

NEW  
LOOK

**JOICO**  
the **joi** of healthy hair

# JOIGEL<sup>®</sup> MEDIUM

You want hold, shine, pliability, and movement, without crunchy stiffness. This right-in-the-middle styling gel is designed to deliver all the right stuff—plus moisture, body, and protection from pollution\*—in one fell swoop.



# STYLING GEL

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

There's a whole lot more to JoiGel Medium than just manageable hold. Consider it your do-everything styler that protects hair with a shot of glam.

- Helps add body and volume
- Locks in hydration
- Boosts shine
- Long-lasting humidity protection
- Thermal protection up to 450 °F (232 °C)
- Protects against pollution\*



## Let's Look Inside...

Nothing stiff or crunchy here—unique flexible ingredients glide smoothly over hair, keeping strands perfectly in place.

**Crosspolymer + Copolymers:** create a smooth gel texture while delivering flexible holding power.

**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:** Apply to damp/dry hair. Style as usual.

**JOICO.COM**     

©2021 Henkel Corporation, Culver City, CA 90230 USA 800.44.JOICO  
Printed in U.S.A. HAIR Jill Buck PHOTO Hama Sanders J69848

\*Laboratory tested using pollution particles

NEW  
LOOK

**JOICO**  
the **joi** of healthy hair

**STYLING  
GEL**

# JOIGEL<sup>®</sup> FIRM

Hair that's tough, tenacious, thick, even coarse at times needs a styling gel that will fearlessly stand up to its feistiness. This firm-hold formula—which locks in shine and hydration and locks OUT pollution\* and humidity—coaxes those spirited strands into shape.



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

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

- Helps add structure and hold
- Locks in hydration
- Boosts shine
- Long-lasting humidity protection
- Thermal protection up to 450 °F (232 °C)
- Protects against pollution\*



## Let's Look Inside...

Nothing stiff or crunchy here—just a flexible styling gel that keeps strands in place even in humid conditions.

**Crosspolymer + Copolymers:** create a smooth gel texture while delivering flexible holding power.

**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:** Apply to damp/dry hair. Style as usual.

**JOICO.COM**     

©2021 Henkel Corporation, Culver City, CA 90230 USA 800.44.JOICO  
Printed in U.S.A. HAIR Jill Buck PHOTO Hama Sanders J69848

\*Laboratory tested using pollution particles