	2453715			
DEFY DAMAGE KBOND 20 Power Masque	150ml	2939869			
DEFY DAMAGE KBOND 20 Power Masque	500ml	2973015			
DEFY DAMAGE Protective Shield	100 ml	2453721			
DEFY DAMAGE Protective Shield	50 ml	2610205			
DEFY DAMAGE QUAD FOIL (shp/cond/masque/lit)	10 ml	J16038			
DEFY DAMAGE Invincible Frizz-fighting Bond Protector	180ml	2620017			
DEFY DAMAGE Sleepover Overnight Nourishing Treatment	100 ml	2640021			
DEFY DAMAGE In a flash	200ml	2939535			
DEFY DAMAGE PRO SERIES					
ProSeries Salon Back Bar Kit -ProSeries 1 (358ml) -ProSeries 2 (500ml) - 12 Quad Foil Sachets (shp/cond/masque/lit)	-	2620869			
ProSeries Salon Trial Kit -ProSeries 1 (57ml) -ProSeries 2 (50ml)	-	2477746			
ProSeries 1bond-protecting color optimizer spray	160 ml	J16005			
ProSeries 2 bond-strengthening color treatment	150 ml	J16068			

Moisture Recovery					
Description	Size	Order#			
Moisture Recovery Shampoo	300 ml Litre Gallon	2643046 2643045 J131837			
Moisture Recovery Conditioner	250 ml Litre Gallon	2564535 2564536 J131846			
Moisture Recovery Treatment Balm	50ml 250 ml 500 ml Litre	J136414 2564537 2564538 J13272			
Moisture Recovery Travel Kit ● Travel sizes of shampoo, conditioner and Trt balm		J14728			
NEW! Moisture Recovery 24hr Moisture Recharge	6.7oz	2999598			

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JOIFULL.

For Plush, long-lasting volume and fullness.



Joifull Volumizing Shampoo	300ml	27291246			
Joifull Volumizing Shampoo	LITER	2643038			
Joifull Volumizing Conditioner	250ml	2493548			
Joifull Volumizing Conditioner	LITER	2497292			
Joifull Volumizing Styler	100ml	2493549			

HYDRASPLASH.

Replenishes moisture, shine, and softness.



HydraSplash Hydrating Shampoo	300ml	2764127			
HydraSplash Hydrating Shampoo	Litre	2643037			
HydraSplash Hydrating Conditioner	250ml	2561385			
HydraSplash Hydrating Conditioner	Litre	2561387			
HydraSplash Hydrating Gelée Masque	150ml	2561388			
HydraSplash Replenishing Leave-In	100ml	2561389			

Youth Lock

Truly Transformative collection that recaptures youthful bounce, shine and manageability while locking in strong lustrous hair.

Beautiful hair is ageless



Youth Lock Shampoo	300ml	2694210		
Youth Lock Conditioner	250ml	2694235		
Youth Lock Treatment Masque	150ml	2694227		
Youth Lock Blowout Crème	177ml	2729167		

NEW! SCALP VITALITY.

To preserve the scalp barrier's delicate balance, ensuring optimal scalp and hair health.



Scalp Vitality Exfoliating Foaming Scrub	6.7oz	2988075		
Scalp Vitality Refreshing Shampoo	300ml	2988073		
Scalp Vitality Replenishing Essence	100ml	2988074		

NEW! CURLS LIKE US

Styling that embraces and enhances every unique twist and twirl.



Curls like us Define and Seal Curl Defining Gele	250ml	2943583		
Curls like us Hydrate & Define Curl Creme Styler	200ml	2942680		
Curls like us Smoothe and Bounce Curl Hydrating Foam	200ml	2943584		

NEW! INNERJOI

Products developed with your hair and our environment in mind



Innerjoi Hydrate Shampoo	300ml	2842765		
Innerjoi Hydrate Conditioner	300ml	2842766		
Innerjoi Hydrate Detangler	200ml	2848733		
Innerjoi Preserve Shampoo	300ml	2751052		
Innerjoi Preserve Conditioner	300ml	2751048		
Innerjoi Preserve Milk	200ml	2756492		
Innerjoi Strengthen Shampoo	300ml	2752475		
Innerjoi Strengthen Conditioner	300ml	2752478		



NEW! Joico'sCo+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			



ColorButter

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	2571123			
	Litre	2571124			
	Gallon	2620419			
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.	250 ml	2811173			
	Litre	2811174			
	Gallon	2620417			
K-PAK Color Therapy Dry Oil Spray with 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.	140/150 ml	2571126			
	250 ml	2620694			
	500 ml	2571127			
	50 ml	257112			
LUSTER LOCK PERFECTOR SPRAY Luster Lock Spray fuses the hydrating benefits of exotic oils with a unique, damage-control formula	200 ml	2571121			
	50ml	2571120			
KPAK COLOR THERAPY LUSTER LOCK GLOSSING OIL	63 ml	2571547			



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	2620491			
Joico Color Infuse RED Conditioner	300ml	2620492			
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	Litre	2620645			
Joico Color Balance PURPLE Conditioner	Litre	2620647			
Joico Color Balance Purple Shampoo	300ml	J15184			
Joico Color Balance Purple Conditioner	250ml	2620519			
Joico Color Balance Purple Conditioner	300ml	J15185			
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	2620804			
JOICO Tint Shot Root Concealer Black	73ml	J15183			
JOICO Tint Shot Root Concealer Blonde	73ml	2548575			
JOICO Tint Shot Root Concealer Light Brown	73ml	2548576			



COLORFUL ANTI-FADE

Helps to provide shine,
strength and protection from
color-fading elements.

