

NEW
LOOK

JOICO
the **joi** of healthy hair

POWER SPRAY®

Power up with an ultra-firm-hold hairspray that delivers a fine aerosol mist—minus flaking and frizz. With protection against humidity, heat styling, pollution*, and UV rays, this powerhouse of 3-day hold stands up and shines.



FAST-DRY FINISHING SPRAY

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

It's a one-and-done application, as Power Spray's protection and hold keep your style going long after you put it in its place.

- Ultra-firm holding power
- Humidity protection and hold up to 72 hours
- No flakes
- Thermal protection up to 450 °F (232 °C)
- UVA/UVB protection
- Protects against pollution*
- Paraben-free
- Free of SLS/SLES Sulfates**



Let's Look Inside...

Nourishing oils combined with science that safeguards your strands take the concept of hold up a notch.

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 ultra-firm hold.

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HAIR Larisa Love PHOTO Hama Sanders J69848

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

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FLIPTURN®

Upside down, sideways, backwards...this spray delivers supercharged volume and hold from any angle. With big-time body and ultra-firm staying power (up to 72 hours!), you'll seriously flip for it.



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VOLUMIZING FINISHING SPRAY

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

Shine-boosting Flip Turn is the spray that never flakes out on you. Work all the angles with the innovative nozzle does the job for you.

- Ultra-firm hold and volumizing power
- Humidity protection and hold up to 72 hours
- No flakes
- Protects against pollution*
- Paraben-free
- Free of SLS/SLES Sulfates**



Let's Look Inside...

Nourishing oils combined with science that safeguards your strands take the concept of hold up a notch.

High-Performance Copolymer: provides high-performance hold that's touchable and won't flake.

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 can well. Flip head over and spray into dry hair. Scrunch for incredible volume, or layer over finished style for all-day hold.

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PROTECTIVE FINISHING SPRAY

JOIMIST® MEDIUM

Your blowout's looking great. And you want it to stay that way, without resorting to a bulletproof layer of hairspray that paralyzes great movement and flexibility. **JoiMist Medium**—with Level 6 hold—commits your style to memory; no touch-ups needed.



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

JoiMist Medium gives you just the right amount of hold while locking out humidity and particle pollution for healthy-looking hair.

- All-day holding power
- Helps control flyaways & frizz
- Thermal protection
- Protects against humidity
- Protects against pollution*
- Paraben-free
- Free of SLS/SLES Sulfates**



Let's Look Inside...

Nourishing oils combined with science that safeguards your strands take the concept of hold up a notch.

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.

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PROTECTIVE FINISHING SPRAY

JOIMIST® FIRM

Your blowout's looking great. And you want it to stay that way, without resorting to a bulletproof layer of hairspray that paralyzes great movement and flexibility. With Level 9 hold, **JoiMist Firm** commits your style to memory—no touch-ups necessary.



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

JoiMist Firm locks in Level 9 style and locks out the elements that can ruin your style for a stay-put finish that can stand up to humidity and pollution*.

- All-day holding power
- Helps control flyaways & frizz
- Thermal protection
- Protects against humidity
- Protects against pollution*
- Paraben-free
- Free of SLS/SLES Sulfates**



Let's Look Inside...

Nourishing oils combined with science that safeguards your strands take the concept of hold up a notch.

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.

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