

NEW

JOICO
the **joi** of healthy hair

GLOSSING THERMAL PROTECTOR

HEAT HERO™

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



Here's Why You'll Love It...

Heat Hero doesn't just guard against potential damage—it also reduces the appearance of split ends in the process.

- Thermal protection up to 450 °F (232 °C)
- Heat-activated split-end mender
- Boosts shine
- Protects against pollution*
- Paraben-free



Let's Look Inside...

Heat and pollution protection is infused with nourishing hydration for strong, super-shiny, well-defended hair.

Heat-Deflecting Polymers: provide light style retention and help to protect hair from damaging thermal tools.

Moringa Seed Oil: a rich source of antioxidants, Vitamins A and E, Zinc, and Silica (all fundamental to creating healthy, strong, damage-resistant hair) helps to boost shine and softness.

Now Let's Use It...

Directions: Spray on dry hair before using a hot tool. Reapply after styling to finish and add hold.

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*Laboratory tested using pollution particles

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PROTECTIVE FINISHING SPRAY

HUMIDITY BLOCKER+

Don't let your fresh blowout or pristine flat-iron style go unprotected against rainy, humid weather. This light-hold humidity-buster works tirelessly, depositing an invisible, 24-hour shine-shield of frizz and static protection over all your hard work.



Here's Why You'll Love It...

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

- 24-hour humidity protection
- Instant frizz-reduction
- Eliminates static
- Boost shine
- Holding power increased to 3
- Thermal protection up to 450 °F (232 °C)
- Protects against pollution*
- Paraben-free
- Free of SLS/SLES Sulfates**



Let's Look Inside...

The shield is real—and boosted with humidity-busting ingredients that create shine, movement, hold, and finish.

Flexible Copolymer: specifically designed to produce a crystal-clear finish, providing excellent hold without feeling tacky or stiff.

Moringa Seed Oil: a rich source of antioxidants, Vitamins A and E, Zinc, and Silica (all fundamental to creating healthy, strong, damage-resistant hair) helps to boost shine and softness.

Now Let's Use It...

Directions: Shake well. Spray 8-10 inches (20-30 cm) from dry hair. Layer for extra hold.

*Laboratory tested using pollution particles
**SLS/SLES Sulfates = sodium lauryl sulfate / sodium laureth sulfate

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