**Dye-ing to preserve the
fierce and vibrant color?**

NEW COLORFUL ANTI-FADE SHAMPOO	300ml	2631704			
NEW COLORFUL ANTI-FADE SHAMPOO	Liter	2631705			
NEW COLORFUL ANTI-FADE CONDITIONER	250ml	2792068			
NEW COLORFUL ANTI-FADE CONDITIONER	Liter	2793342			
NEW COLORFUL GLOW BEYOND ANTI-FADE SERUM	65ML	2631708			



JOICO Individual 50 ml Travel Sizes

Description	Size	Order#			
K-PAK Color Therapy Shampoo, 50ml	50 ml	2571122			
K-PAK Color Therapy Conditioner, 50ml	50 ml	J136666			
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	2643036			
Moisture Recovery Conditioner, 50ml	50 ml	2564534			
Smooth Cure Shampoo, 50ml	50 ml	J142024			
Smooth Cure Conditioner, 50ml	50 ml	J142034			
Power Spray Fast Dry Finishing Spray, 50ml	50 ml	J145101			

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	50ml	J15787			
Luster Lock Perfector Spray	50 ml	2571120			



JOICO STYLE AND FINISH PRODUCTS

Description	Size	Order#			
Weekend Hair Dry Shampoo	255ml	J16164			
Dream Blowout Thermal Protection Crème	200ml	J16232			
SF Curl Confidence	6oz	2787975			
Heat hero 50% voc	180ml	2548644			
Zero Heat Air Dry Styling Crème Fine/Medium Hair, 200ml	150ml	2561864			
Zero Heat Air Dry Styling Crème Thick Hair	150ml	2564529			
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.	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.	200ml 50ml	J145141 J14875			
JOICO HUMIDITY BLOCKER FINISHING SPRAY Protects hair by shielding against ozonic and free radical damage. Delivers maximum, long-lasting flexibility.	150 ml	2548230			

JOICO POWER WHIP WHIPPED FOAM A concentrated styling foam that creates incredible volume that lasts even in high humidity.	300ml	J1451321			
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.	250ml	2620779			
JOICO POWER FAST-DRY FINISHING SPRAY A fast-drying, ultra-fine mist aerosol hairspray with firm to ultra-firm hold. Hair is 5.5 times more thermally protected to 450°F. Color-safe.	300ml	2620790			
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.	250ml	J158151			
JOICO BEACH SHAKE Joico Beach Shake is a hybrid styling spray which provides dry texture with a satin finish for beautiful volume and separation.	250ml	J158161			
HAIR SHAKE FINISHING TEXTURIZER SPRAY Amps up hair with the most touchable, velvety-soft, mega-volume finish.	150ml	J152171			



IRONCLAD THERMAL PROTECTANT SPRAY Protects hair from thermal damage while ensuring a beautiful end result: hair that is shiny and smooth.	233ml	J14961 1			
FLIP TURN VOLUMIZING FINISHING SPRAY Level 10 holding power locks in volume and shine for a full 72 hours.	300ml	J14962 1			
HEAT SET BLOW DRY PERFECTING CREME Level 3-hold crème reduces your drying time 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.	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.	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#			
<i>JOICO® K-Pak® Waves Reconstructive Thio-Free Wave N/R</i> 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	2694182			
<i>JOICO® K-Pak® Reconstructive Acid Waves</i> 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			
2821214	VERO K-PAK COLOR 9N LIGHT BLONDE	74 ML		
2365228	VERO K-PAK COLOR 8N MEDIUM BLONDE	74 ML		
2365223	VERO K-PAK COLOR 7N DARK BLONDE	74 ML		
2365217	VERO K-PAK COLOR 6N LIGHT BROWN	74 ML		
2823132	VERO K-PAK COLOR 5N MEDIUM BROWN	74 ML		
2365203	VERO K-PAK COLOR 4N DARK BROWN	74 ML		
2365200	VERO K-PAK COLOR 3N EBONY BROWN	74 ML		
2823135	VERO K-PAK COLOR 1N BLACK	74 ML		
	ASH SERIES			
2365198	VERO K-PAK COLOR 10A VERY LIGHT ASH BLONDE	74 ML		
2365230	VERO K-PAK COLOR 9A LIGHT ASH BLONDE	74 ML		
2365225	VERO K-PAK COLOR 8A MEDIUM ASH BLONDE	74 ML		
2365220	VERO K-PAK COLOR 7A DARK ASH BLONDE	74 ML		
2365213	VERO K-PAK COLOR 6A LIGHT ASH BROWN	74 ML		
2365207	VERO K-PAK COLOR 5A MEDIUM ASH BROWN	74 ML		
2365201	VERO K-PAK COLOR 4A DARK ASH BROWN	74 ML		
BLUE ASH SERIES				
	VERO K-PAK COLOR BLUE ASH PERM 9BA	74 ML		
	VERO K-PAK COLOR BLUE ASH PERM 8BA	74 ML		
	VERO K-PAK COLOR BLUE ASH PERM 7BA	74 ML		
	VERO K-PAK COLOR BLUE ASH PERM 6BA	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				
2822087	VERO K-PAK COLOR 9G LIGHT GOLDEN BLONDE	74 ML		
2822085	VERO K-PAK COLOR 8G MEDIUM GOLDEN BLONDE	74 ML		
2365222	VERO K-PAK COLOR 7G DARK GOLDEN BLONDE	74 ML		
2822656	VERO K-PAK COLOR 6G LIGHT GOLDEN BROWN	74 ML		
2365209	VERO K-PAK COLOR 5G MEDIUM GOLDEN BROWN	74 ML		
WARM RED SERIES				
J129712	VERO K-PAK COLOR 9RG LIGHT RED GOLD	74 ML		
2823130	VERO K-PAK COLOR 8RG MEDIUM RED GOLD	74 ML		
2823140	VERO K-PAK COLOR 7RC BRIGHT RED COPPER	74 ML		
2365218	VERO K-PAK COLOR 6RC RED COPPER	74 ML		
COOL RED SERIES				
2365219	VERO K-PAK COLOR 6RR RUBY RED	74 ML		
2365212	VERO K-PAK COLOR 5RR RED GARNET	74 ML		
2365211	VERO K-PAK COLOR 5RM RED MAHOGANY	74 ML		
2365204	VERO K-PAK COLOR 4RV RED CLARET	74 ML		
J129782	VERO K-PAK COLOR 4VR VIOLET RED	74 ML		
FASHION SERIES				
2352212	VERO K-PAK COLOR 6FR CRIMSON RED	74 ML		
2365202	VERO K-PAK COLOR 4FV WILD ORCHID	74 ML		
XTRA RED SERIES				
2822153	VERO K-PAK COLOR XTRA RED 5XR	74 ML		
2546796	VERO K-PAK COLOR XTRA RED 7XR	74 ML		
BEIGE SERIES				
2365231	VERO K-PAK COLOR 9B LIGHT BEIGE BLONDE	74 ML		
2365226	VERO K-PAK COLOR 8B MEDIUM BEIGE BLONDE	74 ML		
2365221	VERO K-PAK COLOR 7B DARK BEIGE BLONDE	74 ML		
2365214	VERO K-PAK COLOR 6B LIGHT BEIGE BROWN	74 ML		
2365208	VERO K-PAK COLOR 5B MEDIUM BEIGE BROWN	74 ML		



HIGH LIFT SERIES				
2365241	VERO K-PAK COLOR HLN HIGH LIFT NATURAL BLONDE	74 ML		
2365237	VERO K-PAK COLOR HLA HIGH LIFT ASH BLONDE	74 ML		
2365240	VERO K-PAK COLOR HLG HIGH LIFT GOLDEN BLONDE	74 ML		
2365238	VERO K-PAK COLOR HLB HIGH LIFT BEIGE BLONDE	74 ML		
ULTRA HIGH LIFT SERIES				
2365323	Vero K-PAK Color Ultra High Lift Natural UHLN	74 ML		
2823133	Vero K-PAK Color Ultra High Lift Platinum UHLP	74 ML		
2365322	Vero K-PAK Color Ultra High Lift Ash UHLA	74 ML		
J14378	Vero K-PAK Color Ultra High Lift Matte Ash UHLMA			
TONERS				
2365251	VERO K-PAK COLOR TSB SILVER BLONDE	74 ML		
2365249	VERO K-PAK COLOR TBB BEIGE BLONDE	74 ML		
2365250	VERO K-PAK COLOR TPB PEARL BLONDE	74 ML		
SULTRY BLONDES				
2415524	VKC SULTRY BLONDE Permanent Crème Shade - 10B	74 ML		
2415525	VKC SULTRY BLONDE Permanent Crème Shade - 10G	74 ML		
2415526	VKC SULTRY BLONDE Permanent Crème Shade- 10N	74 ML		
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		
DUO LIGHT CRÈME LIGHTENER				
J15559	VKC DUOLIGHT COPPER CRÈME	251 ML		



VERO K-PAK COLOR INTENSITY - SEMI PERMANENT

2364852	COLOR INTENSITY BY VERO K-PAK - CLEAR	118 ML		
2364871	COLOR INTENSITY BY VERO K-PAK - RED	118 ML		
J139371	COLOR INTENSITY BY VERO K-PAK - ORANGE	118 ML		
2364879	COLOR INTENSITY BY VERO K-PAK - YELLOW	118 ML		
2364855	COLOR INTENSITY BY VERO K-PAK - INDIGO	118 ML		
2364870	COLOR INTENSITY BY VERO K-PAK - PINK	118 ML		
2364851	COLOR INTENSITY BY VERO K-PAK- COBALT	118 ML		
2364869	COLOR INTENSITY BY VERO K-PAK- PEACOCK	118 ML		
2364877	COLOR INTENSITY BY VERO K-PAK - TITANIUM	118 ML		
2364858	COLOR INTENSITY BY VERO K-PAK - LIGHT PURPLE	118 ML		
2364868	COLOR INTENSITY BY VERO K-PAK - ORCHID	118 ML		
2364859	COLOR INTENSITY BY VERO K-PAK - MAGENTA	118 ML		
2364873	COLOR INTENSITY BY VERO K-PAK- RUBY RED	118 ML		
2364849	COLOR INTENSITY BY VERO K-PAK- AMETHYST VIOLET	118 ML		
2364876	COLOR INTENSITY BY VERO K-PAK- SAPPHIRE BLUE	118 ML		
2364875	COLOR INTENSITY BY VERO K-PAK- SOFT PINK	118 ML		
2364854	COLOR INTENSITY BY VERO K-PAK- HOT PINK	118 ML		
2364866	COLOR INTENSITY BY VERO K-PAK MERMAID BLUE	118 ML		
J154491	COLOR INTENSITY BY VERO K-PAK FIERY CORAL	118 ML		
2364857	COLOR INTENSITY BY VERO K-PAK LILAC	118 ML		
2364872	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		
2364863	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		
2364878	COLOR INTENSITY BY VERO K-PAK TRUE BLUE	118 ML		
2414716	COLOR INTENSITY BY VERO K-PAK BLUSH	118 ML		
2414718	COLOR INTENSITY BY VERO K-PAK ROSE GOLD	118 ML		
2414719	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		
2453702	COLOR INTENSITY BY VERO K-PAK -AQUA FLOW	118 ML		
COLOR INTENSITY PRODUCTS				
2365089	COLOR INTENSITY ERASER	44 ML		
VERO K-PAK INTENSIFIERS - PERMANENT COLORS				
2365242	VERO K-PAK COLOR INB ROYAL BLUE INTENSIFIER	74 ML		
2365246	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		
2365245	VERO K-PAK COLOR INRR EXTRA RED INTENSIFIER	74 ML		
J130652	VERO K-PAK COLOR INRV RED VIOLET INTENSIFIER	74 ML		
2365247	VERO K-PAK COLOR INV VIOLET INTENSIFIER	74 ML		
2365236	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		
2414712	Blonde Life Hyper High Lift Clear Booster	74 ML		
BLONDE LIFE QUICK TONERS				
2816786	Blonde Life Quick Tone Sand	74 ML		
2817357	Blonde Life Quick Tone Silver	74 ML		
2816785	Blonde Life Quick Tone Violet	74 ML		
2816787	Blonde Life Quick Tone Clear	74 ML		



JOICO VERO K-PAK COLOR AGE DEFY

The Age Defy permanent crème 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		
2365274	VERO K-PAK COLOR AGE DEFY 6NGC+ Light Natural Golden Copper Brown		
2365278	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		
2365272	VERO K-PAK COLOR AGE DEFY 5BCR+ Medium Brown Copper Red		
	NA+ Series		
2351841	VERO K-PAK COLOR AGE DEFY 2NA+ Very Dark Natural Ash Brown		
2351844	VERO K-PAK COLOR AGE DEFY 4NA+ Dark Natural Ash Brown		
2351859	VERO K-PAK COLOR AGE DEFY 6NA+ LIGHT NATURAL ASH BROWN		
2351865	VERO K-PAK COLOR AGE DEFY 7NA+ DARK NATURAL ASH BLONDE		
	NN+ Series		
2351847	VERO K-PAK COLOR AGE DEFY 4NN+ Dark Natural Natural Brown		
2808102	VERO K-PAK COLOR AGE DEFY 5NN+ Medium Natural Natural Brown		
2808118	VERO K-PAK COLOR AGE DEFY 6NN+ Light Natural Natural Brown		
2365277	VERO K-PAK COLOR AGE DEFY 7NN+ Dark Natural Natural Blonde		
2808132	VERO K-PAK COLOR AGE DEFY 8NN+ Medium Natural Natural Blonde		
2365280	VERO K-PAK COLOR AGE DEFY 9NN+ Light Natural Natural Blonde		
2365265	VERO K-PAK COLOR AGE DEFY 10NN+ Very Light Natural Natural Blonde		
	NG+ SERIES		
2365293	VERO K-PAK COLOR AGE DEFY 9NG+ LIGHT NATURAL BLONDE		
2365292	VERO K-PAK COLOR AGE DEFY 8NG+ MEDIUM NATURAL BLONDE		
2365290	VERO K-PAK COLOR AGE DEFY 7NG+ DARK NATURAL BLONDE		
2808106	VERO K-PAK COLOR AGE DEFY 6NG+ LIGHT NATURAL BROWN		
2808101	VERO K-PAK COLOR AGE DEFY 5NG+ MEDIUM NATURAL BROWN		
2365283	VERO K-PAK COLOR AGE DEFY 4NG+ DARK NATURAL BROWN		

	GC+ and CG+ SERIES		
2546798	VERO K-PAK COLOR AGE DEFY 8GC+ MEDIUM GOLDEN COPPER BLONDE		
2808121	VERO K-PAK COLOR AGE DEFY 7CG+ DARK COPPER GOLDEN BLONDE		
2365286	VERO K-PAK COLOR AGE DEFY 6CG+ LIGHT COPPER GOLDEN BROWN		
	NR+ and NRV + SERIES		
2808120	VERO K-PAK COLOR AGE DEFY 6NR+ LIGHT NATURAL RED BROWN		
2365285	VERO K-PAK COLOR AGE DEFY 5NR+ MEDIUM NATURAL RED BROWN		
2808093	VERO K-PAK COLOR AGE DEFY 5NRM+ MEDIUM NATURAL RED MAHOGANY BROWN		
2351848	VERO K-PAK COLOR AGE DEFY 4NRV+ DARK NATURAL RED VIOLET BROWN		
J133272	VERO K-PAK COLOR AGE DEFY 3NVR+ NATURAL VIOLET RED EBONY BROWN		
	BALANCING ADDITIVES		
J136202	VERO K-PAK COLOR AGE DEFY BALANCING ADDITIVES CLEAR		
2351880	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		
2351869	VERO K-PAK COLOR AGE DEFY 8MB+ MEDIUM MOCHA BLONDE		
2351858	VERO K-PAK COLOR AGE DEFY 6MB+ LIGHT MOCHA BROWN		
2351851	VERO K-PAK COLOR AGE DEFY 5MB+ MEDIUM MOCHA BROWN		
	GB+BG SERIES		
2351839	VERO K-PAK COLOR AGE DEFY 10GB+ VERY LIGHT GOLD BLONDE		
2351873	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		
2415530	VERO K-PAK COLOR AGE DEFY 7NPA+ MEDIUM NATURAL PLATINUM ASH BROWN		
2415528	VERO K-PAK COLOR AGE DEFY 5NPA+ LIGHT NATURAL PLATINUM ASH BROWN		
2808119	VERO K-PAK COLOR AGE DEFY 6NPA+ DARK NATURAL PLATINUM ASH BLONDE		



	BASE BREAKER			
J12077	VERO K-PAK BASE BEAKER	60ML		
	VERO K-PAK COLOR PRODUCTS			
2365320	VERO STAINLESS COLOR REMOVER	118 ML		
J130542	VERO K-PAK COLOR LB LIGHTENING BOOSTER	74 ML		
	VERO K-PAK COLOR DEVELOPERS			
2602336	VERO K-PAK VEROGLAZE	32 Oz		
2602335	VERO K-PAK VEROXIDE 10 VOLUME (3%)	32 Oz		
2602334	VERO K-PAK VEROXIDE 20 VOLUME (6%)	32 Oz		
2602333	VERO K-PAK VEROXIDE 30 VOLUME (9%)	32 Oz		
2602332	VERO K-PAK VEROXIDE 40 VOLUME (12%)	32 Oz		
2365183	VERO K-PAK Chrome Activator	32 Oz		
	VERO K-PAK COLOR LIGHTENERS			
2474026	VEROLIGHT DUST-FREE LIGHTENING POWDER	450 G		
2620423	VEROLIGHT DUST-FREE LIGHTENING POWDER	900 G		
2365311	VERO K-PAK CRÈME LIGHTENER	300 ML		
J15650	JOICO FREEPLAY CLAY LIGHTNER	450G		
J15649	JOICO FREEPLAY CLAY LIGHTNER	30ml		
2822643	JOICO BLONDE LIFE POWDER LIGHTENER	450 G		
J15723	JOICO BLONDE LIFE POWDER LIGHTENER	42.5G/ 1.5oz		
2822644	JOICO BLONDE LIFE POWDER LIGHTENER	907G		
2832660	JOICO BLONDE LIFE CRÈME LIGHTENER	10.5oz		
2822641	NEW! JOICO BLONDE LIFE BALAYAGE POWDER LIGHTENER	8oz		
3026232	JOICO BLONDE LIFE SILVERLIGHT POWDER LIGHTENER	32oz/2lb		



JoicoLumiShine transforms hair from the inside out with ArgiPlex Technology, delivering astonishing 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

2642698	10N (10.0) - Natural Lightest Blonde	74 ML	
2645960	9N (9.0) - Natural Light Blonde	74 ML	
2645967	8N (8.0) - Natural Blonde	74 ML	
2646894	7N (7.0) - Natural Medium Blonde	74 ML	
2647191	6N (6.0) - Natural Dark Blonde	74 ML	
2644971	5N (5.0) - Natural Light Brown	74 ML	
2644374	4N (4.0) - Natural Medium Brown	74 ML	
2643043	3N (3.0) - Natural Dark Brown	74 ML	
2643039	1N (1.0) - Natural Black	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL ASH SERIES

2645961	9NA (9.01) - Natural Ash Light Blonde	74 ML	
2645968	8NA (8.01) - Natural Ash Blonde	74 ML	
2646913	7NA (7.01) - Natural Ash Medium Blonde	74 ML	
2647190	6NA (6.01) - Natural Ash Dark Blonde	74 ML	
2644972	5NA (5.01) - Natural Ash Light Brown	74 ML	
2644375	4NA (4.01) - Natural Ash Medium Brown	74 ML	
2643044	3NA (3.01) - Natural Ash Dark Brown	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL BEIGE SERIES

2642703	10NWB (10.07) - Natural Warm Beige Lightest Blonde	74 ML	
2645966	9NWB (9.07) - Natural Warm Beige Light Blonde	74 ML	
2645974	8NWB (8.07) - Natural Warm Beige Blonde	74 ML	
2647176	7NWB (7.07) - Natural Warm Beige Medium Blonde	74 ML	
2647182	6NWB (6.07) - Natural Warm Beige Dark Blonde	74 ML	
2644979	5NWB (5.07) - Natural Warm Beige Light Brown	74 ML	

JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL GOLD SERIES

2709806	10NG (10.03) - Natural Golden Lightest Blonde	74 ML		
2645963	9NG (9.03) - Natural Golden Light Blonde	74 ML		
2645971	8NG (8.03) - Natural Golden Blonde	74 ML		
2647101	7NG (7.03) - Natural Golden Medium Blonde	74 ML		
2647188	6NG (6.03) - Natural Golden Dark Blonde	74 ML		
2644376	4NG (4.03) - Natural Golden Medium Brown	74 ML		

JOICO LUMISHINE PERMANENT CRÈME COLOR: RED SERIES

2647181	6RR (6.66) - Red Red Dark Blonde	74 ML		
2644980	5RR (5.66) - Red Red Light Brown	74 ML		
2643586	3RR (3.66) - Red Red Dark Brown	74 ML		
2645973	8RRV - Red Red Violet Blonde	74 ML		
2647179	6RRV - Red Red Violet Dark Blonde	74 ML		
2644379	4RRV - Red Red Violet Medium Brown	74 ML		
2647177	7RRC - Red Red Copper Medium Blonde	74 ML		
2647180	6RRC - Red Red Copper Dark Blonde	74 ML		
2644981	5RRC - Red Red Copper Light Brown	74 ML		

JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL RED VIOLET SERIES

2647186	6NRV (6.05) - Natural Red Violet Dark Blonde	74 ML		
2644975	5NRV (5.05) - Natural Red Violet Light Brown	74 ML		

JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL COPPER SERIES

2645962	9NC (9.04) - Natural Copper Light Blonde	74 ML		
2645970	8NC (8.04) - Natural Copper Blonde	74 ML		
2646916	7NC (7.04) - Natural Copper Medium Blonde	74 ML		
2647189	6NC (6.04) - Natural Copper Dark Blonde	74 ML		
2644973	5NC (5.04) - Natural Copper Light Brown	74 ML		

JOICO LUMISHINE PERMANENT CRÈME COLOR: COPPER SERIES

2646891	7CC (7.44) - Copper Copper Medium Blonde	74 ML		
2647192	6CC (6.44) - Copper Copper Dark Blonde	74 ML		

JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL VIOLET SERIES

2642700	10NV (10.02) - Natural Violet Lightest Blonde	74 ML		
2645964	9NV (9.02) - Natural Violet Light Blonde	74 ML		
2647174	7NV (7.02) - Natural Violet Medium Blonde	74 ML		
2647184	6NV (6.02) - Natural Violet Dark Blonde	74 ML		
2644976	5NV (5.02) – Natural Violet Light Brown	74 ML		

JOICO LUMISHINE PERMANENT CRÈME COLOR: VIOLET SERIES

2644380	4VV (4.22) - Violet Violet Medium Brown	74 ML		
2643589	3VV (3.22) - Violet Violet Dark Brown	74 ML		
2643042	1VV (1.22) - Violet Violet Black	74 ML		
JOICO LUMISHINE PERMANENT CRÈME COLOR: BLUE ASH SERIES				
2644970	JOICO LUMISHINE PERM 5BA	74 ML		
2682927	JOICO LUMISHINE PERM 7BA	74 ML		
2682929	JOICO LUMISHINE PERM 6BA	74 ML		
2642696	JOICO LUMISHINE PERM 10BA	74 ML		
2682931	JOICO LUMISHINE PERM 9BA	74 ML		
JOICO LUMISHINE PERMANENT CRÈME COLOR: INTENSIFIER SERIES				
2364969	INB -Blue Intensifer	74 ML		
2650113	INCG -Copper-Gold Intensifier	74 ML		
2650115	INRR -Extra Red Intensifier	74 ML		
JOICO LUMISHINE PERMANENT CRÈME COLOR: HIGHLIFT SERIES				
2644994	XLA (XL.1) - High Lift Lightest Ash Blonde	74 ML		
2644991	XLN (XL.0) - High Lift Lightest Natural Blonde	74 ML		
2644992	XLB (XL.7) - High Lift Lightest Beige Blonde	74 ML		
2644993	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		
2645972	8NRG LumiShine Natural Red Gold	74 ML		
2647173	7NRG LumiShine Natural Red Gold	74 ML		
2647187	6NRG LumiShine Natural Red Gold	74 ML		
2644974	5NRG LumiShine Natural Red Gold	74 ML		
JOICO LUMISHINE PERMANENT CRÈME COLOR: NATURAL WARM SERIES				
2644377	Lumishine 4 Natural Warm – 4NW	74 ML		
2644978	LumiShine 5 Natural Warm – 5NW	74 ML		
2647183	LumiShine 6 Natural Warm – 6NW	74 ML		
2647175	LumiShine 7 Natural Warm – 7NW	74 ML		
2645965	LumiShine 9 Natural Warm – 9NW	74 ML		
JOICO LUMISHINE PERMANENT CRÈME COLOR: ASH ASH SERIES				
2600023	LumiShine 4AA Permanent Creme 2.5oz	74 ML		
2600022	LumiShine 5AA Permanent Creme 2.5oz	74 ML		
2600021	LumiShine 6AA Permanent Creme 2.5oz	74 ML		
2600024	LumiShine 7AA Permanent Creme 2.5oz	74 ML		
JOICO LUMISHINE PERMANENT CRÈME COLOR: MOCHA SERIES				
2920319	LumiShine 3M Permanent Crème 2.5oz	74 ML		
2920316	LumiShine 5M Permanent Crème 2.5oz	74 ML		
2920320	LumiShine 6M Permanent Crème 2.5oz	74 ML		



JOICO LUMISHINE PERMANENT CRÈME COLOR YOUTH LOCK NATURAL NATURAL

2642704	LUMISHINE Youth Lock permanent crème color 10NN	74 ML		
2645955	LUMISHINE Youth Lock permanent crème color 9NN	74 ML		
2645953	LUMISHINE Youth Lock permanent crème color 8NN	74 ML		
2645950	LUMISHINE Youth Lock permanent crème color 7NN	74 ML		
2644995	LUMISHINE Youth Lock permanent crème color 6NN	74 ML		
2644982	LUMISHINE Youth Lock permanent crème color 5NN	74 ML		
2644381	LUMISHINE Youth Lock permanent crème color 4NN	74 ML		
2643587	LUMISHINE Youth Lock Permanent crème color 2NN	74 ML		

JOICO LUMISHINE PERMANENT CRÈME COLOR YOUTH LOCK NATURAL NATURAL ASH

2645956	LUMISHINE Youth Lock permanent crème color - 9NNA	74 ML		
2645951	LUMISHINE Youth Lock permanent crème color - 7NNA	74 ML		
2644996	LUMISHINE Youth Lock permanent crème color - 6NNA	74 ML		
2644983	LUMISHINE Youth Lock Permanent crème color - 5NNA	74 ML		
2643590	LUMISHINE Youth Lock permanent crème color - 3NNA	74 ML		

JOICO LUMISHINE PERMANENT CRÈME COLOR YOUTH LOCK NATURAL NATURAL GOLD

2644382	LUMISHINE YouthLock Permanent Crème Color 4NNG	74 ML		
2644984	LUMISHINE YouthLock Permanent Crème Color 5NNG	74 ML		
2569294	LUMISHINE YouthLock Permanent Crème Color 8NNG	74 ML		
2644997	LUMISHINE YouthLock Permanent Crème Color 6NNG	74 ML		
2645952	LUMISHINE YouthLock Permanent Crème Color 7NNG	74 ML		
2645957	LUMISHINE YouthLock Permanent Crème Color 9NNG	74 ML		
2642707	LUMISHINE YouthLock Permanent Crème Color 10NNG	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

2415286	10N (10.0) - Natural Lightest Blonde	60 ML		
2415342	8N (8.0) - Natural Blonde	60 ML		
2620998	7N (7.0) – Natural Medium Blonde	60 ML		

2415318	6N (6.0) - Natural Dark Blonde	60 ML		
2415312	5N (5.0) - Natural Light Brown	60 ML		
2620995	4N (4.0) – Natural Medium Brown	60 ML		
2415300	3N (3.0) - Natural Dark Brown	60 ML		
JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: NATURAL ASH SERIES				
2415344	8NA (8.01) - Natural Ash Blonde	60 ML		
2415320	6NA (6.01) - Natural Ash Dark Blonde	60 ML		
2415314	5NA Natural Ash Light Brown	60 ML		
2415302	3NA Natural Ash Dark Brown	60 ML		
JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: NATURAL BEIGE SERIES				
2415292	10NWB (10.07) - Natural Warm Beige Lightest Blonde	60 ML		
2415354	9NWB (9.07) - Natural Warm Beige Light Blonde	60 ML		
2415336	7NWB (7.07) - Natural Warm Beige Medium Blonde	60 ML		
2415328	6NWB (6.07) - Natural Warm Beige Dark Blonde	60 ML		
2415308	4NWB Natural Warm Beige Medium Brown	60 ML		
JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: NATURAL GOLD SERIES				
2415290	10NG (10.03) - Natural Golden Lightest Blonde	60 ML		
2415348	8NG (8.03) - Natural Golden Blonde	60 ML		
2415324	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				
2453697	8RR - Red Red Blonde	60 ML		
J15331	6RR - Red Red Dark Blonde	60 ML		
2453695	4RR - Red Red Medium Brown	60 ML		
2453699	6CCR - Copper Copper Red Dark Brown	60 ML		
2453698	5RRV - Red Red Violet Light Brown	60 ML		

JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: NATURAL COPPER SERIES				
J15687	10NC - Natural Copper Lightest Blonde	60 ML		
2415346	8NC - Natural Copper Blonde	60 ML		
2415334	7NC - (7.04) - Natural Copper Medium Blonde	60 ML		
2415322	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				

2415352	9NV (9.02) - Natural Violet Light Blonde	60 ML		
2415326	6NV Natural Violet Dark Blonde	60 ML		
J15341	1NV (1.02) - Natural Violet Black	60 ML		
JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: VIOLET SERIES				
2415358	9V - Violet Light Blonde	60 ML		
2415340	7V - Violet Medium Blonde	60 ML		
JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: VIOLET VIOLET SERIES				
2415304	3VV - Violet Violet Dark Brown	60 ML		
JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: CLEAR				
2620783	Clear	60 ML		
JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: SILVER BLUE				
2415294	LumiShine Demi-perm liquid SILVER BLUE 10SB	60 ML		
2415356	LumiShine demi-perm liquid SILVER BLUE 9SB	60 ML		
2415338	LumiShine Demi-perm liquid SILVER BLUE 7SB	60 ML		
2415332	LumiShine demi-perm liquid SILVER BLUE 6SB	60 ML		
2415296	LumiShine demi-perm liquid SILVER BLUE 1BS	60 ML		
JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: ASH ASH SERIES				
2600765	LumiShine 5AA Demi-Perm Liquid 2oz	60 ML		
2600764	LumiShine 6AA Demi-Perm Liquid 2oz	60 ML		
2600759	LumiShine 8AA Demi-Perm Liquid 2oz	60 ML		
JOICO LUMISHINE DEMI-PERMANENT LIQUID COLOR: COPPER SERIES				
2870860	LumiShine 5WC Demi-Perm Liquid 2oz	60 ML		
2870883	LumiShine 6WC Demi-Perm Liquid 2oz	60 ML		
2870857	LumiShine 7WC Demi-Perm Liquid 2oz	60 ML		
2857114	LumiShine 9PV Demi-Perm Liquid 2oz	60ML		

BLONDE LIFE DEMI-PERMANENT LIQUID COLOR				
2963627	Blonde Life Demi Gloss (Demi-Perm) Liquid 10G	60ML		
2963629	Blonde Life Demi Gloss (Demi-Perm) Liquid 12N	60ML		
2963614	Blonde Life Demi Gloss (Demi-Perm) Liquid 12T	60ML		
2963617	Blonde Life Demi Gloss (Demi-Perm) Liquid 12V	60ML		
2898429	Blonde Life Demi Gloss (Demi-Perm) Liquid 10T	60ML		
2898935	Blonde Life Demi Gloss (Demi-Perm) Liquid 9T	60ML		
2898430	Blonde Life Demi Gloss (Demi-Perm) Liquid 10BV	60ML		
2813210	Blonde Life Demi Gloss (Demi-Perm) Liquid Clear	60ML		

2813205	Blonde Life Demi Permanent Liquid 8N	60ML	
2813212	Blonde Life Demi Gloss (Demi-Perm) Liquid 9SB	60ML	
2813208	Blonde Life Demi Permanent Liquid 10N	60ML	
2813213	Blonde Life Demi Permanent Liquid 10SB	60ML	
2813211	Blonde Life Demi Permanent Liquid 10V	60ML	

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

2414692	LumiShine Demi-Permanent Dimensional Deposit Crème – 10SB	60ml		
2414708	LumiShine Demi-Permanent Dimensional Deposit Crème – 8SB	60ml		
2414703	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

2414690	LumiShine Demi-Permanent Dimensional Deposit Crème - 10N	60ml		
2414704	LumiShine Demi-Permanent Dimensional Deposit Crème - 8N	60ml		
2414698	LumiShine Demi-Permanent Dimensional Deposit Crème - 6N	60ml		
2414694	LumiShine Demi-Permanent Dimensional Deposit Crème - 3N	60ml		

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

2414709	LumiShine Demi-Permanent Dimensional Deposit Crème - 9NG	60ml		
2414700	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

2414705	LumiShine Demi-Permanent Dimensional Deposit Crème - 8NA	60ml		
2414699	LumiShine Demi-Permanent Dimensional Deposit Crème - 6NA	60ml		
2414695	LumiShine Demi-Permanent Dimensional Deposit Crème - 3NA	60ml		

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

2414691	LumiShine Demi-Permanent Dimensional Deposit Crème - 10NWB	60ml		
2414707	LumiShine Demi-Permanent Dimensional Deposit Crème - 8NWB	60ml		
2414702	LumiShine Demi-Permanent Dimensional Deposit Crème - 6NWB	60ml		

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

2415575	LumiShine Demi-Permanent Crème Color – 4 Natural Warm (4NW)	60ml		
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J16020	LumiShine Demi-Permanent Crème Color – 5 Natural Warm (5NW)	60ml		
2415573	LumiShine Demi-Permanent Crème Color – 6 Natural Warm (6NW)	60ml		
2415572	LumiShine Demi-Permanent Crème Color – 7 Natural Warm (7NW)	60ml		
2415571	LumiShine Demi-Permanent Crème Color – 9 Natural Warm (9NW)	60ml		

1 100% COVERAGE
100% gray coverage in just 10 quick minutes.

2 EASY TO USE
Pre-blended shades and straightforward formulations... take the guesswork out of the equation.

3 INCREASED PROFITS:
Money, Money, Money.
(Do the math: Faster color + Smarter strategies = More color clients each day.)

4 TIME
Carve out more "me" time for yourself. And give clients your undivided attention without that mad dash between chairs.

5 FLEXIBILITY
Become the Queen of Customer Service.
(Late client? No prob! Walk-in client? Come right in!)

Lumi10 Permanent Crème Color				
			IDR #	
Accelerator	LUMI10 22 Volume DEVELOPER		2729166	
<u>Color Name</u>	<u>Size</u>			
10N – Natural Lightest Blonde	2.5oz		2694195	
1N – Natural Black	2.5oz		2694215	
3N – Natural Dark Brown	2.5oz		2694216	
4N – Natural Medium Brown	2.5oz		2694217	
5N – Natural Light Brown	2.5oz		2694187	
5NWB – Natural Warm Beige Light Brown	2.5oz		2694206	
6N – Natural Dark Blonde	2.5oz		2694208	
6NA – Natural Ash Dark Blonde	2.5oz		2694189	
6NWB – Natural Warm Beige Dark Blonde	2.5oz		2694219	

7N – Natural Medium Blonde	2.5oz		2694186	
7NA – Natural Ash Medium Blonde	2.5oz		2694209	
7NWB – Natural Warm Beige Medium Blonde	2.5oz		2694198	
8N – Natural Blonde	2.5oz		2694207	
8NA – Natural Ash Blonde	2.5oz		2694197	
8NWB – Natural Warm Beige Blonde	2.5oz		2694196	

JOICO LUMISHINE CRÈME DEVELOPERS

2620994	5 Volume Crème Developer	4 oz		
2602330	5 Volume Crème Developer	32 oz		
2602328	10 Volume Crème Developer	32 oz		
2602334	20 Volume Crème Developer	32 oz		
2602331	30 Volume Crème Developer	32 oz		
2602326	40 Volume Crème Developer	32 oz		

JOICO BLONDE LIFE CRÈME DEVELOPERS

2979781	5 Volume Crème Developer	32 OZ		
29797802	20 Volume Crème Developer	32 oz		
2979799	40 Volume Crème Developer	32 oz		

MISCELLANEOUS ITEMS

	MISCELLANEOUS ITEMS		
J62998	JOICO TUBE KEY		
J65891	JOICO OPEN/CLOSED SIGN		
J65812	JOICO CUTTING CAPE		
J12077	JOICO DEVELOPER MEASURING BEAKER		
J62997	JOICO MODULAR TINT MIXING BOWL		
2621136	JOICO VKC APPLICATOR BOTTLE		
J64574	JOICO VERO COLOR SWATCH BOOK LARGE		
J65322	JOICO VERO COLOR SWATCH BOOK WITH AGE DEFY		
J66734	JOICO BELLA PILAR MINT BRUSH		
2360529	JOICO VERO NARROW TINT BRUSH		
2749535	JOICO VERO WIDE TINT BRUSH		
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		

[illegible]

Dear Valued SUDS Customer,

Welcome to SUDS. Salons Ultimate Distribution Source started in 2004. We were so impressed with JOICO and Vero KPAK Color that we started distribution of these products throughout the island. With the increasing popularity of keratin treatments on the island we decided to add the Global Keratin line of products to our Distributorship and have continued building from there. We now have many lines under the “umbrella” of JOICO & GK Hair. All our lines are for the salon professional with patented ingredients. We did it all for The Love of Beauty and hope that using these fine products will help your salon in its success and greatly improve your profit margin.

We congratulate you on choosing SUDS and guarantee that the performance of these professional products will exceed your expectations!

We’ve compiled below answers to some of the most frequently asked questions that customers have with regard to the operations of SUDS including orders and deliveries. Feel free, of course, to call us any time!

The price list is a comprehensive guide to the products we stock and each individual item has a unique “J, B, M, PM or GK number” which must be used when placing orders. You will also see the price of the item, and our suggestion of what the item should retail for in your salon.

When submitting an order, the following format is preferred:

Quantity – Item – J, B, M, GK, PM number

So, if you would like three tubes of 1N color, your order should read:

Example; 3 - 1N Vero Kpak color Permanent - 2823135

For items which come in different sizes, it is useful to also include the desired size in the item name:

e.g. 1 - Kpak shampoo **Liter** – 2574270

Another Example; 2 – PM The Conditioner 16.9oz – PM570130

Orders are taken by phone or by email and fulfilled during our opening hours which are Tuesdays, Wednesdays and Fridays between 8:30/9:00 A.M. to 4:30 P.M. Occasionally we will be open on Thursdays. Orders should be submitted at least a day before or by 6 PM to sudsorders@salonbarbados.com. Orders can take 24 -72 hours to process and schedule delivery or collection. Please request your preference when ordering so we can schedule orders for your convenience if either delivery or collection. Don’t worry; if you forget when ordering we will call to arrange a mutually convenient time for delivery, delivery fees are generally \$20.00 to \$25.00 but may be higher depending on the location and order size. We can also arrange a courier service which is payable on delivery by the customer. This service has been great in salon emergencies!

Alternatively, we are happy to have your order ready for collection at either Peronne Village or South Ridge, but ask that you collect your order at the time specified as we do not have the capacity to store dispatched orders for extended periods of time.

Payment: All orders must be paid in full on delivery, either using cash or a company cheque. We encourage you to request a receipt if paying cash and collecting at the PERONNE location. Please make cheque payments to: **TinAus Investments Inc.** In the case of returned cheques, a \$50 returned cheque fee will be charged (per cheque returned). We encourage you to double-check all orders prior to submitting them to SUDS and confirm your order once your emailed invoice is received. **All orders are final and no returns are accepted** unless there is a product functioning issue. In this case, the faulty product will be immediately replaced and we will send the item to the USA for testing if there is a performance issue. So again, please check your email. If your manager or assistant is ordering for you please approve prior to it being submitted to SUDS. We guarantee the products you receive will be straight from our controlled temperature stock room and this is why we do not waiver on this policy.

*Peronne Village (The Cut Hair Studio) is a separate business and salon and therefore SUDS clients cannot purchase stock from The Cut Hair Studio. Like you, we order products from SUDS and only keep stock for our salons inventory and smooth running. The Cut Hair Studio in Peronne Village is simply used as a **collection point** for dispatched orders where appropriate and for your convenience.

We understand the nature of the hair care industry and are therefore happy to assist you in an “emergency” where, for instance, you need a tube of color as soon as possible. In such a situation, call 434-5766 between 8-5 Monday to Friday excluding bank holidays. You may also call Tracy on her cell for after hour emergencies or color guidance questions.

Of course, we must stress that “emergencies” must not become common occurrences and encourage good inventory habits which should prevent these situations.

As you can appreciate, we do not sell to the public or stylists without a license. We therefore must have a copy of your active cosmetology certificate prior to setting up an account or accepting orders in order to sell you Chemical products and cosmetology prices.

We thank you again for choosing SUDS and look forward to working with you!

Sincerely,

SUDS

Salon’s Ultimate Distribution Source

sudsorders@salonbarbados.com

624-7837

SUDS whatsapp: 230-6395